

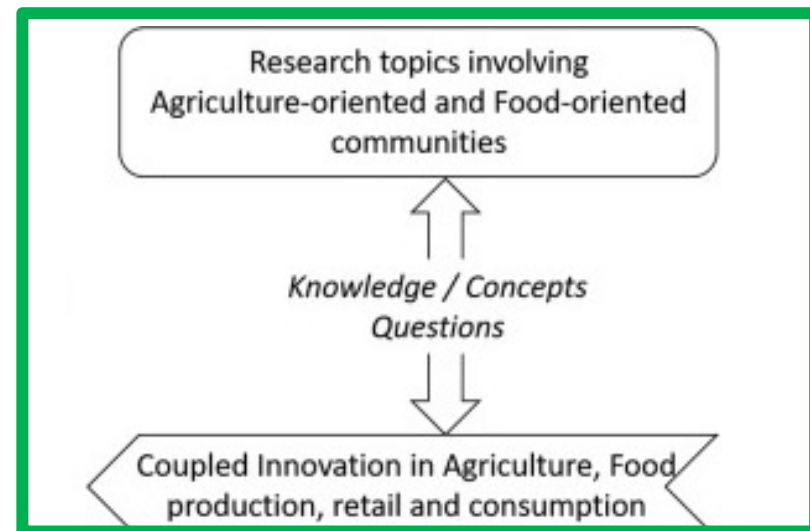
RECONNECTING INNOVATION PROCESSES BETWEEN AGRICULTURE AND FOOD SECTORS TO SUPPORT A SUSTAINABLE TRANSITION OF AGRIFOOD SYSTEMS: TRACKING COUPLED INNOVATIONS DESIGNED BY ACTORS

*Margot Leclère, Tristan Gérard, **Chantal Loyce***



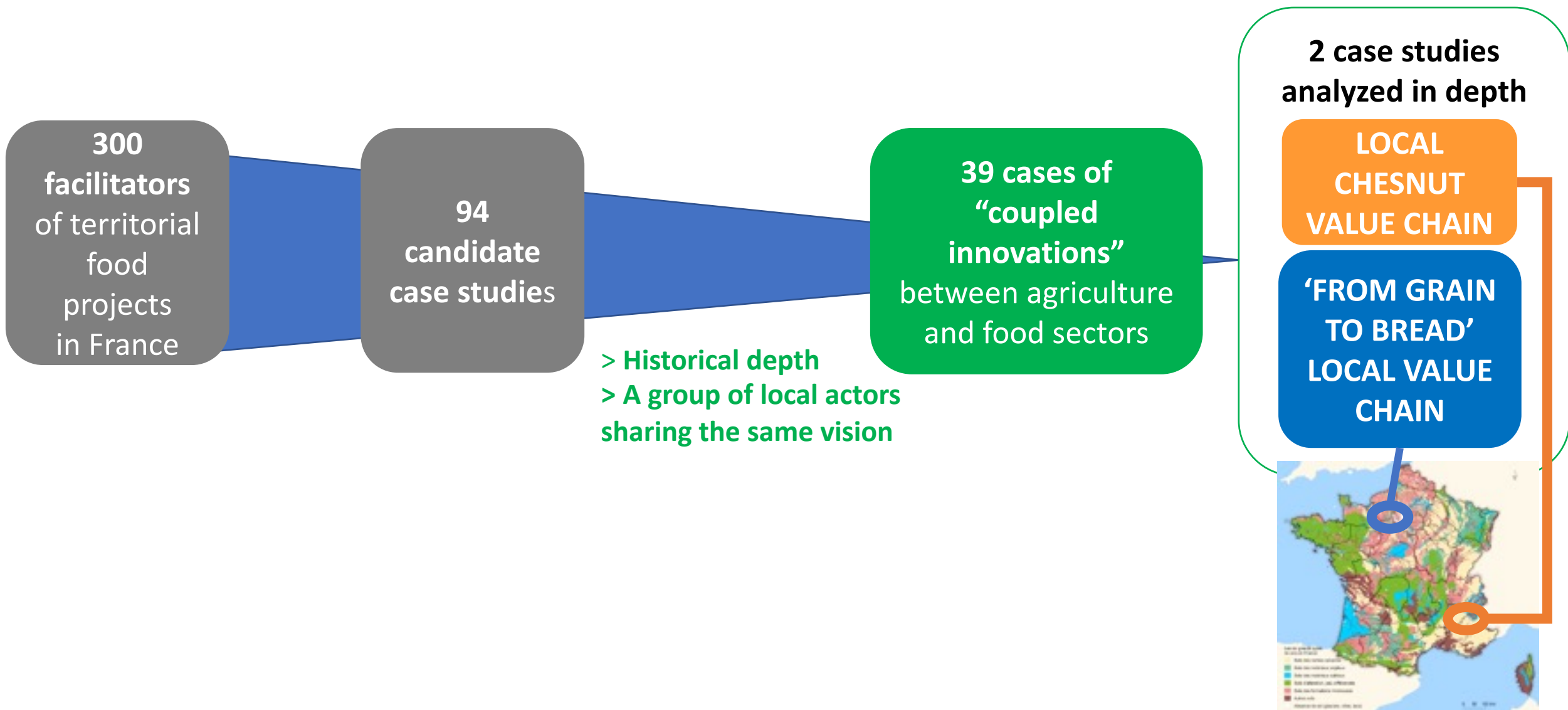
A NEED FOR COUPLED INNOVATIONS TO SUPPORT A SUSTAINABLE TRANSITION OF AGRI-FOOD SYSTEMS

- **Transition of agri-food systems is underway but remains slow** partly because of the **strong disconnection** between agriculture and food sectors (Brun et al. 2021)
- **Coupled innovations** have been defined as “*novelties designed in a coordinated manner when they fall under innovation areas usually managed independently*” (Meynard et al. 2017)

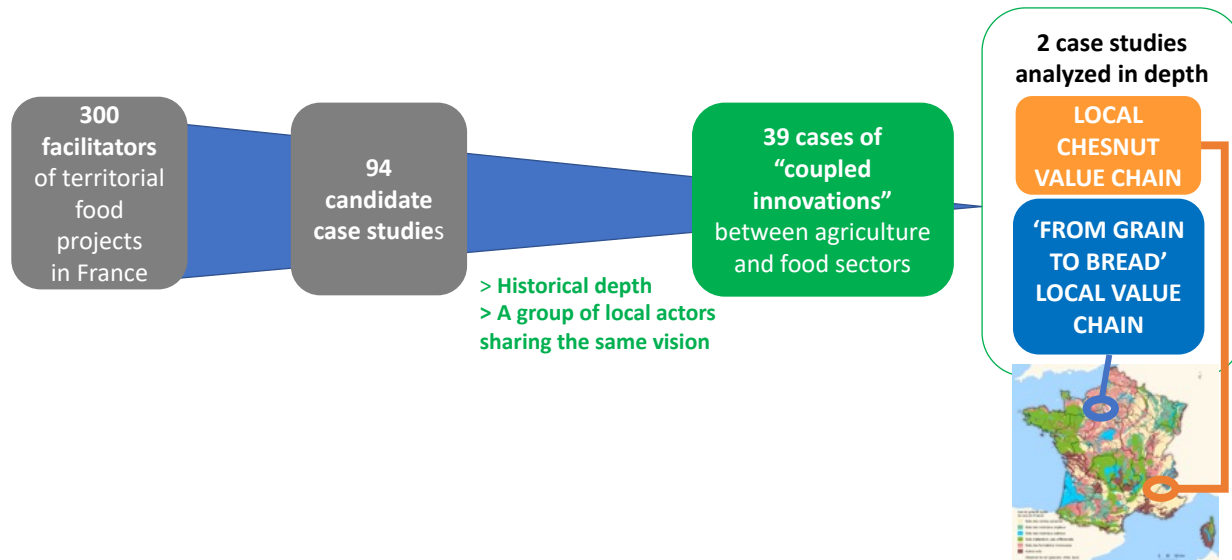


TO ANALYZE HOW ACTORS HAVE COORDINATED THEMSELVES TO DESIGN
COUPLED INNOVATIONS WITHIN FOOD RELOCALISATION DYNAMICS

TRACKING COUPLED INNOVATIONS: SCREENING



TRACKING COUPLED INNOVATIONS: SCREENING AND INTERVIEWS



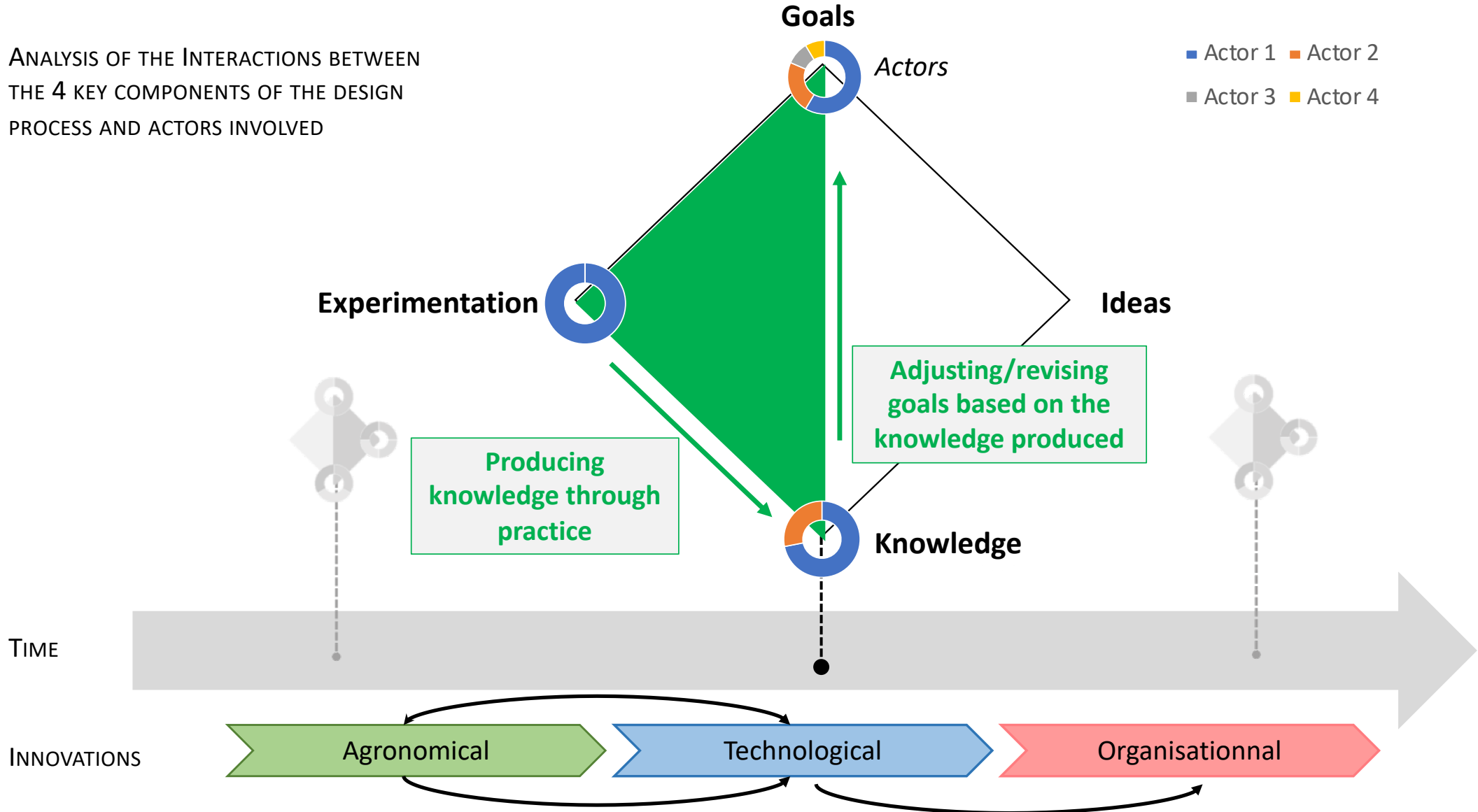
- **15 actors interviewed**
Chesnut producers, elected representatives, worker in the process workshop, forester from National Forestry Office
- **10 actors interviewed**
Farmers, bakers, millers, advisors from extension services or associations



- Case study history
- Geography
- Network of actors
- Shared goals
- Ideas / concepts
- Experimentation
- Knowledge

TRACKING COUPLED INNOVATIONS: BUILDING A CONCEPTUAL FRAMEWORK

ANALYSIS OF THE INTERACTIONS BETWEEN THE 4 KEY COMPONENTS OF THE DESIGN PROCESS AND ACTORS INVOLVED



RESULTS: Application of the framework to the chestnut case study

- Private chestnut producers
- Municipalities
- Association of producers
- Association Châtaignes des Grès
- Professional chestnut producers
- Community of municipalities



1970

2001

2007

2008

2014

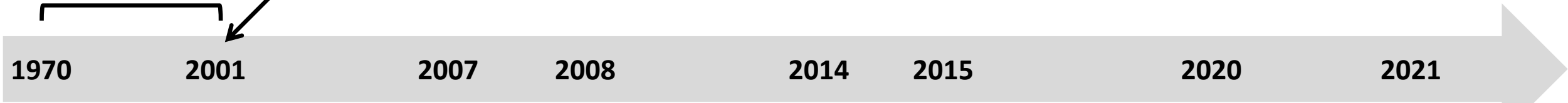
2015

2020

2021

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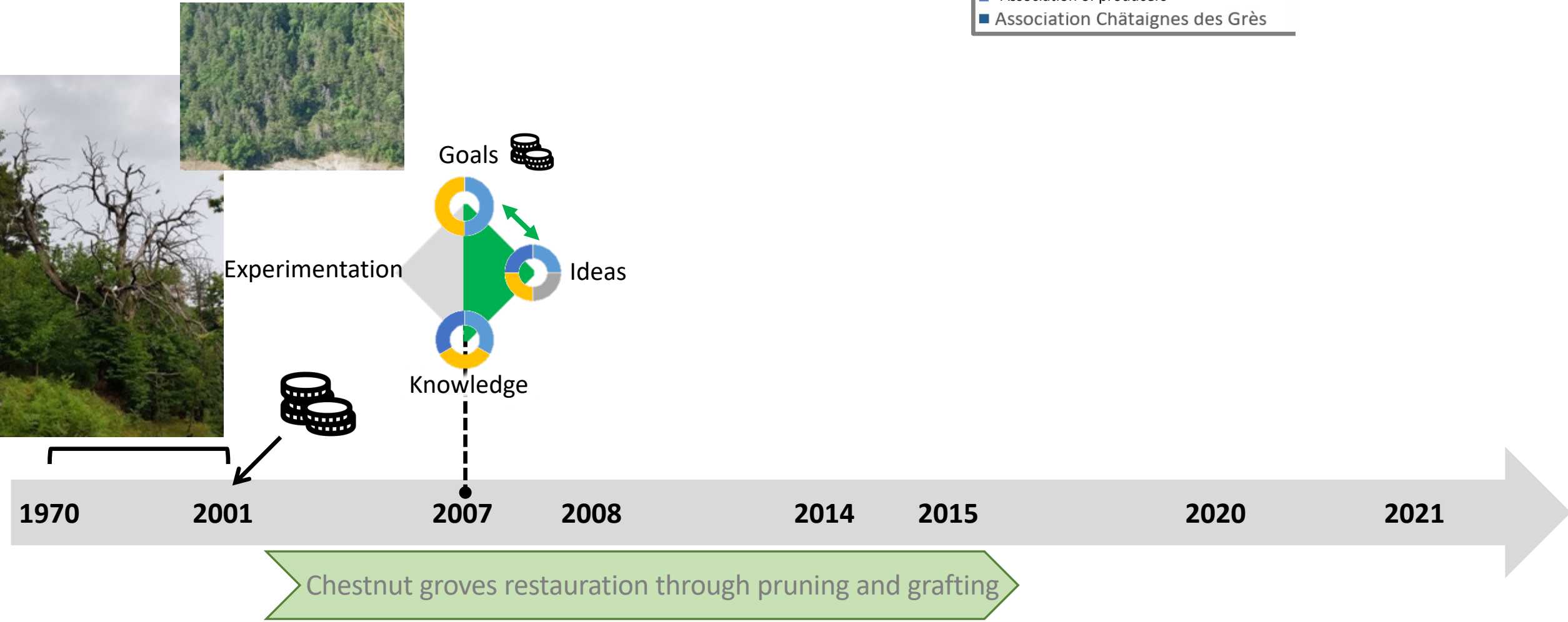


Chestnut groves restauration through pruning and grafting



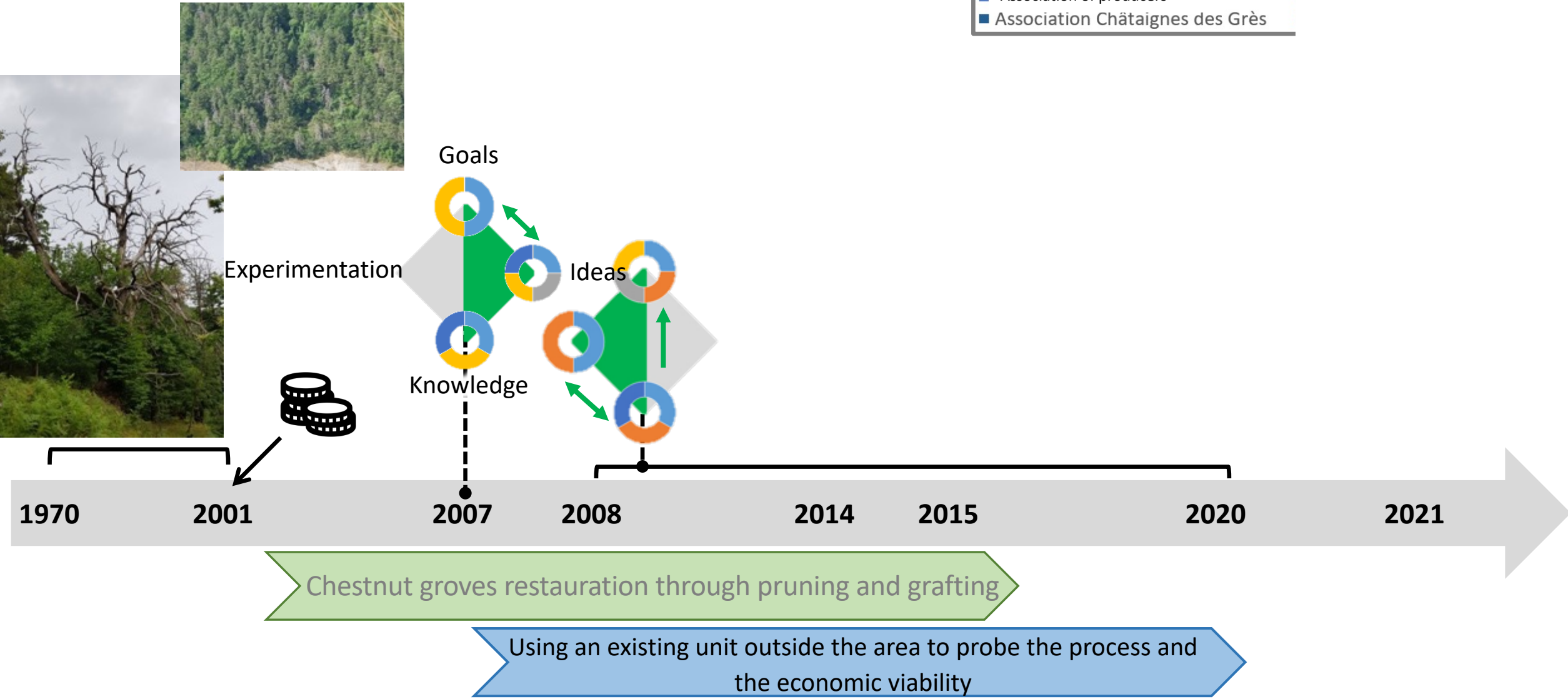
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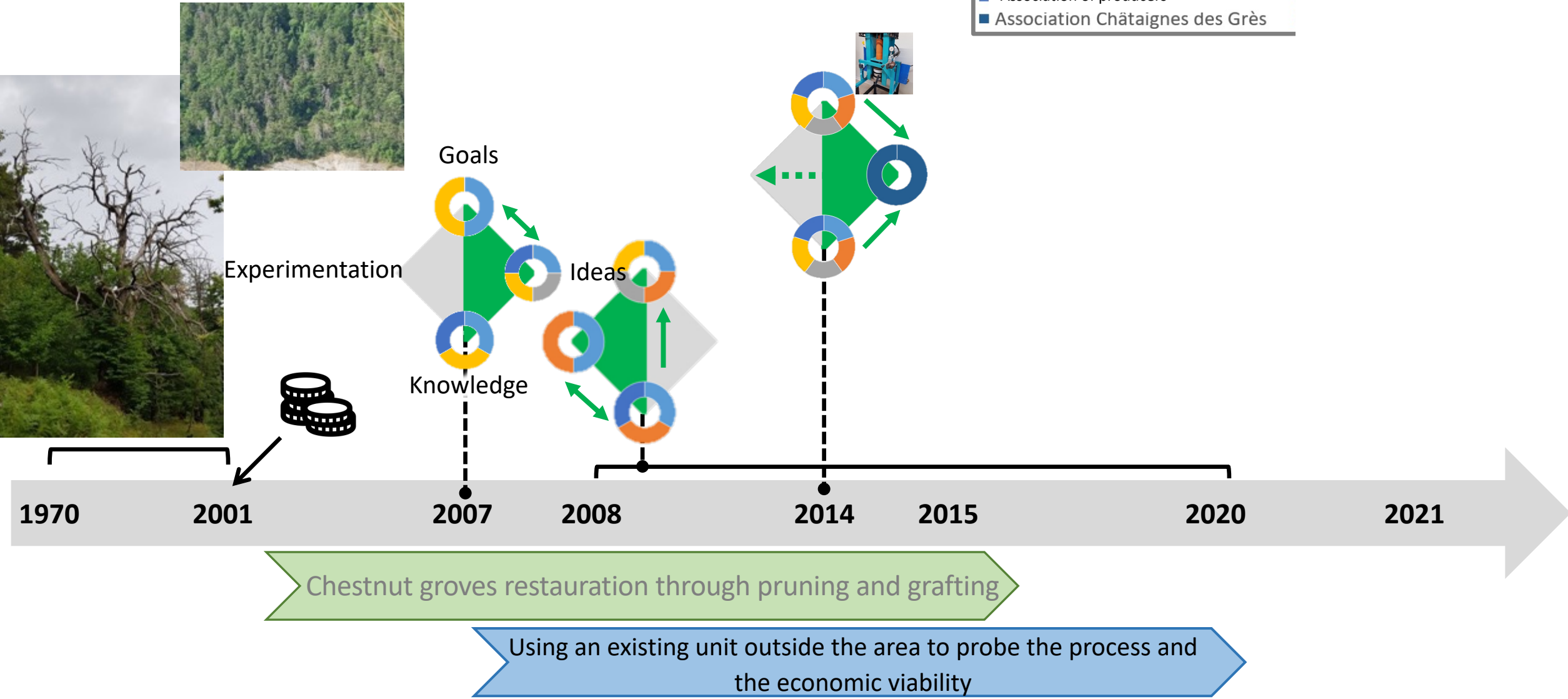
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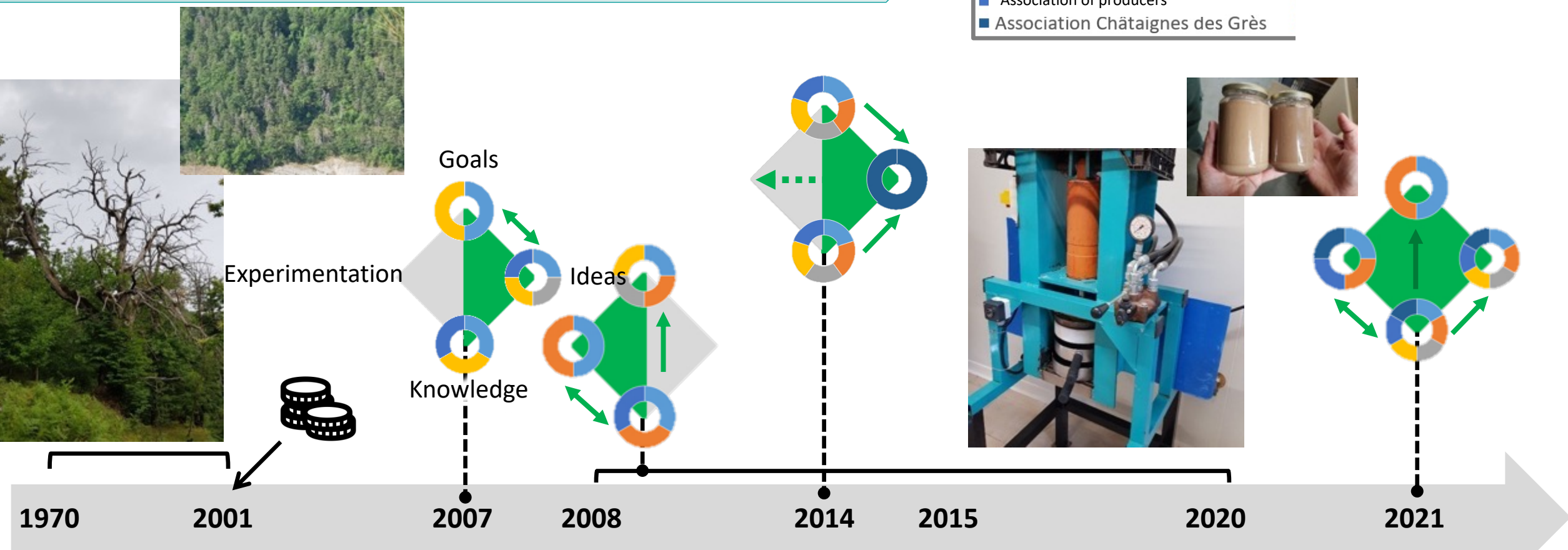
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Chestnut groves restauration through pruning and grafting

Using an existing unit outside the area to probe the process and the economic viability

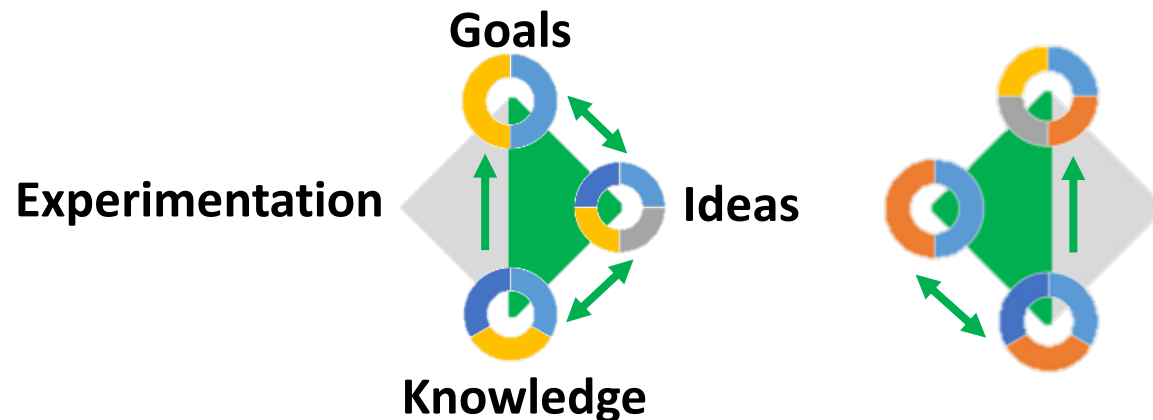
Multi-products process workshop

Adaptation of practices (e.g. chestnut harvest) to the process

Shared management and involvement

Discussion: two case studies with common features

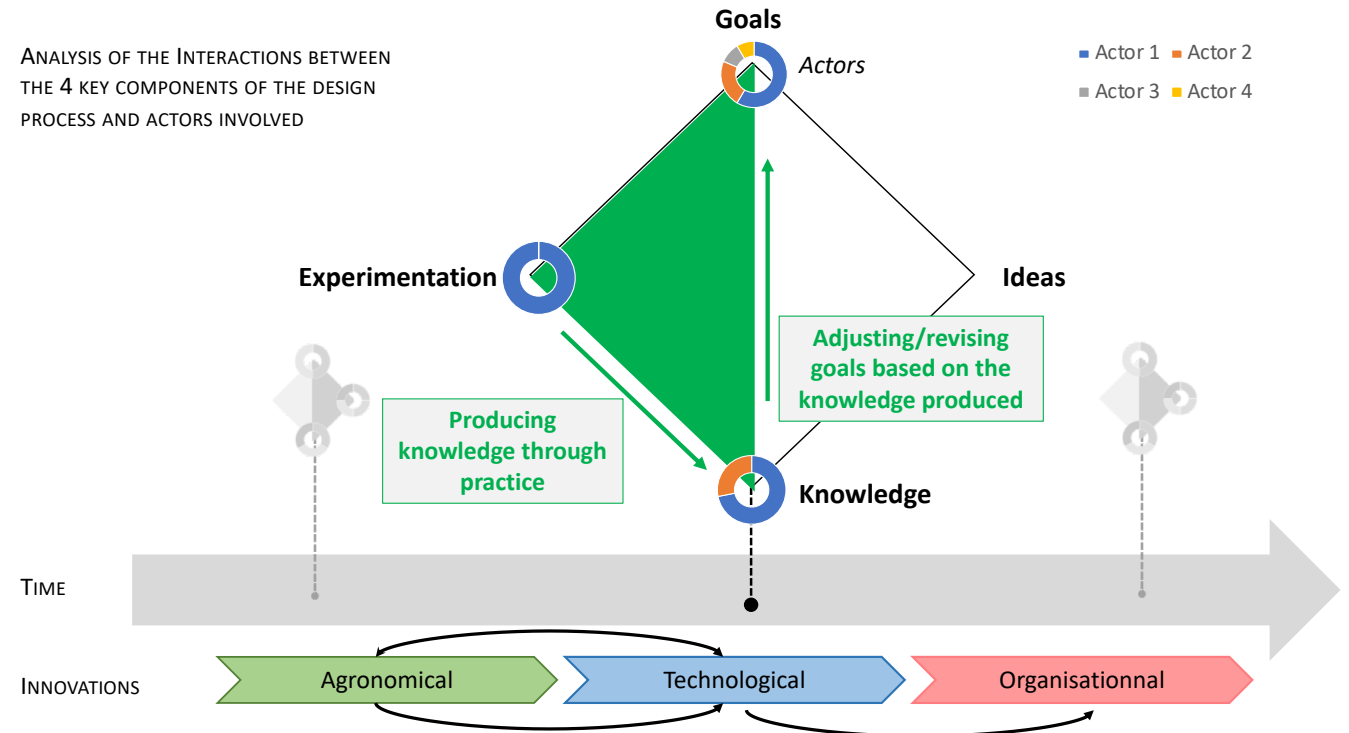
- A similar dynamic of food relocalisation involving key steps:
 - Establishing a first agronomical innovation
 - Identifying new market opportunities following a turning point
 - Sharing finances and knowledge to design a local value chain
 - Creating a multi-purpose processing unit and diversifying crops and products
- An iterative process between design (I and K) and test (E), followed by a change in goals (G)




- A strategic role played by the processor to coordinate the activities of actors

Main methodological contributions **and perspectives**

- Screening criteria identified
- A conceptual framework allowing us to analyze coupled innovations designed by actors of a local value chain
- **Perspectives: to analyze other case studies in order to test the robustness of the conceptual framework and to enrich it**



A close-up, low-angle shot of a large, ancient tree trunk. The bark is thick, deeply furrowed, and dark brown. The tree is surrounded by a dense canopy of bright green, oval-shaped leaves. Sunlight filters through the foliage, creating a dappled light effect. The overall scene is lush and vibrant.

**Thank you for your
attention!**