



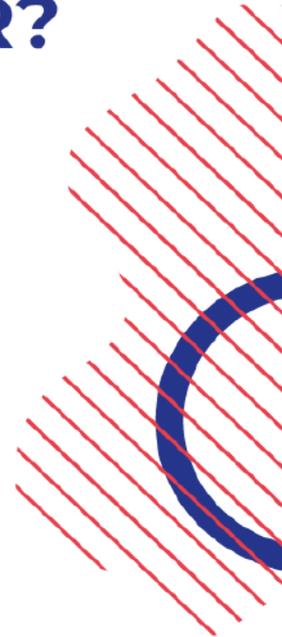
WHAT WOULD GROPIUS DO A CENTURY LATER?

Network Conversations
on the New European Bauhaus

Monday, 7th June 2021
from 10am to 12am CET



Leading the field of
**Bioeconomy,
Food and Health**



- **Federica Viganò** Researcher in Economic Sociology
- **Interests** Corporate Social Responsibility, Neoinstitutional Theory, Corporate and Occupational Welfare, Rural development, Eco-social transition of agrifood systems, Evaluation methods
- **Projects selection**

2018 -2020 (RTD call 2018) Wellbeing and resilience in the South Tyrol and Italy. A quali - quantitative analysis.

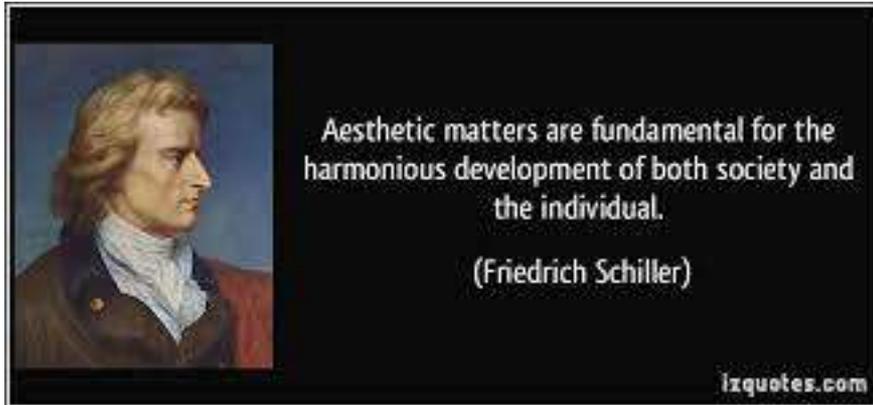
2018 - /2020 (INTERREG I-A 2014-2020) (Businesses with) Social Impact for the Alps Adriatic Region

2017- 2020 (ID call 2016) Unlocking the potential of social agriculture in South Tyrol

2017 - 2019 (CRC call 2016) -Recognizing the potential of CCI industries in South Tyrol

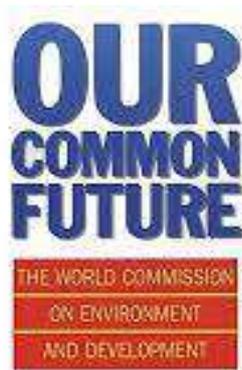
2016 - 2017 (RTD call 2015) Social innovation at the margins: how to improve well-being and foster human development through cooperative actions.

The theme: Beautiful, sustainable and inclusive Europe



Beautiful: Aesthetics matters.

Sustainable: As of sustainability, in purely economic terms and at rather abstract level, a practice can be considered sustainable as long as it creates value by exploiting the interests of a capital, without consuming the capital itself; we could say sustainability is that concept drawing a line between **using and overusing a resource**.



Inclusive: Bruntland report (1987) subtitle «Our Common future»

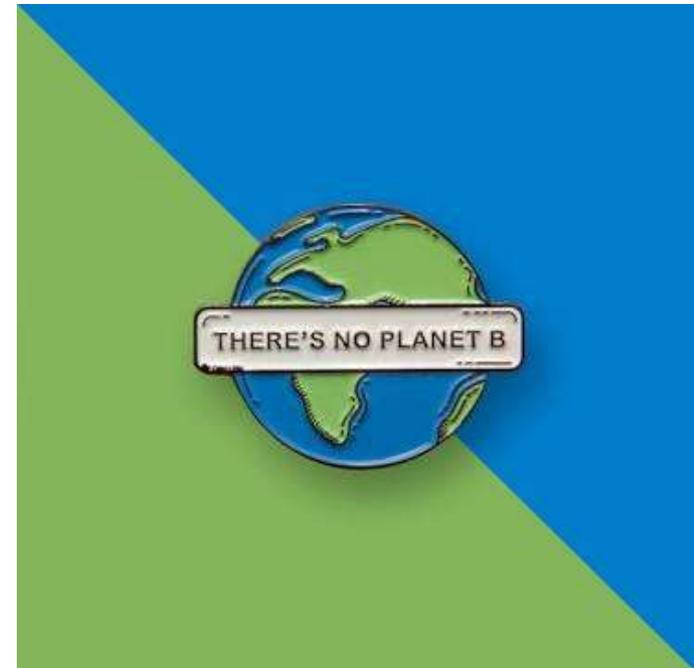
- Combating inequalities and considering **intergenerational and intragenerational disparities**.
- Embracing the **social issues**

Social and environmental sustainability and inclusiveness are the core interest when it comes to growth theory.

If we don't adopt the sustainability as a business as usual way of thinking and acting (also in the theories) we'll go in the direction of the **overuse/exploitation of resources thus enhancing social inequalities, economic disparities.**

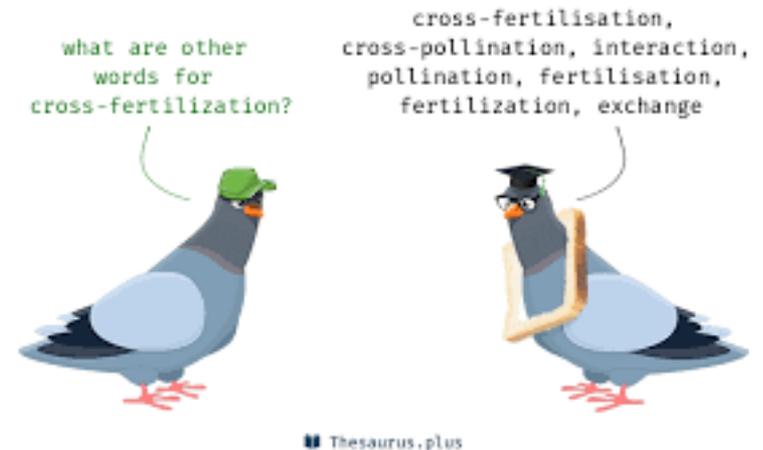
We will have places which will be favorite (**urban** areas, central places) and other will be left behind (**rural**/marginalized areas).

Recovering the delay: climate change/social sustainability
Favoring the **eco-social transition**



Cross fertilization-> the new innovation

Cross fertilisation and cross innovation are two very familiar concepts since one of my research topic regards Cultural and Creative Industries and sectors.



Main learning:

The new model of the economic systems (type of enterprises/their localization/ organization) lie not so much in the mono-chain specialization, typical of industrial organization (see districts/spatial localization) but in the **creative integration of many different supply chains**, in which culture does not produce value as it is capable of producing profit, but because it is part of a new production model based on a series of interaction and knowledge exchange issues.

Creative thinking: innovating approaches

- Interdisciplinarity brings new ideas and develops new approaches and allows tackling problems from different angles.
- Mixing methods and approaches



- Encouraging an holistic and humanities oriented + scientific education
- Measure and evaluate the research output
- Consider the question of measuring impact on societies

Three ideas

Alternative food networks, alternative food practices emerged in the 1990s as a reaction against the standardization, globalization, and unethical nature of the industrial **food** system. Still very important in urban and rural contexts. -> new actors/new distribution chains

Short and sustainable supply chains. Frontiers of labelling, certifications, From farm to fork, Consumers+producers.

Food affordability instruments and practices. Quality food, sustainable production, sustainable costs.

