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Challenges for Sustainable Bioeconomy and Climate Change

Sustainable models of rural development

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Introduction

The COVID-19 pandemic has shown how many unexpected risks existed in value chains. Many production capacities stopped and traditional value chains have been broken. Entrepreneurs were being in the desperate search of new solutions, models and business relationships.

At the same time, there are appeared new opportunities. Many educational webinars, trainings, programs were proposed to agrifood entrepreneurs and experts in internet. United through online platforms, social media groups, communities they began to create new business connections around a common idea and values.

This research is aimed to the theoretical and methodological grounding of AFSN-model for farmer collaboration and argumentation of its advantages under uncertain conditions of global food added value chains functioning.

Objectives – social and economic processes of rural development.

Research tasks:

- to design the methodology of sociological research of GESI-group of farmers;
- to analyze the results of sociological review of target groups of respondents and identify the main challenges of added value chain functioning;
- to argue the digital bases for food added value chains reconstruction.

Methodology

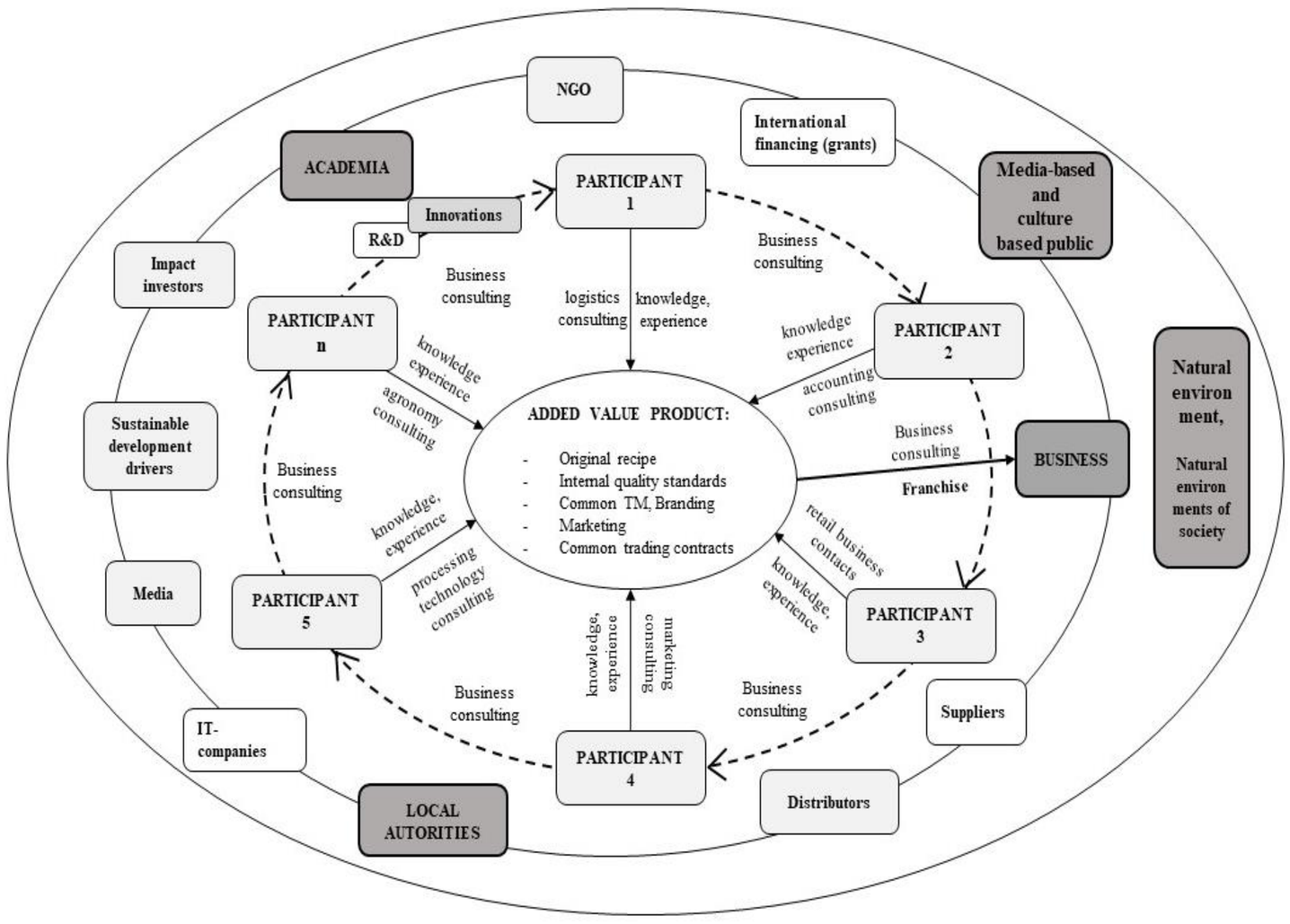
The study is based on sociological researches conducted by the author in 2020-2021 GESI-group of farmers (personalized poll by on-line questionnaire).

The AgriFood Social Network Model is based on the following scientific methods and approaches:

- The Cluster model by Michael Porter.
- The Quintuple Helix model and its function (functions). Modified from Etzkowitz and Leydesdorff (2000), on Carayannis and Campbell (2006, 2009, 2010), and on Barth (2011a).
- Farmer-to-Farmer Extension Model: Issues of Sustainability& Scalability in Indian Perspective. Developed by M. S. Meena, R.B. Kale, S.K. Singh and Shobhana Gupta.

Results

AgriFood Social Network Model (AFSN-model) design (picture 1):



Pic. 1. The AgriFood Social Network Model (AFSN-model)

Main conclusions

- Open network logic – all elements act according to the common values and goals.
- The model does not involve capital investment.
- The added value is a consequence of the system elements interaction.
- The model can be easily multiplied and scaled.
- The AFSN-model is more sustainable comparing to offline models.