



Innovation systems in transformation and global connections

A tale of transformative policies?

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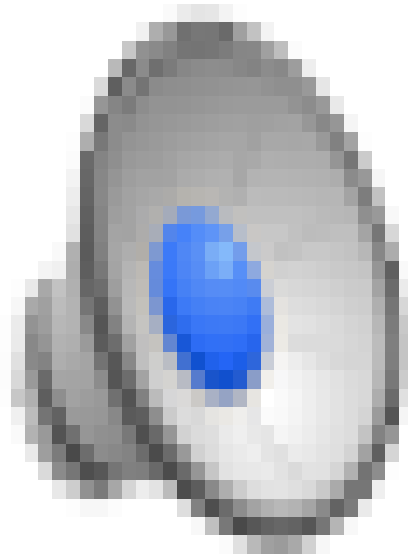
Main messages

- This presentation is a story of the transformation of an innovation system and its impact in other IS
- 2 main messages:
 - Transformative policies are enablers...but they are only one part of the story
 - Consumer behavior can make a difference
- The food production and consumption



Economics connections

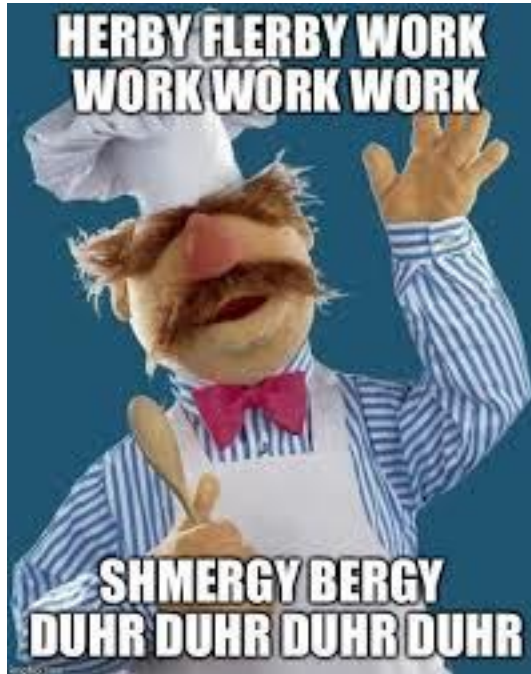
Global Trade of Goods



Source: <https://blueshift.io/international-trade.html>
<http://www.visualcapitalist.com/interactive-mapping-flow-international-trade/>



From Sweden



..to Italy



Through food production value chains (Wine)

- Very close to our everyday life & choices of consumption



- Very far away consequences of our daily choices



- Value chains links innovation systems across national boundaries

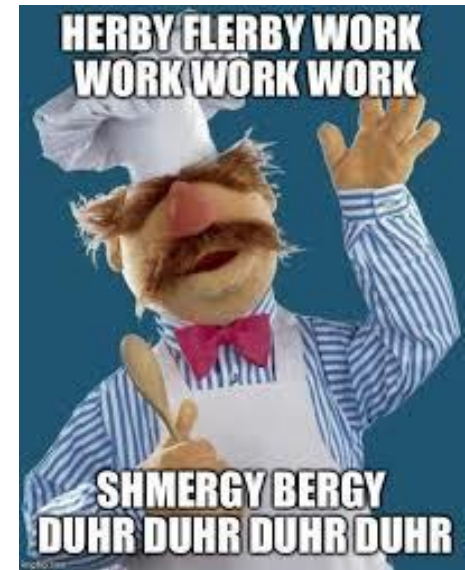
- Negative loop
 - Biodiversity loss (Lenzen et al, 2012)
 - Poverty and reduced income
- Positive loop?

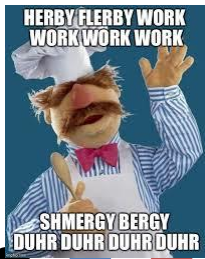


Swedish innovation system and policies

- Sweden ranked first in sustainable development goals (<http://www.sdindex.org>)
- Sweden ranked 3rd in the world in the Environmental Performance Index (EPI, 2017)
- Since 2012 **Strategic Innovation Programs** (Coenen et al, 2017)
 - Aiming at addressing complex societal challenges rel. sustainable development
 - Joint initiative between 3 agencies: VINNOVA, Swedish Energy agency and FORMAS (the Research council for environment, agricultural science and spatial planning)
- Overall **awareness for social and environmental justice** – “Common goods”...which is on the rise – **SOFT INSTITUTIONS**

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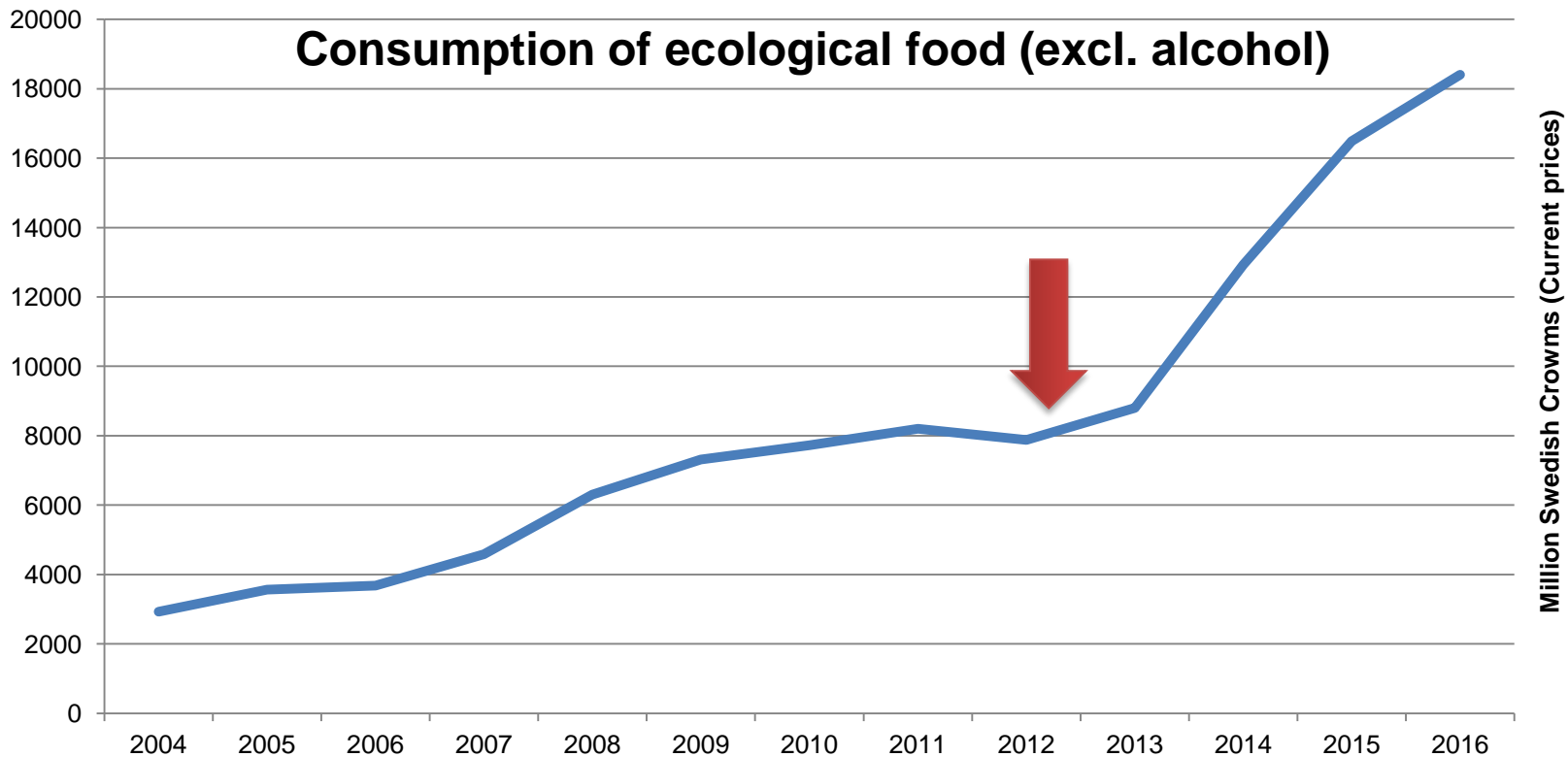




A particular case

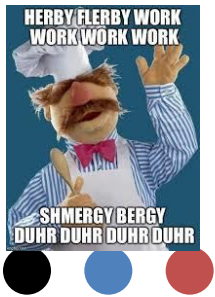
Food production and consumption

Changes in Swedish consumption patterns (2004-2016)



Source: Based on Swedish statistical office data Ekologisk Livsmedelsmarknad 2017

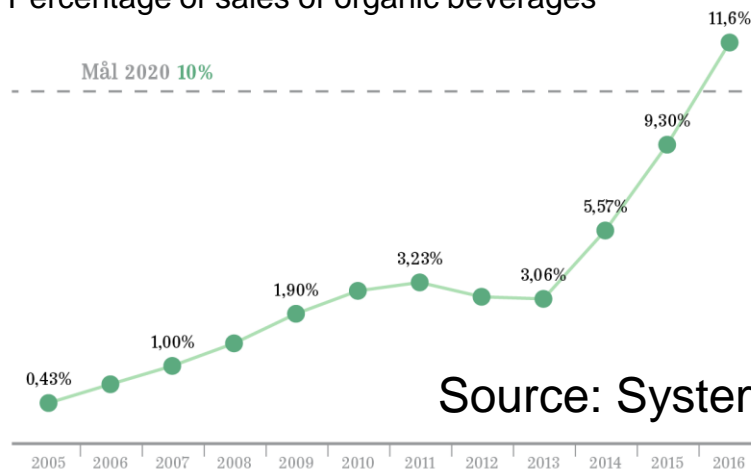




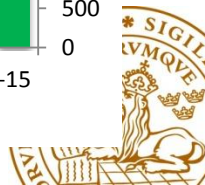
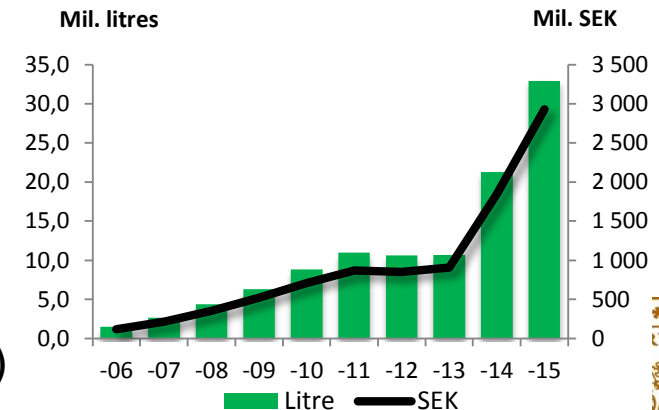
Zooming in Wine consumption in Sweden

- Alcohol distribution is in hands of System Bolaget : Quasi-government monopoly to sell alcohol over 3,5 degrees
- 2nd most important actor in terms of organic food consumption in Sweden - (EkoWeb, 2017)
- In Sweden,
 - 40% of all red wine purchases come from Italy
 - Italy most important source of organic wine

Percentage of sales of organic beverages



Organic wine



| Rippling effects



Implications for Italian wine production



- Sweden is the 4th most important world market for exports of Italian organic wine and 7th of all wine exports
- Increase in the demand of organic wine in Sweden seem to be triggering a transformation of organic production in Italy (Chianti) in a cascade form (first large producers, followed by small producers)
- Important role of Swedish immigrants in Tuscany as gatekeepers



(Source: Chaminade & Randelli, ongoing work)

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Conclusions

- In a highly interconnected world system, transformations in one system might have important global effects (positive and negative)
- System transformation can be achieved through transformative policies but not only
 - Consumers may play a fundamental role in particular industries – e.g. food
 - Soft institutions matter! (values)
- From transformative policies to transformative institutions?
- More global explorative cases needed

