



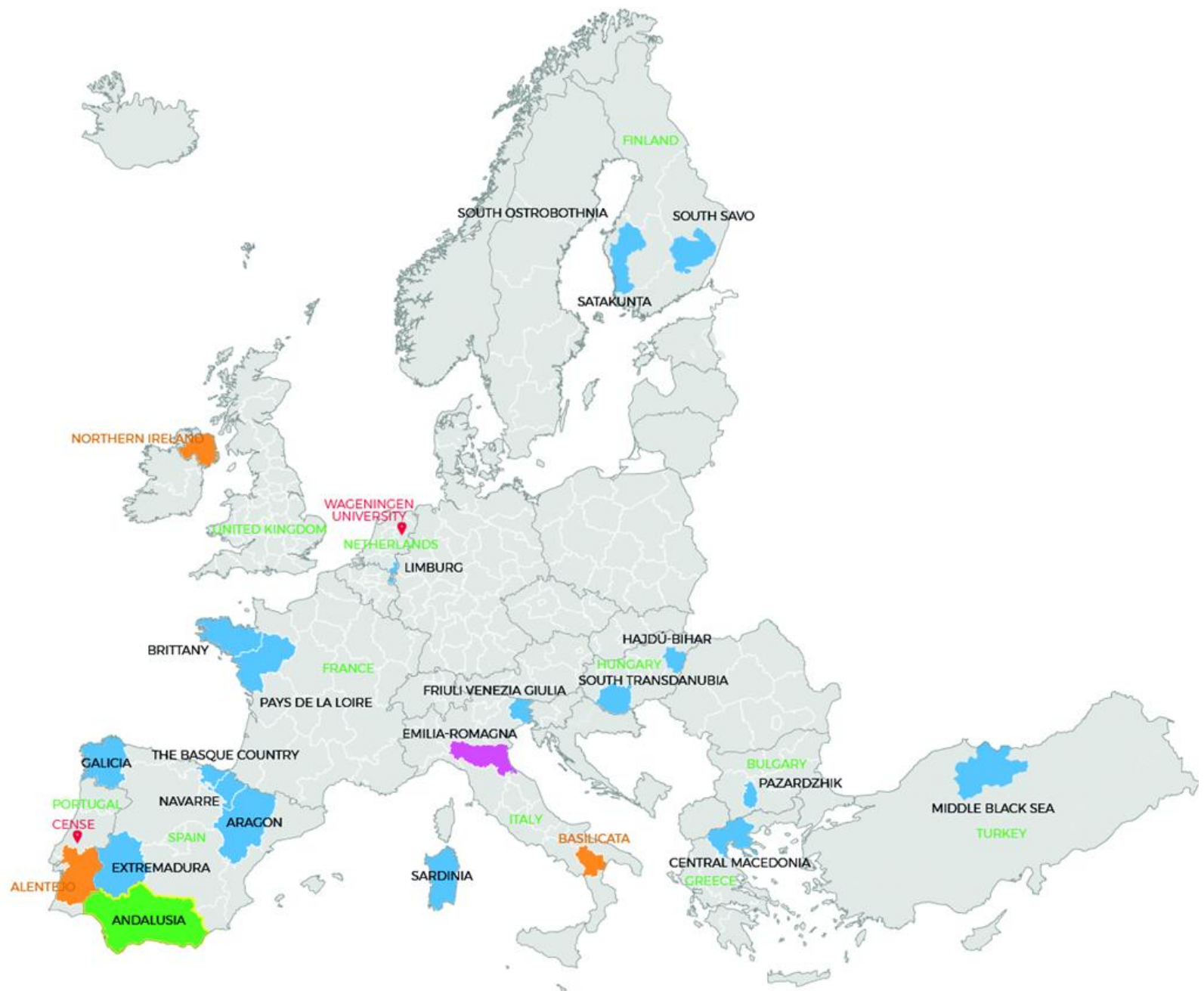
Mapping the relational capital in the European partnerships

SMART REGIONS 2.0 CONFERENCE

1-2 June 2017, HELSINKI

Innovation is a **relational** process





● LEAD REGION
 ● CO LEAD REGION
 ● REGIONS
 ● CLUSTERS
 ● RESEARCH/UNIVERSITY

TYPOLGY OF MEMBERS OF CLUSTERS RELATED TO TBD IN AGRIFOOD:

Public sector

- Representatives of the regional government:
- Departments of Agriculture, Technology, Public Health, Innovation, Environment (among others).
- Public enterprises related to this area.
- Other related entities.

Private sector

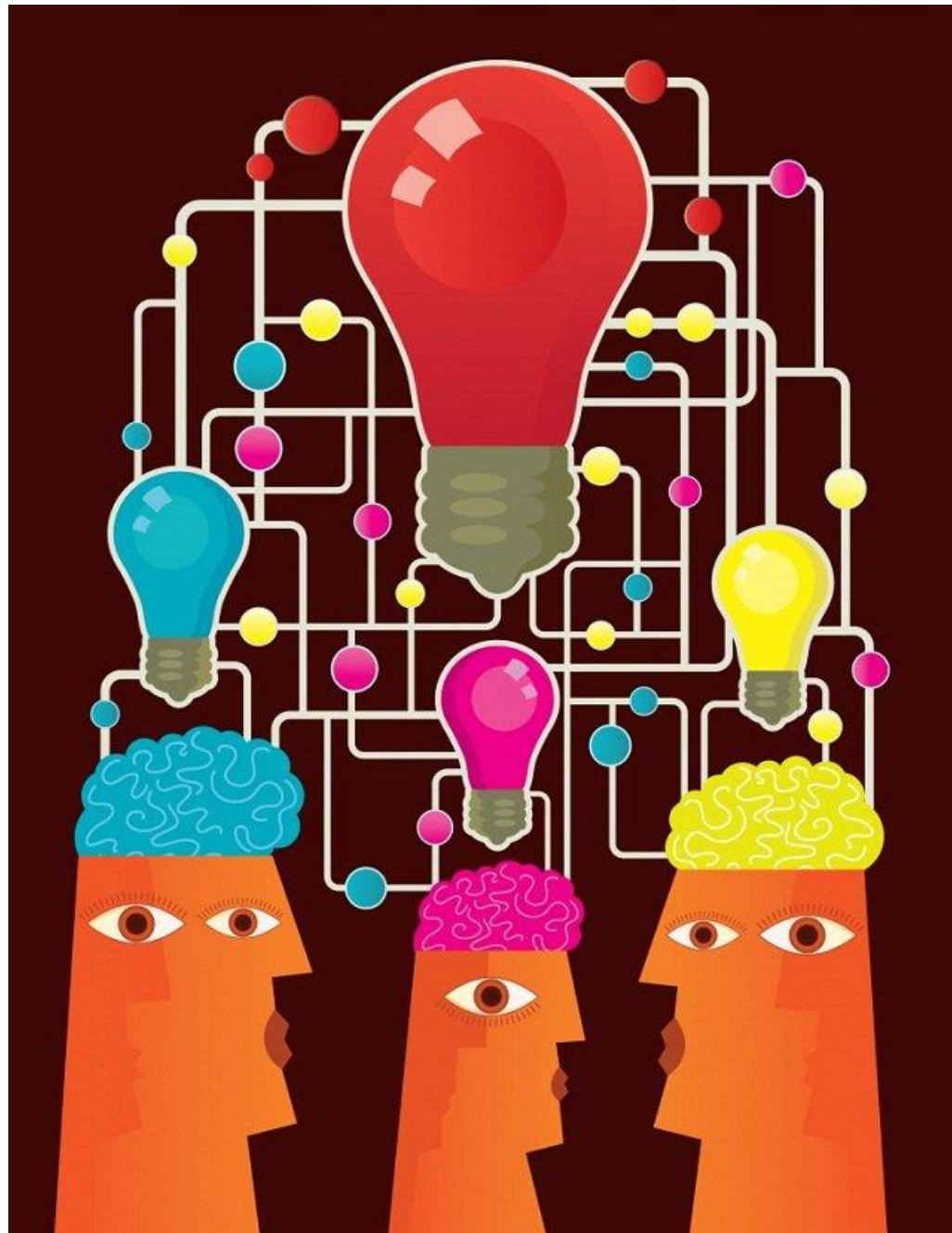
- Agricultural and agri-food companies
- Agri-food distribution companies
- ICT Companies
- Agri-food quality control companies
- Technology Centres
- Other related entities

Academy

- Regional universities (Faculties and Higher Schools of Agriculture, Health, Technology, and others related to this field).
- Regional Research Centres.

Civil society

- Consumers
- Foundations
- Agriculture organizations



Social network analysis

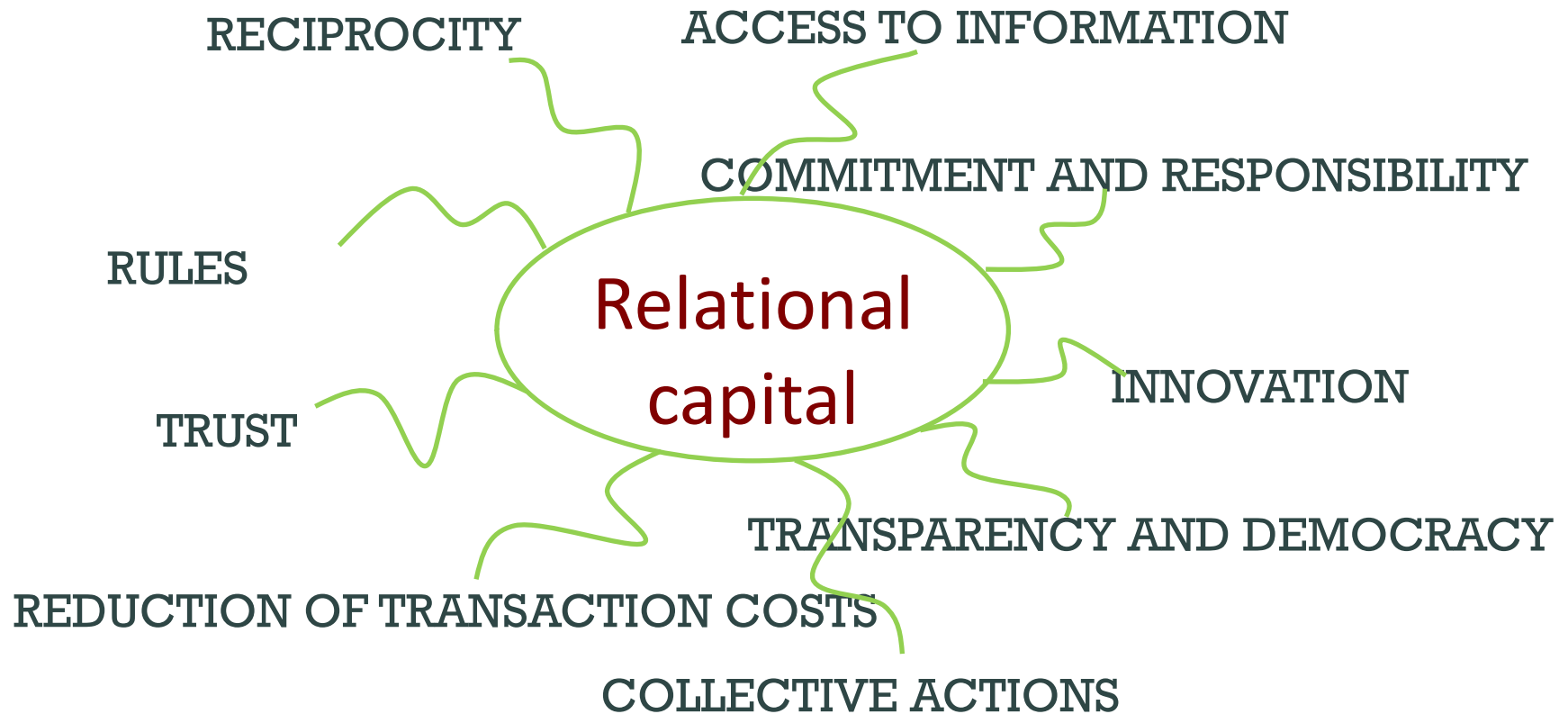


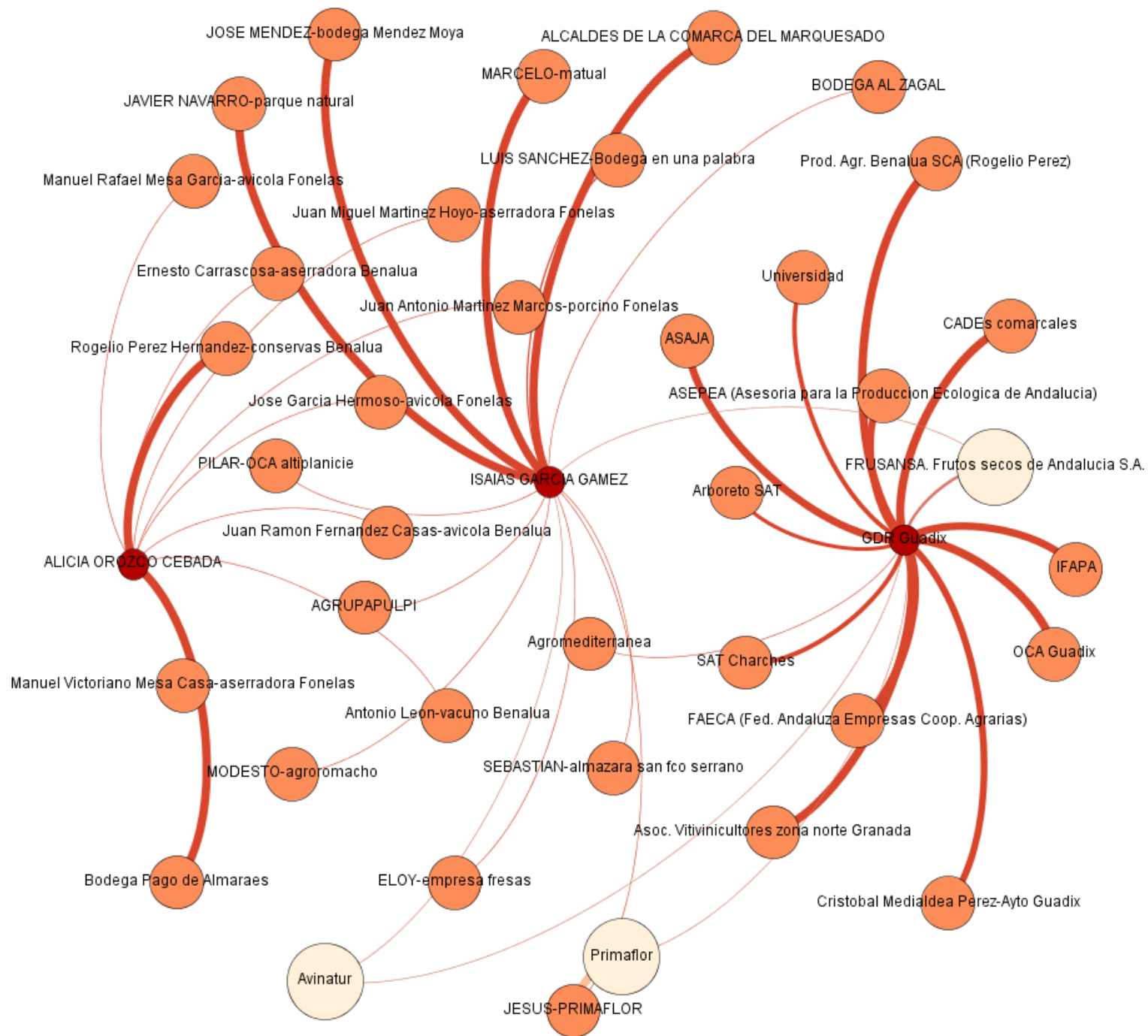
What is relational capital?

“The value of relationships that an organisation maintains with different agencies of its environment”.

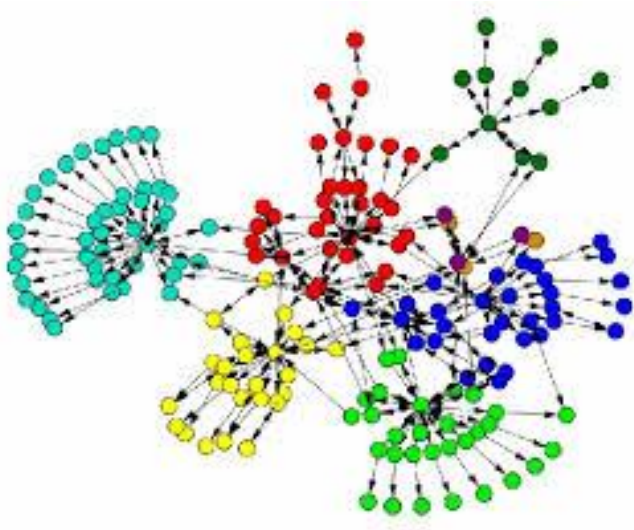
Euroforum, 1998.







The contribution of visual mapping



Diagnose

Highlight strengths – Allow action

Encourage initiatives

NATURE INDEX

SHOWING WHO COLLABORATES WITH WHO AND WHO DOES THE HEAVY LIFTING. MORE WORDS.

Branch:

OVERALL

Sort by:

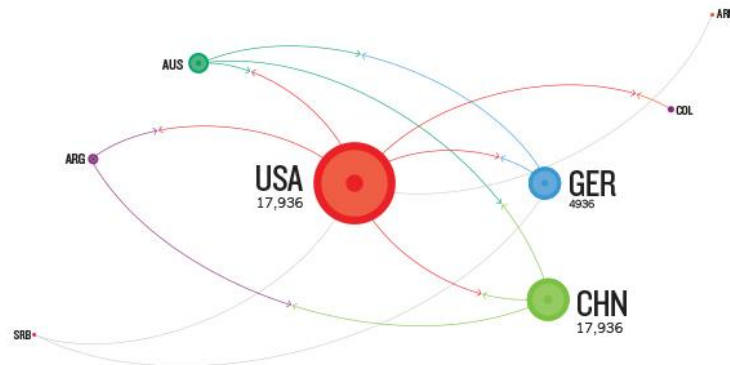
STRONGEST COLLABORATION

REGION

Count:

FC

WFC



COUNTRIES

- North America
- North & West Europe
- Central & East Europe
- Latin America & Caribbean Islands
- Africa
- West Asia
- Central & South Asia
- East & Southeast Asia
- Australasia & Pacific Islands

LEVEL OF COLLABORATION



Equal collaboration

Skewed collaboration

Why and when to use SNA

- ▶ Whenever you are studying a social network, either offline or online, or when you wish to understand how to improve the effectiveness of the network
- ▶ When you want to visualize your data so as to uncover patterns in relationships or interactions
- ▶ When you want to follow the paths that information (or basically anything) follows in social networks

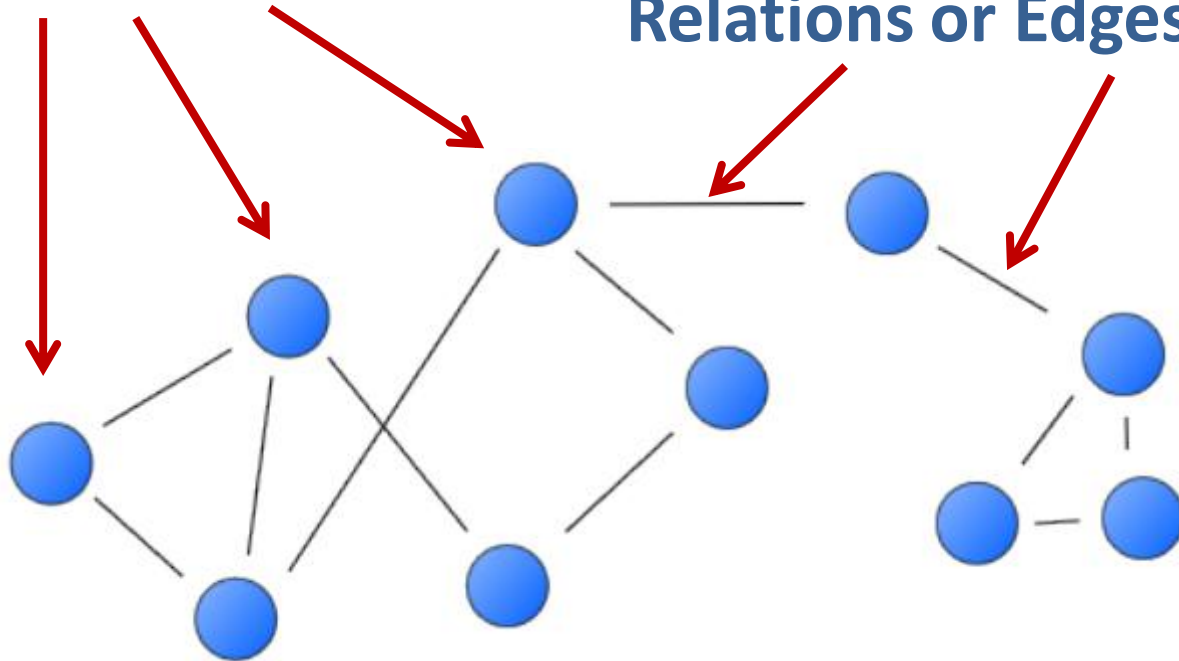
Basic concepts

- Networks
- Tie Strength
- Key Players
- Cohesion

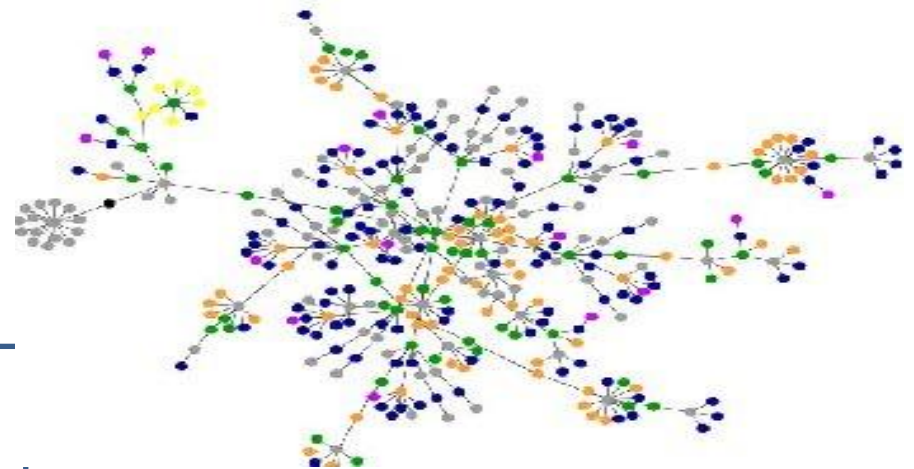
Networks

Actors or Nodes

Relations or Edges



MAPPING ACTORS



**Automatic
information**



Example: Agrifood industries
Register, internet search, RIS3 tools,
call to actions...

**Semi-automatic
information**



Search through surveys and
interviews with key
stakeholders (connectors).

ad-hoc information



Ongoing process

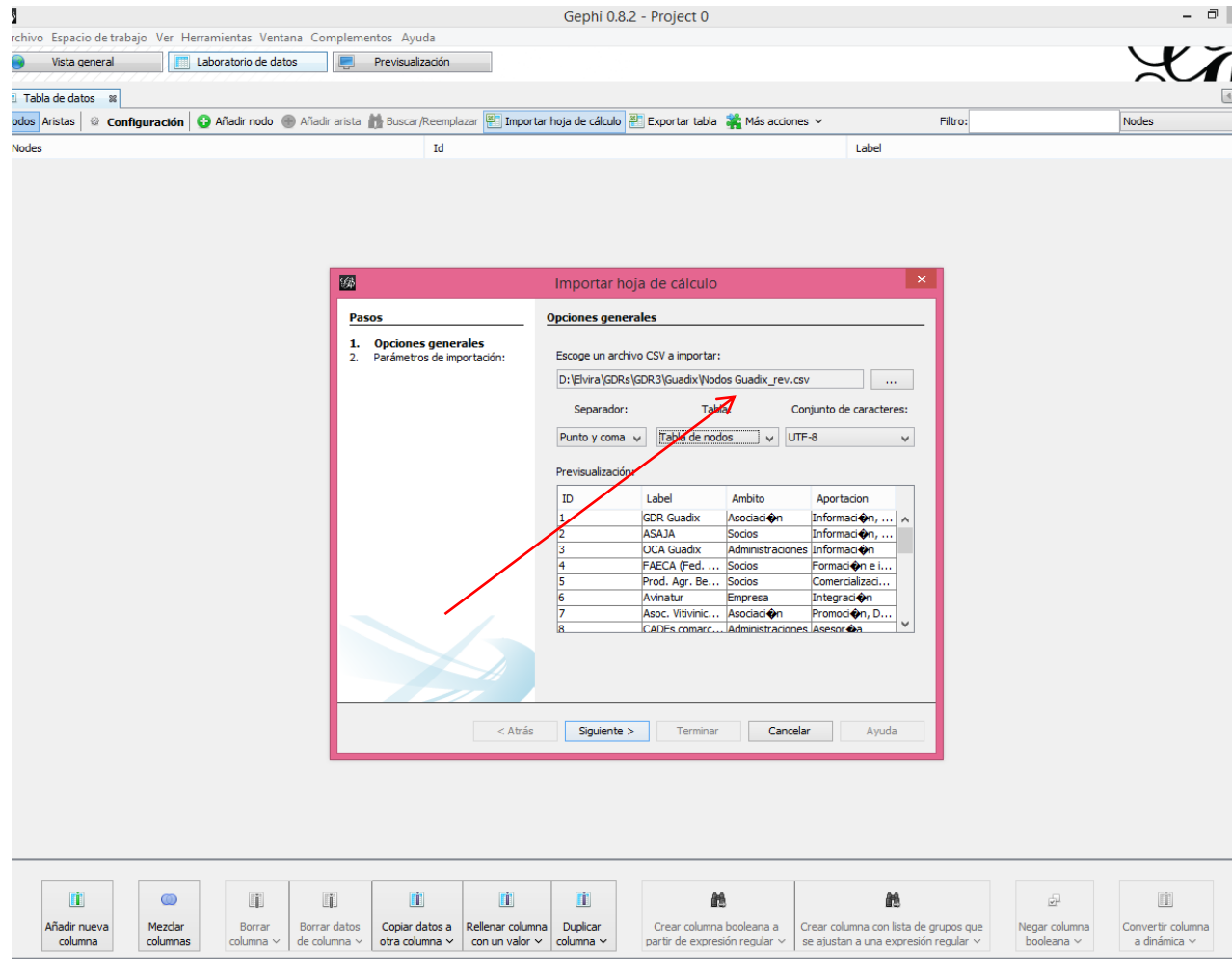
Actors

Actors

	A1	A2	A3	A4	A5	A6	A7
A1								
A2								
A3								
A4								
A5								
A6								
A7								
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Permanent updating

Using a software tool for visualization

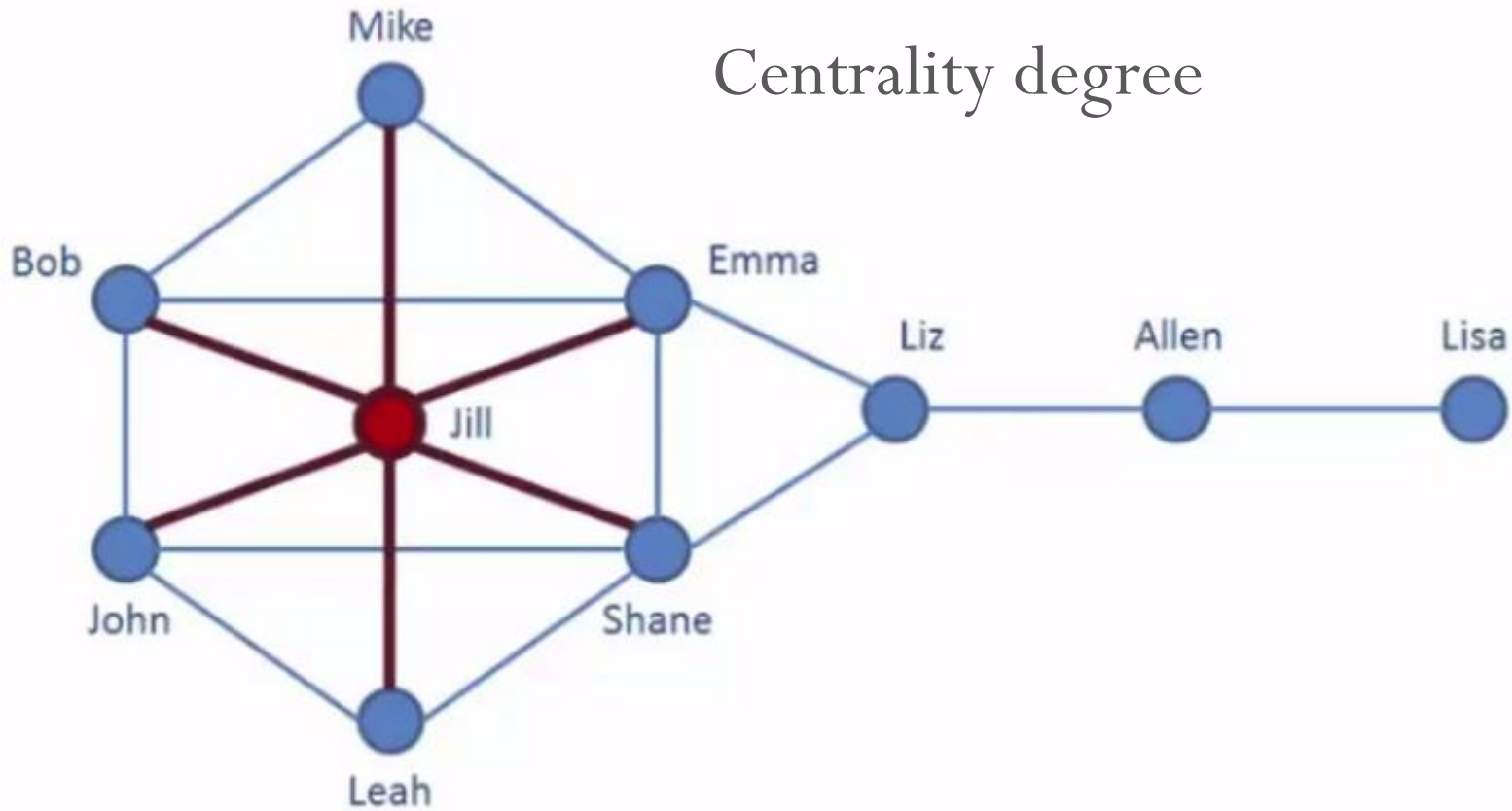


Tools

- Pajek (Windows, free)
- UCInet (Windows, shareware)
- Netdraw (Windows, free)
- Mage (Windows, free)
- GUESS (all platforms, free and open source)
- R packages for SNA (all platforms, free and open source)
- Gephi (all platforms, free and open source)

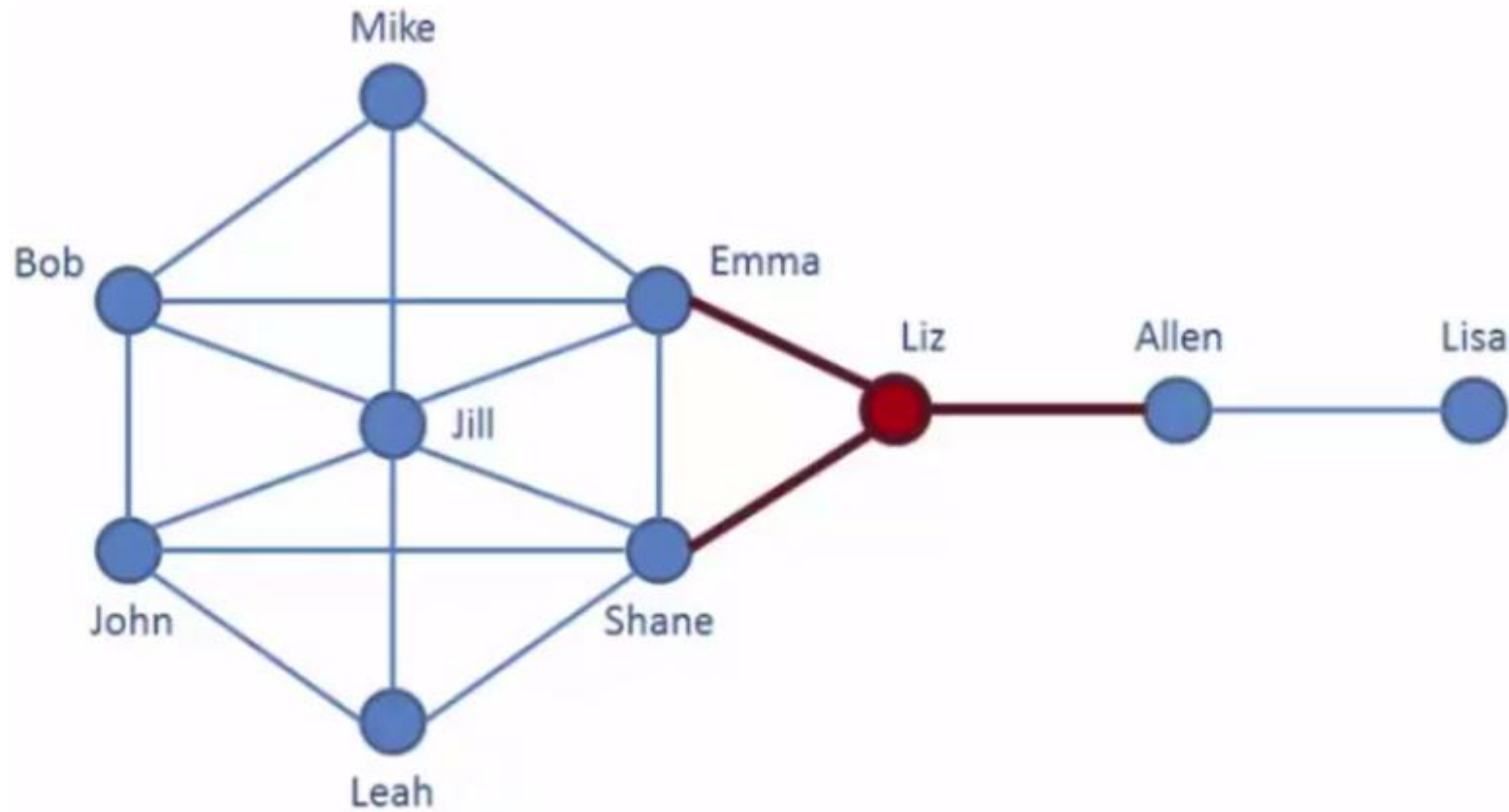
Tie strength

Connections



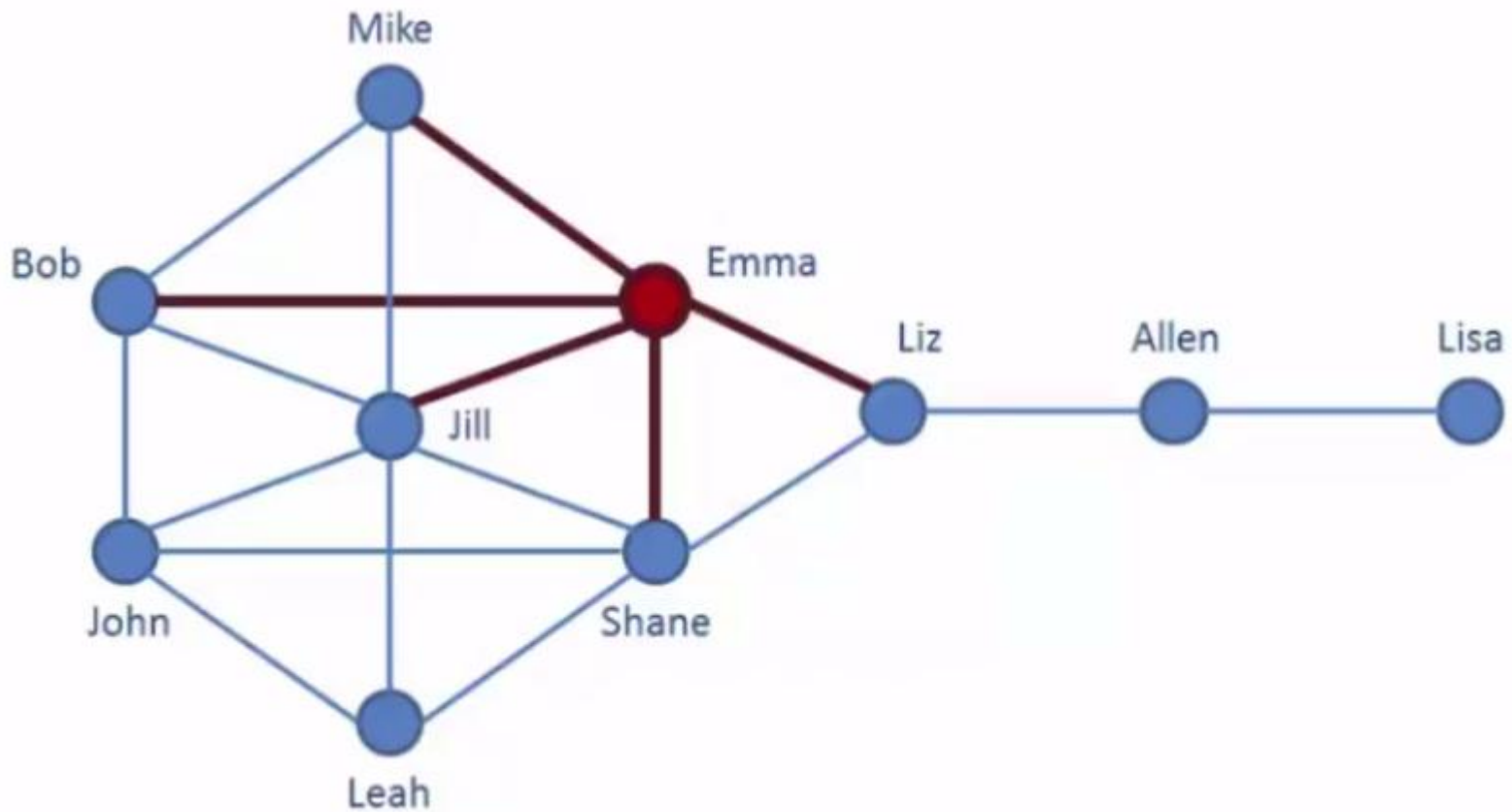
Key players

Intermediation



Cohesion

Closeness

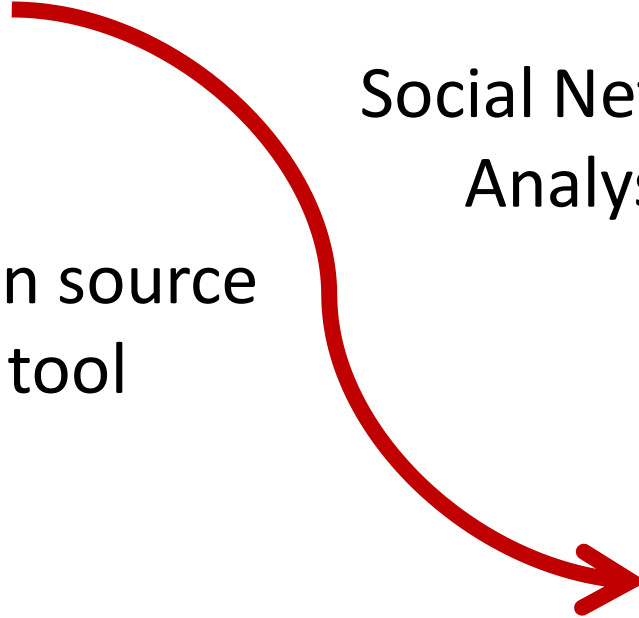


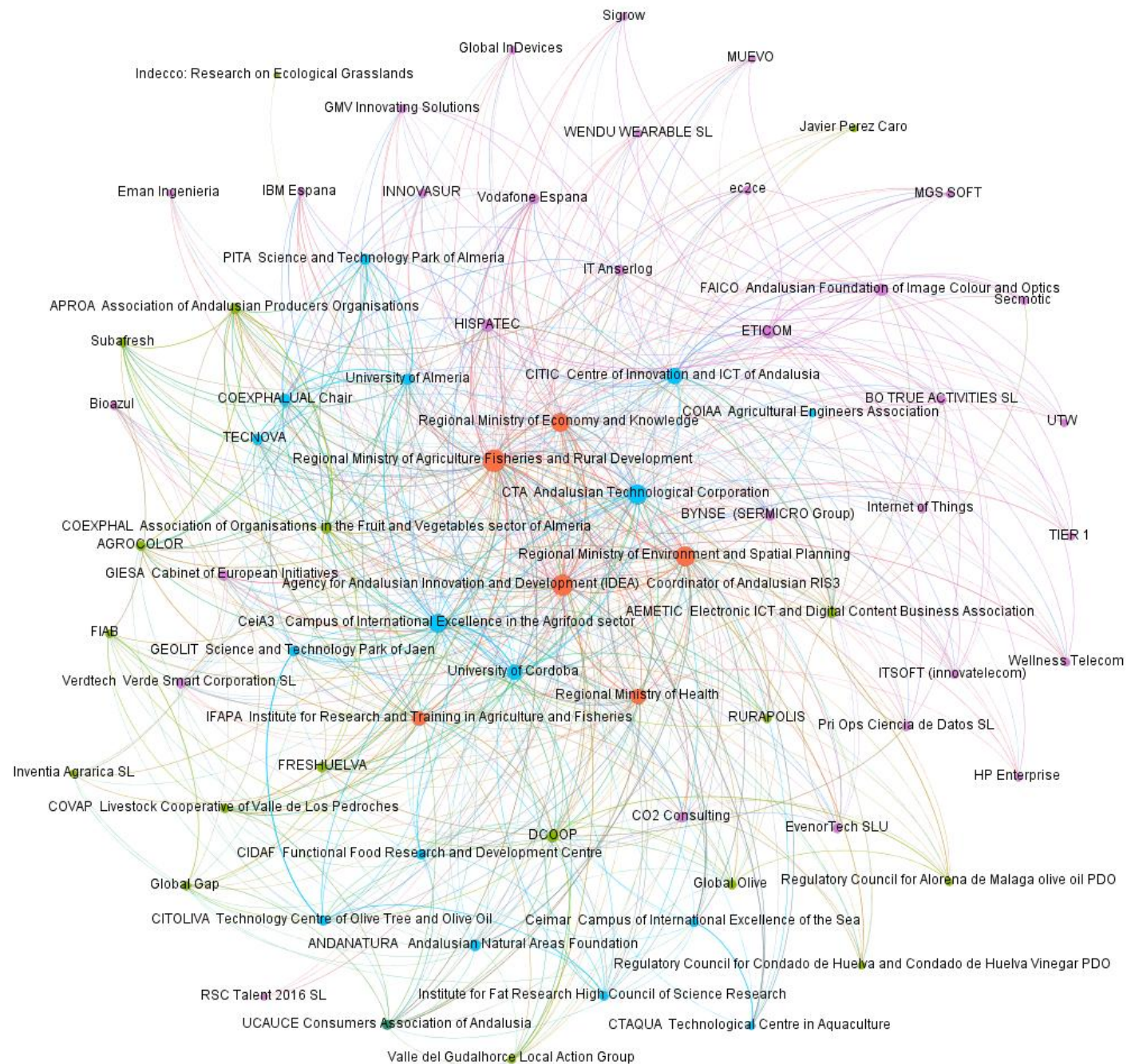
Conceptual
framework

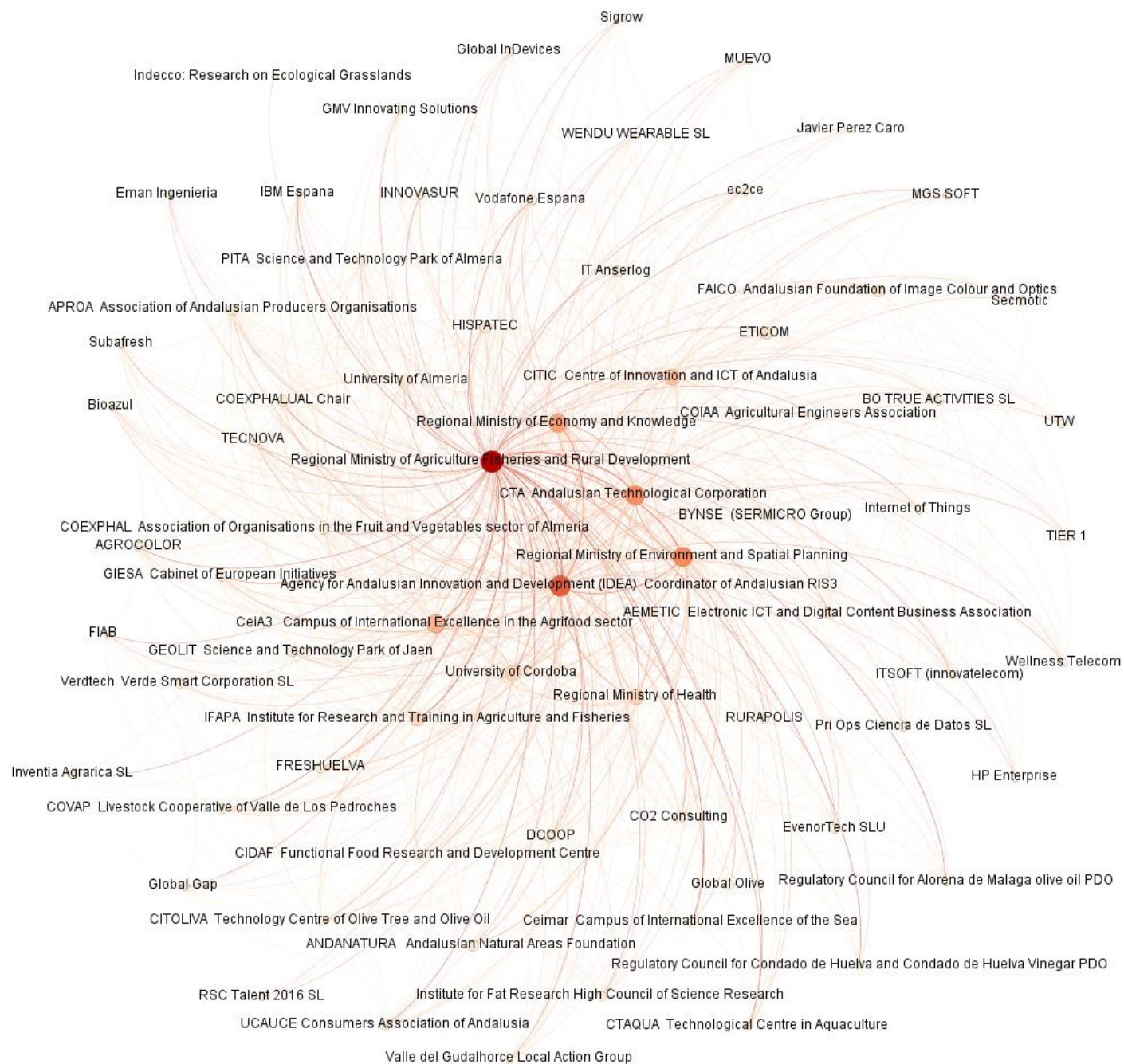
Open source
tool

Social Network
Analysis

**Mapping of
relational
capital**







Benefits of mapping

- Identification of different stakeholders in the field.
- Identification of nodes and interconnections among nodes.
- Production of a relational capital map with a territorial base.
- Characterise the quantity and quality of internal and external connections.
- Graphic representation of the network allowing a visual analysis of typologies and patterns.

“I found I could say things with color and shapes that I couldn’t say any other way — things I had no words for.”

Georgia O’Keeffe

"Hell is a place where nothing connects."

T.S. Eliot

Thank you,

Cecilia Gañán de Molina

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