Mapping the relational capital in the European partnerships
Innovation is a relational process
TYPOLOGY 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”.

Relational capital

- Reciprocity
- Collective Actions
- Innovation
- Transparency and Democracy
- Trust
- Commitment and Responsibility
- Rules
- Reduction of Transaction Costs
- Access to Information
- Collective Actions
- Relational Capital
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.
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

<table>
<thead>
<tr>
<th>Actors</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td></td>
<td></td>
<td></td>
<td>A4</td>
<td>A5</td>
<td>A6</td>
<td>A7</td>
</tr>
<tr>
<td>A2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>…….</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Centrality degree
Key players
Intermediation
Cohesion
Closeness
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
@ceciliaganan