

# IEPAZĪŠANĀS

**Miķelis Grīviņš, dr.soc.**



# Par mani

- Sociologs (doktora grāds iegūts 2012. gadā);
- Hirša indekss – 10;
- Pēdējo desmit gadu laikā līdzdarbojies > 10 FP7, H2020 un HEurope projektos;
- Ex- Latvijas Sociologu asociācijas un Latvijas Jauno zinātnieku apvienības priekšsēdētājs;
- Eksperts un konsultants dažādās nacionālajās zinātniskajās padomēs un Eiropas līmeņa ekspertu paneļos.





# Situācija #1

Tu esi iegājis veikalā lai nopirktu savu iemīļoto pārtikas produktu. Tā tur nav!!! Tu esi dusmīgs un palūdz pārdevējam izsaukt veikala vadītāju.

Kad veikala vadītājs ierodas, Tu pieprasi skaidrojumu.

Veikala vadītājs Tev saka:

---

# Situācija #2

Tu ieej veikalā nopirkt

(1) krējumu; (2) putru; (3) burkānus.

Tomēr jau atkal

(1) piena produktu; (2) graudu produktu; (3)  
dārzeņu;

plaukti ir tukši.

Ejot ārā Tu nejauši sastopi veikala vadītāju.  
Pārmijot pāris vārdus, Tu viņam piemini arī  
savu nīgrumu par tukšajiem plauktiem.

Veikala vadītājs Tev  
atbild: \_\_\_\_\_





# Kas ir pārtikas sistēmas?

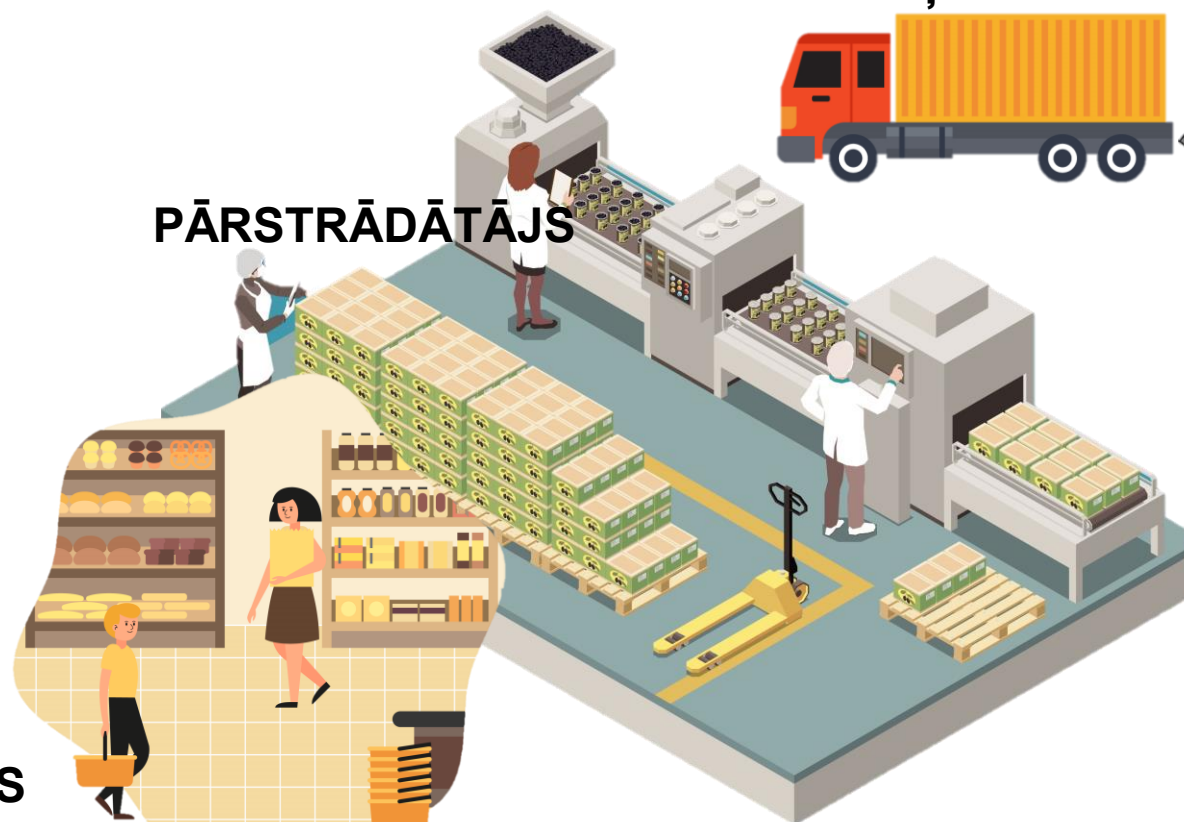
KONSULTANTI, ZINĀTNE,  
PIEGĀDĀTĀJI



LOĢISTIKA



PĀRSTRĀDĀTĀJS



LAUKSAIMNIEKS



PATĒRĒTĀJS

MAZUMTIRGOTĀJS



**Nesenās pagātnes**  
**INTERESANTĀKĀS LIETAS**  
**(par kurām, šķiet, pats**  
**jūtos lepns)**



# Praktiski nesenī sasniegumi: **COCOREADO**

Lai veicinātu pārtikas sistēmu transformāciju, kopā ar kolēģiem pēdējo trīs gadu laikā esmu izveidojis Eiropas pārtikas vēstnieku tīklu.

## Tīklošanās

Veicinām Eiropas līmeņa speciālistu un aktīvistu tīkla viedošanos.

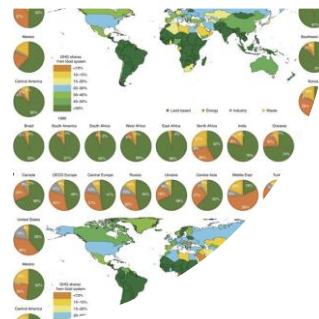
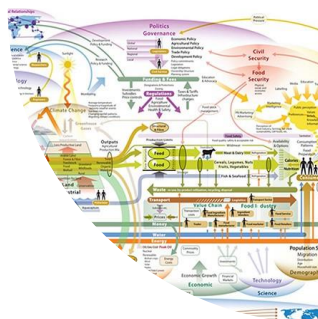


## Ekskursijas

Lai veicinātu zināšanas par vietējo kontekstu, piedāvājam ekskursijas.

## Sadarbīga-inovācija

Diskusijās kopā meklējam atbildes nerisinātiem jautājumiem. Esam piesaistījuši finansējumu dēstu iniciatīvām.



## Treniņš

Nodrošinām vietu, rīkus un zināšanas, kas ir nepieciešami, lai risinātu aktuālos izaicinājumus.





**02** Tuesday  
October 11  
08 - 22:30h

08:00 - 09:00 Breakfast

09:00 ~~09:00~~ **09.30** Check-in

~~09:30 - 09:50~~ **09.30 - 09.50** Coffee break

~~09:50 - 12:00~~ **09.50 - 12.00** Inspiration from successful initiatives across Europe

~~12:00 - 13:00~~ **12.00 - 13.00** Parallel session

~~13:00 - 14:30~~ **13:00 - 14.30** LUNCH

14:30 - 14:40 Toilet break

14:40 - 16:10 Group work session 4:  
Roadmap to Change. Agreeing on practical steps that can lead to







# Praktiski nesenī sasniegumi: **PREMIERE**

	Konsorcija izveide	Pieteikuma izstrāde	Administratīvā un tehniskā pārvaldība
<b>Slēgtie</b>	Faktori, kurus nav iespējams mainīt.		
<b>Kontekst-sensitīvie</b>	Faktori, kuri dažādos kontekstos izspēlēsies atšķirīgi		
<b>Motivācija un attiecības</b>	Faktori, kuri saistās ar partneru dziļāku iesaisti un vispārējo labsajūtu		
<b>Varas pārvaldība</b>	Varas attiecības starp konsorcijā iesaistītajām grupām.		
<b>Iemaņas</b>	Iemaņas, kas ir nepieciešamas, lai sekmīgi izpildītu uzsaukuma prasības.		
<b>Juridiskās</b>	Juridiskie izaicinājumi, kuri var rasties izstrādājot pieteikumus.		

Faktori, kas kavē  
vai veicina  
veiksmīga  
Apvāršņa  
6.klāstera  
pieteikuma  
izstrādi.

# HOW TO BENEFIT FROM WILD PRODUCTS?

Have you ever wondered - can I commercialise berries, mushrooms or other wild products? Answer these two questions and you will receive an answer on how to do it!

## 1. Will wild products be the main income source for your business?

You might expect wild products to become your main income source. Answer "Y" if this is the case. Or - maybe you have a profitable business already and you are just looking for an additional income. In this case answer "N"

**Y**  
Yes, they will

### 2. Are you ready to engage with a broad spectrum of wild products?

**N**  
No, they will not

There are wild products of high value added and you might be aiming at working with just these products. Or - you might be looking for a way to work with wild products in general.

**Y**

### Creating livelihoods

high share of income from wild products  
high diversity of wild products

A highly competitive strategy. Requires a strong focus on marketing, openness to various outlet channels, and a clear vision of the strengths of the sold product. Read "Creating livelihoods" below.

**Y**

### Selling lifestyle

low share of income from wild products,  
high diversity of wild products

Wild products are just an additional element in a multifunctional business model you already have. To make this business model work, you should be open to considering various wild product-related services and sensations you might provide. Read "Selling lifestyle" below.

**N**

### Intensifying the wild

high share of income from wild products,  
low diversity of wild products

Approach wild products in a way fruit and vegetable farming would be approached. This strategy implies careful evaluation of the global and local demand and the possibilities to intensify wild product harvesting. Read "Selling lifestyle".

**N**

### Constructing brand image

low share of income from wild products,  
low diversity of wild products

You might have an enterprise that generates profits already. In this case, wild products offer a simple way to link your brand with values commonly associated with nature and wilderness. Read "Constructing brand image".

This study was financially supported by the ERAF Post-doctoral Research Support Program project Nr. 1.1.1.2/16/1/001 research application Nr. 1.1.1.2./VIAA/1/16/155.

# CREATING LIVELIHOODS



**What is it?**  
Creating livelihoods is a strategy for a person, who would want to have a small scale enterprise and wants to have a hands-on experience with wild products. This strategy allows living closer to nature.

## How to create livelihoods?

- Focus on products whose value can be easily increased and that can be easily preserved;
- Take marketing seriously - think about branding, joint marketing schemes, certification;
- Communicate with your consumers. Maintain a web page, a Twitter and Facebook account;
- Diversify your outlet channels;
- Think about foraging strategically - forage what you can be efficient at, search for alternative sources for the remaining ingredients.

## What challenges the strategy implies?

- The market is saturated. Most enterprises using this strategy is forced to look for other possible markets. Some are diversifying their product range while others are discovering export markets.
- Just a few enterprises manage to build a truly profitable business. For most - at least some other income sources have to be maintained to ensure that the entrepreneur has the funds it needs.

# SELLING LIFESTYLE

## What is it?

If you are looking for a way to share experiences and if you are ready to regard wilderness as a service rather than a product, selling a lifestyle is an approach for you. It allows you to spend even more time in the wilderness.

## How to sell lifestyle?

- Focus on experiences. Being able to provide wild products is important, but people are mainly buying from you novel experiences.
  - Be multifunctional - offer excursions, lectures, workshops. Try to combine providing sensations and explanations.
- Work on your personal image. You have to represent the lifestyle experiences you provide.
  - Collaborate and innovate. Consumers are in a constant search for new offers. Think about changing your offer every once in a while.

## What problems I could encounter?

- Selling lifestyle requires deep knowledge about the wild products that has to be constantly improved. It also means taking responsibility for consumers' actions.
- It might be difficult to ensure constant cash flow and constant workload.



# INTENSIFYING THE WILD

## What is it?

Intensifying the wild is an approach for those who can invest in their enterprise and who are looking for a business opportunity that can be upscaled. This approach is for those, who want to look for new contacts and to develop new networks

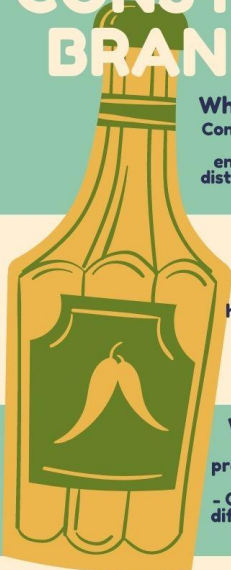
## How to intensify the wild?

- Develop innovative collecting networks and maintaining personal relations with people harvesting and collecting wild products. This will help you to ensure the predictability of harvests;
- Think strategically about your outlet markets. Align the pros and cons of engaging with various groups of global and local consumers;
- Be open to grab an opportunity. There might be a sudden demand for other wild products that might help you to strengthen the supply networks you have built;
- Keep in mind potential sustainability issues your actions might be causing. Develop a plan for how to assess and improve the sustainability performance of your enterprise.

## Can I expect any problems?

- Finding the balance between risks posed by uncontrolled production process and the need to be able to predict possible harvests might be challenging.
- The success of this strategy is closely related to investments. Thus the strategy might require regular re-funding.

# CONSTRUCTING BRAND IMAGE



## What is it?

Constructing a brand image is a strategy that can be used if you have an enterprise that is looking for a way to distinguish itself. Adding wild ingredients might be a way to do it.

## How do I do that?

- Develop a recipe for your product containing wild ingredients. When choosing the product, all possible health concerns have to be considered;
- Connect to or establish a supply chain that can deliver you the wild product;
- Market the new product.

## What is the catch?

- You might have to establish wild product supply chains to get to the wild ingredients.
- Quality of wild products is much more difficult to control than the quality of a cultivated product.

To learn more about the commercialisation of wild products or about the TRUST project visit [www.bscresearch.lv](http://www.bscresearch.lv)  
For more information contact Mikelis Grivins ([mikelis.grivins@gmail.com](mailto:mikelis.grivins@gmail.com))



Praktiski neseņi sasniegumi: SAVVAĻAS PRODUKTI



# Praktiski neseņi sasniegumi: **MEGATRENDI**

**Climate change and the environment**

**Demographic processes**

**Lifestyle and diets**

**Innovations and tec**

**Governance**



**KAS TĀLĀK?**

**idejas tuvākajai  
nākotnei**



# Ar skatu nātkonē

Pēdējās dekādes ir ilustrējušas steidzamo nepieciešamību pārskatīt veidus, kā mēs ražojam pārtiku.



Vienlaikus, pārmaiņas nav iedomājamas vienlaikus neapsverot plašāku patērētāju paradumu maiņu.

Mēs sagaidām, ka nākotnē uz pārtikas sistēmām tiks izdarīts arvien lielāks spiediens. Visi mēģinājumi padarīt pārtikas nodrošinājumu ilgtspējīgu ir jātestē nākotnes izaicinājumu kontekstā.



# Ar skatu nākotnē: FLPP

Mērķis:

1. Demonstrēt pārtikas sistēmu pārmaiņu ietekmi uz iedzīvotāju uztura paradumiem un veselību.
2. Kartēt pārmaiņu veicinātāju sistēmiskos ietekmes kanālus un izplatības tīklus.



**WP1. Mapping the impacts of the recent food system disruptions on diets and health**



**WP2. Preliminary assessment of the overall impacts of food system shifts on diets and health**



**WP3. In-depth assessment of dietary changes caused by food systems shifts**



**WP4. Modelling policy interventions**



**WP5. Communicating results**



# Kas tālāk?

- pārtikas sagādes ķēžu, ilgtspējas un veselīga uztura savstarpējās saiknes;
- pārtikas sistēmu transformācijas un iedzīvotāju pārtikas izvēles un patēriņš;
- nākotnes pārtikas sistēmu izaicinājumi un riski;
- savvaļas produkti un to ienākšana pārtikas sistēmās.

# PALDIES

[mikelis.grivins@rsu.lv](mailto:mikelis.grivins@rsu.lv)

