



# HORIZON

# 2020



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000551

## Overview of stakeholders views on sustainability WP4 Task 4.1 (UNIKENT, Thünen Institute , University of Economics Ho Chi Minh City, Vietnam)

- Why have we chosen to use participatory approaches?
- To increase the relevance of academic research
  - Co-creation of knowledge
  - Facilitates results implementation and use
  - Ground truth
- Particularly useful when analysing complex subjects requiring a toolbox of several disciplines and a variety of expert opinions (Stock and Burton, 2011)
- Sustainability a typical example spans the 3 Pillars of:
  - Economic, Society & Environment
- Multiple actors involved:
  - Farmers; Other agents in the private sector; Civil society; Public stakeholders (national, EU); NGOs
- Our case even more complex – interrelations between international trade and sustainability in agri-food sector



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000551

# Objectives and approach

To reveal stakeholders' priorities on pillars of sustainability, and their concerns about:

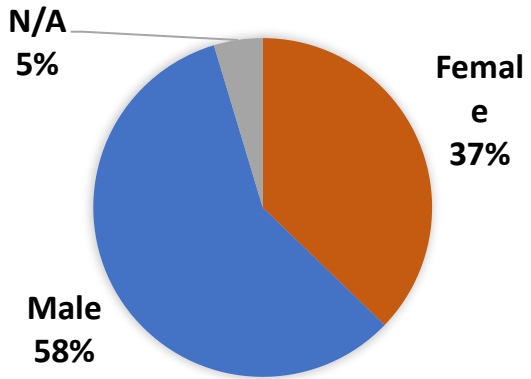
- i/the effects of further trade liberalisation;
  - ii/the shock of Ukrainian war
  - lii/to compare views and concerns of EU stakeholders and a developing country (Vietnam)
- Three rounds of questionnaires
    - First – priority Pillars, effect of trade liberalization, political economy
    - Second – more details of ranking attributes within Pillars of sustainability
    - Third – effects of Ukrainian war
  - Feedback to stakeholders
  - Information to stakeholders
  - Anonymity – different rounds of responses only electronically linked by tokens without researchers knowing who is the respondent



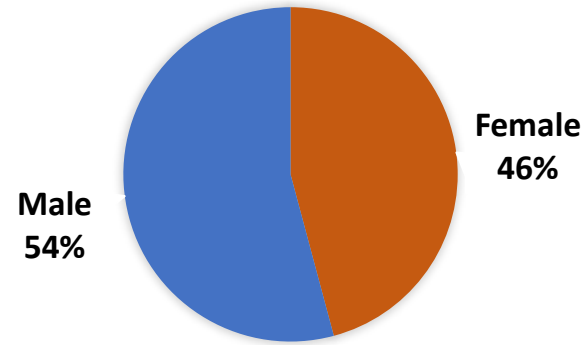
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000551

# Characteristics of the Respondents

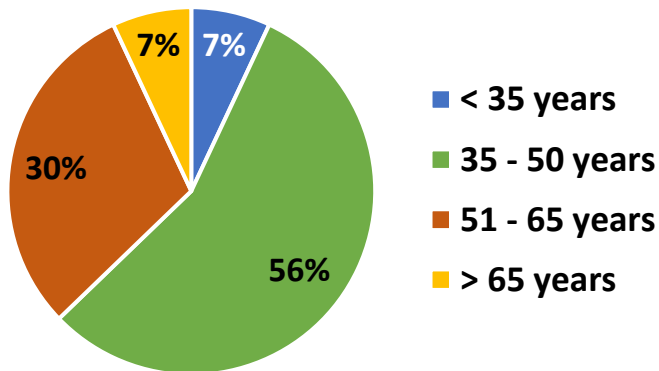
**Gender: EU Respondent**



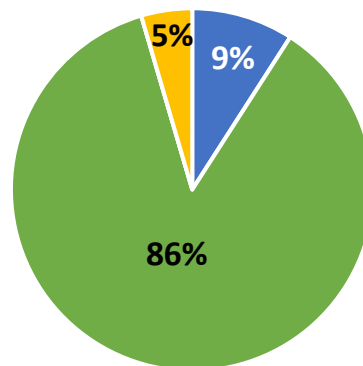
**Gender: Vietnamese Respondent**



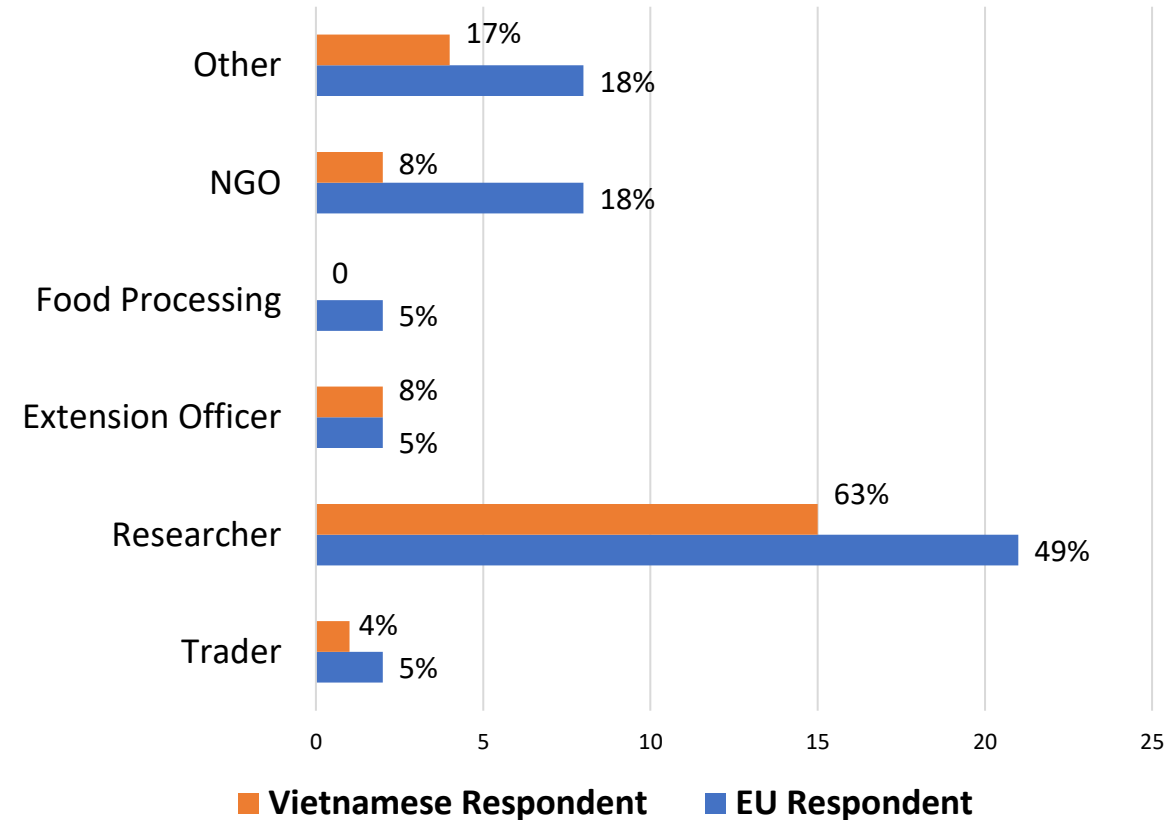
**Age: EU Respondent**



**Age: Vietnamese Respondent**

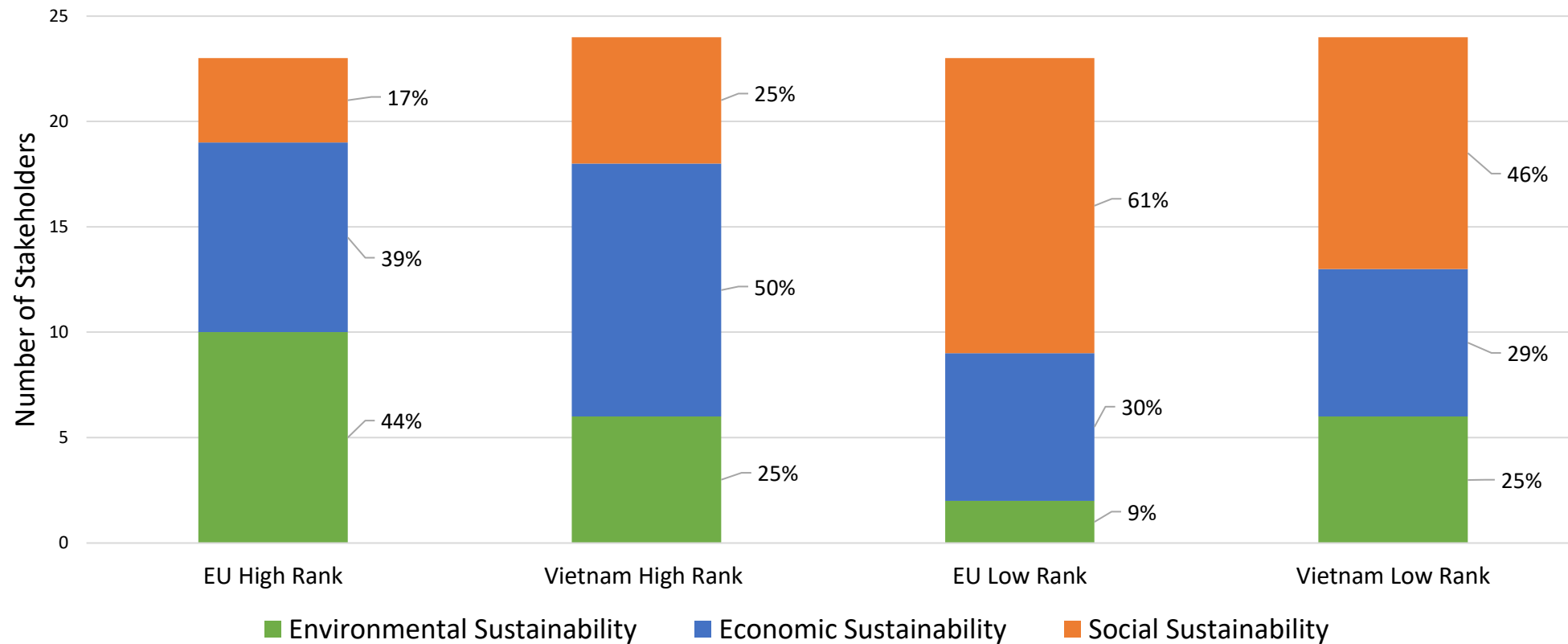


**Area of Work Experience**



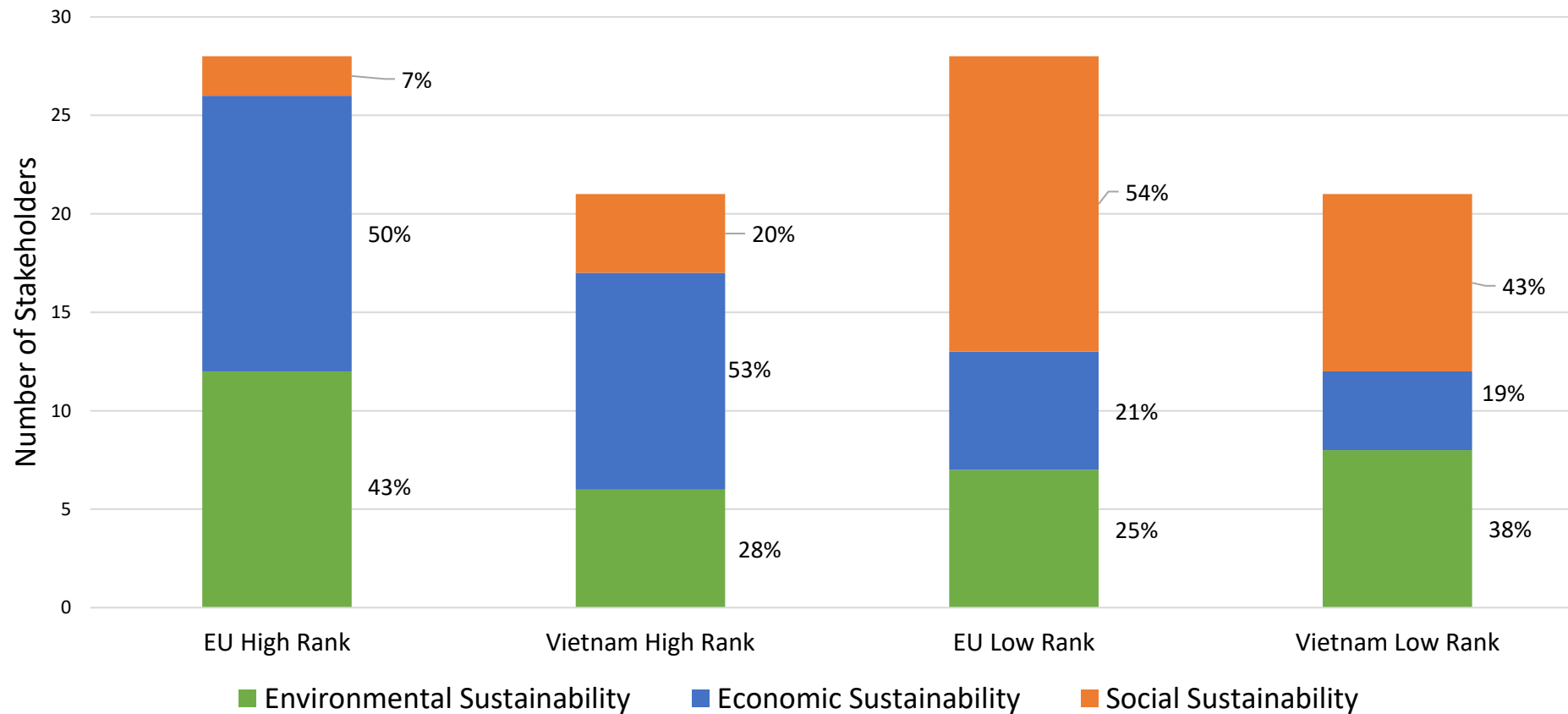
# Ranking of Pillars of sustainability Round 1

Round 1 EU and Vietnamese Stakeholders:  
Rank the 3 Pillars of Sustainability



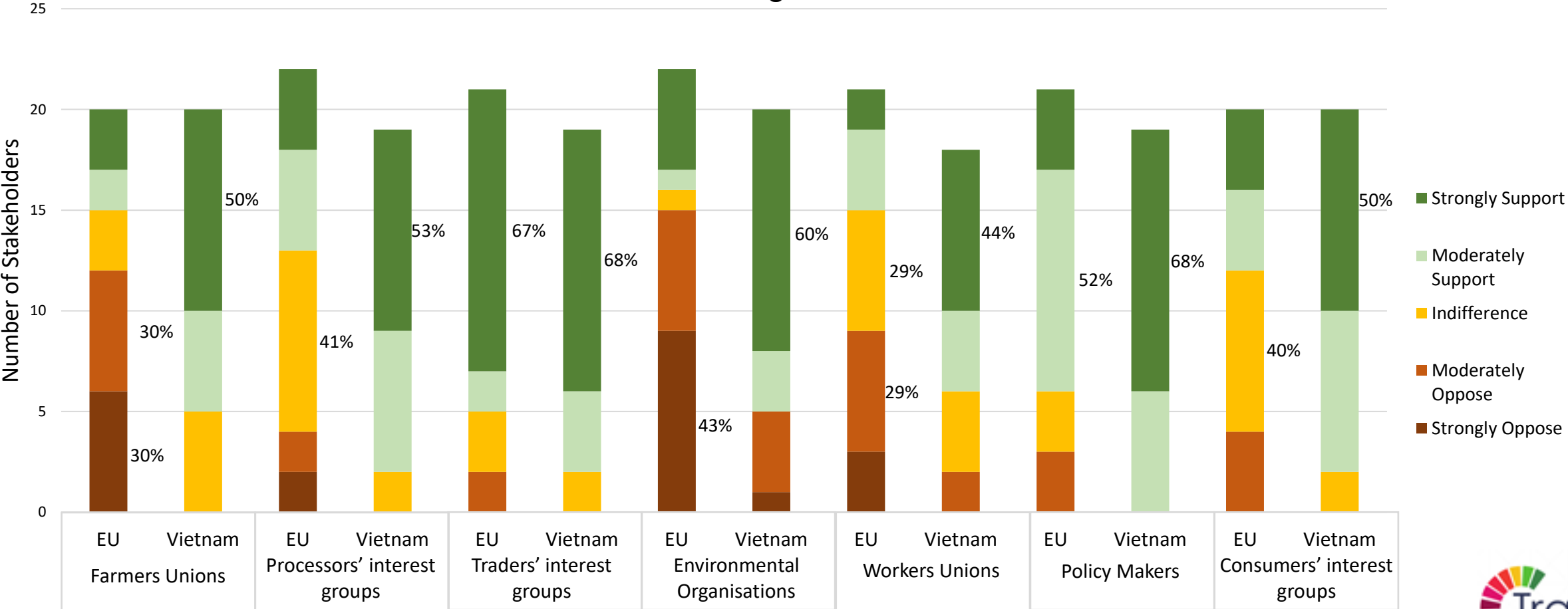
# Ranking of Pillars of sustainability Round 2

Round 2 EU and Vietnamese Stakeholders:  
Rank the 3 Pillars of Sustainability



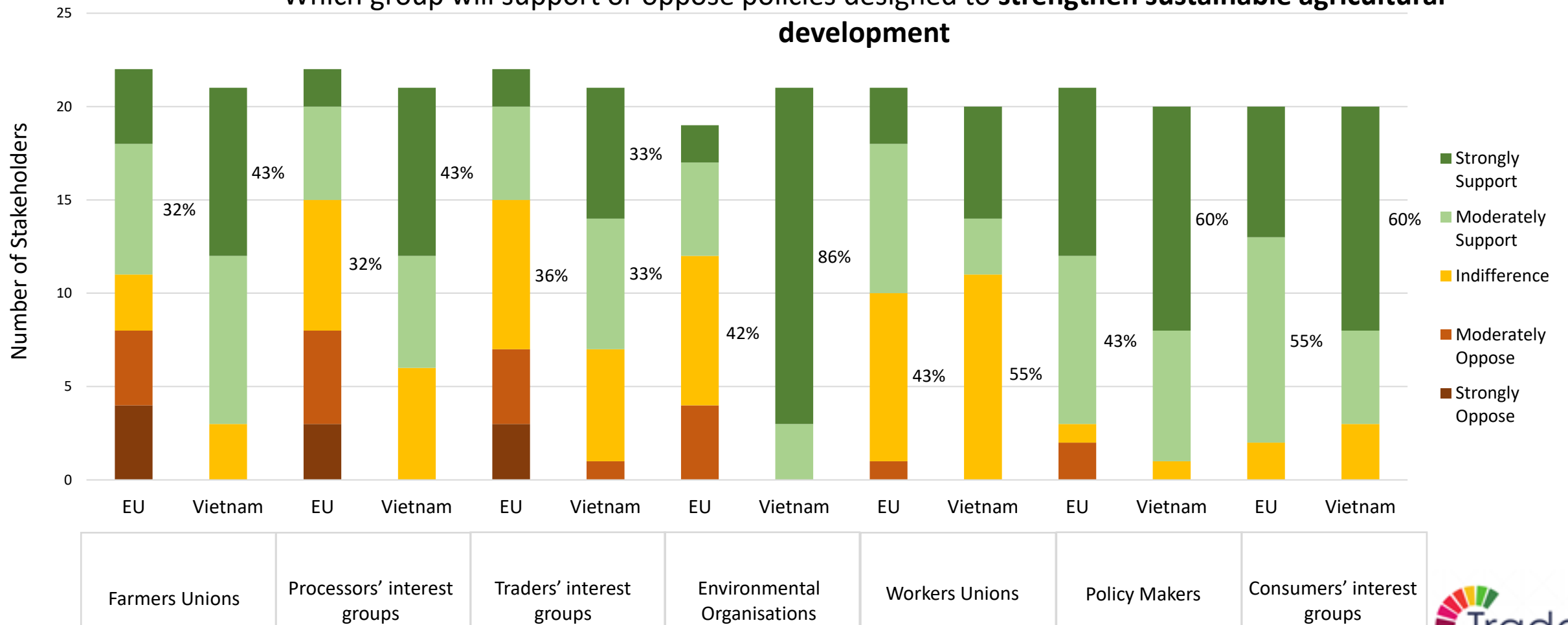
# Visualisation: Political economy aspects (1)

What group will provide support or will oppose policies designed to **increase trade** in agricultural goods



# Visualisation: Political economy aspects (2)

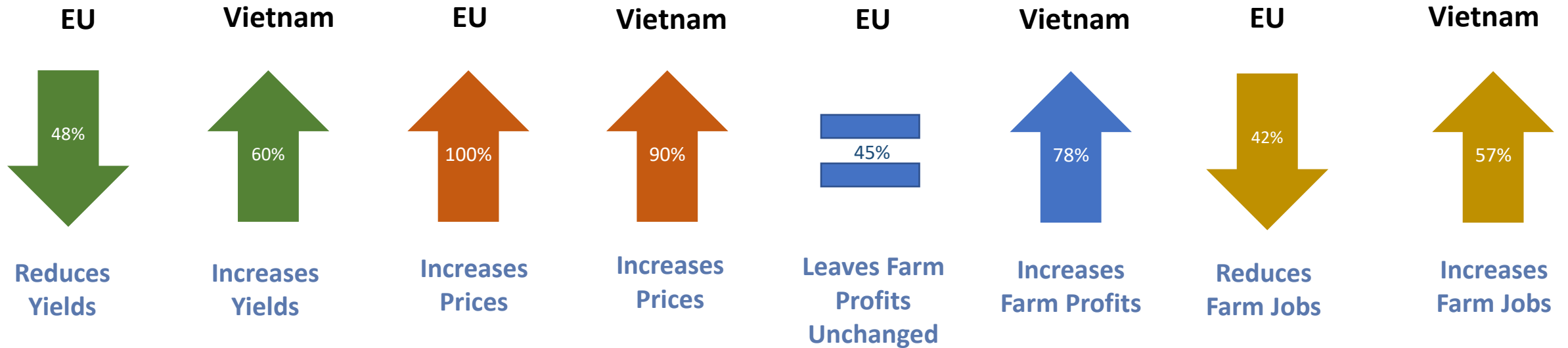
Which group will support or oppose policies designed to **strengthen sustainable agricultural development**





# Visualisation: Agricultural production impact

With Respect to Agriculture, X% of Stakeholders Believed Sustainability...



With Respect to Agriculture, EU Stakeholders Working with Developing Countries Believed Sustainability...

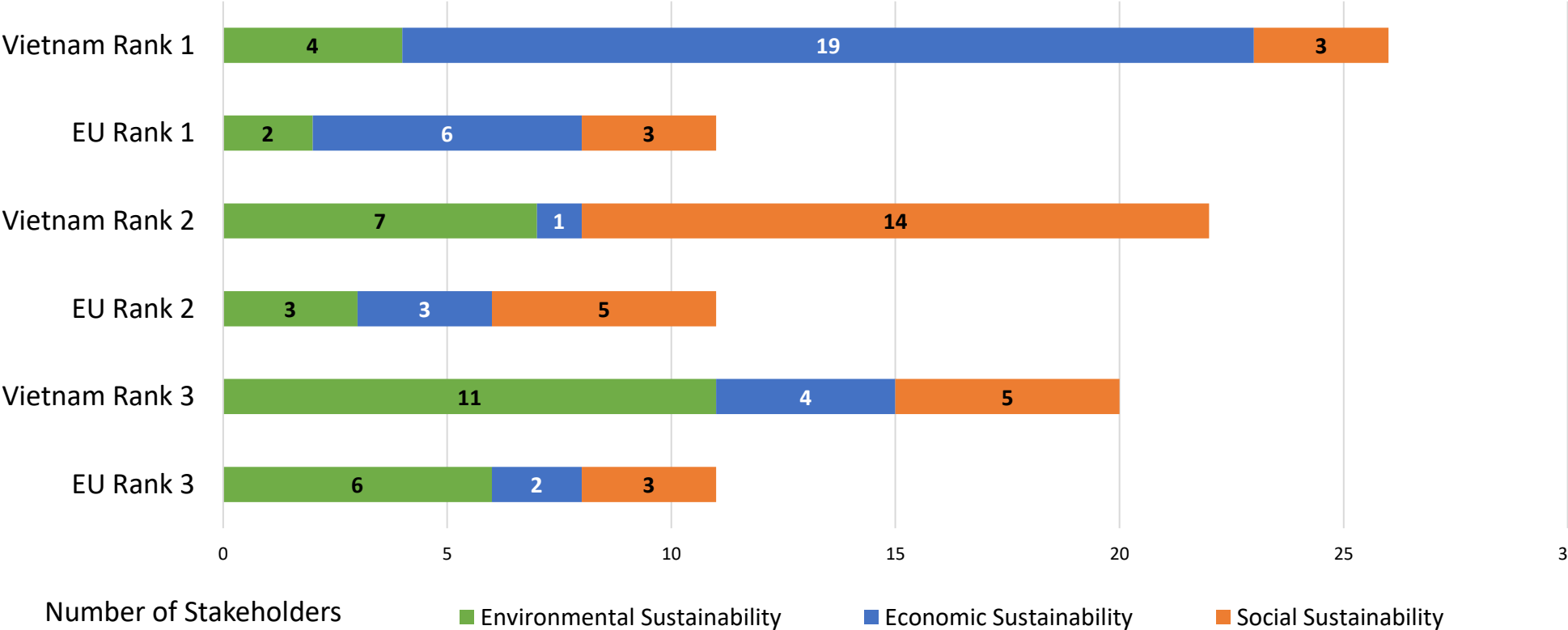


# Impact of war in Ukraine

- Relatively small number of responses
- Both the EU respondents and Vietnamese claimed that SDG 16 Peace, Justice and Strong Institutions and SDG 2 Zero Hunger would be most affected by the war
- Concerning Vietnam, differently to the previous rounds the majority of respondents believed that the environment was the least important pillar, a change in comparison to the previous rounds where Vietnamese stakeholders put the social pillar at the bottom of their priorities
- Most stakeholders ranked the food security and prices as being at highest risk at a global level due to the war
- Two third of stakeholders claimed that food consumers in developing and European countries would be most negatively impacted by the war

# Visualisation: Impact on Pillars of sustainability of Ukraine war

Round 3: Rank the 3 Pillars of Sustainability based on Strongest anticipated Impact of War



# Conclusions and limitations

- Participatory approaches useful to provide new evidence on priorities and concerns of different stakeholders
- Our study shows instability of opinions on the most important pillar of sustainability: Low incomes (developing countries) and shocks to international environment (Ukrainian war) work towards switching of priorities from environmental to economic pillar?
- Researchers and policy community working on sustainability have to bear in mind that under poverty and uncertain international environment the short-term interests prevail over longer-term environmental concerns
- Education of stakeholders should be a continuous task
- Main limitation of our research - low response rate
- We are treating this work as a pilot survey which informs further research within TRADE4SD

# Further work

- Switch from only studying TRADE4SD stakeholders opinions to a wider study of public opinion
  - In this way to inform the EC what EU citizens think about trade and sustainability for their own countries and for developing trade-partner countries
- Questionnaire amended to incorporate only one round
  - All open questions removed as the pilot survey indicated there is no useful generalizable information
- Much deeper study only in a few countries (budget constraints)
- Use larger panels of respondents that can be provided by specialised online survey companies
- Expecting more robust results

# Thank you for your attention.

**Facebook**

<https://www.facebook.com/trade4sd>

**Twitter**

<https://twitter.com/Trade4SD>

**LinkedIn**

<https://www.linkedin.com/company/trade4sd>

**Website**

[www.trade4sd.eu](http://www.trade4sd.eu)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101000551