



## Panel

**Title of the session 1.3.2:** Mechanisms for productive diversification and new productive models to achieve a sustainable and cohesive reactivation.

**Thematic Line 1:** The territory as a basis for innovation and economic, social, and environmental reactivation.

**Sub-theme 1.3:** Private initiative and co-responsibility in the construction of cohesive territories

**Organizers:** CGLU LESD Commission

**Date:** 31/05/2021

**Time:** 8:00 - 09:30 (UTC-3) / 13:00 - 14:30 (UTC+2)

**Platform:** Streaming

**Capacity of the session:** Unlimited

**Registration needed:** Registration required

**Language:** ENG - SPA - FR

**Short summary of the session (max. 250 words):**

Reactivation strategies for socially, economically and environmentally sustainable productive growth require an integrated territorial approach, especially in a context of serious civilizational crisis. The endogenous resources available in the territory and the installed capacities make up the potential to generate dynamics of social innovation.



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In the current context of sanitary and health crisis, it is evident as essential the defence of life and the promotion of alternative models that take into account the important social and ethical dimension in all economic and social activities. The needs of people and communities must be covered and take precedence over the objective of profit or financial profits.

### 1. Conceptualization of the session (*max. 1000 words*)

Facing the Covid-19 pandemic that deepens the current civilizational crisis (economic, social, political, ethical and ecological), it is urgent to seek comprehensive and sustainable solutions. In this perspective, it is imperative to defend life in an integral way and, to achieve that aim, we must build and promote the social and solidarity economy, incorporating the social and ethical dimension in all economic and social activities. This consists of producing, exchanging and consuming goods and services that correspond to the economic and social needs of the local and international community, establishing harmonious relationships among human beings and nature. It is about meeting the needs of individuals and communities over the pursuit of profit or financial gain. Solidarity economic units are based on a democratic decision-making model and on a participatory and transparent management system.

Therefore, the territorial development approach to be assumed must be comprehensive (economic, social, political, cultural and environmental), sustainable (self-managed and friendly to nature, rescuing the knowledge and collaborative practices that persist in the communities) and supportive (developing fraternal relations and promoting social protection). These bets are a permanent theoretical and practical challenge for the concrete experiences that accompany the solidarity economy and social protection organizations, as well as the various social organizations and public entities, in the concrete reality of each country.

Reactivation strategies for socially, economically and environmentally sustainable productive growth require an integrated territorial approach, especially in a context of serious health and economic crisis. To a large extent, these reactivation strategies depend on the endogenous resources available in the territory and the installed capacities, from which their potential to generate dynamics of social innovation derives.



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The generalized processes of decentralization and the proactive attitude of many sub-national actors, in an environment of serious health crisis with a significant effect on growth and employment, have been increasing the presence and political impact of local and regional governments in the context itself and in the national and international scope, where many local experiences are shared in spaces for reflection and dialogue. Cities and territories thus acquire greater prominence on the global scene while promoting socio-economic and productive initiatives on a local scale with great impact.

Among the initiatives with the greatest component and local impact, the remarkable ones are those initiatives that promote the social and solidarity economy, the circular economy, the orange economy, local trade, fair trade, among others. They complement endogenous resources and allow a high degree of specialization and diversification of economic activity in the territories.

Some elements that are proposed for economic and social reactivation are based on basic principles of participation, co-responsibility and shared strategy that evolve from planning under fundamentally economic criteria based on the identification of specific projects, of a tangible nature, and with a sectorial approach to orient themselves towards a new vision based on human development, multi-stakeholder governance models and prioritizing intangible processes (networks, research, knowledge, participation, governance).

This social innovation strategy guides economic policy and mobilizes and takes advantage of the strengths and opportunities for specialization, as well as the potential for excellence of the territory; and involves the agents of the research and innovation system and society as a whole from integrated approaches. In short, it makes innovation the main driving force behind structural change in the territory's economy.

In the current context of a pandemic, the need for economic and social reactivation could have certain advantages in smart specialization that stem from endogenous capabilities from a global perspective, and that incorporates both traditional and emerging activities, with the objective to promote and reactivate territorial development.

## **2. Objectives** *(max. 100 words)*

The objective of this session is to deepen the perspective of the construction of collaborative relationships among social, economic and political actors, which enable the construction of sustainable local markets and contribute to the harmonious development between the countryside and the cities of the territories.



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The discussion will promote the exchange and articulation of local experiences and proposals, in search of the generation of national and international synergies.

In addition, this panel will allow the exchange of experiences and reflections on specific defense practices against the Covid-19 pandemic and the implementation of comprehensive and sustainable models of organizations and territories.

**3. Main points of discussion** (*max. 150 words*)

- How is the transfer of models and the strengthening of the necessary capacities for the transformation of production processes financed?
- What mechanisms and incentives can be aimed at promoting sustainable productive activity linked to specialization and diversification plans?
- Given the need for economic and social reactivation, what factors can contribute to promoting processes of smart specialization and economic diversification?
- What measures guarantee resilience and adequate redistribution in times of growth? How to generate alliances for social innovation? Which actors should participate in the process and with what governance instruments?

**4. Relevant documents** (*if applicable*)