

The Concept of Social License for Bio-Innovation



Wayne Parrott
Wparrott@uga.edu

 @ProfParrott

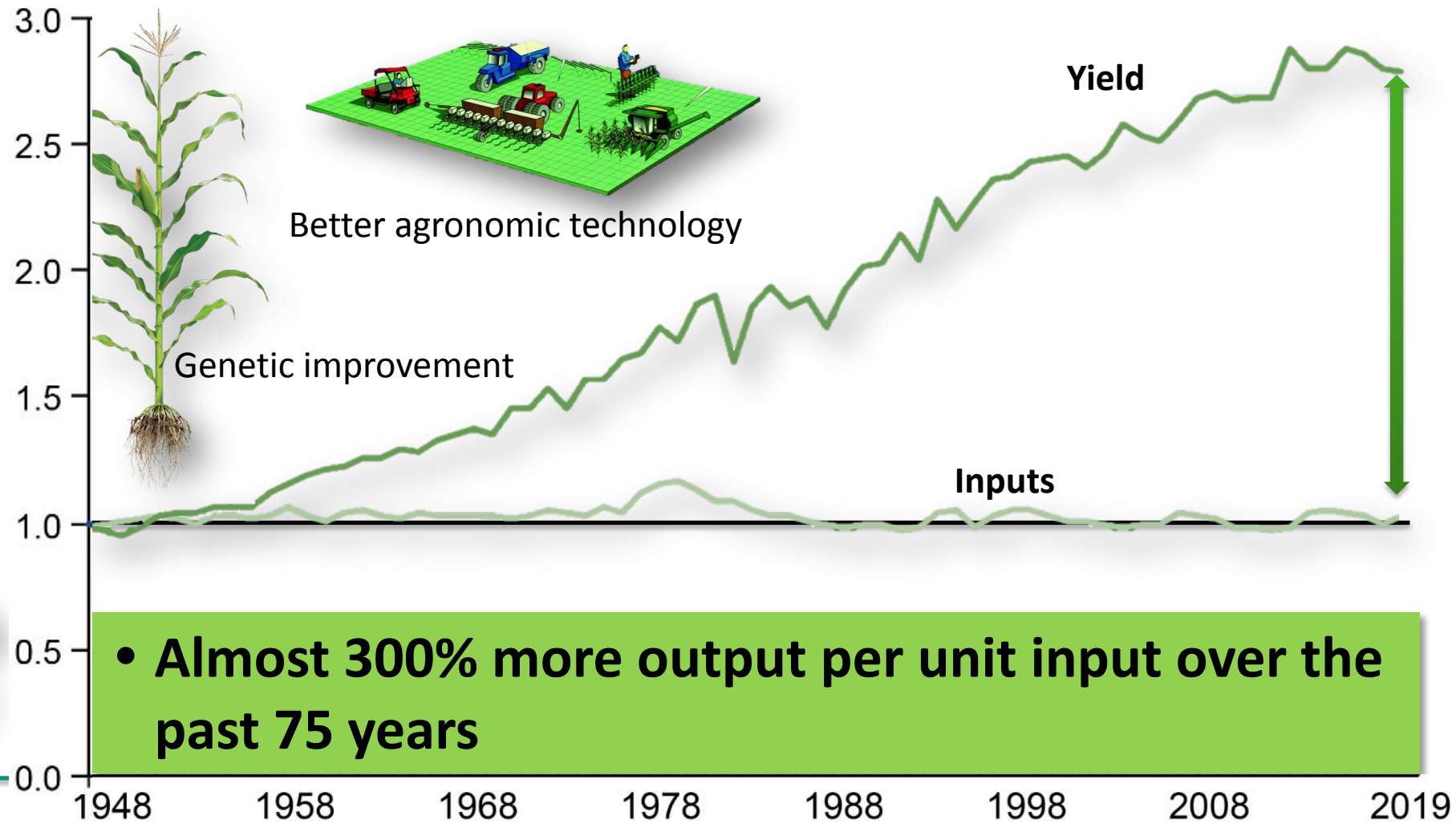


Institute of Plant Breeding,
Genetics and Genomics
College of Agricultural & Environmental Sciences
UNIVERSITY OF GEORGIA

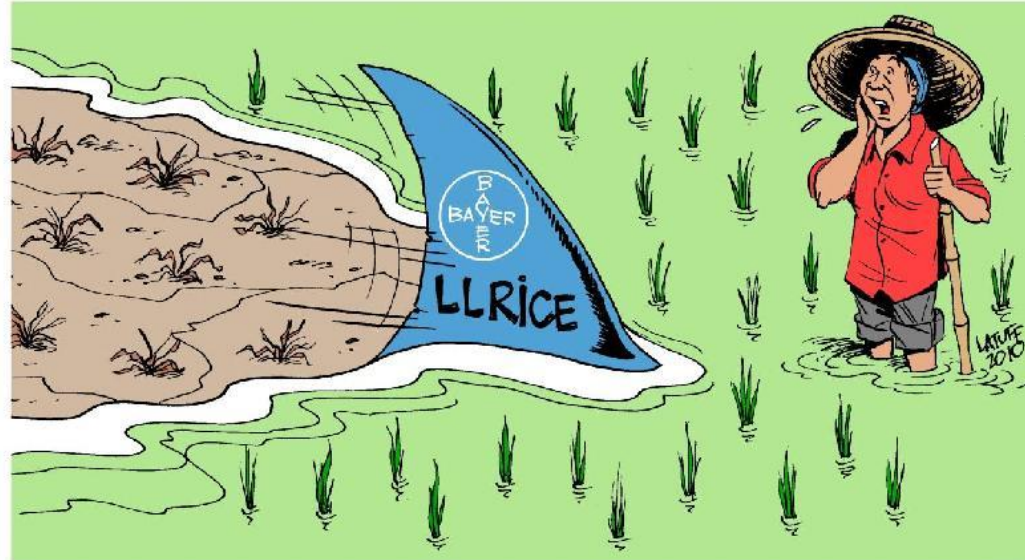
Contributions from agricultural productivity



2nd World War



Some genetic improvements not appreciated-



Why the technology rejection?



- More than legal permission is needed
- Need community approval for a product or activity
- **The social license**



The social license



LEGITIMACY



CREDIBILITY



TRUST

- Respecting the social customs, culture & norms of the region

- Transparency

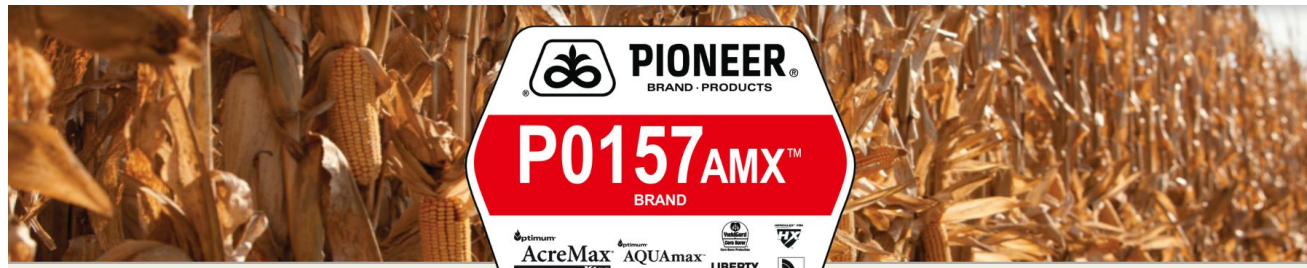
- Actions that match words





Who communicated better?

- Appeal to farmers, not the ultimate consumers



PIONEER
BRAND PRODUCTS

P0157AMX™
BRAND

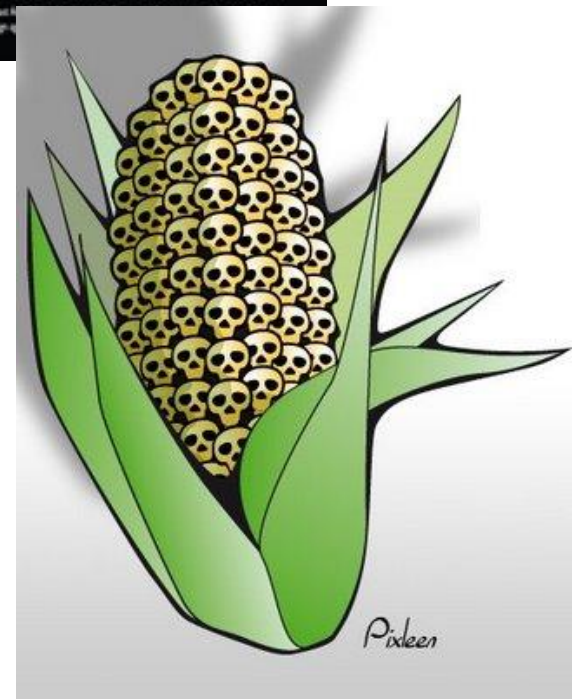
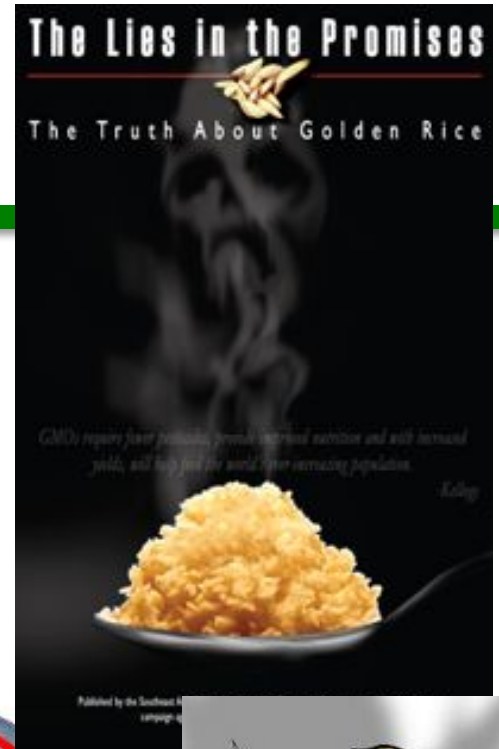
Optimum
AcreMax AQUAmax
LIBERTY LINK

HEAT UNITS	3050
CRM	101
SILK CRM	102
PHYS CRM	102

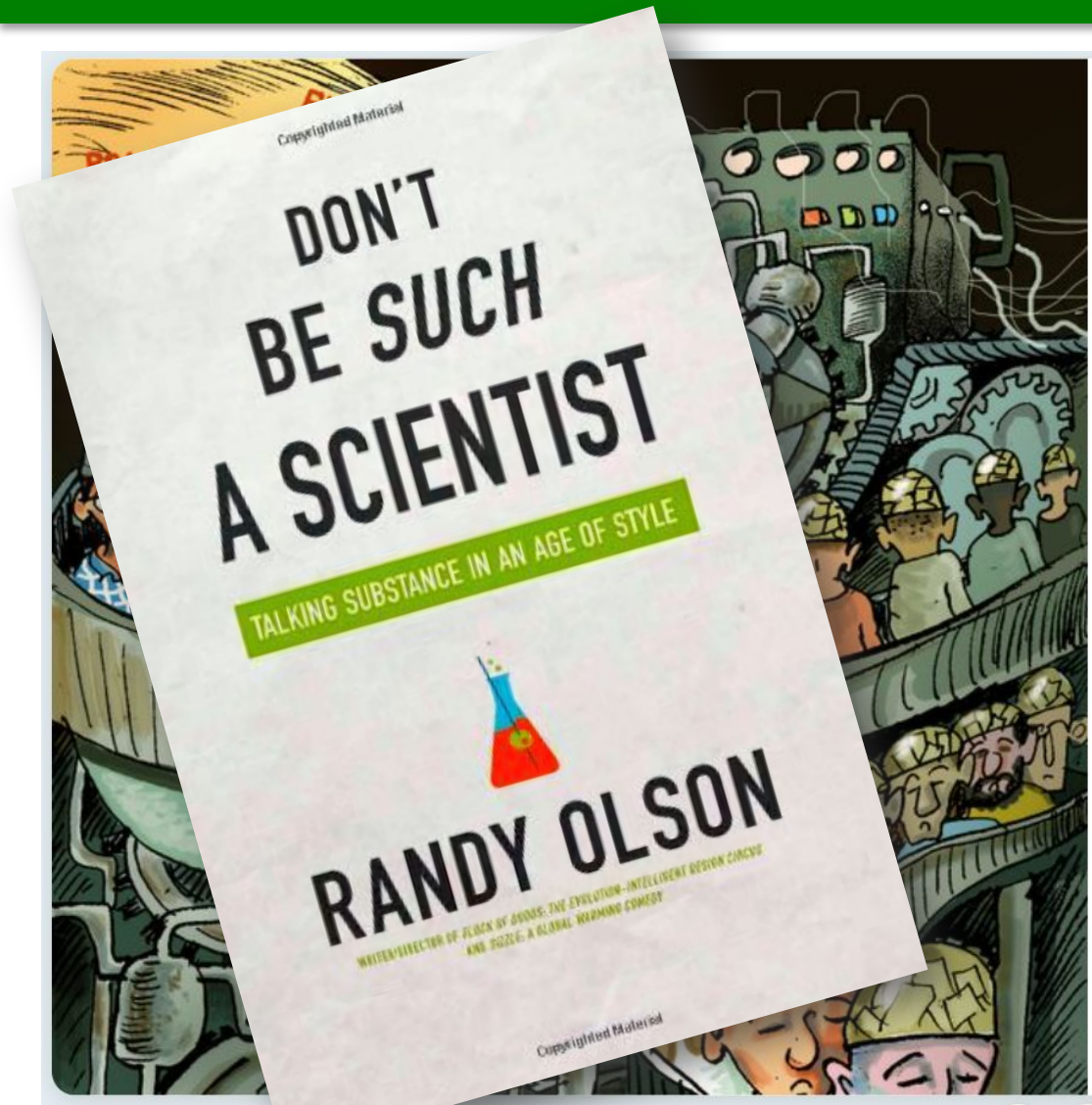
Leader product for maturity with excellent drought tolerance - Optimum® AQUAmax®



Who communicated better?



Learn the facts!



Scientists handle the issue with the premise that

- People oppose it because they do not know the facts
- Just give them the facts and they will be OK

“It doesn’t work in a world driven by emotion and sensationalism.”

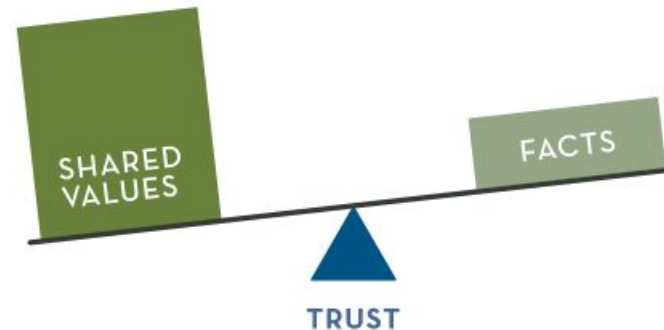
-Kevin Folta

Communicating the facts is not enough



“Lead with science, lose with science”

-Jack Bobo



Effective communication

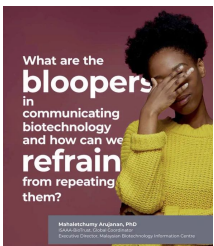


Mahaletchumy Arujanan

- Communication vs propaganda
- Communication is not just about giving information
 - Must have shared values
 - Must have soul
 - Tells a story

“As a scientist, **your ability to tell a story** is as important to your career as knowing how to design experiments.”

<https://labwithoutbenches.wordpress.com/2015/12/20/whats-your-story/?platform=hootsuite>



Storytelling



- We are wired for it!
- Connect with people at an emotional level
- Make people receptive

Neural coupling
Allows listener to link story to their own experiences



Dopamine
Enhances ability to remember

Mirroring
Speaker and listeners synch their own brain activities

What is important?



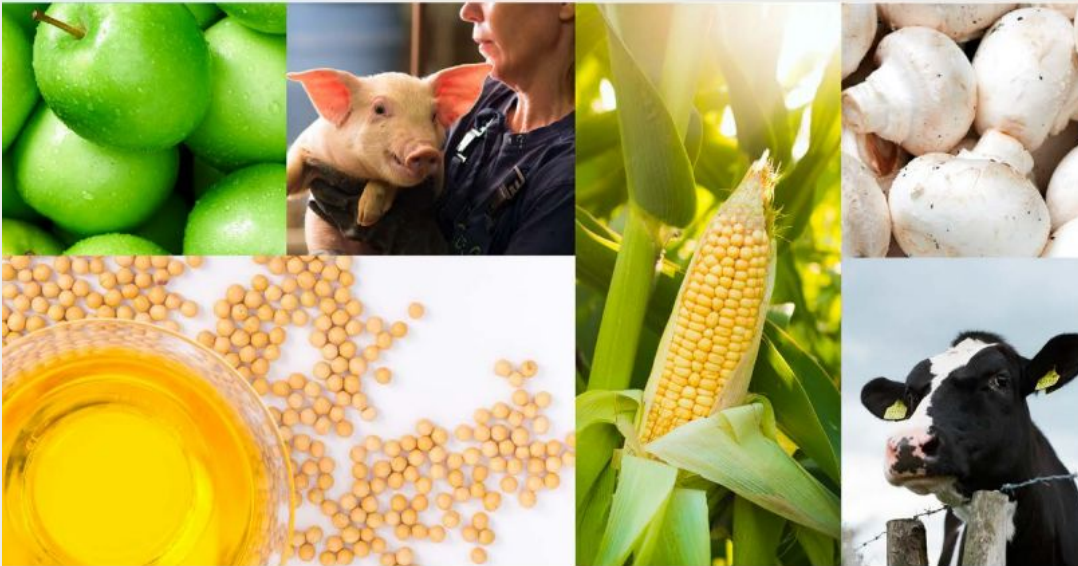
- Empathy
- Trust
- Shared values
- Emotion





GENE EDITING ENGAGE IN THE CONVERSATION

JUNE 2021



GeneEditing.FoodIntegrity.org

© 2021 THE CENTER FOR FOOD INTEGRITY

- Why it's relevant to consumers
- What will it do for consumers
- Shared values/trust



A Framework for

RESPONSIBLE USE OF GENE EDITING IN AGRICULTURE

Version 2.0 November 2023

Framework for Responsible
Use of Gene Editing in Agriculture

A GUIDE TO ACHIEVING VERIFICATION

Version 2.0 November 2023

Code of conduct

- Explain why use gene-editing
 - Did not arrive at the decision in a casual way
 - Not acting recklessly
- Aware and responsive to social values
- Take responsibility
- Transparency





CFI Transparency Model



- Seven elements of trust-building
 - 5 involve language communication
 - 2 involve actions
 - “Actions speak louder than words”



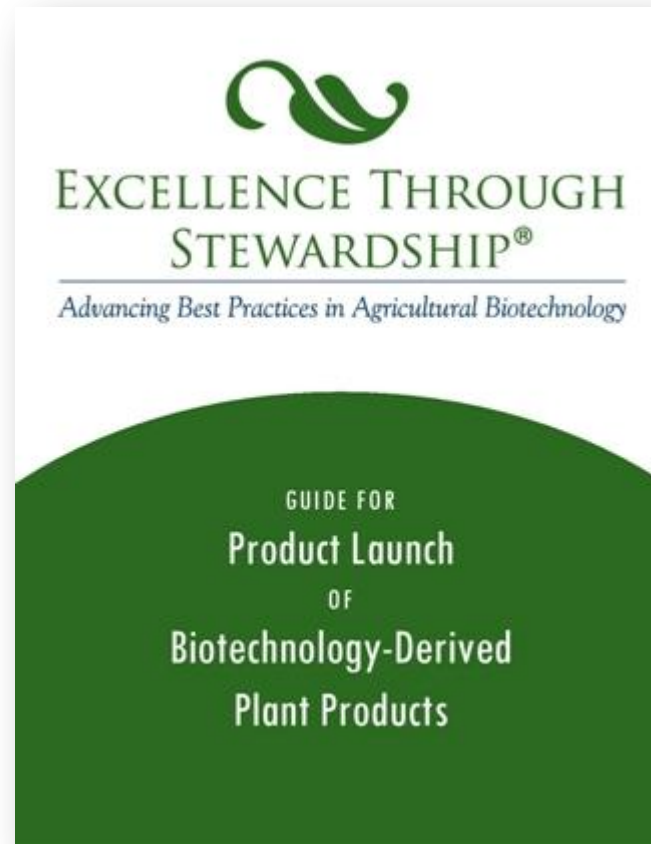
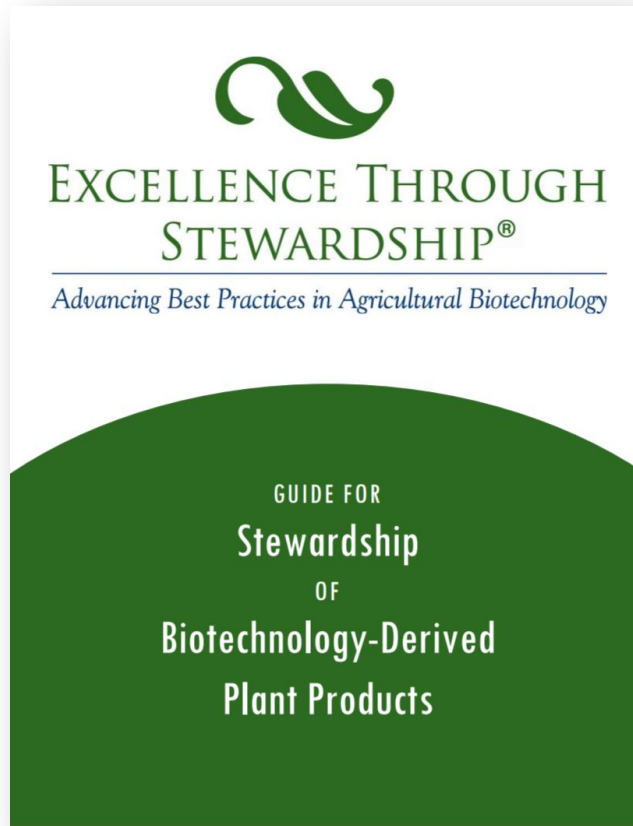
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Stewardship & the social license

- Scientists will not upset public values
 - No seed left behind! – what lab containment procedures are in place?



Actions - Stewardship



Challenges - Global vs Local

- The social license is local
- The players are global



What is Stop Golden Rice Network?

SGRN is a regional campaign network comprised of more than 30 organizations across Asia,



Photo: Philippine Dept of Agriculture Regional Field Unit 5

- Swedish International Development Cooperation Agency
 - \$468,601/6 years
 - \$107K for 2013
- **Description**

It's to discourage companies from taking patents on crops, forcing small farmers to large-scale agriculture.

 - <http://cso.sida.se/Project/Index/81427>

Communication changes perception

