



**SUNRISE**

UNE CULTURE POUR LE FUTUR

# SUNRISE Project

## Socio-economic impacts of new sunflower ideotypes

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### Context

The study of barriers to adoption and diffusion of innovation is highly relevant when considering the agricultural sector. Even if innovative practices are technically feasible and socially beneficial - in the sense that they improve the collective welfare by reducing the use of inputs (including water) - actors may not implement them. Moreover, these inputs seem more important when they come from Nature, due to the high intensity of the relationships between agriculture, agricultural practices, and the environment. In this context, understanding the adaptation of the various agro chains agents, from farmers to industry, facing this innovation is an important issue. As part of the SUNRISE project, societal impacts of new sunflower ideotypes will be analyzed at different relevant scales (national or European...).

### Main objectives

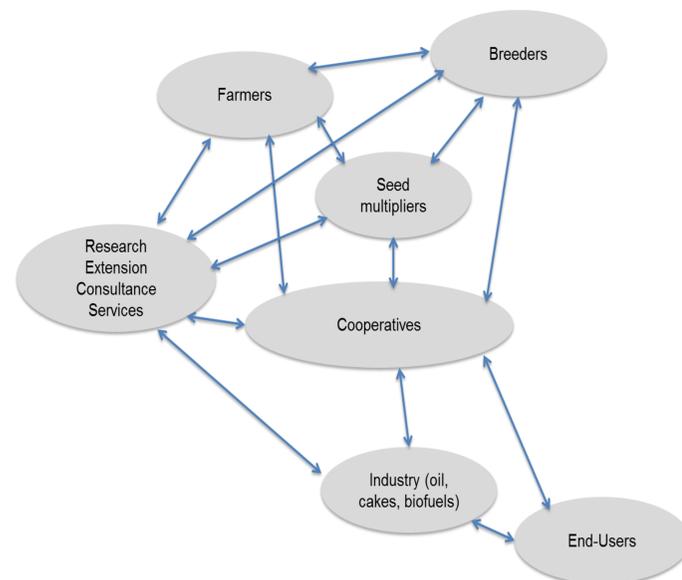
- 1- Microeconomic farm-focused analysis of competitiveness and acceptability of new sunflower hybrids
- 2- Meso-economic analysis of impacts and diffusion conditions of the innovation within industrial chains and territories.

### Adopted strategy

Analyses are performed :

- at farm level, as individual unit of adoption of new practices,
- and at agro-chains level, in order to identify coordination aspects which can enhance competitiveness and conditions of acceptance of new hybrids.

Quantitative and qualitative methods are mobilized to meet the objectives identified: field surveys and interviews, scenario-building method with multi-criteria analysis, bioeconomic modelling and econometrics of individual data, including contracts.



### Perspectives

This study will allow to measure socio-economic impact of newly developed sunflower ideotypes and to better adapt this innovation to agricultural sector, with a view to improve environmental sustainability.

### This study is part of the SUNRISE

**project** (*SUNflower Resources to Improve yield Stability in a changing Environment*), an 8 years project supported by the French National Research Agency (ANR-11-BTBR-0005) and gathering 16 public and private French partners of sunflower sector since 2012.

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