The Concept of Social License for Bio-Innovation

I guess we didn’t have social license to operate after all...

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Contributions from agricultural productivity

- Better agronomic technology
- Genetic improvement

• Almost 300% more output per unit input over the past 75 years

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

- Respecting the social customs, culture & norms of the region
- Transparency
- Actions that match words

sociallicense.com

istockphoto.com
Who communicated better?

- Appeal to farmers, not the ultimate consumers

| 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

https://app.us.lifeology.io/viewer/lifeology/scicomm/a-brief-history-of-science-communication#6a6f76a4056c
Communicating the facts is not enough

“Lead with science, lose with science”

-Jack Bobo
Effective communication

- 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

https://culturaldetective.files.wordpress.com/2015/01/brainonstorytelling-onespot.png

Credit: Amber Maynard
What is important?

- Empathy
- Trust
- Shared values
- Emotion
- Why it’s relevant to consumers
- What will it do for consumers
- Shared values/trust
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”
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

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What is Stop Golden Rice Network?

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

- **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](http://cso.sida.se/Project/Index/81427)

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Photo: Philippine Dept of Agriculture Regional Field Unit 5
Communication changes perception

I won't eat anything that's genetically modified...

It could be unhealthy...

Chips