

How long does it take to make innovation became custom? The montado case study

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Abstract: *In 2013, a transdisciplinary process to define a desirable future for agriculture was developed. From this visioning process, the montado system was found to be a central feature. In 2016, we recovered this vision to assess its soundness. Results of semi-directed interviews and 1-day workshop shown that the vision is still valid. Yet, what is being done to achieve this vision? Considering that the montado shows signs of decline in area and density, we try to understand what needs to be changed to reverse this situation. We identified innovative initiatives that, if expanded, could led to the desirable future. Our hypothesis was that if we identify innovations, find innovation brokers and provide learning space between actors we can support changes. In this paper, we integrate data from 2013 up to 2017 to start assessing if such hypothesis is verified. Some of the innovative initiatives identified occur from more than 20 years and so far, they are still the exception to the rule. Yet, since 2013 new initiatives at different levels were found. Therefore, perhaps for innovation to became a custom changes need to occur at different level. This means that social and institutional innovations needs to be reinforced by regulations and policies that support changes in products and markers, as well as, on the adoption of new farming techniques and management practices. We finalize by suggesting a research agenda so that the evolution of the montado system stars being align with the future desired, as soon as possible.*

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