



**HAL**  
open science

## Territorial intelligence and social milk. Neglected peoples of Latin America: Proposal for Mercosur.

H. Bozzano, E. Scala, S. Azzolini

► **To cite this version:**

H. Bozzano, E. Scala, S. Azzolini. Territorial intelligence and social milk. Neglected peoples of Latin America: Proposal for Mercosur.. "Grand Ouest" days of Territorial Intelligence IT-GO, ENTI. Nantes-Rennes, mar. 2010, Mar 2010, Nantes-Rennes, France. 2p. halshs-00533361

**HAL Id: halshs-00533361**

**<https://shs.hal.science/halshs-00533361>**

Submitted on 22 Jan 2013

**HAL** is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.

# IT GO 2010 Territorial Intelligence and socio-ecological foresight

Nantes+Rennes, March 24/26, 2010

## **TERRITORIAL INTELLIGENCE AND SOCIAL MILK. Neglected peoples of Latin America: Proposal for Mercosur.**

Dr. Horacio BOZZANO, Ing. Eugenio SCALA y Dra. Susana AZZOLLINI. TAG Team Researchers.<sup>1</sup>

**Keywords:** Territorial intelligence, Social milk, Neglected peoples, Mercosur Program

By applying the concepts of understanding, intelligence and territorial development, this publication offers a program proposal "Social Milk in MERCOSUR", carries great social replicability, notable territorial diffusion, institutionalization strong degree of public and scientific support and technical. "Social Milk" aims –with other projects *TAG Territorios Posibles*- pull one way to construct another form of development in Latin America.

It aims to promote regional development supported by four pillars: a) that is sustainable in speeches, but especially in practice, b) considers that territorial intelligence, listen and assess the most vulnerable actors, c) to help cushion immigration patterns from companies and neglected areas to economically developed societies and territories, and d) to help provide concrete answers possible and sustainable on the facts the politicians, scientists, and particularly to those who really matter: the population of our countries postponed .

The publication is divided into two parts and four items, namely: 1-Territorial intelligence and social milk: 1.1-The problem of social milk; 1.2-Territorial intelligence and application to the case; 2-Latin America and its people neglected: 2.1 Foundations for further development-and 2.2-Motion to MERCOSUR.

"Social Milk" is a proposed *TAG Territorios Posibles*, with input from ENTI European Union<sup>2</sup>, supported and nurtured in many valuable background in Latin America, particularly Brazil, which promotes the integration of small dairy farmers to informal without formal circuit losing their community integration, as in the cases where it has promoted the sale-making plants that the state buys much of its milk production to distribution as social in the same province, county or state where it originates. Above all

---

<sup>1</sup> .BOZZANO, Horacio. PhD in Geography and Territorial Management, University Paris III Sorbonne Nouvelle. Independent Researcher CONICET, Professor Holder of Research Metodology UNLP, Scientific Coordinator Latin American Network *Territorios Posibles* [bozzano59@hotmail.com](mailto:bozzano59@hotmail.com) [horacio.bozzano@presi.unlp.edu.ar](mailto:horacio.bozzano@presi.unlp.edu.ar)

SCALA, Eugenio. Agronomist Engineer UBA. Project Developer Social Milk. Organization Member of "Infortambo". [euscala@infortambo.com](mailto:euscala@infortambo.com)

AZZOLLINI, Susana. Phd in Psychology, University of Buenos Aires. Researcher Deputy CONICET, Professor Deputy of Social Psychology UBA, Professor in charge of various postgraduate courses (UBA, UAI). [susana1060@yahoo.com.ar](mailto:susana1060@yahoo.com.ar)

<sup>2</sup> LIA TAG UNLP and Associated Universities (Associate Research Lab Territory Governance Actors), node of Latin American Network *Territorios Posibles*, with input from ENTI European Network of Territorial Intelligence. [www.territoriosposibles.org](http://www.territoriosposibles.org) and [www.territorial-intelligence.eu](http://www.territorial-intelligence.eu)

<sup>3</sup> Bozzano, Horacio, 2009, *Territorios posibles: procesos, lugares y actores*, Ed.Lumiere, Buenos Aires. Chapter 6 "Transformación, Gestión, Decisión e Intervención" (pp.179-197) ISBN 978-987-603-055-7

is a program that seeks to promote "... ownership, valuation, organization, communication and projection"<sup>3</sup> players who choose to join it.

The theory and method that raises broader understanding of territory is explanatory gateway to a territorial intelligence, understood as the way in which public actors and citizens- unfold scientific contributions- to any more territories and sustainable places and durable than the current in the micro and meso-scale, in a real social governance, promoting and cementing a territorial development ecologically and socially sustainable.

Territorial intelligence refers to the/those as best suited to design, agree and production design changes and/or transformations between institutional actors, territorial actors – citizens, social organizations, private sector, etc- and actors from the university and/or science in a particular territory. In the present case, it comes to finding legitimate ways institutionally, socially accepted, environmentally sustainable and scientifically valid design, arrange and design how the milk produced and marketed by social informal order in a large number of localities , towns and their surroundings, identifying to what extent these initiatives could improve further. That is, a matter of applying intelligence in relation to territory deciphering how they will be articulated along three axes: institutional players, regional players and researchers, to produce milk better fulfill its role in the further development of the society involved.

Learning the road traveled in Brazil in the *Zero Hunger* program are based, nurturing of this proposal. Moreover, the articulation of the cases already under investigation by the team in Argentina and Uruguay to a lesser extent, can discover different modes of resolution of the issue, with some commonalities and some very different, both in terms of cultural patterns and social representations of the actors involved and the potential for development effectiveness of the program.

The foundations and principles to apply to work for further development are constructed from various publications of ENTI (Girardot, Miedes, Fillo, Masselot) as the same as and Milton Santos<sup>4</sup> and Madoery<sup>5</sup>. This is in summary: a) ability to control, b) ability to build another entirety from the local, c) adaptability, and d) processing capacity.

In this way, refers to two major imprints and footprints socio-cultural and political today *leitmotiv* of our continent relegated; in the first place, the appellant combined: foreign power-local power-local neglected and/or exploited people; secondly instead: welfare policies practices that political patronage inevitably self-managed development: "*asistencialismo*" and "*clientelismo*".

In this context, the proposal is linked to the promotion of local initiatives and/or dominated by national real support from social groups and/or political, economic support, technically and environmentally, while with the possibility of institutionalizing certain public on all Latin American countries, from *governance* to listen to the actors and their territories.

---

<sup>4</sup> Santos, Milton, 2000, *La naturaleza del espacio. Técnica y tiempo. Razón y emoción*. Ariel, Barcelona. Chapter 11, 12 y 15. ISBN 84-344-3460-1

<sup>5</sup> Madoery, Oscar, 2008, *Otro Desarrollo. El cambio desde las ciudades y regiones* (167 pages) UNSAM Edita, San Martín National University, Buenos Aires. ISBN 978 987-1435-08-1