

MULTIDIMENSIONAL INDEX OF TERRITORIAL HERITAGE ACTIVATION: The Productive Dimension and its Components

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ABSTRACT

The present study deals with territorial heritage, taking a multidisciplinary and multidimensional approach, providing theoretical and methodological references on the productive dimension, in a systemic and articulated way with the other dimensions. The objective is to contextualize theoretically the productive dimension in the territorial dynamics of development and to propose methodological indicatives that can provide the basis for a multidimensional methodological tool to be used in diagnostic studies, analysis and territorial prospection. The diagnosis focuses on the socioeconomic-cultural and environmental characterization, the analysis proposes to detect the strengths, opportunities, weaknesses and threats, while the territorial prospection evaluates the future alternatives of a certain territory, be it a territory, a region or a municipality. This methodological approach is based on some strands and theories of territorial development that rescue concepts such as: local productive systems, agrofood local production systems, social and solidarity economy, basket of territorial goods and services, among others. However, it is recognized that the design of the productive dimension indicator, in this study, does not cover the variety of concepts and aspects of the field of territorial development. What is proposed with this text is to point out possibilities and analytical paths for the productive dimension in view of the activation of territorial heritage.

Keywords: Territorial Approach. Productive Dimension. Territorial Development. Theoretical-Methodological Assumptions.

ÍNDICE MULTIDIMENSIONAL DA ATIVAÇÃO DO PATRIMÔNIO TERRITORIAL: A DIMENSÃO PRODUTIVA E SEUS COMPONENTES

RESUMO

O presente estudo versa sobre o patrimônio territorial, contemplando uma abordagem multidisciplinar e multidimensional, aportando referências teórico-metodológicas sobre a dimensão produtiva, de forma sistêmica e articulada com as demais dimensões. O objetivo é contextualizar teoricamente a dimensão produtiva na dinâmica territorial do

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desenvolvimento e propor indicativos metodológicos que possam embasar um instrumental metodológico multidimensional a ser utilizado na realização de estudos de diagnóstico, análise e prospecção territorial. O diagnóstico tem seu foco na caracterização socioeconômico-cultural e ambiental e a análise propõe-se detectar as forças, oportunidades, fraquezas e ameaças, enquanto a prospecção territorial avalia as alternativas de futuro de um determinado recorte territorial, seja este um território, uma região ou um município. Esta abordagem metodológica baseia-se em diferentes vertentes e teorias do desenvolvimento territorial que resgatam conceitos como: sistemas produtivos locais, sistemas agroalimentares localizados, economia social e solidária, cesta de bens e serviços territoriais, dentre outros. Todavia, reconhece-se que o desenho do indicador da dimensão produtiva, neste estudo, não abarca a variedade de conceitos e vertentes do campo do desenvolvimento territorial. O que se propõe com o presente texto é apontar possibilidades e caminhos analíticos para a dimensão produtiva face à ativação do patrimônio territorial.

Palavras-chave: Abordagem Territorial. Dimensão Produtiva. Desenvolvimento Territorial. Pressupostos Teórico-Metodológicos.

INTRODUCTION

The advances and transformations of society and academic-scientific capabilities have advanced and produced new epistemic-theoretical-methodological foundations on the theme of development, territorial governance, and the territorial approach to development. These advances suggest and justify the need to contemplate multidisciplinary and multidimensional approaches, recognizing different paradigms of knowledge.

Throughout 2021, at the initiative of more than thirty researchers from Brazil, Portugal, Spain, and Argentina, from twenty different universities, they began the execution of a research project, whose schedule foresees its completion in 2023. This is the Research Project “Territorial Heritage as a Reference in the Development Process of Territories or Regions” (O patrimônio territorial como referência no processo de desenvolvimento de territórios ou regiões - ProPAT)⁸. The project as a whole aims to propose and validate a methodological tool that is more appropriate to the territorial analysis perspective, intending to contribute to the elaboration of territorial diagnoses that favor the prospection of innovative and sustainable development alternatives, having the territorial heritage as a reference.

Territorial heritage is understood as the set of assets and resources, material and immaterial, that have accumulated throughout history in a given territory, resulting from historical processes of construction and socioeconomic and cultural reconstruction in relation to the environmental surroundings, represented in its different dimensions (productive, cultural, institutional, natural, social and human-intellectual) (DALLABRIDA, 2020a). In line

⁸ The project refers to the *Programa Produtividade em Pesquisa do Conselho Nacional de Desenvolvimento Científico e Tecnológico (CNPQ)*. Complementarily referencing other three projects: (i) “*O patrimônio territorial como referência no processo de desenvolvimento de territórios ou regiões: um estudo em três regiões do Rio Grande do Sul*”, involving a network of institutions and researchers leadered from the Programa de Pós-Graduação em Desenvolvimento Regional – PPGDR/UNIJUÍ and supported by *Fapergs*; (ii) the project “*O patrimônio territorial como referência no processo de desenvolvimento de territórios ou regiões: pressupostos epistêmico-teóricos e proposta de instrumental metodológico*”, that is being executed by the Programa de Pós-Graduação em Desenvolvimento Territorial Sustentável – PPGDTS/UFPR; (iii) the project “*Fundamentos epistêmico-metodológicos do patrimônio territorial, convergentes com a Dimensão Social*”, in execution by the Programa de Pós-Graduação em Desenvolvimento e Políticas Públicas - PPGDPP/UFFS.

with the epistemic basis, the project in question assumes a theoretical basis supported by four conceptual categories: territory, governance, heritage, and territorial development.

The first stage of the investigation was successfully completed and aimed at theoretical reflection with contributions to an epistemic-theoretical-methodological framework convergent with the territorial approach to development. This production resulted in published texts: (i) Dallabrida, Rotta, and Büttenbender (2021), in which epistemic-theoretical assumptions are presented; (ii) Dallabrida et al. (2021), whose conceptual categories and methodological assumptions convergent with the territorial approach to development are explained; (iii) Dallabrida et al. (2022), in which understandings between the State and society are deepened in building capacities to strengthen territorial governance practices; (iv) Dallabrida (2022), whose dossier that addresses the six dimensions presents challenges for the development and application of a multidimensional methodological instrument; and (v) Büttenbender et al. (2022) detail a first references essay of theoretical-methodological on Productive Dimension.

In 2022, progress was also made in a more complex and complementary stage of the ProPAT, through new rounds of debates in six thematic subgroups, which deepened the dimensions bases: productive; natural; human and intellectual; social; cultural; and institutional.

This article presents the reflections on the productive dimension in a more orderly manner, organized into six sections. The first with the introduction, followed by the second section that addresses the analysis of the productive dimension of the territory and the paradigmatic interpretative affiliations. The third details the economic-productive dimension in the territorial heritage and co-evolutionary and governance aspects in the territory. The fourth presents the central epistemic-theoretical categories to support the productive dimension in the elaboration of the Multidimensional Index of Territorial Heritage Activation (Índice de Multidimensional da Ativação do Patrimônio Territorial - IMAP). The fifth section details the components, variables, and indicative aspects for structuring a methodological proposal for the study of the productive dimension. The sixth section approaches the constituent elements of the Index of the Productive Dimension for the formation of the IMAP, ending with the final considerations and the references.

ANALYSIS OF THE PRODUCTIVE DIMENSION OF THE TERRITORY AND THE PARADIGMATIC INTERPRETATIVE AFFILIATIONS

The reconstruction of the debate on development takes into account some of the great development paradigms (Andion, 2007; Arrighi, 1998; Wallerstein, 2002; Rist, 2008). The first corresponds to the so-called developmentalist paradigm (which was imposed during the period from 1940 to 1970), inspired by the Fordist model. Its adepts supported their reflections on two pillars: the centralizing and polarizing action of the State, seen as a promoter of basic social rights; and the free market system, distributing the wealth generated by the productive systems. This is the idea of development as a process of continuous and cumulative growth. The second, which is called the heterodox paradigm (followed the conjuncture of the 1960s and 1970s), is based on the use of the central concepts of Marxist theory but was adapted by several currents of thought: neo-Marxists, structuralists, and dependency theorists. These currents evaluated the interrelations between development and underdevelopment, placing underdevelopment as the historical result of relations of domination in the international and national scenarios.

Finally, the neoliberal paradigm, which emerged in the course of the 1980s, rescues the ideas of the classics of economic theory, related to regulation within the scope of the market operating in a supposedly free way.

The three paradigms were the object of transformations observed in the modern economic structure, whose innovations have conditioned the emergence of new spatial configurations (BENKO, 1996). These reflections contributed decisively to the analytical reframing of the phenomenon of development. Since the 1960s, they have been incorporating the evidence of a global socio-environmental crisis and the perverse effects of the utilitarian and economic view of the problem of development (MEADOWS et. al., 1978).

Conducting the paradigmatic debate in large groups of researchers of different hues makes it necessary to reflect on different worldviews, theoretical frameworks, political positions, and styles of thinking (FLECK, 2010). Intentionality is implicit in the clashes between paradigmatic conceptions, which manifest themselves through cognitive action, perception, languages, and practices, connecting thought and reality, knowledge and fact, and subject and object (SEARLE, 1995). These paradigms establish a dominant and conservative understanding of development, which implies ideologically standardizing the domain of techniques, temporalities, functionalities, and efficiency/effectiveness, whose objective is the productive realization that materializes in space (SILVEIRA, 2013). Such modifications, according to the author, constitute territories, as they encompass power relations, causing social acceleration that can annul old territorialities with the undoing of political, economic, social, and cultural limits to which identity was associated.

The conception of territory in the countryside has its peculiarities. Such peculiarities express more evidence that a single economic system is practically impossible to be thought of in the rural context. Contemporary problems have demonstrated the need for hybrid systems, in which the current logic must be rethought from a multiplicity of actors, coalitions, and forms of action at the territorial level.

The idea of territory can be an important marker in the development of a critical and decolonial conception of the notion of territorial heritage. There is an incisive criticism by Santos and Silveira (2003) of competitiveness as a form of action. According to the authors, the intentions are manifested in the set of techniques that partially involve the globe forming a principle of selectivity that takes place as a principle of hierarchy, where non-hegemonic techniques are hegemonized by the invasion of the dominant technical system.

Specifically in the context of rurality, the paradigmatic approach in Latin America occurs between conceptions of agrarian question and agrarian capitalism. The paradigm of the agrarian question is defended by theorists who understand that peasants are created and recreated in the struggle for land, class struggle, and agrarian reform. Its starting point is class struggles to explain territorial disputes and their conflicts in the defense of development models that enable the autonomy of peasants. He understands that agrarian problems are part of the structure of capitalism, so the fight against capitalism is the prospect of building another society (FERNANDES, 2005; 2008).

When analyzing the two interpretative strands, Felício (2006) explains the first as a critical position to confront the consensual thinking that defends the expansion of capitalism in a unique and homogeneous way in the field. Both paradigms are situated in the clash of interests

that highlights a development model for the Brazilian countryside, serving groups with different objectives. Briefly, for the Paradigm of the Agrarian Question the problem is in capitalism, and for the Paradigm of Agrarian Capitalism the problem is in the peasantry (FERNANDES, 2008).

Production systems at the local level have taken on countless forms, from local production systems to localized agro-food systems, the social and solidarity economy, in addition to presenting themselves in the form of various formal or informal arrangements for the production and distribution of wealth or products of society. In this context, the combination of market and reciprocity has expanded productive practices whose identity and cooperative component stand out. The modes of regulation and governance are key elements to think about in this type of territorial organization, which goes beyond the limits of the simple economic organization of the territory. It is these modes of governance that constitute conducive channels for the formation of an eco-socio-economic awareness that could leverage sustainable territorial development strategies, more compatible with the territorial heritage.

The approaches of the productive dimension of the territory and the paradigmatic interpretative affiliations are a reference of studies with innovative thoughts that recommend multidisciplinary and multidimensional emphases.

ECONOMIC-PRODUCTIVE DIMENSION IN THE TERRITORIAL HERITAGE AND CO-EVOLUTIONARY AND GOVERNANCE ASPECTS IN THE TERRITORY

This section seeks to address how the territorial heritage category can underpin more complex critical and multidimensional analyses of territorial development. The construction of its conceptual and methodological basis considers elements that make up the territorial systems understood as (i) products of the co-evolution process and long-term interaction between social relations and the environment (MAGNAGHI, 2010; GODARD, 2000); (ii) consolidated through the mediation of work and information (RAFFESTIN, 1993), under intense hegemonic pressure from the uniqueness of techniques and their intentions; (iii) bearers of active or passive territorialities (DEMATTEIS, 2005); (iv) spaces permeated by socio-spatial and socio-territorial expressions, processes and movements (FERNANDES, 2005; PEDON, 2009; Sobreiro FILHO, 2016) that can be characterized as spaces of resistance and counter-hegemonic territorialities; (v) spaces permeated by exogenous logics (technical, scientific and informational) which, as verticalities, dimensioning varied configurations of territorial alienation and alterations of horizontalities (SANTOS; SILVEIRA, 2003).

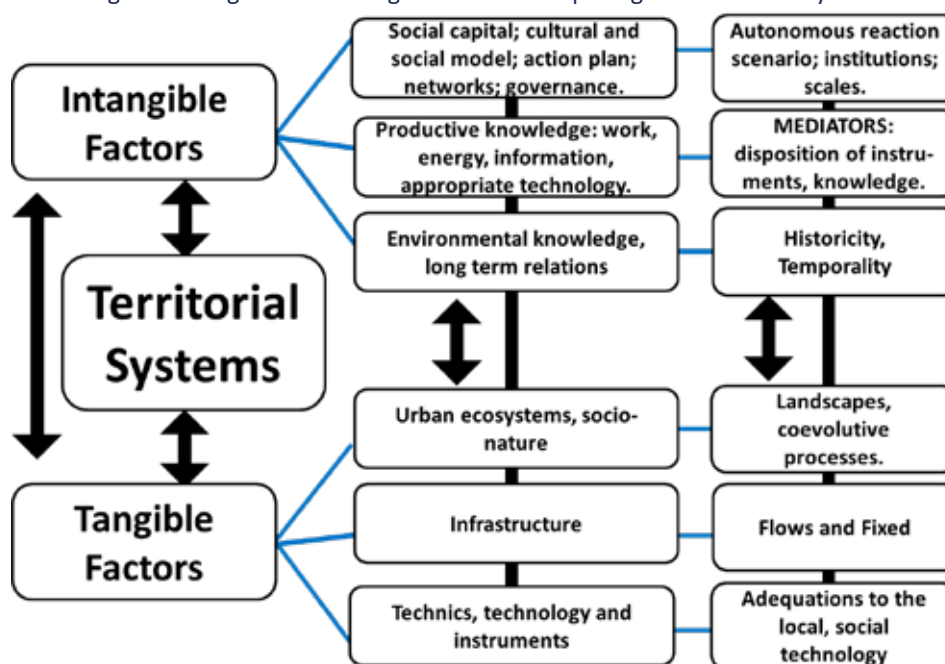
In approaching the economic dimension, the co-evolutionary and governance aspects in the territory add to the definition by Magnaghi (2010) that the territorial heritage is made up of a living system of high complexity and, as such, must be treated as a resource for producing wealth, which in summary, it appears in three positions: (i) dissipation/destruction – release of the territorial bond produced by urbanization; (ii) conservation of the territory for future generations; (iii) valuing the identity of the place and creating additional resources, which means producing new territorializing acts that increase the value of the territorial heritage. Magnaghi (2010) performs an analysis of multisectoral and integrated sustainability requirements, being, by definition, anti-economist and anti-naturalist, proposing an anthropo-biocentrist approach.

Another basic aspect defended by Magnaghi (2010) is the recognition of permanences, of the structural invariant, which is the landscape character that defines the identity of a place. It emphasizes that each cycle of territorialization is an event that deals with the same updated hereditary environment, reifying and structuring in the territory peculiar and differentiated forms of occupations in the complex universe of potentialities and random successes, for always configuring the process as a result of a symbiosis between the environmental element and the human.

Therefore, the interpretations of resources, in their technical-spatial and temporal dimension, are responsible for altering and specifying the interactions between environment and socioeconomics. “The content of what is called a resource changes historically and depends as much on the evolution of environments as on the evolution of technical possibilities, the nature of social needs and economic conditions (GODARD, 1997, p. 207).

Taking such an approach as a reference, a set of elements is evidenced that conform to a methodological flowchart, considering tangible and intangible factors, within the scope of the concept of territorial heritage, whose mediation takes place based on territorial systems (BARTOLI, 2014; 2017), as illustrated in Figure 1.

Figure 1: Tangible and Intangible factors composing the Territorial System



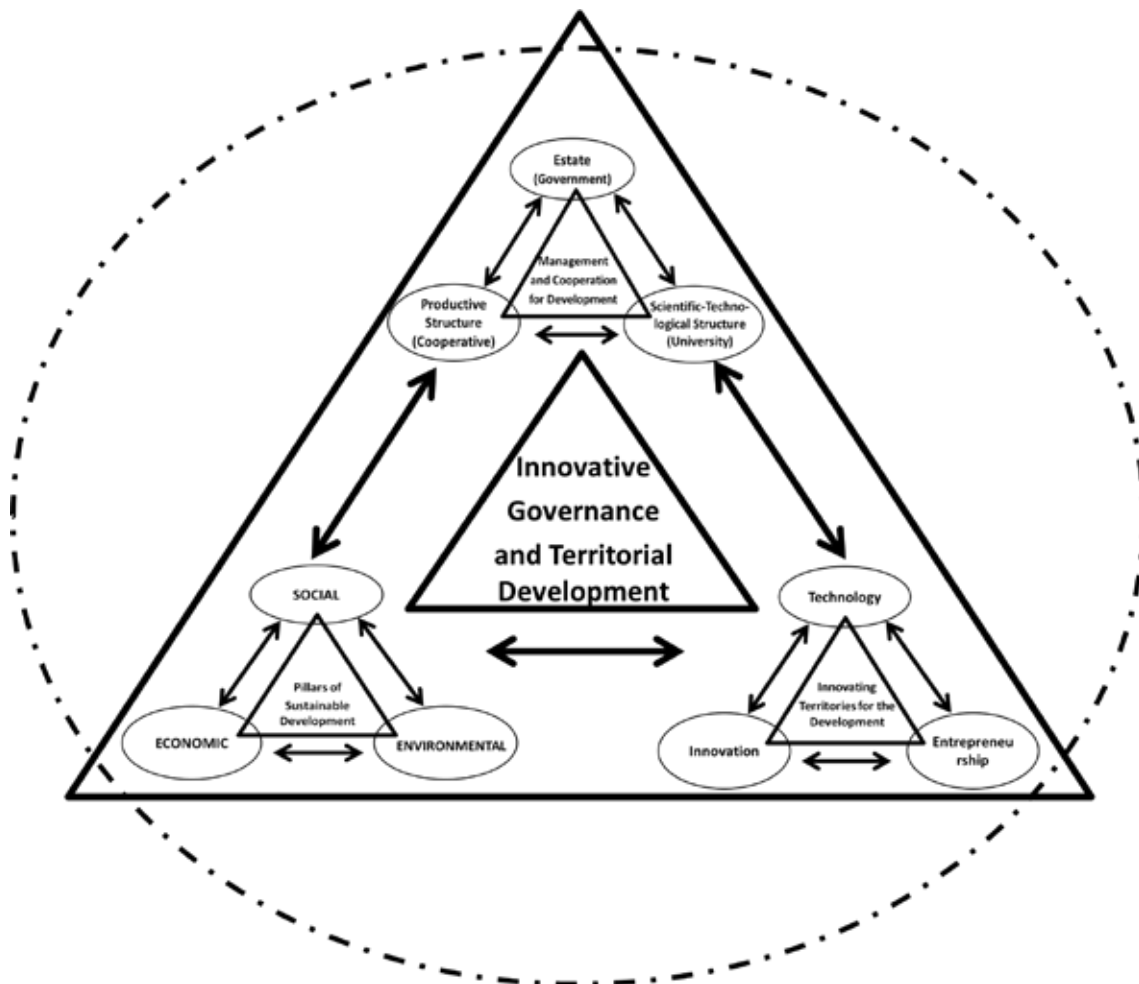
Source: Bartoli (2014)

Büttenbender and Sausen (2020) base the territory’s articulatory and convergent strategy, with relevant influence on the productive dimension, by proposing a construct that supports the approach of innovative governance for territorial development. The aforementioned authors point out that this approach has breadth, diversity, and complexity in the relationships and institutions involved. The construct, with strong economic and productive influence, combines the multiple dimensions of the governance process, dimensioned in three triangular approaches. The first, emphasizes the contributions of Etzkowitz (2009) with the

triple helix combining cooperation between the State (government), industry (employers), and university. The second approach, with the foundations of Julien (2010), combines investments in technology, innovation, and entrepreneurship, recognizing intra (within each vertex), inter (between the three vertices), and extra (between each of the vertices with the external environment of the space in which they are located) relationships. The third approach, with the definitions of Elkington (1998) and Dias (2009), contributes to the economic, social, and environmental dimensions. These variables are also impacted by political, economic-productive, social, environmental, cultural, and natural relationships that occur in the territory.

The construct of innovative governance and territorial development, illustratively represented in Figure 2, is recognized as an open, complex, and dynamic system, expressed by the continuous circular outline.

Figure 2 - Construct of innovative governance and territorial development



Source: Büttenbender; Sausen (2020, p. 454)

Thus, the bases of territorial development in the knowledge society are identified in strategies focused on cooperation networks involving public power (State structure at all levels), companies (entrepreneurs), universities (research and development centers, schools in all levels), and community organizations (churches, NGOs, associations, cooperatives, unions, etc.).

Another specific approach, such as the Local Territorial Systems model, has its contributions to the territorial approach. Developed by researchers from the so-called Turin group, the Local Territorial Systems model is useful for investigating the mechanisms of internal evolution of individualized, hybridized systems open to exchanges with the outside world. It intends, from the territorial approach, to analyze a certain level in the genetic-cultural hierarchy from an evolutionary perspective (DEMATTEIS, 2005). For the aforementioned author, diversity within the system is understood as potential variability, increasing the range of possible choices, and being a strategic resource in the evolutionary scale of the system. It also considers this diversification as a result of long-term co-evolutionary processes of local societies with the territory and the environment. This collective richness plays the role of a genetic-cultural set, whose transmission adds to the innovative capacity and autonomy of territorial systems at different scales (DEMATTEIS, 2008).

The Local Territorial Systems model proposes to describe the relationship between social interaction, potentialities of the local territory, governance, and development. Through the local network of subjects and their relations with the territorial specificity, it seeks to interpret actions, where the territory behaves in certain circumstances as a collective subject (DEMATTEIS, 2008). Such perspectives and innovations impact the way territorial specificities can be designed, being important elements to prospect the theoretical-epistemic bases of the productive dimension of territorial heritage.

CENTRAL EPISTEMIC-THEORETICAL CATEGORIES TO SUPPORT THE PRODUCTIVE DIMENSION IN IMAP ELABORATION

Given the reflections undertaken so far, it is noteworthy that in the ProPAT research project, the theoretical category territory is taken as a starting point. To refer to the way in which the territory is presented at different moments in history, as a spatial arrangement, the category territorial heritage is used, with its dimensions (productive, social, cultural, natural, institutional, and human-intellectual). The present study refers to the productive dimension to explain theoretical-methodological elements, which allow contributing to the structuring of a multidimensional methodological instrument to be used in the analysis and territorial prospecting.

As a starting point, this section addresses the founding conceptual bases of this dimension. The founding bases of the productive dimension are presented in theoretical categories and, as a result, the definition of reference categories, their components, variables, and analysis parameters. After these definitions, it is possible to discriminate the analysis parameters to determine, then, the Activation index related to the Productive Dimension, which will compose the Multidimensional Index of Territorial Heritage Activation (IMAP).

As a starting point, we have the socioeconomic and productive aspects of development, debated between economists, sociologists, political scientists, and environmentalists/ecologists. For this section, it is assumed that the economy and productive activities are anchored in the principles of maintaining life, based on aspects of heritage, viability, and territoriality (GEORGES-CU-ROEGEN, 2011; PECQUEUR, 2006; VIEIRA, 2006). Through a broader concept of substantive economy, we seek to integrate concepts that have been mobilized by theorists who defend a counter-hegemonic alternative, to think about territorial development trajectories and the possibilities of activating territorial heritage.

Among these concepts, there are studies about productive agglomerations and their derivations. Their first meanings are related to the agglomeration that is to space as learning is to time, advancing in relation to the assumptions defined by Alfred Marshall at the end of the 19th century (BENKO, 1996). In Brazil, one of these conceptual derivations focused on understanding local productive arrangements, in particular, Brazilian researchers linked to RedeSist (LEMOS, 2002; LASTRES; CASSIOLATO, 2003; SANTOS; DINIZ; BARBOSA, 2004; SANTOS; CROCCO; LEMOS, 2003). French researchers also operate with the concept of local productive systems (COURLET; SOULAGE, 1994; COURLET, 2001). The mobilization of the concept of local productive arrangement arises from the contribution of three approaches: the Innovative Environment or medium, the Clusters and Industrial Districts.

From this perspective, unlike the existence in a given territory of companies operating in isolation or forms of agglomeration without significant ties of interdependence (clusters), an arrangement is defined as a territorial productive agglomeration in an intermediate stage of evolution, and, a local or territorial productive system, as the last stage of the lifecycle of an APL. In other words, a local productive system can be defined as a configuration of companies grouped in a space of proximity around an activity in which the companies maintain relations between themselves and the sociocultural environment in which they operate. Such synergy produces positive externalities for the group of companies that compose it, and for the corresponding territory as a whole (COURLET and SOULAGE, 1994; COURLET, 2001). Cooperation is the basis of this exchange between companies and means working together, involving relationships of mutual trust and coordination, at different levels (COURLET, 2001; LÉVESQUE, 2001; LEMOS, 2003; LASTRES and CASSIOLATO, 2003).

In view of the various studies on productive agglomerations and their derivations, the theoretical option that presents a greater convergence with the territorial approach is indicated: the “arrangements” or “territorial systems of production” as a theoretical-practical perspective of “territorialization of development”.

Based on the understanding that a development process that meets the territorial perspective, regarding the economic-productive dimension, envisages forms of production that are less submissive to external interests, demonstrating some degree of territorial autonomy, that is, envisioning processes of territorialization of development. The main strategy for this is regions and territories to structure the productive sector, in the form of arrangements or territorial production systems.

The category territorial production systems is little used in Latin American and Brazilian literature. They are forms of productive agglomeration, similar to those that are usually characterized as local productive arrangements or systems. However, there is a significant difference: it does not just refer to a form of agglomeration, or clustering, in which there are any forms of cooperation and, in many cases, productive specialization. The use of the category “system” gives a sense of greater complexity, whose whole is called productive agglomeration, that cannot be explained by the sum of the parts, the set of companies, and local institutions. It is explained by the density of interaction between the parties, that is, the companies and institutions that are part of the productive system in question (DALLABRIDA, 2008; DALLABRIDA; FERNÁNDEZ, 2008).

Therefore, it is necessary to present the meaning of two relevant concepts: productive (or production) chain and value chain. The production chain is a concept used, particularly, in the agro-industrial sector, to refer to the set of stages through which the various inputs undergo transformation processes, until the constitution of a final product (good or service) and its placement in the market. The process includes suppliers of inputs and services, processing and transformation agents, distribution, and commercialization, until reaching final consumption (BATALHA, 1997).

The value chain refers to the complete set of activities required for a product or service to be designed, produced, transported, marketed, consumed, and finally recycled. It can be organized in the form of stages, identified as follows: technological conception, production, transport, marketing, consumption, and recycling. The set of stages and activities of the global value chain that takes place in a given spatial scope, developed within a cluster, is called the local value chain (FERNÁNDEZ, 2004). The meaning attributed to the value chain favors a better understanding of the territorial production system category.

According to Fernández (2004), what transforms a productive agglomeration into territorial production system, in addition to institutional density, is the capacity for local collective innovation and its insertion in a qualified way, not just submissive, in the global value chain of the productive sector to which it belongs. Thus, if a territory only engages in the production of raw materials that result in a product, the generation of local wealth is restricted, in addition to remaining dependent on the prices to be defined by those who offer the inputs, by those who buy the product for processing and by the market price. In this situation, there is little capacity for local interference to influence a profit margin in the production of raw materials, that is, there is a reduction locally in the value added to production.

Maillat (2002) also states that the forms of organization of territorial production system category are based on two main logics: functional logic and territorial logic. Companies that operate according to the functional logic are organized in a hierarchical, vertical manner, as decisions originate from central management. They geographically distribute their different functions (design, production, sale, etc.) in order to reduce production costs (cost of labor, transport costs, level of inspection, agreed subsidies, etc.). The territory, in this situation, is just a support, a place of passage, as companies do not take root in it, that is, a process of territorialization does not occur, as they are based on comparative advantages (PECEQUEUR, 2006). The territory plays only a passive role. The vast majority of so-called local productive arrangements are structured according to this functional logic.

On the contrary, the territorial logic implies a strong link between the companies and the implantation territory. The territorial logic aims at the territorialization of the company, and its insertion in the territorial production system category. In this case, companies are organized in a horizontal network, with the environment orchestrating the system (MAILLAT, 1998b). They maintain cooperation/competition relationships, generating synergies and complementarities necessary for their operation. The territory plays an active role, companies are rooted and contribute to their enrichment and the addition of local value, recognizing themselves based on the differentiating advantages of the territory (MAILLAT, 2002; PECQUEUR, 2006). In this case, the so-called territorial production system category are included, in what they differ from local or territorial productive arrangements.

The dominance of one or another logic in productive systems implies characterizing them, depending, as a first criterion, on their degree of integration in the value-added chain. In this perspective, the company located in the region is integrated into the various activities that contribute to the production of a good. These activities can be fully or partially integrated into a company or be shared between several companies that are established in the region. This criterion makes it possible to verify a difference between territorial production system category and productive agglomerations characterized by the presence of large companies that concentrate several productive activities (research, development, production, sale), systems composed of isolated companies, or branches of large companies. The second criterion includes the intensity of exchange relations between companies in the region, which represents the complementarities and interrelationships of a horizontal nature that are established between the different actors in the territory. The resulting territorial production system typology, with greater autonomy or greater submission, is explained, on the one hand, by the presence or absence of trade relations intervening in the region and, on the other hand, by the presence or absence of internal integration (in the company) and in the added value chain of the region (MAILLAT, 2002).

The result of these different situations impacts territorial competitiveness. According to Lopes (2001), territorial competitiveness can be understood as the capacity of a territorial community to ensure the economic conditions of “sustainable development”. It is understood that economic conditions are a necessary but not sufficient condition. The ability to attract and retain population, generate jobs, preferably skilled jobs, and innovate, are indispensable. Veltz (1995), with a similar meaning, refers to “territorial success”. For him, territorial success results from competencies, networks, projects, and institutions, which have some implications: (i) competence requires solid collective action frameworks; (ii) competence is developed and valued through the constitution of internal and external networks; (iii) this presupposes a vision, a project, that is, a consensual vision of the future and, as a result, (iv) the development of territories-regions has a direct relationship with the density and quality of interactions between actors, which requires the presence of solid and active institutions.

Therefore, local/territorial arrangements or productive systems are structured assuming predominantly either a functional or territorial logic. The territorial logic, as characterized by Maillat (1998a/b; 2002), is the most recommended for territorial production systems, thus assuming a greater capacity for territorial competitiveness (LOPES, 2001), amplifying territorial success (VELTZ, 1995). This makes a difference in terms of territorial development and what is understood to have consequences in terms of structuring the productive dimension of territorial heritage, in a co-evolutionary process, from the most disorganized forms of production, through productive arrangements, to organizing themselves into territorial production systems.

Another development dynamic, which follows the characteristics of providing greater territorial autonomy, is the Agrofood Local Production System – ALPS and its derivatives, such as the Basket of Goods and Territorial Services. The ALPS concept emerged in the 1990s, in a context of worsening environmental and food problems, the emergence of a crisis in rural societies in the face of the new challenges faced by several companies in the countries of the South and North, both qualitatively and quantitatively (MUCHNIK, 2012; MUCHNIK et al., 2007). The concept arose from the innovation that used local strategies for the development of

resources and products, used by geographic groupings of agribusiness companies (MUCHNIK et al., 2007). The ALPS is defined as:

[...] production and service organizations (agricultural, agrofood production units, commercial companies, and restaurants) associated by their characteristics and functioning with a specific territory. The environment, the products, the men, their institutions, their know-how, their eating habits, and their relationship networks, combine in a territory to produce a form of agrofood organization on a given spatial scale (translated from: CIRAD-SAR, 1996, p.5).

When a certain territory produces several specific goods and services, which together create a composite offer and a plural gain, associated with the place, according to Pecqueur (2006), we are faced with what is conventionally called a “basket of territorial goods and services”. The author defines basket of territorial goods and services as a process of collective construction, promoting the integration of private and public actions so that a product or service is offered and its image is related to a given territory. The idea of basket of territorial goods and services is based on products and services of superior quality than a heterogeneous offer (PECQUEUR, 2006).

The basket is not a juxtaposed addition of private property, but a combination of public and private goods. The latter can be environmental amenities (type of landscape, climate...), but also funding or public investment through taxation or concession and contributing to the constitution of the basket. (translated from: PECQUEUR, 2001, p. 44).

Another theoretical category that is also relevant to understanding the productive dimension of territorial heritage is that of the solidarity economy, which for Lisboa (2004) designates activities (formal and informal) inserted within the community, not totally subject to the market (but interacting with it, shaping it) and bureaucratic controls, through which people satisfy their daily needs in a self-sustainable way (without depending on philanthropic networks). The conception of Lisboa (2004) approximates the solidarity economy approach to socio-environmental sustainability, solidarity, and territoriality. The aforementioned author presents an innovative discussion, as he places solidarity as a central element of the solidarity economy.

The present methodological proposal is based on some strands and theories of territorial development that rescue concepts such as local productive systems, agrofood local production systems, social and solidarity economy, and basket of territorial goods and services, among others. However, it is recognized that the design of the productive dimension indicator, in this study, does not cover the variety of concepts and aspects of the field of territorial development. What is proposed with this text is to point out possibilities and analytical paths for the productive dimension toward the activation of territorial heritage.

These theoretical categories, based on national and international literature, could be the starting point for the other aspects that will compose the IMAP for the productive dimension. These theoretical categories, called systemic concepts by Quivy and Campenhoudt (2005), were taken as the basis for composing the IMAP of the productive dimension, characterized by its components and indicators and respective analysis parameters.

COMPONENTS, VARIABLES, AND INDICATIVE ASPECTS FOR STRUCTURING A METHODOLOGICAL PROPOSAL FOR THE STUDY OF THE PRODUCTIVE DIMENSION

From the epistemic-theoretical categories mentioned, it is possible to consolidate, in Table 1, the constitutive aspects, that is, the components that are part of the theoretical categories and the mobilized literature and the indicative aspects, whose indicators of each component will help to indicate the points key of each scale, culminating in the proposition of a scale for each component. The following are considered structural components: Territorial Productive Systems; Agrofood Local Production Systems and/or Agrosilvopastoral; Basket of Territorial Goods or Services and Geographical Indications; and Social and cooperative enterprises.

Table 1: Components, variables, techniques and instruments for data collection and measuring scale for productive dimension study

Productive Dimension			
Components	Variables	Techniques and instruments for data collection	SCALE (0 TO 5)
C1 - Territorial Productive Systems⁹	i) Productive structure;	RAIS and CAGED data Sector/industrial concentration index Interviews, site visits and questionnaires Observation Documents Bibliographies	Criteria of analysis: Productive structure and coordination: P1a- 1- Terrible – Existence of sparse companies; P1b- 2- Bad - Existence of productive concentration (Gimi); P1c – 3- Regular - Existence of Clusters – concentration of MPes around a big company; P1d – 4- Good - Innovative Environment with more interaction between organizations; P1e – 5- Great - Local productive systems (concentration of PMEs, support institutions and R&D, technological and organizational innovation, existence of consortia, cooperatives; existence of synergies, networks and partnerships between organizations).
	ii) Technical change and learning process;	Interviews, site visits and questionnaires Observation Documents Bibliographies	Criteria of analysis: Iniciativas empreendedores, disponibilidade de crédito e P&D: P2a – 1- Terrible – Nonexistence of entrepreneurial initiatives, no availability of credit and no R&D; P2b – 2 – Bad - Low entrepreneurial initiatives and cooperative and/or associative enterprises; P2c – 3- Regular - Average entrepreneurial initiatives and cooperative and/or associative enterprises; P2d – 4- Good - High-level entrepreneurial initiatives and cooperative and/or associative enterprises; P2e – 5- Great - Integration between entrepreneurial initiatives and cooperative and/or associative enterprises of credit and of R&D.
	iii) Institutional governance and organization;	Interviews, site visits and questionnaires Observation Documents Bibliographies	Criteria of analysis: Coordination between companies, existence of support institutions and existence of networks and partnerships: P3a – 1- Terrible – Nonexistence of coordination between companies, nonexistence of support institutions and nonexistence of networks and partnerships; P3b – 2- Bad - Low coordination between companies, low existence of support institutions and limited existence of networks and partnerships; P3c – 3- Regular - Average coordination between companies, average existence of support institutions and average existence of networks and partnerships; P3d – 4- Good - High coordination between companies, high existence of support institutions and high existence of networks and partnerships; P3e – 5- Great - Integration of coordination between companies and support institutions and networks and partnerships.

⁹ Such a construct is understood as a composite and that it includes the different approaches of territorial productive dynamics (APL; SPL, Clusters, Innovative Environment, Value Chain).

	i) Existence of producers and profile of agricultural and pastoral properties;	Interviews, site visits and questionnaires Observation Documents Bibliographies	<p>Criteria of analysis: Structure of properties and producers: P4a – 1- Terrible – Existence of sparse producers; P4b – 2- Bad - Existence of concentration of producers from the same segment; P4c – 3- Regular - Existence smaller producers around a bigger producer; P4d – 4- Good - Existence of smaller producers and a certain degree of innovation; P4e - 5- Great - Existence of producers with territorial and cultural rooting, with synergy and cooperative action (cooperatives, associations, consortia, etc.).</p>
C2 - Agro-food Local Production Systems and/ or Agrosilvo-pastoral	ii) Technical change and learning;	Interviews, site visits and questionnaires Observation Agricultural Census, CAR, Documents Bibliographies	<p>Criteria of analysis: Entrepreneurial initiatives, Availability of credit and R&D: P5a – 1- Terrible – Nonexistence of entrepreneurial initiatives, no availability of credit and nonexistence of R&D; P5b – 2- Bad - Low entrepreneurial initiatives and cooperative and/or associative enterprises; P5c – 3- Regular - Average entrepreneurial initiatives and cooperative and/or associative enterprises; P5d – 4- Good - High-level entrepreneurial initiatives and cooperative and/or associative enterprises; P5e – 5- Great - Integration between entrepreneurial initiatives and cooperative and/or associative enterprises of credit and of R&D.</p>
	iii) Interinstitutional governance and organization;	Interviews, site visits and questionnaires Observation Documents Bibliographies	<p>Criteria of analysis: Coordination between producers, existence of support institutions and existence of networks and partnerships: P6a – 1- Terrible – Nonexistence of coordination between producers, nonexistence of support institutions and nonexistence of networks and partnerships; P6b – 2- Bad - Low coordination between producers, low existence of support institutions and low existence of networks and partnerships; P6c – 3- Regular - Average coordination between producers, average existence of support institutions and average existence of networks and partnerships; P6d – 4- Good - High coordination between producers, high existence of support institutions and high existence of networks and partnerships; P6e – 5- Great - Integration of coordination between producers and the support institution and networks and partnerships.</p>
C3 - Basket of Territorial Goods or Services and Geographical Indications	i) Multifunctionality, territorial resources and assets;	Interviews, site visits and questionnaires Observation Documents Bibliographies	<p>Criteria of analysis: Agricultural multifunctionality and resources and assets with territorial specificity: 7a- 1- Terrible – Nonexistence of agricultural multifunctionality and nonexistence of resources and assets with territorial specificity; P7b- 2- Bad - Low agricultural multifunctionality and low resources and assets with territorial specificity; P7c- 3- Regular - Average agricultural multifunctionality and average existence of resources and assets with territorial specificity; P7d- 4- Good - High existence of agricultural multifunctionality and high existence of resources and assets with territorial specificity; P7e- 5- Great- Integration of agricultural multifunctionality and articulation with assets and resources with territorial specificity.</p>

<p>C4 -Social and cooperative enterprises</p>	<p>i) Autonomy and self-management;</p>	<p>Interviews, site visits and questionnaires Observation Documents Bibliographies</p>	<p>Criteria of analysis: Autonomy and self-management: P8a- 1- Terrible – Inexpressive presence of organizations that have social and solidarity economic character; P8b- 2- Bad - Low existence of social and solidarity economy organizations, with low autonomy and centralization of the decision-making process; P8c- 3- Regular - Average existence of social and solidarity economy organizations, with limited autonomy and centralization of the decision-making process; P8d- 4- Good - High existence of social and solidarity economy organizations, with autonomy and relative centralization of the decision-making process; P8e- 5- Great - Existence of a plurality of types of social and solidarity economy organizations, demonstrating significant aspects of autonomy and self-management.</p>
<p>ii) Solidarity and cooperation;</p>	<p>Interviews, site visits and questionnaires Observation Documents Bibliographies</p>	<p>Criteria of analysis: Solidarity and cooperation: P9a- 1- Terrible – Inexpressive presence of solidarity and inexistence of cooperation; P9b- 2- Bad - Low existence of solidarity and low existence of cooperation; P9c- 3- Regular - Average existence of solidarity and average existence of cooperation; P9d- 4- Good - High existence of solidarity and high existence of cooperation; P9e – 5- Great - Expressive solidarity and articulation between social and solidarity economic organizations, as well as the existence of intra and interinstitutional cooperation.</p>	
<p>iii) Insertion in the market;</p>	<p>Interviews, site visits and questionnaires Observation Documents Bibliographies</p>	<p>Criteria of analysis: Articulation of social and solidarity economy organizations to market structures: P10a – 1- Terrible – Inexpressive presence of articulation of social and solidarity economy organizations and nonexistence of integration to market structures; P10b – 2- Bad - Low existence of articulation of social and solidarity economy organizations and low integration to market structures; P10c – 3- Regular - Average existence of articulation of social and solidarity economy organizations and average integration to market structures; P10d – 4- Good - High existence of articulation of social and solidarity economy organizations and high integration to market structures; P10e – 5- Great - Expressive articulation of social and solidarity economy organizations and low integration to formal and informal market structures;</p>	

MULTIDIMENSIONAL INDEX OF TERRITORIAL HERITAGE ACTIVATION:
THE PRODUCTIVE DIMENSION AND ITS COMPONENTS

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Estevan Bartoli – Carlos Otávio Zamberlan – Marjana Eloisa Henzel – Laiane Frescura Flores

<p>C5 - Socioeconomic trajectory of the territory</p>	<p>i) Process of colonization; Process of socio-economic formation and productive sectors appearance;</p>	<p>Interviews Documents Bibliographies</p>	<p>Criteria of analysis: Process of socio-economic formation: P11a- 1- Terrible – Inexpressive local articulation in the socio-economic formation and productive sectors appearance; P11b – Bad - Low local articulation in the socio-economic formation and productive sectors appearance; P11c - 3- Regular - Average local articulation in the socio-economic formation and productive sectors appearance; P11d - 4- Good - High-level local articulation in the socio-economic formation and productive sectors appearance; P11e – 5- Great - Expressive local articulation in the socio-economic formation and productive sectors appearance;</p>
<p>ii) Job and income generation;</p>	<p>RAIS and CAGED data Documents Bibliographies</p>	<p>Criteria of analysis: Initiatives on job and income generation: P12a – 1- Terrible – Nonexistence of initiatives on job and income generation; P12b – 2- Bad - Low initiatives on job and income generation; P12c – 3- Regular - Average initiatives on job and income generation; P12d – 4- Good - High-level initiatives on job and income generation; P12e – 5- Great - Integration between entrepreneurial initiatives and initiatives on job and income generation.</p>	<p>Criteria of analysis: Projects and actions for the use, protection and recovery of socio-ecological resources: P13a – 1- Terrible – Nonexistence of project initiatives and actions for the use, protection, and recovery of socio-ecological resources; P13b – 2- Bad - Low project initiatives and actions for the use, protection, and recovery of socio-ecological resources; P13c – 3- Regular - Average project initiatives and actions for the use, protection, and recovery of socio-ecological resources; P13d – 4- Good - High-level project initiatives and actions for the use, protection, and recovery of socio-ecological resources; P13e – 5- Great - Integration between project and initiatives and actions for the use, protection, and recovery of socio-ecological resources;</p>
<p>iii) Socio-ecological aspects (use of soil, water, energetic, floristic, and faunal resources);</p>	<p>Interviews, site visits and questionnaires Observation Documents Bibliographies</p>	<p>Criteria of analysis: Projects and actions for the use, protection and recovery of socio-ecological resources: P13a – 1- Terrible – Nonexistence of project initiatives and actions for the use, protection, and recovery of socio-ecological resources; P13b – 2- Bad - Low project initiatives and actions for the use, protection, and recovery of socio-ecological resources; P13c – 3- Regular - Average project initiatives and actions for the use, protection, and recovery of socio-ecological resources; P13d – 4- Good - High-level project initiatives and actions for the use, protection, and recovery of socio-ecological resources; P13e – 5- Great - Integration between project and initiatives and actions for the use, protection, and recovery of socio-ecological resources;</p>	<p>Criteria of analysis: Projects and actions for the use, protection and recovery of socio-ecological resources: P13a – 1- Terrible – Nonexistence of project initiatives and actions for the use, protection, and recovery of socio-ecological resources; P13b – 2- Bad - Low project initiatives and actions for the use, protection, and recovery of socio-ecological resources; P13c – 3- Regular - Average project initiatives and actions for the use, protection, and recovery of socio-ecological resources; P13d – 4- Good - High-level project initiatives and actions for the use, protection, and recovery of socio-ecological resources; P13e – 5- Great - Integration between project and initiatives and actions for the use, protection, and recovery of socio-ecological resources;</p>

Source: Elaborated by the authors based on (COURLET; SOULAGE, 1994; VELTZ, 1995; BATALHA, 1997; COURLET, 2001; LOPES, 2001; LÉVESQUE, 2001; MAILLAT, 2002; LEMOS, 2003; LASTRES; CASSIOLATO, 2003; MUCHNIK, 2012; MUCHNIK, 2014; MUCHNIK *et al.*, 2007; PECQUEUR, 2001; FERNÁNDEZ, 2004; PECQUEUR, 2006; VIEIRA, 2006; MUCHNIK; CAÑADA; SALCIDO, 2007; DALLABRIDA, 2008; DALLABRIDA; FERNÁNDEZ, 2008).

In aspects of analysis and interpretation of data collection results, considering the components and indicators, it is important to contemplate the set of variables proposed by Büttenbender and Sausen (2020) with the construct of innovative governance and territorial development (Figure 2 - Construct of innovative governance and territorial development).

Each component has one to three variables that have a score from 0 to 5. The total of variables points to 13 criteria that score from 0 to 5, totaling 65 points. The average of each criterion must total the maximum score of 5, as detailed in Table 2.

Table 2: Composition of the calculation of the productive dimension

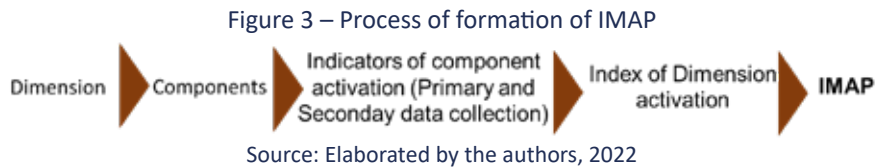
Components	Variables	Criteria	Average	Score
C1	C1a	Productive structure and coordination	C1a+C1b+C1c/15	0 to 5
	C1b	Entrepreneurial initiatives, credit availability and R&D		
	C1c	Coordination between companies, existence of support institutions and existence of networks and partnerships		
C2	C2a	Structure of properties and products	C2a+C2b_C2c/15	0 to 5
	C2b	Entrepreneurial initiatives, credit availability and R&D		
	C2c	Coordination between producers, existence of support institutions and existence of networks and partnerships		
C3	C3a	Agricultural multifunctionality and resources and assets with territorial specificity	C3a/5	0 to 5
C4	C4a	Autonomy and self-management	C4a+C4b+C4c/15	0 to 5
	C4b	Solidarity and cooperation		
	C4c	Articulation of social and solidarity economy organizations to market structures		
C5	C5a	Socioeconomic formation process	C5a+C5b+C5c/15	0 to 5
	C5b	Job and income generation initiatives		
	C5c	Projects and actions for the use, protection and recovery of socio-ecological resources		

Source: Elaborated by the authors.

The proposed calculation describes the composition of the Productive Dimension index, emphasizing that each criterion obtained a score from 0 to 5, the average of each criterion may reach 5. The passage of the Productive Dimension index to the IMAP depends on understanding the composition of the general index. The formation of the IMAP follows the guidelines and definitions of the multidimensional methodological framework for territorial studies with the equation of the IMAP, which is a composite resulting from a composition that begins in each of the six dimensions that shape the territorial heritage.

Each of the dimensions is made up of components, which in turn can be measured by existing indicators (secondary data) or created to make the index viable (primary data). These indicators are valued on a scale according to the level of activation, which makes it possible to form the activation index for each dimension. The weighted aggregation of the indexes of each

dimension results in the IMAP, as described in Figure 3. A five-fold scale is created for each of the variables, from a situation of full activation to one of total precariousness.



We return to the adopted scale, from 1 to 5, in which 1 always refers to the worst situation regarding the activation of each dimension of the territorial heritage, and 5 refers to the ideal situation, therefore optimal for the activation of each dimension of the territorial heritage. The aggregation of dimension indexes to reach the final index (IMAP) follows the same logic. The closer to 5, the more the territory has its assets activated. The closer to 1, the less the territory is activating its available resources in its development dynamics.

Therefore, for the Productive Dimension Index equation, the IMAP components of the Productive Dimension are added, as detailed in Figure 4.

Figure 4 – Aggregation of partial indexes of dimensions for IMAP formation

$$\text{Dimensão Produtiva IMAP} = \frac{C1 + C2 + C3 + C4 + C5}{5}$$

Legend:

- IMAP = Multidimensional Index of Territorial Heritage Activation
- C1 - Territorial Productive Systems
- C2 - Agrofood Local Production Systems and/or Agrosilvopastoral
- C3 - Basket of Territorial Goods or Services and Geographical Indications
- C4 - Social and cooperative enterprises
- C5 - Socioeconomic trajectory of the territory

Source: elaborated by the authors (2023)

The Territory's Productive Dimension Index is a partial expression of the territory's IMAP, thus being able to specifically analyze the Productive Dimension in its variables.

Subsequently, the combination with the indexes of the dimensions (productive, social, cultural, human-intellectual, institutional, and natural) will result in the indexes of all six dimensions. The calculation results from the sum of the indexes for one of the six dimensions, divided by the number of dimensions which is six, as illustrated in Figure 5. This will result in the Multidimensional Index of Territorial Heritage Activation (IMAP).

Figure 5– Aggregation of partial indexes of dimensions for IMAP formation

$$\text{IMAP} = \frac{\text{IDS} + \text{IDP} + \text{IDC} + \text{IDHI} + \text{IDI} + \text{IDN}}{6}$$

Legend:

- IMAP = Multidimensional Index of Territorial Heritage Activation
- IDS = Index that represents the Social Dimension
- IDP = Index that represents the Productive Dimension
- IDC = Index that represents the Cultural Dimension
- IDHI = Index that represents the Human and Intellectual Dimension
- IDI = Index that represents the Institutional Dimension
- IDN = Index that represents the Natural Dimension

Source: elaborated by the authors (2023)

INDICATIVES OF DATA COLLECTION AND ANALYSIS STRATEGIES

In parallel with the constitutive and indicative determination phase presented above, the researcher must carry out exploratory studies and the descriptive phase of the research. This phase of the research mobilizes the notion of trajectory, whose elucidation of the peculiar conditions of the evolution of certain spaces is placed in the foreground. The relevance of this type of instrument for territorial analysis lies in the fact that it allows the reconstitution of the historical contexts that condition the formation of certain territorial dynamics of development that are simultaneously socioeconomic, sociocultural, and sociopolitical, against the backdrop of constraints and opportunities imposed by the endowment of renewable and non-renewable natural resources (SACHS, 1986).

As for data collection instruments, unstructured interviews have been carried out with specialists, privileged witnesses, and/or people interested in the researched object. Additionally, researchers may adopt, according to Quivy and Campenhoudt (2005), the following attitudes: (i) include few questions in the script; (ii) intervene as openly as possible; (iii) refrain from implicating oneself in the content – state one’s position/view. In addition to exploratory interviews, the research should make use of historical documents, theses and dissertations, visits to local historical archives, and other organizations, as detailed in Table 3.

Table 3: Data collection instruments suggested for the productive dimension index

Components	Variables	Techniques and Instruments used for data collection
C1 - Territorial Productive Systems ¹⁰	i) Productive structure;	RAIS and CAGED data Sector/industrial concentration index Interviews, site visits and questionnaires Observation Documents Bibliographies
	ii) Technical change and learning process;	Interviews, site visits and questionnaires Observation Documents Bibliographies
	iii) Interinstitutional governance and organization;	Interviews, site visits and questionnaires Observation Documents Bibliographies

¹⁰Such a construct is understood as a composite and that it includes the different approaches of territorial productive dynamics (Local productive arrangements, Local productive systems, Clusters, Innovative Environment, Value Chain).

C2 - Agrofood Local Production Systems and/or Agrosilvopastoral	i) Existence of producers and profile of agricultural and pastoral properties;	Interviews, site visits and questionnaires Observation Documents Bibliographies
	ii) Technical change and learning;	Interviews, site visits and questionnaires Observation Documents Bibliographies
	iii) Interinstitutional governance and organization;	Interviews, site visits and questionnaires Observation Documents Bibliographies
C3 - Basket of Territorial Goods or Services and Geographical Indications	i) Multifunctionality, territorial resources and assets;	Interviews, site visits and questionnaires Observation Documents Bibliographies
C4 - Social and cooperative enterprises	i) Autonomy and self-management	Interviews, site visits and questionnaires Observation Documents Bibliographies
	ii) Solidarity and cooperation	Interviews, site visits and questionnaires Observation Documents Bibliographies
	iii) Insertion in the market	Interviews, site visits and questionnaires Observation Documents Bibliographies
C5 - Socioeconomic trajectory of the territory	i) Process of colonization; Process of socio-economic formation and productive sectors appearance;	Interview Documents Bibliographies
	ii) Job and income generation	RAIS and CAGED data Documents Bibliographies
	iii) socio-ecological aspects (use of soil, water, energetic, floristic, and faunal resources);	Interviews, site visits and questionnaires Observation Documents Bibliographies

Source: Elaborated by the authors.

In the descriptive and analytical stage of the research, which corresponds to the recovery of the socioeconomic and socioecological trajectory, it is necessary to identify the predominant productive sectors that emerged from the researched territory, seeking to synthesize the demographic profile of the territory, its natural particularities that impact on the socio-productive dynamics. In the explanatory phase of the research, an attempt is made to gather different data collection instruments, as well as to select the research participants.

As for the primary data, they can be organized through semi-structured interviews, with scripts based on the components and indicators defined in Table 1, with adaptations to be made from each territorial context. In addition to interviews, focus group techniques, data collection instruments such as questionnaires validated in other studies, as, for instance, the proposal for evaluating APLs from RedeSist at UFRJ, may be used. The choice of data collection instruments will be based on the need of the research, the difficulties in accessing data and actors, as well as the nature of the object to be researched. The collection technique called “observation” will also be used, which according to Richardson (1985), in some respects, is essential for researchers in the social field, as it makes it possible to obtain information when it occurs. Secondary data will be obtained through documentary research, historical documents, and research in periodicals, magazines, newspapers, and other publications in the region (RICHARDSON, 1985).

One way to select research participants is to use the snowball methodological technique. This technique is a form of non-probabilistic sampling used in social research where the initial participants of a study indicate new participants who in turn indicate new participants and so on until the proposed objective is reached (the “saturation point”). The “saturation point” is reached when the new interviewees start to repeat the contents obtained in previous interviews, without adding new relevant information.

Data analysis and interpretation may be coordinated by different analysis mechanisms. One of the mechanisms is Bardin’s proposal (2009) of content analysis unfolds from the following phases: (i) pre-exploration of the material or readings of the interviews (vertically and horizontally); (ii) selection of analysis units (or units of meanings that were presented in table 1); in this phase the theoretical categories are guiding, however, one cannot dissociate oneself in the analysis, nor ultimately abstain from the use of mental and intuitive resources that often transcend the postulated questions and are definitely necessary for an analysis of this size; (iii) the process of categorization and subcategorization: the categories as large statements that cover a variable number of themes, according to their degree of intimacy or proximity, and that can, through their analysis, express important meanings and elaborations that meet the objectives of the IMAP indicators and parameters.

Therefore, the interpretation of the data will be developed according to the qualitative analysis of the content, correlating with the assumed theoretical framework, based on an explanatory and prospective analysis. Through interviews and other data collection instruments applied, as well as observation, it will be possible to triangulate the data obtained so that the analysis and interpretation of data is carried out reliably (TRIVIÑOS, 1987). Finally, based on the analysis of the established parameters, it will be possible to identify the position of the productive dimension in the context of the IMAP.

The prospective phase of the research should be based on the results of the descriptive phase of the trajectories and the explanatory and interpretative phase, to promote the

elaboration of alternative scenarios, possible spaces for maneuvers for the territory, and research experiences. In this phase of the research, it is necessary to identify, in the balance between potentialities and obstacles, what the precariousness of the territory's productive systems is and what the possible spaces for reversing the current situation are. The proposition of a base of possible alternative scenarios for the territory would be one of the results of this phase of the research.

Considering that the prospective phase can feed broader strategies for the development and activation of territorial heritage, it is necessary to recognize the role of territorial operators as articulators in the concerted movement between territorial actors in the process of defining alternatives for territorial development designed by the local groups (DALLABRIDA, MENEZES, FUINI, 2023). This being a relational process, based on decisions that are human choices, based on objective possibilities (GUERREIRO RAMOS, 2014). Thus, we need to have territorial operators capable of communicating to society about the limits of the territory in promoting certain actions and projects for the development and activation of the territorial heritage, such as, for example, the absence of natural characteristics that can support certain types of industrial or agricultural production. The ability to communicate about the possibilities that development actions or projects can generate, both in terms of positive and negative impacts, as there will always be risks, more or less identifiable, that may generate continuous learning processes (DALLABRIDA et al, 2022).

FINAL CONSIDERATIONS

The development of strategies for activating the territorial heritage can be interpreted as a set of practices and discourses. The challenge is to articulate the set of practices and discursive manifestations present in a given territory that contemplate the interests and motivations of all, or at least the majority of social groups, and that, above all, meet the perspective of sustainability.

This article deals with territorial heritage, from a multidisciplinary and multidimensional approach, indicating theoretical-methodological references on the productive dimension, which can support a multidimensional methodological instrument to be used in carrying out diagnostic studies, analysis, and territorial prospecting. The central objective was to theoretically contextualize the productive dimension in the territorial dynamics of development. This methodological contribution recognizes, from the productive dimension, the different components and verification variables, aiming to generate scenarios, public policies, and priorities in the promotion of territorial development.

The advances to be produced by the members of the research group, with the multidisciplinary and multidimensional contributions related to the other dimensions of the territorial heritage, may generate additional contributions, in the perspective of continuous improvement of the theoretical-methodological foundations of the productive dimension, generating interfaces. In any case, it is recognized that the foundations, methods, and instruments invoked until then are no longer sufficient to respond to the current challenges of research that meet the territorial approach to development, as well as, specifically, the approach to territorial heritage.

The paradigms that establish the new epistemic-theoretical-methodological assumptions, referenced in the investigation from which this text resulted, are generators of innovations in

their way of producing science, bringing important contributions to the sustainable territorial development of different societies.

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