

**SOCIAL FEED Project WP3** **28/10/2026**

# Power Mapping of the Norwegian Blue and Green Feed Value Chains: Understanding the power relations shaping social sustainability definitions and practice

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Notat 7/26 - ISSN 2704-0216



# Power Mapping of the Norwegian Blue and Green Feed Value Chains

## Introduction

### *Purpose*

The aim of producing a power map is to provide a broad overview of the power relations and dynamics between different national and international actors that are influencing the development of sustainable feed system.

The aim is to stimulate reflection and insights into the diverse power relations that are influencing how social sustainability is understood, defined and operationalised in practice in the feed value chains for the blue and green sectors in Norway. It does not provide an exhaustive or 'final' picture.

### *Description*

The power map provides a visual representation of the various actors, interactions and power relations between them. The aim is to provide qualitative insight into these power relations from a Norwegian perspective. This includes both understanding the relations between international and national organisations, and between the blue and green sectors within Norway.

The map has been developed based on the results of 17 semi-structured interviews, and document analysis. The map therefore primarily identifies relations between actors in the feed system, by which we include feed and food businesses, state departments and agencies, international organisations, and non-governmental organisations. At this stage, we do not attempt to identify the relative importance of different relations, however we do represent the directionality of different relations. The size of boxes in the map does not reflect scale or significance.

### *Structure of the map and sub-maps*

The map is presented in several phases. A top-level map indicates the high-level relations which are shaping the following social sustainability outcomes:

1. Determining social sustainability definitions
2. Hinder the existence of socially unsustainable practices within the value chain
3. Stimulate the development of new socially sustainable practices
4. Create new methods of monitoring social sustainable development in the value chain

This is complemented by a set of 'sub-maps' that focus in more detail on different parts of the system and provide more descriptive detail about the specific nature of relations and the directionality of influence. These detailed maps cover:

1. International organisations
2. Value chain actors
3. Government institutions
4. Non-government and civil society actors

These seek to show the actors and their relations within each of these sub-areas which are influencing the outcomes described previously. Relevant links are also made between the different areas.

The maps contain the following elements:

1. Feed system actors
2. Directions of influence
3. Description of type of influence
4. Areas of conflict
5. Areas of collaboration

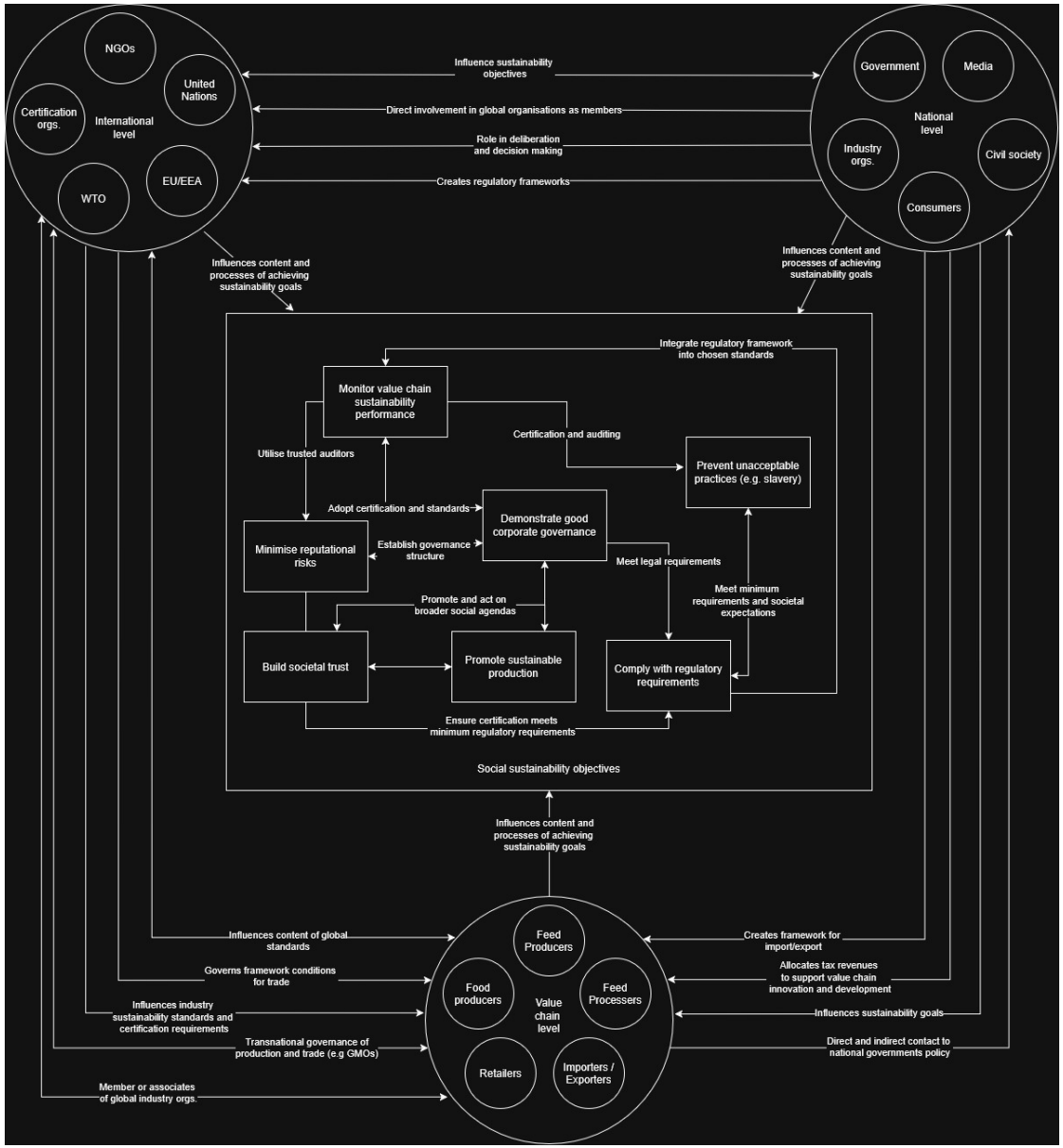
### *Methodology*

The power mapping approach is a process of conceptually representing a system of relations between actors and illustrating the nature of their relations, how they are influencing each other, areas of conflict and collaboration, and shaping the outcomes of the system.

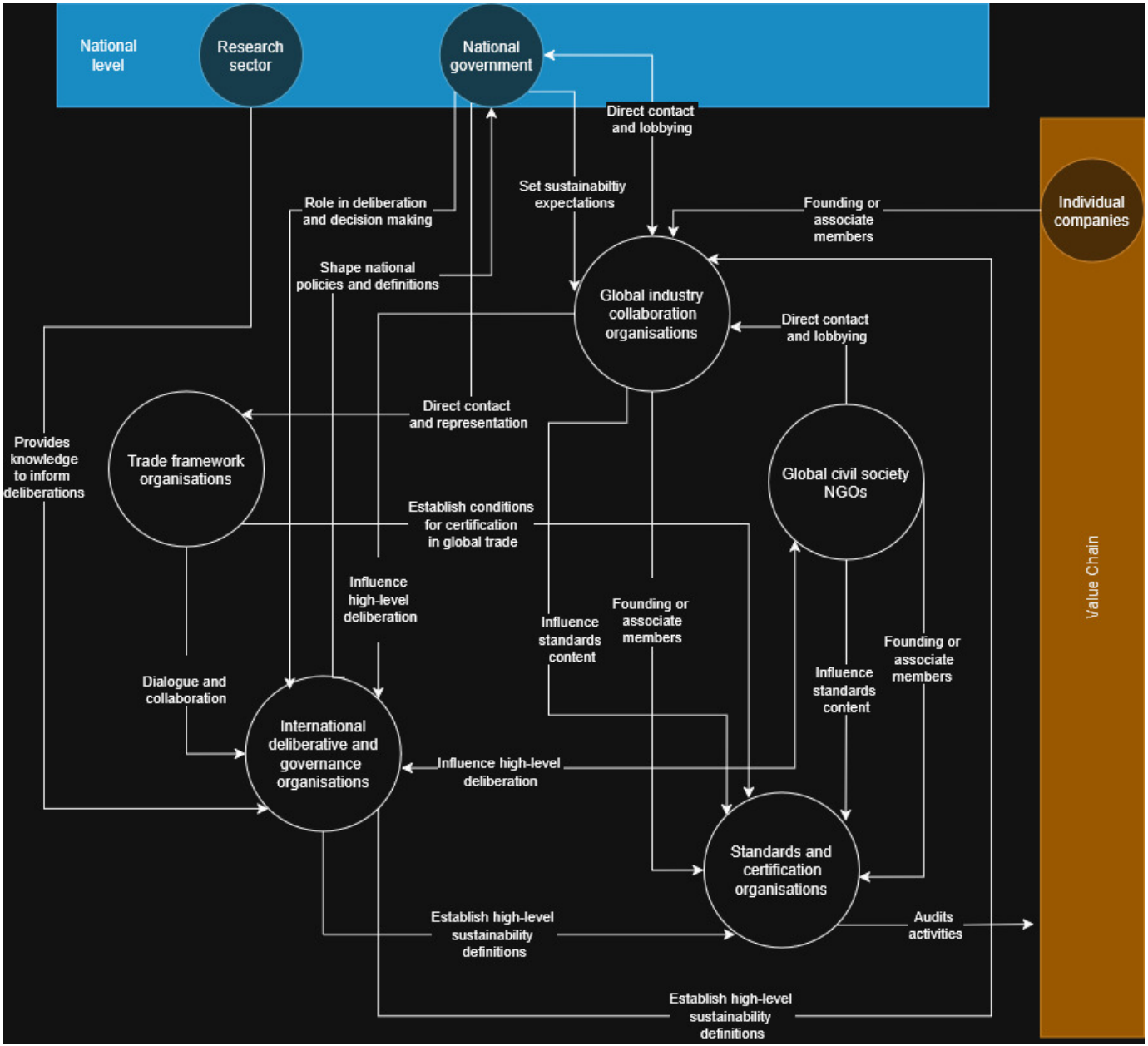
A key purpose of building such a map is to gain insights into the structure of a messy, complex situation. The map shows how different actors interrelate and where there might be opportunities to intervene to improve coordination, collaboration or clarify points of conflict.

Power mapping is a precursor to more detailed analysis, and open to revision. It is not intended to provide a 'final' picture of power in the feed system, nor does it presuppose that the relations it indicates are stable or static.

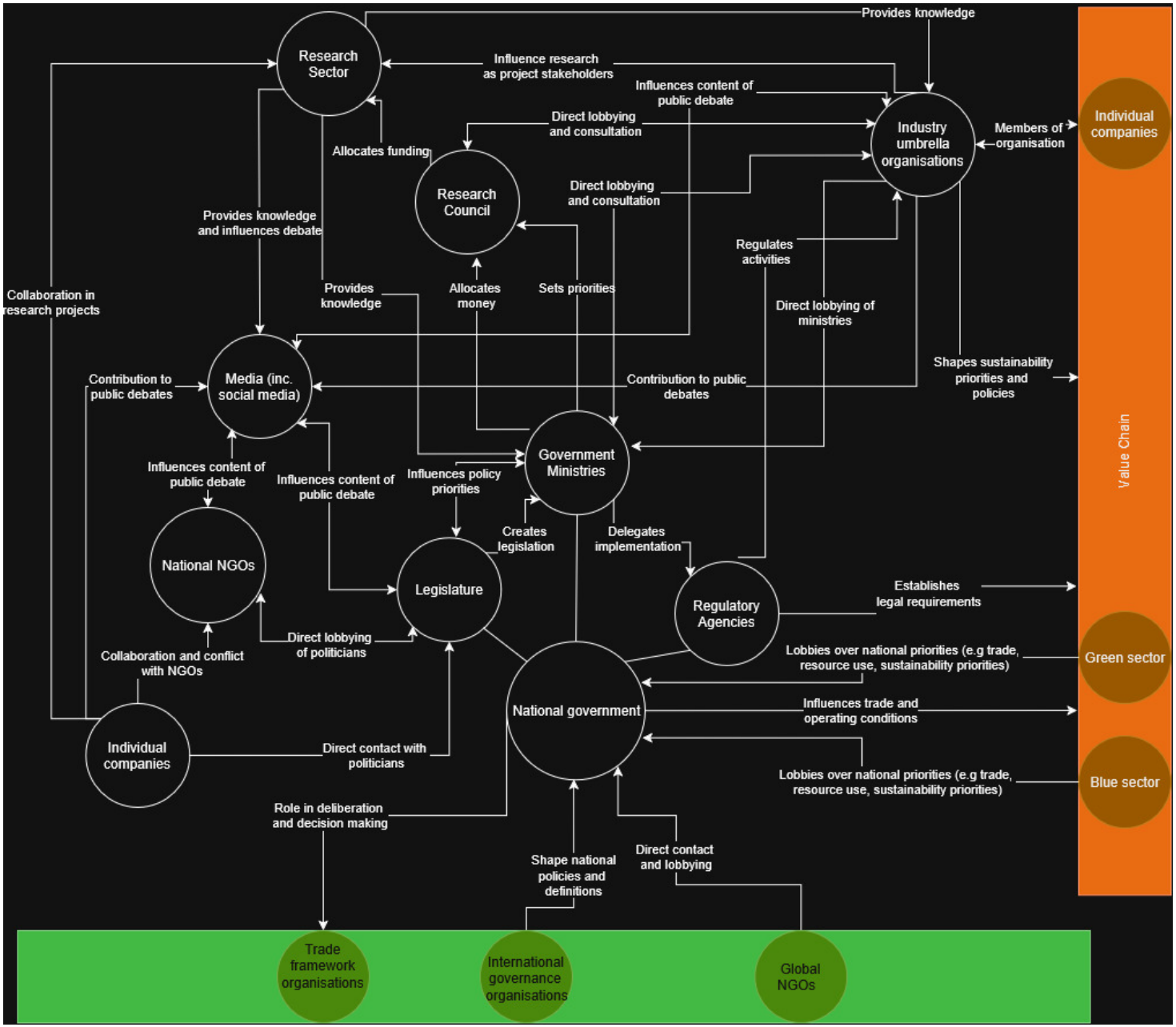
High-level level mapping – Relations influencing social sustainability objectives and implementation processes



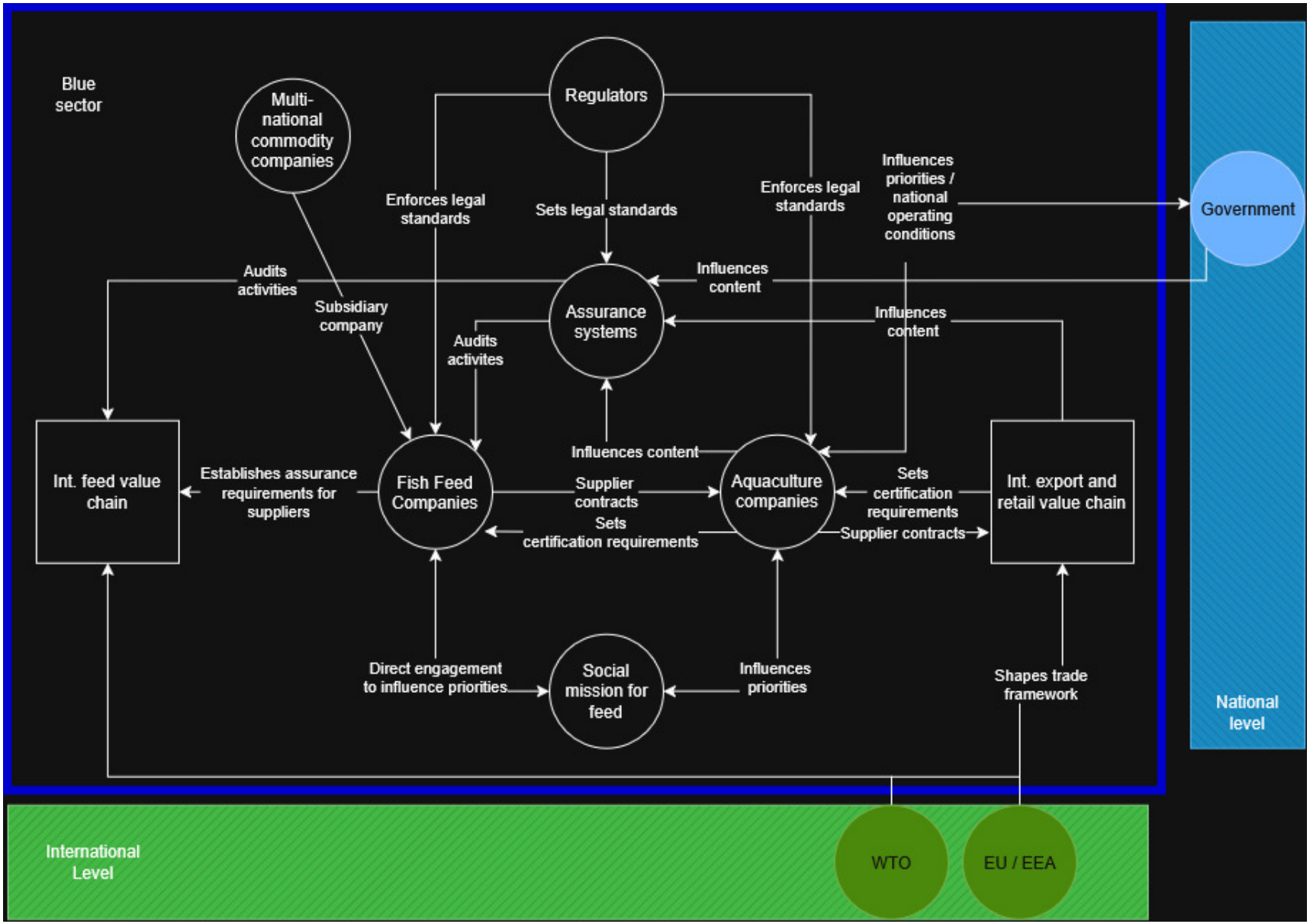
International level mapping – Relations influencing social sustainability objectives and implementation processes



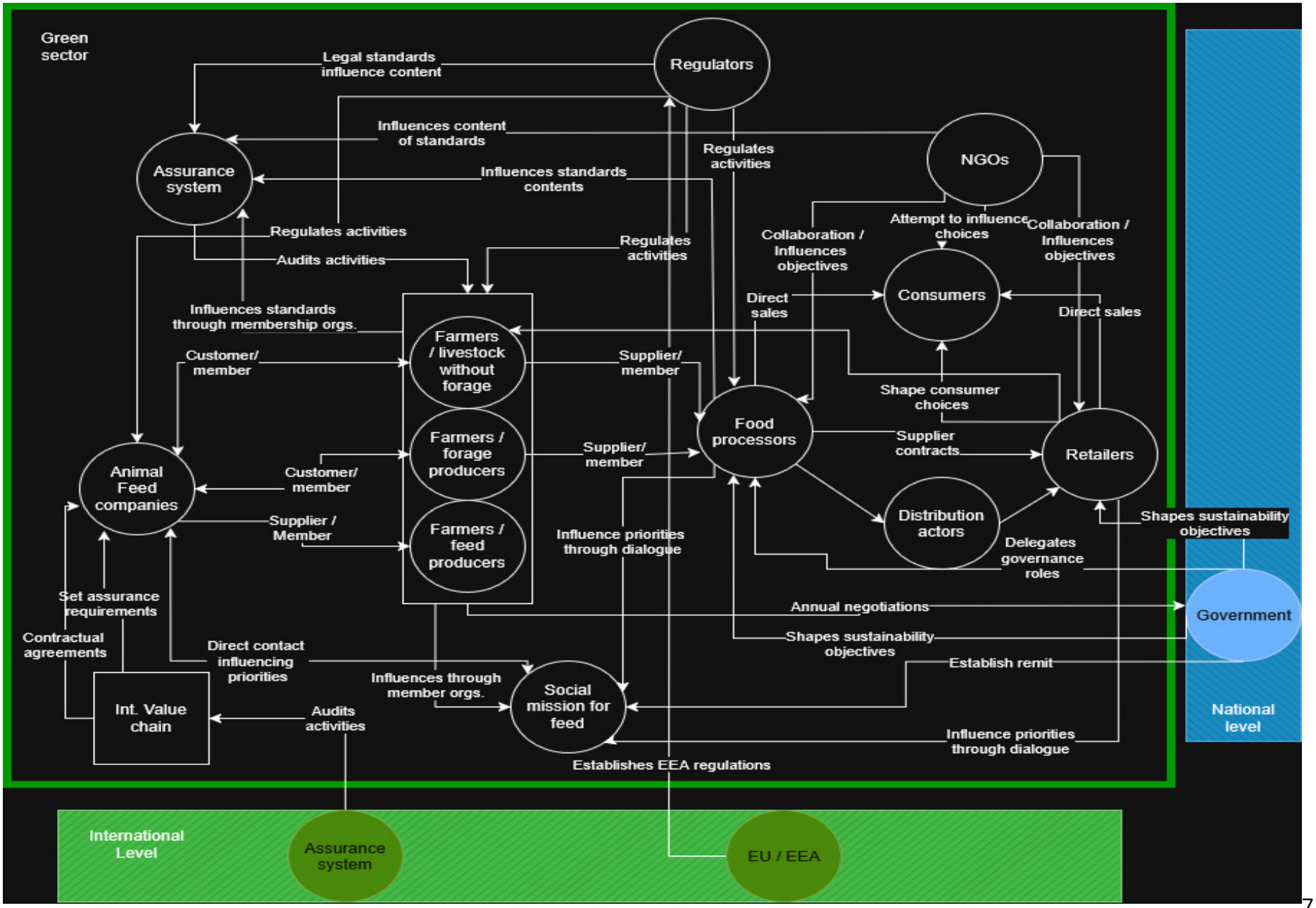
National level mapping – Relations influencing social sustainability objectives and implementation processes



Blue sector mapping – Relations influencing social sustainability objectives and implementation processes



Green sector mapping – Relations influencing social sustainability objectives and implementation processes



### *Summary*

The mapping presented in this document intends to provide an initial window into the ways ins which different actors try to influence each other to establish their preferred objectives and priorities and resist those that conflict with there interests.

Ultimately, all relations involved different degrees of conflict and collaboration between and to preserve readability this has not been integrated into the map at this time. Furthermore, collaboration at one time might change to conflict based on other developments. Therefore, this map is a snapshot, and should not be interpreted as representing a stable system of relations through which actors directly and indirectly influence each other.