



PACKALL

PackAlliance:
European alliance for innovation training
& collaboration towards future packaging

Linking **Academy** to **Industry**.

Training program: modules

- New materials and biomaterials
- Eco-design & novel manufacturing processing
 - Residue management and valorisation
 - **Citizen and Consumer Engagement**



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded from the European Commission.
This publication [communication] reflects the views of only of the author, and the Commission
cannot be held responsible for any use which may be made of the information contained therein.



Understanding controversies and conflicts

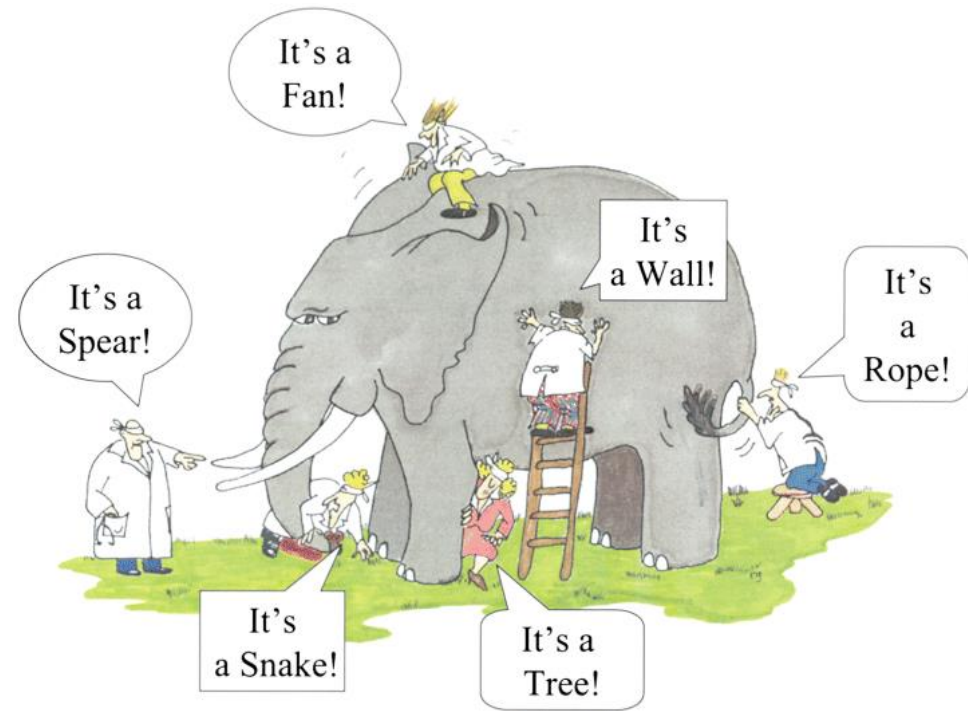
Eveliina Asikainen

Tampere University of Applied Sciences



Co-funded by the
Erasmus+ Programme
of the European Union

We all look at phenomena from a certain perspective



Producing a shared understanding demands using many stakeholders' knowledge and visions.

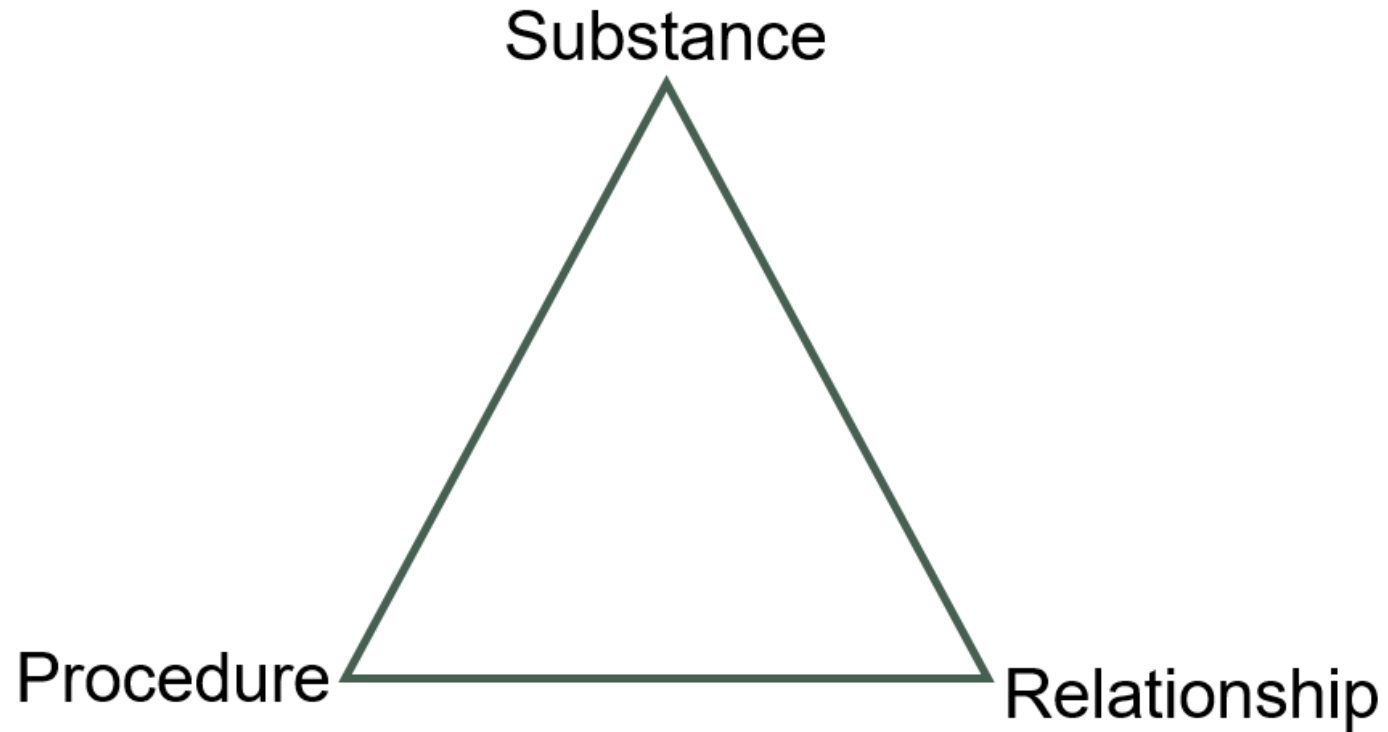
Causes of controversy

- Data conflicts
 - Lack of information
 - Misinformation
 - Different views on what is relevant
 - Different interpretations on data
 - Different assessment procedures
- Relationship Conflicts
 - Strong emotions
 - Misrepresentation of stereotypes
 - Poor or miscommunication
 - Negative, repetitive behaviour
- Interest Conflicts
 - Substantive
 - Procedural
 - Psychological
- Value Conflicts
 - Day to day values
 - Terminal values
 - Self-definition values
- Structural Conflicts
 - How a situation is set up
 - Role definitions
 - Time constraints
 - Geographic/physical
 - Unequal power/authority
 - Unequal control of resources

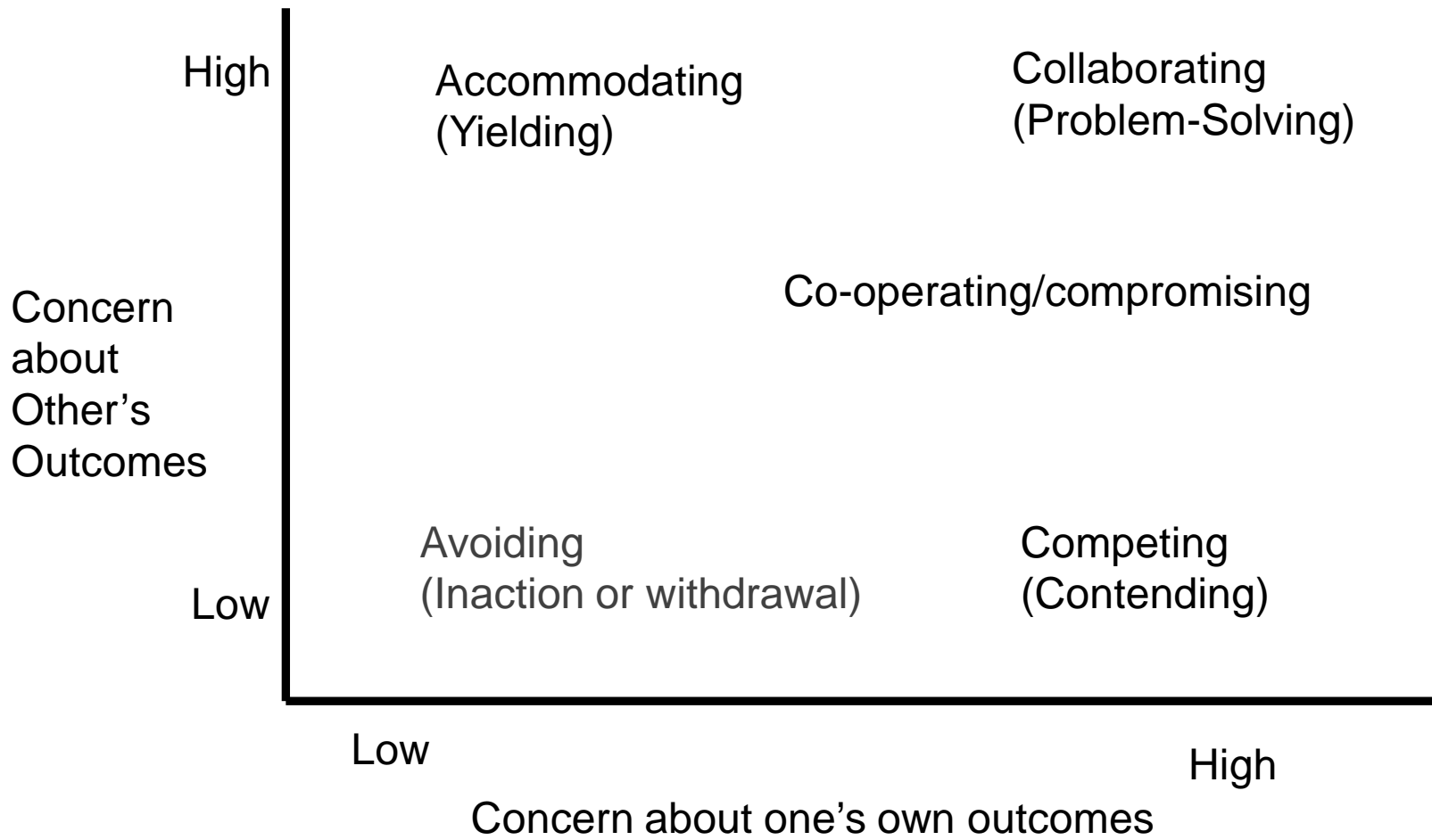
Negotiable

Hard to negotiate

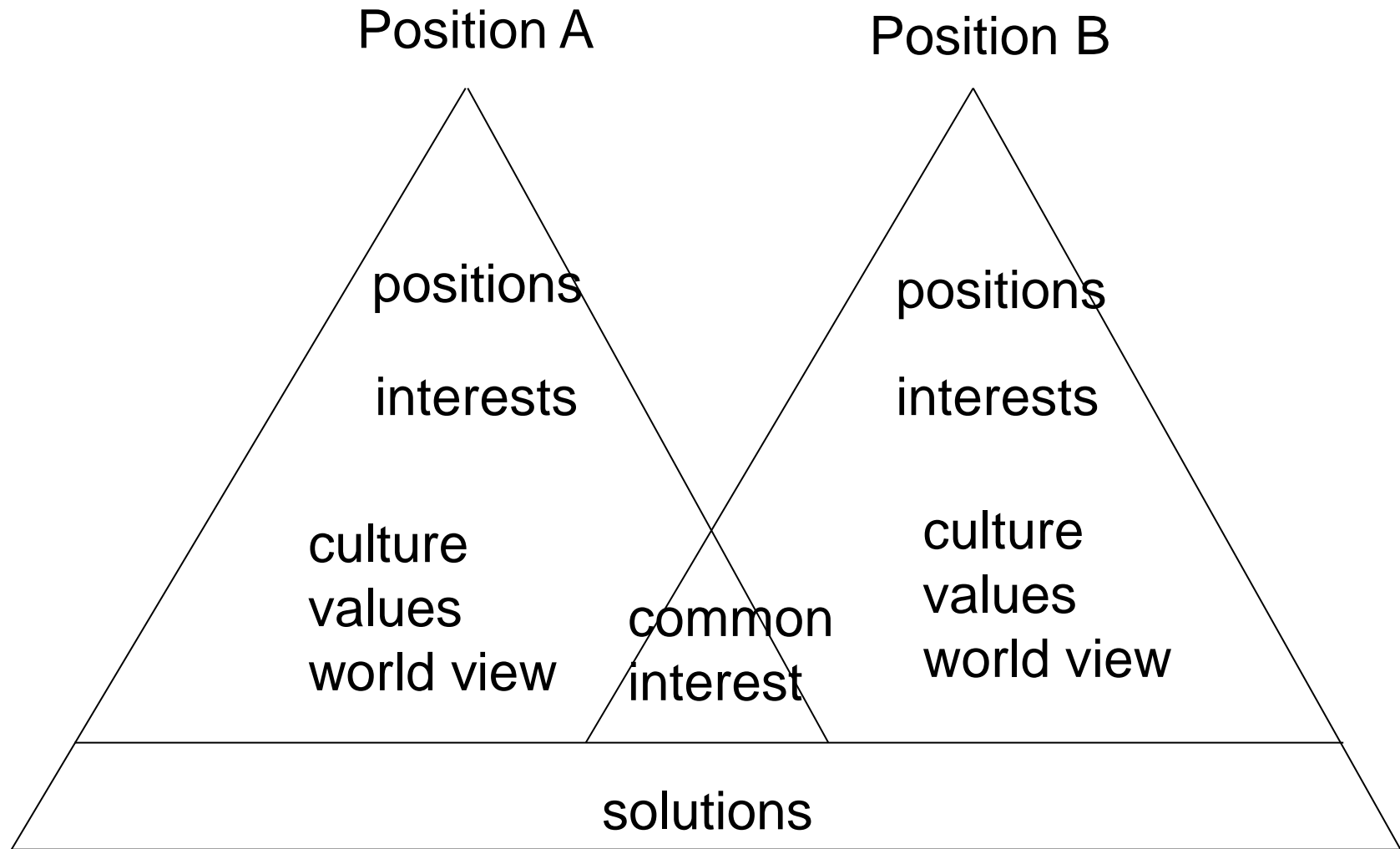
Dimensions of conflict



Strategic choices or conflict styles



Positions, Interests and Solutions





UNIVERSITÀ DEGLI STUDI
DI SALERNO



The information and views set out in this report are those of the authors and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person action on their behalf may be held responsible for the use which may be made of the information contained therein.



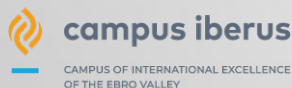
Co-funded by the
Erasmus+ Programme
of the European Union



PACKALL

PackAlliance:
European alliance for innovation training
& collaboration towards future packaging

Linking Academy to Industry.



UNIVERSITÀ DEGLI STUDI
DI SALERNO



Copyright: CC BY-NC-SA 4.0: <https://creativecommons.org/licenses/by-nc-sa/4.0/>

With this license, you are free to share the copy and redistribute the material in any medium or format. You can also adapt remix, transform and build upon the material.

However only under the following terms:

Attribution — you must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.

NonCommercial — you may not use the material for commercial purposes.

ShareAlike — if you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original.

No additional restrictions — you may not apply legal terms or technological measures that legally restrict others from doing anything the license permits.



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded from the European Commission.
This publication [communication] reflects the views of only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.