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BETWEEN STRATEGY AND SOCIAL MANAGEMENT: TERRITORIAL GOVERNANCE AND COLLECTIVE RESISTANCE IN TERRITORIAL OCCUPATION BY WIND ENERGY.

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This research investigates the forms of territorial governance resulting from the interaction between the wind power industry and family farming the context of territorial occupation by this energy system. The study approaches the interaction between these agents from the perspective of territorial management, based on the premise that they operate through distinct management logics: the wind industry is driven by strategic management, while family farming is grounded in social management. Territorial governance aimed at development is based on the principles of social management, with negative dialectics playing a central role. Methodologically, a field study was conducted in a rural settlement in the municipality of Serra do Mel/RN, Brazil, in 2024, employing semi-

structured interviews with family farmers involved in negotiations with energy companies. The findings reveal that the territorial occupation process incorporated few social management principles, notably marked by the absence of the State as an inducer of participatory management. A relationship of negotiation between companies and the community predominated, with the State acting as a facilitator by auctioning territory without prior consultation with the local community. However, the collective action of the farmers, strongly rooted in social management, was decisive in steering negotiations toward gains for the common good.

Palavras-chave: territory; development; family farming.