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| Searching for a Coordinator/Partner for | **The Green Deal – Farm to Fork** |
| Topic | **LC-GD-6-1-2020:**  **Testing and demonstrating systemic innovations in support of the Farm-to-Fork Strategy** |
| Subtopic | **Reducing the dependence on hazardous pesticides; reducing the use and increasing the efficiency of fertilisers; reducing the losses of nutrients from fertilisers, towards zero pollution of water, soil and air.** |
| Organisation Details | Dr. Noreen Byrne, Dr. Olive McCarthy and Dr. Oliver Moore  Centre for Co-operative Studies/Department of Food Business & Development |
| How we can contribute to this topic | We have a particular interest in the driving forces (individual, practices and context) which enable or inhibit the development of on-farm environmental behaviours that align with the EU Green Deal’s Farm to Fork and Biodiversity Strategies. All drivers of ecological innovation are of interest to us, including incentive or regulatory changes, but in particular drivers that can produce self-sustaining behaviours.  We have a particular interest in the role of collective and regional/landscape approaches in the development of more environmentally sound behaviour and innovation, including changes in practices on farm and by groups of farmers in regions. This includes experimentation, diversification, multifunctionality on farm, and broader considerations of the requirements for socio-ecological transition at the regional level and beyond.  Our research skills include (but are not limited to) social sciences and applied social sciences. Agri-food and rural sociology, social innovation, co-operatives and cooperative approaches are especially emphasised. |
| Other information | Dr. Olive McCarthy and Dr. Noreen Byrne are the Co-directors of the MSc Co-operatives, Agri-Food and Sustainable Development.  Dr. Oliver Moore also works with ARC2020 an NGO focused on agri-food and rural policy at EU level, as well as with the Cultivate sustainability NGO based on Cloughjordan Ecovillage. |
| Previous Horizon 2020 projects | Dr. Oliver Moore has worked on a number of EU projects, including two Horizon2020 projects. Currently Dr. Moore works on the DESIRA research project (Digitisation: Economic & Social Impact in Rural Areas). Previously (2016-2019), he worked on the GROW Observatory innovation project. |
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