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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 | [Most appropriate subtopics E and F – but can of course contribute as necessary to the more ‘science based’ projects which need a social science/media research approach and methodology to help uncover public/farming perceptions etc.      Subtopic E.         Reducing food losses and waste at every stage of the food chain including consumption, while also avoiding unsustainable packaging.    Subtopic F.         Shifting to sustainable healthy diets, sourced from land, inland water and sea, and accessible to all EU citizens, including the most deprived and vulnerable groups. |
| Organisation Details | Prof. Pat Brereton ([Pat.brereton@dcu.ie](mailto:Pat.brereton@dcu.ie)) chair of Climate Change Masters at DCU and co-director of new research centre on Climate and Society – from a Humanities and Social Science Perspective. (Over 40+ students enrolled last year and hugely successful.)  Currently secretary of Science and Climate Change at Royal Irish Academy [see blog post on farming and climate change]  <https://www.ria.ie/news/science-committees-climate-change-and-environmental-sciences-committee-climate-change-blog>  Member of Media Literacy Ireland – currently organising and chairing webinar on media-environmental literacy and climate change.  Access to a large number of climate change experts through our newly formed Climate and Society Research Centre at DCU. |
| How we can contribute to this topic | \*Extensive publications around representation of food and Irish Farming – on film, documentary and new media can especially feed into sub-calls e and f? [see research profile from DCU (alongside my colleagues across the faculty which I can call on through our new research centre ‘Climate and Society’ currently being confirmed by the university having been ratified by the Faculty of Humanities and Social Sciences.)  <https://www.dcu.ie/researchsupport/research-profile?PERSON_ID=1654819>  \*Together with colleagues, several Environmental Protection Agency (EPA) funded projects on media and effective communication of climate change in Ireland (see forthcoming Palgrave reader on Ireland and Climate Crisis (Oct 2020).  \*PhD student research – including a comparative environmental literacy project around Ireland and Uruguay with a big rural/farming community in both countries.  \*Extensive experience in audience research on climate change – using focus groups, questionnaires, interviews, q-method and other tools. Together with a large cohort of environmental communication students who have already carried out research around food and farming which can in turn be re-purposed for EU projects. |
| Other information | Colleagues working in advertising (Neil O’Boyle) and others can help to provide critical engagement of media coverage and advertising highlighting current tensions around vegetarianism/veganism versus meat eating and farm-food production in Ireland.  Greening Ireland – from an environmental perspective remains a growing challenge for farming, as erstwhile stewards of our rural heritage and landscape. |
| Previous Horizon 2020 projects | Some unsuccessful attempts – facilitated by COST network on Alternative Energy and Landscape, together with colleagues submitting more ongoing environmental-climate change projects into the future. |
| Contact Details, Name,  Email &  phone number | Prof Pat Brereton  [Pat.brereton@dcu.ie](mailto:Pat.brereton@dcu.ie)  +353860551135 |
| Irish NCP | Matthew Clarke [Matthew.Clarke@agriculture.gov.ie](mailto:Matthew.Clarke@agriculture.gov.ie) +353871026192 |