

GREEN NUDGES IN FOREST AND AGRICULTURAL SYSTEMS: EVIDENCE, CASE STUDIES AND POLICY PERSPECTIVES

(26 March 2026, 9:45 – 13:15 CET)

First ForestAgriGreenNudge Policy Webinar

Date: 26 March 2026 (9:45 – 13:15 CET)

Location: Online

Objectives of the workshop

This online workshop will serve as an introduction to the ForestAgriGreenNudge project, its objectives, and its overall approach to promoting sustainable behavioural change in the agricultural and forestry sectors. It is designed to provide a common understanding of the concept of green nudges, particularly for new network members joining the project from different European countries.

The workshop will also showcase green nudges in action by presenting key results from the research carried out by project partners. These examples will illustrate how behavioural approaches have been applied in agri-forestry and related policy contexts, highlighting their potential benefits, limitations, and lessons learned.

A central component of the workshop will be the identification of current and emerging national policy needs. Through interactive discussion, network members will be invited to share perspectives from their own policy contexts, helping to map common challenges and priorities across countries and regions.

The workshop will conclude by synthesising the key messages and policy needs identified during the discussions. These outcomes will directly inform the design of future project activities and the work of the ForestAgriGreenNudge Policy Forum, ensuring that subsequent workshops and collaborative sessions are closely aligned with the real needs of policymakers and stakeholders across Europe.

Programme

INTRODUCTION: What is a green nudge?	
9:45 – 10:00	<p>Welcome and introductory session</p> <p>Nikolaos Georgantzis, Professor of Experimental Economics, BSB (FAGN Coordinator)</p> <p>Workshop moderation: Raquel Álvarez Urdiola, CIHEAM Zaragoza (FAGN policy lead)</p>
10:00 – 10:20	<p>Behavioural insights in policy making for agricultural policy</p> <p>Jesús Barreiro-Hurle, Senior Scientist at the European Commission JRC</p>
GREEN NUDGES IN ACTION	
10:20 – 10:30	<p>Introduction to Green Nudges in Action</p> <p>Mark Ramsden, Principal Consultant at ADAS (FAGN Green Nudges in Action lead)</p>
10:30 – 10:45	<p>Forestry case study: Climate Nudge project (link)</p> <p>Paula Horne, Research director of Forest and Environmental Economics, PTT</p>
10:45 – 11:00	<p>Farming case study: RENOVATE project (link)</p> <p>Emilio Gil, Professor of Agri-Food Engineering and Biotechnology, UPC</p>
11:00 – 11:10	<i>Brief break before the discussion</i>
POLICY DISCUSSION: Round table & NFPs expectations and needs	
11:10 – 11:20	<p>Opening exercise to frame the discussions</p> <p>Raquel Álvarez Urdiola, CIHEAM Zaragoza (FAGN Policy Lead)</p>
11:20 – 12:10	<p>ROUND TABLE: Promoting sustainable choices in agriculture and forestry</p> <ul style="list-style-type: none"> - Stavros Zannopoulos, Greek Ministry of Rural Development and Food (Greek FAGN Network) - Elżbieta Budka, Polish Ministry of Agriculture and Rural Development (Polish FAGN Network) - Bernard Mallet, Association des forestiers tropicaux et d'Afrique du Nord (French FAGN Network) <p>Short 5-minute statement followed by Q and A and discussion around pre-defined key questions.</p>
12:10 – 12:40	<p>INTERACTIVE SESSION: Sharing experiences to shape Green Nudges</p> <p>Participants, including national network members, academics, policymakers, and invited speakers, will work in breakout rooms to discuss key questions using a collaborative dashboard (link).</p> <p>The session will capture expectations, farmer and forester needs, and examples of policies or green nudges from different countries.</p>
12:40 – 13:15	<p>Remarks and conclusions</p> <p>Brief statement from representatives of each breakroom (discussion coordinated by Raquel Álvarez Urdiola)</p> <p>Closing remarks – Nikolaos Georgantzis</p>