



ForestAgri **GREENNUDGE**

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First ForestAgriGreenNudge Policy Workshop

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

26 March 2026

9:45 – 13:15 CET (online)



**Funded by
the European Union**

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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 Highlights

1. Introduction to green nudges

Exploring concepts, trust and participatory design.

- a. **Nikolaos Georgantzis**, Prof. of Experimental Economics, BSB (Coordinator)
- b. **Jesús Barreiro-Hule**, Senior Scientist at the European Commission JRC
- c. **Raquel Álvarez**, CIHEAM Zaragoza (Policy Lead)

2. Green Nudges in action

Case studies from forestry and agriculture demonstrating practical applications.

- a. **Mark Ramsden**, Principal Consultant at ADAS (Green Nudges in Action lead)
- b. **Paula Horne**, Research director of Forest and Environmental Economics, PTT
- c. **Emilio Gil**, Professor of Agri-Food Engineering and Biotechnology, UPC

3. Policy round table

Insights and short statements from national network members, followed by Q&A.

- a. **Elżbieta Budka**, Polish Ministry of Agriculture and Rural Development (Polish FAGN Network)
- b. **Bernard Mallet**, *Association des Forestiers Tropicaux*, AFT (French FAGN Network)
- c. **Stavros Zannopoulos**, Greek Ministry of Rural Development and Food (Greek FAGN Network)

4. Collaborative session

Breakout discussions on national policy needs, experiences, and examples of green nudges across Europe ([link](#))

5. Conclusions and next steps

Synthesis of key messages and recommendations for the Policy Forum.

Speaker Bios

INTRODUCTION

NIKOLAOS GEORGANTZIS

Professor of Experimental Economics and Director of the Wine and Spirits Business Lab at the School of Wine and Spirits Business (Burgundy School of Business) [Project Coordinator]



Nikos Georgantzis is Professor of Experimental Economics and Director of the Wine and Spirits Business Lab at the School of Wine and Spirits Business, Burgundy School of Business (Dijon, France). He studied Economics at the University of Piraeus and holds an MPhil from the University of Wales (Swansea) and an MA and PhD from the European University Institute in Florence. He has previously held academic positions at the University of Reading, Universitat Jaume I (Castellón), the University of Granada, and the University of Cyprus. His research spans several areas, including wine economics, behavioural economics, economic psychology, industrial organisation, labour economics and environmental economics. Professor Georgantzis has supervised 23 doctoral theses and has published over 100 peer-reviewed articles. He currently serves as Associate Editor of the *Journal of Behavioral and Experimental Economics* and Academic Editor for *PLOS One*.

JESÚS BARREIRO-HURLE

Senior Economist, European Commission Joint Research Centre



Senior economist at the European Commission Joint Research Centre in Seville. He has a Ph.D. in economics and over 30-year experience in the fields of consumer economics in international organizations, public research organizations and the private sector. He has carried out policy analysis using quantitative and qualitative methods, contributing to the strategic design of policy actions dealing with agriculture, climate, environment and consumers. At the JRC, he coordinates activities related to applying behavioural economics to foster more sustainable food systems having implemented multiple experiments to test the impact of nudges promoting the adoption of sustainable practices. He also leads the institution's contribution to the PRUDENT project ([link](#)).

RAQUEL ÁLVAREZ URDIOLA

Project Manager, CIHEAM Zaragoza [Project Policy Lead]



Researcher and science communicator specialised in plant biology. In 2023, she defended her doctoral thesis in Plant Biology and Biotechnology at the Autonomous University of Barcelona, focused on the molecular processes that regulate floral development. In addition to her research profile, she is trained in science communication, an area where she combines her interest in bringing science closer to society with international project management. Currently, she works as a project manager at CIHEAM Zaragoza, where she promotes initiatives related to agriculture, sustainability, and innovation in the agri-food sector.

GREEN NUDGES IN ACTION

MARK RAMSDEN

Principal Consultant in Crop Protection, ADAS [WP2 leader]



Mark is a Principal Consultant at ADAS, leading the entomology group. He specializes in IPM, pest and beneficial invertebrates, and farm-centric innovation. He coordinates the European IPM Decisions Initiative and the UK IPMnet and is a Fellow of the Royal Entomological Society.

Mark also leads WP2 in ForestAgriGreenNudges, “Green Nudges in Action”, which focuses on drawing examples of existing interventions to improve wider understanding of the role Green Nudges can play in sustainable agriculture and forestry.

PAULA HORNE

Research Director, Forest and Environmental Economics, Pellervo Economic Research PTT



Paula Horne’s interest in combining environmental economics with the behavioural sciences was first sparked in the early 1990s, when she attended Professor David Pearce’s Master’s course at University College London.

In her current role as Research Director at PTT, she has had the opportunity, through several research projects, to examine forest owners’ behaviour in relation to the use and management of natural values. The Academy of Finland-funded Climate Nudge consortium ([link](#)) has brought together economists, psychologists, and philosophers to explore the potential of nudging as a means of encouraging private forest owners to enhance carbon sequestration in their forests.

EMILIO GIL

Full Professor, Polytechnic University of Catalonia



Emilio Gil is Full Professor at the *Universitat Politècnica de Catalunya* (UPC) and Head of the Agricultural Machinery Unit. He has extensive experience in European project leadership, acting as coordinator of projects such as INNOSETA, AGRICT and RENOVATE ([link](#)), and leading EU-wide training actions under DG SANTE/BTSF on pesticide use, inspection and risk mitigation. He has authored 80 SCI-indexed journal papers, alongside numerous international publications, and has delivered over 200 invited presentations worldwide. His international experience includes roles as Visiting Professor at Cornell University and Director of the Aragon Government Office in Brussels. Prof. Gil has advised several governments, including Spain, Chile, Serbia and Cyprus, on the implementation of EU requirements for plant protection products. He also holds key positions such as President of the FIMA international jury, Director of the Syngenta–UPC Chair, President of AESAVE, and Associate Editor in leading journals. He contributes to CEN/ISO standardisation activities and is a member of the European Precision Application Task Force (EUPAF).

POLICY ROUND TABLE

ELŻBIETA BUDKA

**Deputy Director, Direct Payments Department, Ministry of Agriculture and Rural Development
[Poland ForestAgriGreenNudge Network Member]**



For the past 17 years, Elżbieta Budka has worked at the Polish Ministry of Agriculture and Rural Development, where she focuses on the development and implementation of instruments supporting afforestation and tree planting on agricultural land. Her work includes designing and coordinating financial incentives for farmers to establish, maintain and manage these landscape elements, which play an important role in biodiversity conservation and landscape protection. She also oversees the implementation of selected agri-environment-climate interventions under the Common Agricultural Policy, including measures supporting the protection of valuable habitats, such as wetland habitats, and the establishment of flower strips. She also contributes to the development and review of strategies and policy documents on biodiversity in rural areas.

BERNARD MALLET

**Chairman, Association des Forestiers Tropicaux et d’Afrique du Nord
[France ForestAgriGreenNudge Network Member]**



Bernard Mallet is a senior scientist on tropical forestry and agroforestry research partnerships. He trained as an agronomist with the *Institut National Agronomique* (Paris). Bernard Mallet coordinated forestry and agroforestry research programs, as a Cirad scientist in partnership with public and private organizations in African, Asian and Latin American countries. He was Director of the Cirad Forestry Department in France with a focus in sustainable forest management and policies analysis. He worked for the European Commission as an expert, and for the French National Research Agency European African projects co-funding strategies. He works currently as an expert for the EC on projects dedicated to Europe Africa partnerships in agri-food and forestry research.

STAVROS ZANNOPOULUS

Ministry of Rural Development and Food [Greece ForestAgriGreenNudge Network Member]



Stavros Zannopoulos holds a PhD in Agricultural Botany and Weed Science from the University of Reading (UK) and has developed his career at the interface of agricultural science and public policy within the Greek Ministry of Rural Development and Food. With over two decades of experience in regulatory affairs, EU-funded programmes, and scientific advisory roles—including positions as a consultant to the political leadership of the Greek Ministry of Rural Development and Food, Deputy Chairman of the Greek Food Authority MB (EFET) and representation in the Advisory Forum of the European Food Safety Authority (EFSA)—he brings a strong policy-oriented perspective to European research initiatives. He is currently involved as an advisory panel member in several Horizon Europe projects, including ForestAgriGreenNudge, VALERECO, and GOOD, contributing to the development of evidence-based and agroecological solutions. His work focuses on bridging scientific research and policy, supporting knowledge exchange, and facilitating the translation of research outcomes into sustainable agricultural policies.