



東北農林専門職大学

Tohoku Professional University of Agriculture and Forestry

TPUAF Glocal Renovate Seminar Series No.1

Applicability of “nudges”, which gently support behavior change, in forest sector

- Theme: “Incentives, institutions and nudges in Forest Policy: a UK perspective”
- Speaker: Dr Gregory Valatin
- Date/Time: 8th May, 2024, 15:15~16:35
- Venue: Research Building Room 202, 203, Tohoku Professional University of Agriculture and Forestry (TPUAF), (Open for the Public/simultaneous provision through webinar)
- Language: English, with occasional interpretation in Japanese
- Participation: Need to register beforehand. Apply through the QR code stating onsite participation (First 77 people) or webinar participation, full name, affiliation, title.
- Participation Fee: Free



About TPUAF

TPUAF, newly established in Shinjyo, Yamagata Prefecture in April, 2024, aims to train professionals of agriculture and forestry. It advocates to be a GLOCAL RENOVATOR to revitalize a region through SDGs and sustainably utilizing green resources. It has Japan's only “Holistic Forestry” Department to study wider forest businesses including forest service industry.



**Profile of
Dr Gregory Valatin**
Principal Economist, UK
Forest Research.

Major Research Area:
Forest and Climate
Change Economics, PES
(Payment for Ecosystem
Services), Behavior
Economics and Policy
Nudge.

Chief author of UK
National Ecosystem
Assessment.

Representative of an
EU-level research
project on PES of
forests to reduce
polluted water (PESFO
R-W, 2016-2021).