

be creative



CULTIVER
PROTÉGER
autrement

Projet BeCreative

Build pEstiCide-free agRoecosystEms At TerrItory leVEl
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➤ A project funded by « Growing and Protecting crops Differently” French Priority Research Program (PPR-CPA)

Program created in order to meet French government objectives in reducing pesticide use while developing efficient alternatives.

10 6-year projects for a 30-million program.

Our project:

Have a systemic thinking at the level of « territories » rather than fields or farms

BeCreative’s goal: **designing** « pesticide-free territories » with and for the actors by using and producing biological, ecological, agronomic and socioeconomic knowledge

Is it possible ?

What would it look like ?

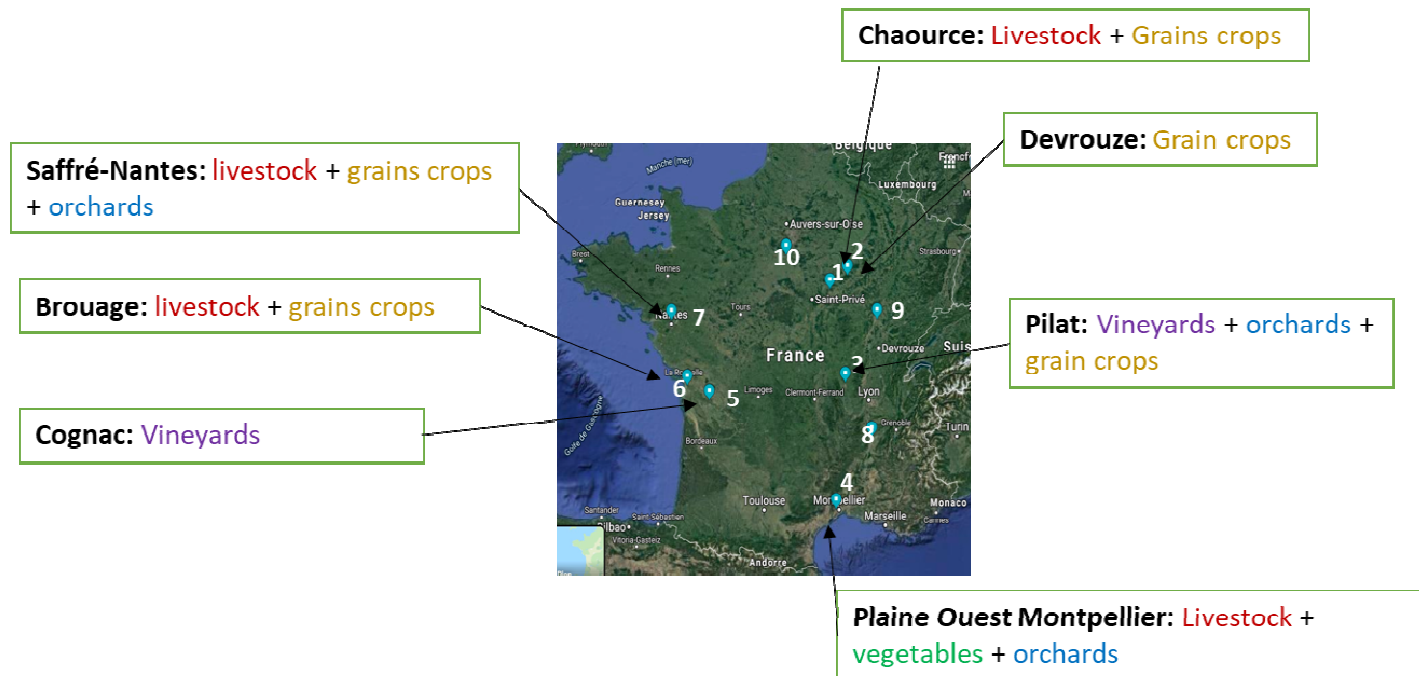
How can we do (“how to”)?

With who ?

=>Claiming a different way of doing research = “change oriented”, “design-oriented” project

➤ Our core material

- 10 case-study territories (CST), proofs of concept
 - 7 “real” territories - different pedoclimatic and production contexts
 - In 2 CSTs : experimental stations to test disruptive solutions
 - In 1 CST : network of innovative farmers, who reduce pesticides in a systemic way
- In each territory, one scientific leader belonging to BeCreative + local actors

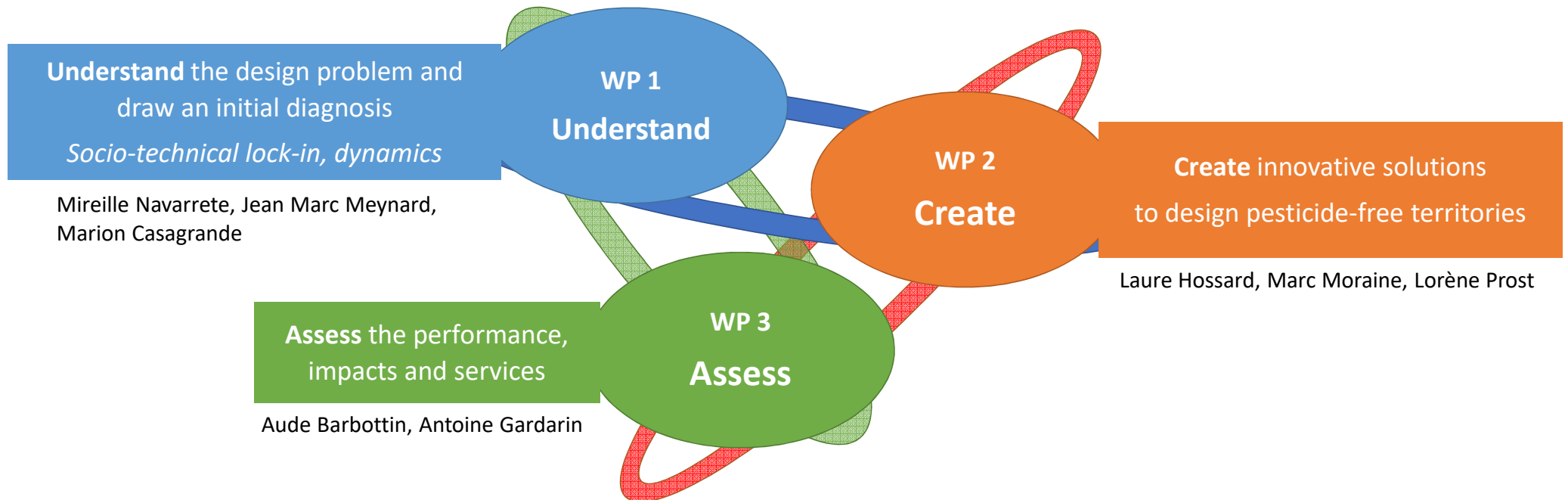


➤ Our organization

Scientists with interdisciplinary skills (ecology, agronomy, social sciences and design approaches, 15 partners)

interact with the scientific leaders & actors of each territory

in order to implement design activities :



WPs: generic methods and knowledge + operational implementation on 10 territories

➤ A project with a double challenge : facilitation

Depending on what will happen in each territory = Adaptive

Not easy to say right now what scientific knowledge will be produced = Inductive

As a consequence the project requires a lot of cross-CSTs facilitation

- Exchange of experiences between territories

- Interactions between the territories and specialist scientists (insect dynamics, ecosystem services, cropping systems, water quality, ecotoxicology, multi-criteria evaluation, social dynamics, creativity)

- Exchange on design methods (to diagnose, to create, to assess)

Since one year: starting the dynamics in each territory + launching the facilitation

➤ A project with a double challenge : documentation

Documenting / keeping track of what is happening in each CST

- For the CSTs themselves
 - Keeping in mind the choices made (reasons that lead to successes or failures)
 - Sharing experiences with other CSTs, avoid the same difficulties
 - Being reflective: take a step back, formalize the steps they went through
- To build scientific knowledge on the design processes through cross-case analysis
 - Identify common mechanisms: actors involved, types of knowledge needed and produced...
 - Contribute to building an "outline" that identifies the steps and questions to be asked during the design processes
- To build scientific knowledge on the documentation of design
 - a methodological research question in itself: how to document / trace a design process?
 - Formalize a tracing method: when, how, which tools, which documents, which questions to ask, which actors... along the way

Since one year, work on that documentation : inspiration from diverse studies and experiences, DiverIMPACTs notably ! Diaries, quarterly interviews, annual posters...

To be continued...

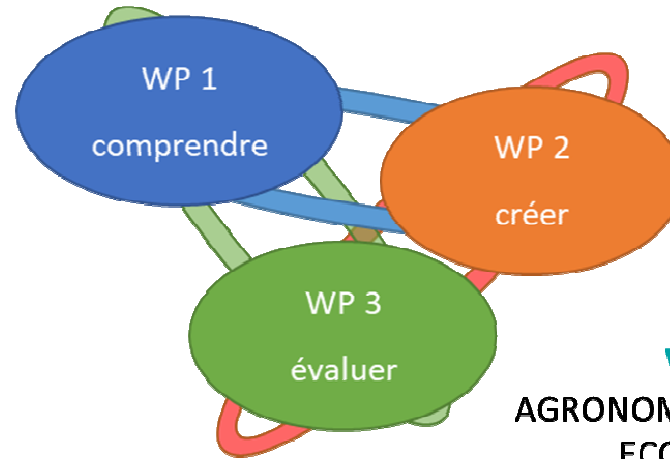
https://www6.inrae.fr/be-creative_eng/

> Our consortium

WP1

AGRONOMIE
SHS (ergonomie, sc de gestion, sc de conception)

ENSci
LES ATELIERS



WP2

AGRONOMIE
SC CONCEPTION
GEOGRAPHIE
ECOLOGIE



WP3

AGRONOMIE, ECOLOGIE,
ECONOMIE
ECOTOXICOLOGIE



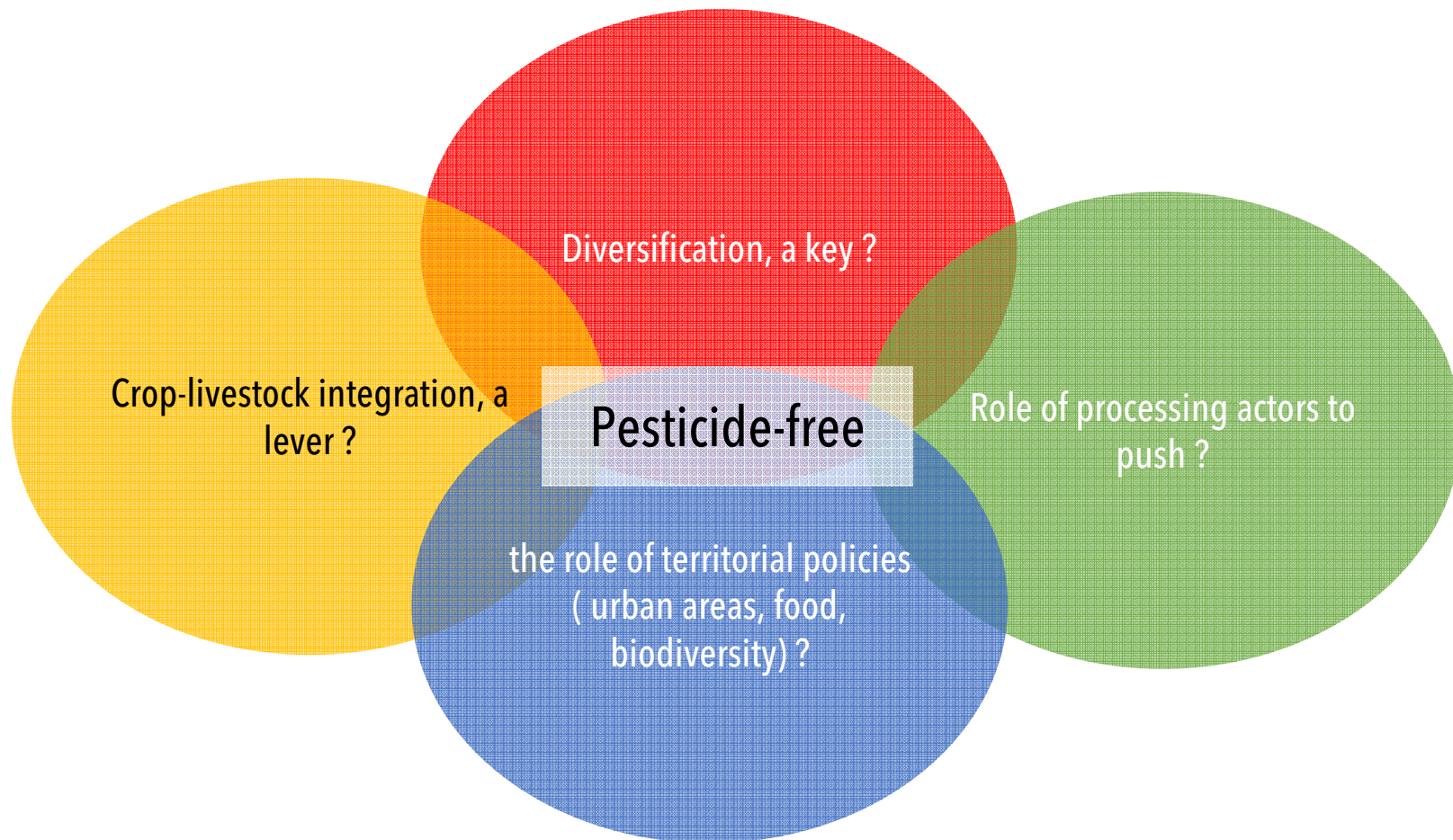
Agronomie
SADAPT
LAE
Gotheron
Innovation

INRAE

EcoSys
Epoisses
ETBX
System
AgroEcologie

Rencontre Chercheurs Professionnels

➤ **Various perspectives to work on “pesticide-free”**



➤ Various perspectives to work on “pesticide-free”

CHAOURCE

Livestock farming with added value but complex forage autonomy + pressure from cereal farmers

Development of crop-livestock integration on the scale of a territory as a lever

PILAT / PLAINE OUEST MONTPELLIER

Very varied sectors + land pressure + biodiversity issues

Delineate fields of innovation and then organize a territorial “pesticide-free dynamics”

DEVROUZE

“Insects” as a priority issue, a gateway to pesticide free agriculture

Work on landscape infrastructures, crop mosaics, crop diversity