

*For updates,
et pour une version concise en français :*
<http://eco-innovation.net/frederic-morand>

Frédéric Morand

French, born in 1967, three children

Postal: Wolsemstraat 28, 1700 Dilbeek, Belgium

Direct phone / fax: +32 (0)2 3070172 (Belgian mobile: +32 (0)4 98 59 85 34)

Email: frederic.morand@eco-innovation.net

My central interest is innovation for sustainable development and related issues of 'policy greening' and policy implementation in agri-environment, agro-tourism and sport turf. Conceptual problems raised by these issues include the co-evolution of formal and informal rules, which I coined as 'institutional integration'. Although institutional integration is enjoying an ever-rising status in UN and EU policy agenda, its actors (e.g., eco-innovators) face recurrent cross-sectoral and cross-societal barriers that hamper its full realisation.

With Marco Barzman, Marjolein Visser and others, I founded **Eco Innovation**, an entrepreneurial charity that generates initiatives and informational resources aiming to better understand and alleviate those barriers.

1. Research, development and management experience

2004-: Secretary, Eco Innovation (Galway, Dilbeek) (<http://eco-innovation.net>). Tasks:

- ☒ **Founding** Eco Innovation as a spin-off of several research projects: overall administration, networking, communication, web development, etc.
- ☒ **Strategic development.** Network within and beyond the EU. Built portfolio of FP6 and FP7 funding proposals as leader (most significant: [Grassroots](#), [Grass](#), [K4C](#)) or partner / collaborator (Coastool, Mebsaf, Uneeds, Intea, [Euro-Marc](#), Frenz). Business plan centred on e-learning (e-learning prototypes, participation in the European Foundation for Quality in E-Learning, etc). Preparation of a [spin-off project in e-education](#). (<http://eco-innovation.net/soib08-resume> (in French))
- ☒ **Management** of assistants and interns. In 2008 : Chahira Noura (since 2007). In 2007: Stéphane Corlosquet (since 2005), Shelley Moore (since 2006), Jacques Gröndahl (Univ. Louis Pasteur Strasbourg), Ashley Smith (Univ. of Delaware USA). In 2006: Emilie Lacour (since 2005), Raphaëlle Margail (intern ESCP-EAP London), Samuel Waddel (same), Elsie Fuvel (same), Quentin Simons (same), Caroline Le

Maréchal (ENSAT Toulouse), Priscille Ghesquière (INA-PG Paris), Dorian Fléchet (same), Aurélie Bellier (IUT Auch). In 2005: Aline Grondin (Ecole 3A Lyon), Gaëtan Dubanchet, Caroline Casner (ULP Strasbourg), Stéphane Menguy (Centrale Paris, since 2005), Laurette Ivain (same).

2004-2006: Research Consultant with the Humboldt University of Berlin (Chair of Resource Economics) for the IDARI project. Focus on researching the institutional factors of innovation adoption, see Dissemination.

2000-2004: National University of Ireland, Galway (NUI, Galway), Dept. of Economics. Projects in integrated rural development: coordination, research, student supervision, teaching.

Special achievement: obtained funding for IDARI RTD FP5 project (Integrated Development of Agricultural and Rural Institutions). Tasks: authorship (main proposal instigator and author, EUR 2M grant, based on my original doctoral work), contract negotiation with the EU Commission, management, teaching, research.

Feb-Nov. 2000: Coordinator in CEESA FP5 project (Central and East Europe Sustainable Agriculture) and guest scholar, Humboldt University, Berlin. Design of theoretical framework, selection of case studies, data collection, teamwork (16 countries, 45 participants), fund-raising (EUR 100,000). Institutional and Transition Economics.

Oct. 97-March 98: Assistant to regional developers, Montpellier. Audit and contribution to the set-up of, the network *Bienvenue à la ferme*, study of innovative services (new label for participatory agro-tourism across the Languedoc-Roussillon region, France).

Apr. 96-March 99: PhD student, INRA (Institut National de la Recherche Agronomique) Montpellier. Agric. diversification and agro-tourism projects: field research, analysis, feedback to stakeholders and policy support (with regional agencies).

Jan. 95-March 96: French Min. of Agriculture (CNASEA). Assessment of an agri-environmental measure (*OGAF-Environnement* in Marais Poitevin, France).

Oct. 92-Dec. 93: CERNA (Centre d'Economie industrielle, Ecole Nat. Sup. des Mines de Paris - ENSMP). Case-study (agrochemicals) for the European project ERIC (Environment, Regulation, Innovation and Competition), Industrial Economics.

Apr.-Nov. 92: Univ. of California, Berkeley/Fresno (Kearney Agr. Center). *Low Input Sustainable Agriculture* (LISA) project (6 associates, budget US\$50,000). Duties: founder of students' association, fund-raising, comparative cost analysis in stone fruit production.

Other misc. jobs

2008: Teaching for civil servants at the French Ministry of Culture (Information technologies and sustainable development), with Nadine Jouanen (Holis-TIC).

2000-: Co-supervision of MS and PhD dissertations and organisation of research seminars.

1995-2004: Occasional teaching in MS and doctoral programmes: see Dissemination below.

Jan.-June 1994: *Teaching Assistant* (Ecole Active Bilingue, Paris).

Jul.-Aug. 1991: Sponsored study in Japan on consumer co-ops (Kumamoto and Tokyo).

Interviews: co-op (Seikatsu) and "natural farming" (Mokichi Okada Association) executives.

Jul.-Aug. 1990: Sponsored study on agro-ecology in the USA. Interviews: agro-ecology specialists in grass-root organisations and Univ. of California (Davis, Santa-Cruz, Berkeley).

1982-91: Miscellaneous jobs and volunteering: *Pedicab Operator* (San Francisco), *Clarinet Teacher*, *Farm intern* (over 25 weeks, France, Spain, Wales, USA, Norway, Japan).

2. Education

For titles of theses etc, see Dissemination section

1999: Doctorate degree, *Economie des institutions*, Ecole des Hautes Etudes en Sciences Sociales (EHESS), Paris.

1995: *Diplôme d'Etudes Approfondies* (DEA: French equiv. to the Master's degree), *Economie des institutions*, Univ. Paris X-Nanterre / EHESS / Ecole Polytechnique, Paris.

1993: DEA, *Organisations industrielles, Innovations, Stratégies internationales*, Univ. Paris XIII / ENSMP.

1993: *Ingénieur agronome* (Agronomy Engineer degree), Ecole Nationale Supérieure Agronomique de Montpellier (ENSAM), France.

1991-92: (extra voluntary course) Undergrad. Programme *Développement agricole*, Institut National Agronomique Paris-Grignon (INA-PG).

1989: Degree in clarinet (*Diplôme de fin d'études*), Conservatoire National Supérieur de Région de Montpellier, France.

1987-88: Multidisc. progr., *Agrobiologie* (organic & biodynamic agriculture), Ecole d'Agrobiologie de Beaujeu (Rhône, France). Self-preparation to higher education entr. exams.

1987: *Brevet de Technicien Supérieur Agricole* (BTSA) specialisation Productions Forestières (Technical degree in Forestry), Annecy, France.

1983-85: *Baccalauréat D'* (Agronomical Sciences), Annecy, France.

3. Dissemination

Teaching

1995-2004: Occasional lectures and research seminars around sustainable agriculture development (INRA Montpellier, Univ. Paul Valéry of Montpellier, Univ. Humboldt of Berlin, NUI Galway).

2002-04: Introductory course in Economics of institutions, *Master in Economics*, NUI Galway.

2003-04: Module of Economics of institutions for the doctoral programme of the IDARI project (15h class + essay work), NUI Galway.

2008-09: Responsible for the Environmental Economics and Policies Course, and the Sustainable Agriculture and Policy Course, in the Master of Integrated Land Management, School of Natural Resources and Tourism, Polytechnic of Namibia (Windhoek, Namibia).

Published articles (peer-reviewed journals)

M. Visser, **F. Morand** et H. Mhadhi, 2002; *Fauche de Stipa lagascae et réhabilitation des terres privées en Tunisie aride*; Cahiers Agricultures, 11, 377:383 ([résumé](#), [abridged version in English](#)).

M. Visser, **F. Morand** and D. Reheul, 2001; *Haymaking of Stipa lagascae in Presaharian Tunisia: opportunities to restore private arid land*; Ecological Restoration, 18 (1), 47:49.

F. Morand, 1999; *Prendre en compte la médiation par les règles*; Cahiers de l'IUT (Labo. de Psychologie économique, Univ. R. Descartes-Paris V) (n° spécial, décembre), 54:87.

Thesis works

F. Morand, 1999; *Articuler agriculture, environnement et tourisme: l'analyse des logiques d'acteurs comme outil d'organisation du territoire. Une application de la théorie de la justification [Joining agriculture, environment and tourism: stakeholders' justifications analysis as a tool for regional development (an application of the justification theory)]*; doctoral dissertation, Economie des institutions, Ecole des Hautes Etudes en Sciences Sociales (EHESS), Paris, 319 p. + annexes ([abstract](#)).

F. Morand, 1995; DEA thesis (65 p.). Dir.: L. Thévenot. *Les qualités d'un espace protégé. Analyse du paysage avec les "économies de la grandeur"*.

F. Morand, 1993 ; *Perspectives théoriques de la réglementation; application à l'agrochimie européenne. La directive 91/414/CEE analysée à travers le paradigme politico-économique de la réglementation*. DEA thesis (86 p.). Dir.: F. Levêque ([résumé en français](#)).

Other writings

Morand Frédéric, 2008; *Developing eco-innovation: opportunities for education and policy integration*; News and commentary from the 5th ETAP Forum held in Budapest, 15 Oct. 2008, Eco Innovation; Dilbeek (Belgium), 12 p., (<http://eco-innovation.net/developing-eco-innovation>).

F. Morand and M. Barzman, 2006; *European sustainable development policy (1972-2005): fostering a two-dimensional integration for more effective institutions*; Working Paper (WP1), Eco Innovation / Humboldt University of Berlin - RTD project QLRT-2002-02718; Galway (Ireland), 30 p. ([abstract and download](#)). To be submitted to the Journal of European Public Policy.

Morand F., 2006; *Integrating concepts of institutions: a comparative introduction to Thévenot's conventions (WP2)*; Working Paper, Eco Innovation / Humboldt University of Berlin - RTD project QLRT-2002-02718; Galway (Ireland), 30 p. ([abstract](#)). To be submitted to the Journal of Economic Methodology, or Administrative Science Quarterly.

Morand F., 2006; *Measuring institutional integration in the (greening) European golf (WP3)*.

Working Paper, Eco Innovation / Humboldt University of Berlin - RTD project QLRT-2002-02718); Galway, Ireland, 30 p. ([abstract](#)).

Morand F. and M. Visser, 2006; *Eco-innovation in golf: pest control or stress control? Institutional aspects of the control of Microdochium patch disease in Great Britain and Ireland (WP4)*. Working Paper, Eco Innovation / Humboldt University of Berlin - RTD project QLRT-2002-02718; Galway (Ireland), 21 p. ([abstract and download](#)). To be submitted to Grass and Forage Science.

Morand F., 2004; *Monitoring innovation: an integrated institutional approach (comparative framework)*; in Cascini G. (ed.), in *TRIZ Future Conference*, Florence University Press: Florence (Italy), 397:409.

F. Morand, J. McDonnagh, S. Callanan and M. Cuddy, 2002; *Acknowledging specificities in common rural policy. Some implications for participation and research*; IDARA discussion paper (RTD project QLRT-1999-1526), (January), National University of Ireland, Galway; 45 p.

Ceesa project, 2000; *Documentation of conflicts and environmental problems related to agriculture in 12 Central and Eastern European Countries*; Report to the EU Commission; Humboldt University, Berlin.

F. Morand, 1996; *Protéger le patrimoine rural (productif, culturel, naturel) en le modernisant : les "rentes paysagères"*, research report, INRA-SAD, Montpellier, 21 p.

Laureate: Prix du Développement local, Caisse des Dépôts et Consignations, Montpellier (Jan. 97).

F. Morand, 1992; Ledger for the Kearney Agricultural Center, Univ. of California (110 p.). Dir.: Kent M. Daane. *Farm Ledger for Peach, Plum and Nectarine Production*.

Laureate: Bourses Chevalier of CNISF (Conseil National des Ingénieurs et Scientifiques de France).

F. Morand, 1991; Intercursus thesis sponsored by French stakeholders (70 p.). Dir.: F. d'Hauteville. *Les coopératives de consommateurs dans la distribution alimentaire japonaise* (with companion video, HI8, 11 minutes).

F. Morand, 1990; *L'agro-écologie dans l'alternative agricole*, in Le Paysan du Midi, 20 Dec. (Montpellier), 2 p.

Laureate: 4th Dotation "Graine de Talent" on farming information (awarded by Cargill France).

Communications and posters to conferences

Morand F., 2006; *Eco-innovation in golf: pest control or stress control? Institutional aspects of the control of Microdochium patch disease in Britain and Ireland*; Communication to the [2nd International Conference on Quantified Eco-Efficiency Analysis for Sustainability](#), Egmund aan Zee (NL), 28-30 June ([abstract and download](#)).

Morand F., A. Schlüter and M. Barzman, 2004; *Integrating the analysis of formal and informal institutions in eco-innovation research. How do Williamson, North and Thévenot compare?*; Communication to the Annual Conference of the International Network for Economic Methodology (INEM), Amsterdam (NL), 19-21 Aug.

- F. Morand**, 2004; *Make golf greener: yes. How? Eco Innovation and institutional change*; Poster presented to the International Society for Ecological Economics 6th Biennial Conference, Montréal (Canada), 11-14 July.
- Visser M., **F. Morand** and A. Abaab, 2002; *Producing native seeds to restore degraded land: the case of Stipa Lagascae in Presaharian Tunisia*; Communication to the 7th Biennial Conf. of the International Society for Ecological Economics (ISEE), Sousse (Tunisia), 6-9 March.
- F. Morand** and S. Stagl, 2001; *Learning as part of institutional change. Canevas for a theoretical comparison*; Communication to the conference Sustainable Agriculture in Central and Eastern European Countries: The Environmental Effects of Transition and Needs for Change (CEESA-ACE Seminar), Nitra (Slovakia), 13 Sept.
- F. Morand**, 2000; *Restoration of "multi-qualified" sites: how to better decide?*; Communication to the Society for Ecological Restoration International Conf., Liverpool (UK), 4-7 Sept.
- M. Visser and **F. Morand**, 2000; *Social clues to the reintroduction of native grazed perennials in Presaharian Tunisia: the recent past revisited*; Society for Ecological Restoration International Conf., Liverpool (UK), 4-7 Sept. ([abstract](#)).
- F. Morand**, 1999; *Organiser l'agrotourisme : les multiples enjeux de la SICA de gîtes de la Buèges (Languedoc) [Structuring agro-tourism: the multiple stakes of the accommodation farmers' co-op in the Buèges valley (Languedoc)]*; Communication to the SFER (Société Française d'Economie Rurale) Conf. (Le droit rural et ses pratiques dans l'agriculture, l'agro-alimentaire et l'espace rural), Paris, 25-26 Nov.
- F. Morand**, 1999; *Wet meadows of the Marais Poitevin: how long can man-made 'nature' survive without 'producing' anymore?*; Communication to the Society for Ecological Restoration 11th Annual Conf., San Francisco, 23-25 Sept. ([abstract](#)).

Miscellaneous activities

- 2007-: Co-founding member of the network [Science Without Borders](#).
- 2007-: member of [the European Distance Education Network](#) (EDEN)
- 2007-: Member of the [Eco-innovation Panel](#) for the Europe-Innova project (funded by the Commission's Enterprise DG). <http://eco-innovation.net/eco-innovation-panel>
- 2006-: Member of the Project Implementation Board in the [EuroMarc project](#) (funded by FP6 and coordinated by [EuroMontana](#)).
- 2006-: member of the [European Foundation for Quality in e-Learning](#) (EFQUEL)
- 2006-: occasional Reviewer for Environmental Modelling & Software.
- 2005-2006: Authored and supervised *Rhizoweb*, an e-learning project with two engineering students (Stéphane Menguy and Laurette Ivain, Ecole Centrale de Paris). Nominated for the 2006 Cap Gemini *Trophée de l'innovation et du développement durable*. Portal (adaptation in progress): <http://www.eco-innovation.net/rhizoweb>
- 2005-: Imagined, co-developed (with Stéphane Corlosquet and others) and marketed an original content management system based on Drupal. Used for Eco Innovation, external research projects and private clients in Europe and North America. See: <http://www.eco-innovation.net/project-hosting>

Other skills and interests

Languages: **French** (native); **English** (proficient use); **Spanish:** 2d foreign language during high school and undergraduate studies (9 years); **Dutch** : *Certificaat Nederlands voor Anderstaligen Niveau 5* , Univ. of Ghent, 1999 (required level for attending Dutch-speaking univ. courses).

Strong organisational, entrepreneurial and presentation skills.

Hobbies: music, biking, swimming, hiking, gardening.

4. References

Upon request