Regenerative Agriculture Project Manager - Cool Farm Tool – Role Description

The Cool Farm Alliance (CFA) is a not-for-profit member organisation that owns and operates the Cool Farm Tool (CFT), which is used to measure on-farm environmental sustainability. Usage of the CFT and membership of the CFA has grown rapidly, to become a globally leading quantification tool and platform.

As the momentum for sustainability grows amongst the food and beverage sector, an increasing number of member companies are stepping into strategies that incorporate regenerative agriculture to help deliver their net zero and broader sustainability goals.

“Regenerative Agriculture” is described in many ways and its definition is expected to continue to evolve with time and experience. At its core, it is about farming in a way that nourishes people and the earth – restoring soil, ecosystem health, biodiversity, addressing inequity and leaving the land, waters and climate in better shape for future generations. Regenerative agriculture is largely focused on rebuilding soil organic matter and biodiversity – resulting in a wide range of potential benefits:

- Carbon drawdown diminishing the effects of climate change
- Increased ability of the land to filter, cycle and retain water and nutrients
- Increased resilience against extreme weather
- Decreased inputs as soils may harbour fewer pests and pathogens.
- Increased crop yields
- Increased production of nutrient-dense foods
- Decreased soil, water, and air pollution caused by agricultural practices
- Improved habitat and biodiversity in wildlife and plants
- Help sustaining Earth’s remaining natural resources
- Help achieving food security and food equity

In response to this growing interest and wealth of potential benefits, CFA is now looking for a Project Manager (PM) to lead a process of stakeholder engagement and metric development in support of regenerative agriculture. This role will initially be for a 1 year employed fixed term contract.

The PM will engage a range of stakeholders from across the industry, drawn from inside the CFA membership as well as externally, leveraging insight from scientific, technology and agronomic communities, as well as partners, such as SAI Platform to ensure maximum industry involvement and participation.

The intended outcome is industry alignment on ways to measure, monitor, encourage, motivate and reward more regenerative agriculture at scale.
The role:

- **Convene working group and define scope**
  - Work closely with relevant stakeholders to refine scope, governance, deliverables, process, and schedule of meetings/events.
  - Facilitate working group meetings and project manage to timelines and deliverables.
  - Create and implement a regular communications plan both internal to the working group and external to the wider membership, keeping stakeholders updated on progress.

- **Design quantification methods and user experience**
  - Lead process from initial discovery and requirements gathering to designing and prototyping highly credible quantification methods and enjoyable user experience in support of the transition to more regenerative agriculture
    - Consolidate published research & industry frameworks approaches on regenerative practices & metrics
    - Identify science and methods gaps.
  - Work with the Methods and Product Managers to develop detailed user and technical specifications for adding these methods and user experience to the current CFT WebApp.
    - Develop draft framework of regen ag model and verify with key stakeholders
    - Develop regen ag metrics implementation plan inclusive of costing & timelines for:
      - Science & method development
      - Technical specification
      - CFT WebApp & API design, build, test & documentation

- **Develop funding strategy** to source funding for regen ag implementation plan

Critical success factors:

- Navigating successfully between what is scientifically and technically feasible and what stakeholders wish for.
- Balancing diverse stakeholder priorities, wants and needs
- Ability to innovate and ideate creatively an enjoyable user-experience and scientifically credible ways to evidence regenerative agriculture.
- Ensure successful project management and stakeholder engagement.

Knowledge, experience & capabilities:

**Essential requirements**

- Strong interpersonal skills and stakeholder relationship management
- Proven experience with facilitation and project management.
- Strong skills in business analysis and requirements gathering
- Passion for working towards a sustainable future
- Undergraduate degree
- Fluency in English
- Entrepreneurial spirit and team player

**Desirable**

- Excellent technical, written and verbal communications and skills
- Business proficiency in other European languages
- Experience working in environmental sustainability
- Experience working in agricultural greenhouse gas assessments
About the team

The Cool Farm Alliance secretariat is a small team based around the world who lead the Alliance, provide service, and support to our members and maintain the development of the Cool Farm Tool. This project management role will lead the regenerative agriculture working group focus for the Cool Farm Alliance. Technical software expertise is available from the CFT developers, Product Manager and Methods Manager can provide science and method support.

The CFT is currently developed by a small team of sub-contracted developers based in the UK.

The CFA community is host to some world class expertise in the areas of science and methodology for GHG Emissions in agriculture. Direct access to this expertise is available.

Above all, the role requires a proactive, dynamic approach to manage a range of stakeholder views and gain alignment on the approaches to regenerative agriculture and the measurement and monitoring on ongoing improvements.

About the Cool Farm Tool

The CFT has been an online agricultural sustainability webapp tool for seven years and currently services some 20,000 users from farmers to multinational corporations across 140 countries. The CFT consists of multiple environmental sustainability modules including greenhouse gas emissions, water, biodiversity and food loss and waste. These modules are available for environmental evaluation of multiple crop and livestock types and species. The CFT is written in Django with Python infrastructure.

The product has been oriented around a web interface for data entry and export/download for the generation of GHG results, and data for further analysis. Moving forward, this is an exciting opportunity for the PM to continue to support the ongoing development and evolution of the CFT and to empower our members and users to adopt regenerative agriculture at scale.

Working arrangements

The CFA is a virtual organisation, so this role is home based. It is desirable to be located in Europe, and with the ability for international travel as much as 4 times a year, subject to current Covid restrictions.

Working hours

This is a full time, employed position, for an initial 1-year contract. However, we offer flexibility for the individual to choose patterns of work to suit their lifestyle and commitments.

Applications

Send a CV and short covering letter explaining your interest in the role to Laura Alcock - LauraAlcock@elasticatedminds2.com.