

EINLADUNG ZUM GASTVORTRAG

am **FREITAG, 24. MAI 2019, 13:00 UHR**

Universität Wien • Universitätsstraße 7/2 • 1010 Wien
HÖRSAAL 3

Dr.

MS SRINIVASAN

National Institute of Water & Atmospheric
Research Ltd (NIWA), Christchurch, NZ



**HYDROLOGY, FARMING AND
BEHAVIOUR CHANGE:
LEARNINGS FROM A CO-INNOVATION PROJECT**

The talk will highlight the experiences of a hydrologist in communicating a water use efficiency message to farmers, regulators, industry professionals and researchers, using a co-innovation approach. The speaker will share his learnings from a NZ-government funded irrigation programme.

Dr MS Srinivasan is a Principal Scientist, Catchment Hydrology at the National Institute of Water & Atmospheric Research Limited (NIWA), Christchurch. MS is the programme leader of the MBIE Endeavour programme, Irrigation Insight, where he leads a team of hydrologists, climate scientists, economists, communication specialists and social scientists in examining the use of dynamic, high-resolution weather forecast for informed irrigation and drainage management in irrigated dairy farms of New Zealand.