



Press Release

[For Immediate Release]

Introducing the CoCo Project: Co-Creating Sustainable Landscapes for Pastoralism and Wildlife

05.02.2025 – The CoCo project is excited to announce its official launch, marking the beginning of a transformative initiative that aims to bridge the gap between wildlife and pastoralism across Europe. With its focus on co-creating sustainable policies, practices, and stakeholder engagement, CoCo is set to address the pressing challenges of integrating wildlife and livestock into multi-functional landscapes.

Running from November 2024 to December 2027 and funded by the European Union through the Horizon Europe Programme, the CoCo project brings together an interdisciplinary team of scientists, policymakers, pastoralists, and other stakeholders from 12 European countries. This collaborative effort will work to transform entrenched conflicts into opportunities, advancing a future where pastoralism is not only viable but also thrives alongside wildlife populations in diverse, sustainable ecosystems.

A Vision for sustaining pastoralism and wildlife

The CoCo project focuses on valuing small-scale, sustainable pastoralism while addressing the cumulative impacts of wildlife recovery and socio-economic pressures. Through a blend of cutting-edge science, traditional practices, and local knowledge, CoCo aims to deliver actionable insights and tools to improve the livelihoods of pastoralists, conserve biodiversity, and enhance the multifunctionality of European landscapes.

Key Objectives Include:

- Conducting case studies across 12 European countries to explore the dynamics of pastoralism and wildlife management.
- Co-creating knowledge with stakeholders to ensure legitimacy and foster trust.
- Developing policy recommendations and practical tools for coexistence.
- Raising awareness among policymakers, scientists, and the public about the complexities of human-wildlife interactions.

A Diverse European Collaboration

CoCo's strength lies in its wide-reaching, multi-actor approach, uniting researchers, practitioners, and decision-makers across Europe. By fostering social innovation and collaboration, the project will deliver impactful solutions to promote co-creation, biodiversity conservation, and smart rural development.

Explore CoCo Online

The project's newly launched website, www.cocoproject.eu, serves as a central hub for updates, case studies, and resources. Visitors can learn about the project's goals, follow its progress, and discover ways to get involved.

Follow us on social media for the latest updates and insights as we embark on this exciting journey to redefine the future of pastoralism and wildlife coexistence.

John Linnell Professor, project coordinator at the University of Inland Norway said: "In this project, rather than starting with the wildlife, we place pastoralists at the very centre of our work. Our consortium includes a mixture

of expertise from agricultural scientists, economists, wildlife managers, social scientists and stakeholder organisations. We are uniquely placed to tackle this complex challenge”.

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Stay connected with the CoCo project through our website and sign up to our newsletter <https://cocoproject.eu/events-and-news>. Follow partner social media channels and the project on linked-in <https://www.linkedin.com/company/cocreating-coexistence/>. Use the hashtags #CoCoProject, #Cocreation, #SustainableLandscapes, and #Biodiversity to share your thoughts and insights.