

RICHARD FREEMAN – RESEARCHER AND LOCAL DEVELOPMENT EXPERT

Richard Freeman is a researcher and local development expert. He has research interests in the sustainable development of fisheries areas, supply chain management, food marketing and consumer behaviours. Recent work has focused on the role of audience diversity and gender on online advertising effectiveness, EU fisheries and aquaculture communities, social capital in fisheries areas, and short food supply chains. He currently works as a communications and local development expert for the EU's Fisheries and Aquaculture Monitoring, Evaluation and Local Support Network (FAMENET), where he coordinates FAMENET's communications activities, acts as the country lead for Bulgaria and Ireland, and works with stakeholders on capacity building in relation to CLLD and the monitoring and evaluation of the EMFF and EMFAF. Over the past six years, Richard has worked as a policy, research, and communications consultant for AEIDL, working on EU service contracts including FARNET, FAMENET and the Rural Pact Support Office, as well as several H2020 and Horizon Europe projects. He is also a Research Associate at Newcastle University, UK, where he works across several H2020, UKRI, and ESRC projects. At Newcastle University, he is currently associated with the Centre for Rural Economy. Between 2009 and 2017 he worked as a marketer for several organisations in the arts sector. Richard is a certified member of the Market Research Society and the Chartered Institute of Marketing.

QUALIFICATIONS

2018-24	PhD, Agriculture, Food and Rural Development, Newcastle University
2018-19	Diploma, Sustainability, Resilience and Innovation in Coastal Communities, Aalborg University
2016-17	MSc, International Marketing, Newcastle University

EXPERIENCE

2022-	Local Development Expert, FAMENET, European Commission
2017-	Research and Policy Consultant, European Local Development Association (AEIDL)
2016-	Research Associate, Centre for Rural Economy, Newcastle University
2018-22	Research Officer, FARNET, European Commission
2019-20	Research Fellow, Scottish Parliament
2017-18	Research Assistant, Newcastle University Business School
2015-17	Account Manager, PBJ Management
2012-15	Marketing Manager, Glasgow International Comedy Festival
2009-12	Digital Marketing Officer, Glasgow Film

RECENT PUBLICATIONS

- Freeman, R., Phillipson, J., Gorton, M., Tocco, B. 'Social capital and short food supply chains: Evidence from Fisheries Local Action Groups', *Sociologia Ruralis*, 2023 (forthcoming).
- Reed, M., Courtney, P., Lewis, N., Freeman, R., Chiswell, H., Black, J., Urquhart, J., and Phillipson, J. 'Fostering participation in the management of fisheries and the marine environment in England: Towards co-constructing marine citizenship', *Marine Policy*, 2023 (forthcoming).
- Freeman, R. and Hwang, J. 'Territorial development in coastal areas: Cross-cultural difference between Europe and South Korea' in 29th ESRS Congress. 2023, Rennes: European Society for Rural Sociology.
- Freeman, R., Marder, B., Gorton, M. and Angell, R. 'Would you share that? How the intensity of violent and sexual humor, gender and audience diversity affect sharing intentions for online advertisements' *Information Technology and People*, 2022 (in press).

- Freeman, R., and Svelds, K. 'Women's empowerment in small-scale fisheries and the role of Fisheries Local Action Groups (FLAGs)', *Marine Policy*, 2022, 136, 104907.
- Miret-Pastor, L, Svelds, K., and Freeman, R. 'Towards territorial development in fisheries areas: A typology of projects funded by Fisheries Local Action Groups', *Marine Policy*, 2020, 119, 104111.
- Reed, M., Courtney, P., Lewis, N., Freeman, R., Chiswell, H., Black, J., Urquhart, J., and Phillipson, J. Assessing Participation of the Fishing Sectors in England's Science and Management: Draft Final Report to Defra. 2020 (in press), The Countryside and Community Research Institute.
- Malak-Rawlikowska, A, Majewski, E., Waś, A., Freeman, R., Borgen, S.O., Csillag, P., Donati, M., Lecoer, J-L., Mancini, M.C. Nguyen, A., Saidi, M., Tocco, B., Török, Á., Veneziani, M., Hoàng, V., Vittersø, G. and Wavresky, P. Measuring the Economic, Environmental and Social Sustainability of Short Food Supply Chains. *Sustainability*, 2019, 11(15), 4004.

RESEARCH GROUPS AT NEWCASTLE UNIVERSITY

- KITE – Centre for Knowledge, Innovation, Technology and Enterprise - <https://www.ncl.ac.uk/kite/>
- CRE – Centre for Rural Economy - <https://www.ncl.ac.uk/cre/>
- COST – Action: Ocean Governance - <https://www.cost.eu/actions/CA15217/>

AWARDS

- NINE Doctoral Training Partnership Scholarship, awarded by the ESRC, 2018-2022
- UKRI Research Fellowship, awarded by the UK Parliament, 2020

MEMBERSHIPS

- Certified Member of the Market Research Society
- Member of the Chartered Institute of Marketing