



## PROFILE

### Peter Bucher, 55 years old, Swiss national, used to travel, married/family

- Expertise in food & innovation systems, rural tourism, regional development including ecology, vocational and adult education, capacity building; in strategic and operational management of SMEs (small & medium enterprises), organisations, sectors, projects and events; in (policy) advice, facilitation, participatory methods, communication.
- Over 20 years of professional and volunteering experience in Africa, Asia, Latin America, Europe, Switzerland with e. g. International Union of Conservation of Nature (IUCN), Global Forum for Rural Advisory Services (GFRAS), Swiss Agency for Development & Cooperation (SDC), Swiss development NGOs; Swiss/European agricultural/rural innovation system actors like Swiss Federal Offices, farmers organisations, food processors, wholesalers, research & knowledge brokers.
- Master in Agricultural Economics at ETH Zurich and vocational education in agriculture, further training in key account management, facilitation, MOOCs in ecology, land management, global economy, SDGs, digital marketing, web development; fluency in English, French, Spanish, German/Swiss German and advanced knowledge in computer, web, digitalisation.



## EMPLOYMENT RECORD AND PROFESSIONAL EXPERIENCE

### Independent for food & innovation systems and business/organisational management & rural development 6.2018 – now

- Develops an offer of educational tourism in Colombia and Switzerland on spatial development (land management, environment, metropolitan areas, rural/regional development and rural-urban link, knowledge/innovation and food systems, food value chains, related policies) involving NGOs and local communities.
- Switzerland: Participates in platforms like UN/Swiss Food Systems Dialogue, Post2020 Biodiversity framework, Global Soil Biodiversity Symposium, Nature based Solutions and financial sector events; assists SMEs in the conception of their marketing strategies and develops their web sites; works in agriculture and maintenance of (agricultural) properties; Colombia: Designs and teaches soil health and compost workshops.

### Temporary Program Development Officer (half year contract)

2. – 8.2019

IUCN, International Union of Conservation of Nature ([www.iucn.org](http://www.iucn.org))

- Contributed to IUCN's Common Ground Report (<https://doi.org/10.2305/IUCN.CH.2020.10.en>) and agricultural strategy design including desk research, consultations, consultants contracting, stakeholder and event mapping, communication; participatively designed and coordinated 10 event proposals around food systems for IUCN's World Congress 2020.
- Represented IUCN in events like UN Global Platform for Disaster Risk Reduction, Caux Dialogue on Land & Security, Oxford Food System Valuation Meeting, Horizon2020 project for sustainable land use in West Africa.

### Scientific collaborator

3.2015 – 5.2018

AGRIDEA, Swiss Centre for Agricultural Extension and Rural Development, International Team of the Department for Markets and International Cooperation ([www.argidea.ch](http://www.argidea.ch), the Internat. Team has been given up)

- Advised/backstopped clients/projects in market system/rural development and in facilitation/formation, e. g. backstopped RED (Rural Economic Development) Programme in Georgia and SDC's (Swiss Agency for Development Cooperation) employment+income network proposing/realising activities incl. online/face-to-face meeting, analysed AKIS (Agricultural/Rural Knowledge/Innovation System) in Afghanistan/north-east Kenya, developed ProDocs in Bangladesh/Mongolia – all with participatory methods – or advised agro-tourism part of an investment project in China.
- Developed AGRIDEA's thematic field of AKIS/RAS (Rural Advisory Services) e. g. by designing an AKIS/RAS training series in collaboration with GFRAS ([www.g-fras.org](http://www.g-fras.org)); contributed to research, e. g. to the Horizon 2020 project AgriSPIN ([www.agrispin.eu](http://www.agrispin.eu)); facilitated the Swiss AKIS platform.
- Developed/taught training, e. g. CECRA Module in Spain (Certificate for Europ. Consultants in Rural Areas, [www.cecra.net](http://www.cecra.net))

### Consultant for commercialization and entrepreneurship in Colombia

7.2010 – 2.2015

Colombia office of SWISSAID, Swiss development NGO ([www.swissaid.org.co](http://www.swissaid.org.co)), and consultancies Colombia/Switzerland

- SWISSAID (as employee of InterTEAM): Trained staff/communities in commercialization and strategic/operational management of SMEs/local farmers organisation's businesses, assisted the director in her decisions and staff/communities in formulating and executing business plans; developed strategies, processes and forms for income generating projects.
- Mayor consultancies: Supported strategic/organisational development of Colombian association of small entrepreneurs and developed/taught business plan training for members; steered Swiss NGO Eos Entrepreneur Foundation ([www.eosentrepreneurfoundation.org](http://www.eosentrepreneurfoundation.org)) in project development (e. g. model farms for displaced people for later scale-up; online platform for social businesses, advisors, donors and service providers); developed Colombo-Swiss sustainable tourism offer involving Swiss development NGOs and Colombian local project communities.

**Independent for commercialization & regional development in Switzerland / Europe****5.2007 – 6.2010**

- Designed, represented and evaluated projects for the European development program INTERREG; contributed to the development concept of high mountain areas of the canton of Grisons, Switzerland.
- Helped to organise national promotions at the point of sale and other selling activities for alpinaVERA (Commercialization platform for Swiss alpine products); worked in agriculture and maintenance of (agricultural) properties

**Head of Product Management Department and member of the board****9.2002 – 4.2007**Bio Suisse ([www.bio-suisse.ch](http://www.bio-suisse.ch)), association of Swiss organic agriculture, owner of Swiss organic leader brand

- Analysed Swiss and other organic markets, communicated the results, coordinated markets through round tables, stimulated innovation/growth in Switzerland/Europe together with commissions, farmers organisations, entrepreneurs.
- Positioned the organic sector and Bio Suisse with its brand in the agricultural policy of Switzerland and Europe.
- Designed and realised training about the organic market and Bio Suisse for farmers, entrepreneurs, students.

**Part-time farmer on organic & agritourist farm near Bern, Switzerland and ...****5.1994 – 8.2002**

- ...consultant in rural development of Swiss and European regions for SEREC ([www.serec.ch](http://www.serec.ch));
- ... consultant in organic farm and artisanal food processing inspections for bio.inspecta ([www.bio-inspecta.ch](http://www.bio-inspecta.ch));
- ... consultant in pig breeding including endangered races ([www.prospecierara.ch](http://www.prospecierara.ch), [www.wollschwein.ch](http://www.wollschwein.ch));
- ...(board) member of farmers cooperatives, associations and initiatives for regional commercialisation / development.

**VOLUNTEER EXPERIENCE****Long term member of two association boards****1994 – 2010**Agricultural Museum "Althuus" ([www.bauernmuseum.ch](http://www.bauernmuseum.ch)) and Bernese Museums Union "mmBE" ([www.mmbe.ch](http://www.mmbe.ch))

- (Co-)managed activities like exhibitions, kids events and further education for adults, projects.
- (Co-)developed management processes e. g. in communication (developed website and newsletter, established contact with authorities), in finances (negotiated public contributions, developed sponsoring, structured budgeting project-friendlly), in board management (established responsibility areas & reporting for board members, structured board meetings).
- For mmBE: As co-founder established the voice of rural museums and negotiated public recognition and funding, tripled members, increased turnover by 20, implemented a permanent office with a part-time secretary.

**Long term member of two commissions in agriculture and new member of IUCN's CEM****1994 – 2010; 2021 – now**Swiss Rural Youth Union (SLJV, [www.landjugend.ch](http://www.landjugend.ch)) and Bernese Economic and General Benefit Society ([www.ogg.ch](http://www.ogg.ch))

- Organised training and participated in Swiss and European/global agricultural politics.
- For Swiss Rural Youth Union: Represented the organisation within the Swiss Farmers Union.
- Member of Internat. Union of Conservation of Nature's Commission on Ecosystem Management ([www.iucn.org/cem](http://www.iucn.org/cem))

**EDUCATION****University and Vocational Education**

- Master in Agricultural Economist; Swiss Federal Institute of Technology, Zurich, Switzerland 1988 – 1994
- Vocational education in agriculture; Departmental Agricultural School, Bern, Switzerland 1988 / 1992

**Advanced and Professional Training**

- Online training/MOOCs: ecology, land management, economy, SDGs, web development, online marketing 2010 - now
- Training as a facilitator; AGRIDEA, CH 2016
- International Cooperation & Local Sustainable Development; Universidad del Rosario, Bogotá, CO 2012
- Key Account Management; SAWI (School of Marketing, Advertising & Communication), Biel, CH 2007
- Management of Small/Medium Museums; VSM (Swiss Museums Association), Zurich, CH 1998
- Training in organic agriculture & control systems/agritourism/as national expert in pig breeding 1998

**Languages and digitalisation**

- Languages: Fluent in English, French, Spanish, German/Swiss German (mother tongue), good understanding of Italian
- Computer: Advanced knowledge in Windows, Microsoft Office incl. VBA programming, database management, web development with HTML/CSS/JavaScript including platforms like WordPress/Wix/Weebly.