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.