



Human  
Wildlife  
Interactions  
Working  
Group

IUCN/SSC Conservation Translocations SG

## IUCN/SSC CTSG Human-Wildlife Interactions Working Group presents Conservation behaviour change: how to change human behaviour to help people and wildlife , led by Dr Laura Perry



The **HWIWG** invites you to a talk and discussion event led by Dr. Laura Perry, a founding member of the IUCN SSC CEC Behaviour Change Task Force and former Behaviour Change Coordinator for the IUCN SSC. Her talk will be followed by Q&A and an open discussion where participants are invited to exchange ideas drawn from their own practice and/or research. Events will take place on IUCN/Engage Zoom, and links will be shared near the time.

Find previous **recordings** and other resources here: <https://iucn-ctsg-hwi.wixsite.com/workinggroup>

**Tuesday the 11<sup>th</sup> of February 2025 (4-5.30pm GMT, British winter time)**

Conservation behaviour change is a nascent discipline, but one which has great applicability to many of today's conservation challenges. By using lessons drawn from social psychology, behavioural economics, and healthcare interventions, this approach has huge potential to shape human behaviour and ultimately secure conservation outcomes. In this talk, we will explore the fundamentals of behaviour change and how an array of techniques can be used to change human behaviour. Touching on examples from across conservation, we will discuss how these approaches can add value to a conservation programme, how practitioners can go about involving behaviour

change in their work, and the relevance of behaviour change approaches to conservation translocations.

**Dr Laura Perry**

Castlerock Conservation,

Member of the IUCN SSC CEC Behaviour Change Task Force



Dr. Laura Perry works on the human dimensions of wildlife, specifically focussing on conservation behaviour change. She is a founding member of the IUCN SSC CEC Behaviour Change Task Force and former Behaviour Change Coordinator for the IUCN SSC. Working with NGOs, research organisations, and zoos around the world, Dr Perry focusses on the evidence-led application of tools from social science to conservation problems. Her particular area of interest is the design, implementation, and evaluation of conservation activities which use advanced behaviour change techniques to secure improved outcomes for local communities and wildlife.

Contact [adriana.consorte-mccrea@canterbury.ac.uk](mailto:adriana.consorte-mccrea@canterbury.ac.uk) for any questions.



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