



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

**Tuesday the 11th 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



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. Laura works on the human dimensions of wildlife, and on the evidence-led application of tools from social science to conservation problems, specifically focussing on conservation behaviour change. 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. Contact adriana.consorte-mccrea@canterbury.ac.uk. More on <https://iucn-ctsg-hwi.wixsite.com/workinggroup>