

## DR LAURA REBECCA PERRY

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### WORK EXPERIENCE

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- Conservation Social Science Consultant**, Castlerock Conservation **Mar 24 – present**  
I design and implement behaviour change interventions to secure conservation outcomes, supported by the development of thoughtful theory of change and monitoring and evaluation frameworks. Partners include NGOs, state agencies, and companies, from Florida to Zimbabwe. I also provide training on key methodologies and behaviour change more broadly.
- Behaviour Change Coordinator**, Indianapolis Zoo (USA) **Sept 22 – Mar 24**  
Support for a global network of over 10,000 scientists in more than 170 Specialist Groups with social science needs. This commonly included the co-design of approaches; support with social research questions; and help to implement behaviour change interventions. Portfolio ranged from turtles in Mexico to eels in Japan.
- Behaviour Change Task Force Member**, IUCN SSC CEC (International) **Jul 23 – present**  
Working with the newly-formed specialist group to understand the behaviour change needs of conservation practitioners, and support these needs through the production of academic publications, guidelines, and teaching resources.
- Private Conservation Social Science Contracts** (Mixed) **Jan 22 – Sept 22**  
Design of behaviour change interventions and other social science support as needed on a project-by-project basis. Including behaviour change interventions to: increase use of bear-resistant trash cans; campaign to reduce wildlife poisoning in Tanzania; programme to reduce stakeholder conflict over Florida panthers; capacity building for qualitative techniques with group in Uganda.
- Postdoctoral Researcher**, Luwire Conservancy (Mozambique) **Oct 20 – Dec 21**  
Senior researcher and 'Director of Conservation & Communities', leading a team of 10 staff to collect and act on biodiversity and community data to improve conservation and community wellbeing outcomes. Close collaboration with communities and other stakeholders to design, fundraise for, and implement conflict mitigation and livelihood-improvement strategies.
- DPhil Student**, University of Oxford (Kenya, Botswana, Zimbabwe) **2017 – 2020**  
Reducing human-wildlife conflict using psychological and human behaviour change approaches. Use of applied behavioural science and stakeholder analysis approaches to understand factors influencing human behaviour around livestock management. Subsequent design of practical solutions to promote conservation-friendly livestock management behaviour.

### TEACHING EXPERIENCE

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- Associate Researcher**, Indiana University (USA) **Jan 23 – present**  
Undergraduate lecturing on conservation topics in the 'Centre for the Integrative Study of Animal Behaviour'. Research into audience perceptions of primates in zoos and the role of exhibit design.
- Research Associate**, University of Oxford (UK) **Dec 20 – present**  
Provision of undergraduate tutorials on conservation topics. Typically, 20+ students per year for a series of tutorials. Ongoing collaborations with the Wildlife Conservation Research Unit.
- PhD Supervision**, Université de Fianarantsoa (Madagascar) **Aug 23 – 2026**  
Supervision of a Malagasy student carrying out research into the impact of conservation activities and education, and the mechanisms through which to increase behaviour change outcomes.
- MSc Supervision x2**, 2021-2022 (University of Reading, UK; Universidade Lúrio, Mozambique).

## DR LAURA REBECCA PERRY

### EDUCATION

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DPhil Zoology, University of Oxford	2017 – 2020
BA (Hons) Biology (2.1), University of Oxford	2013 – 2016
A-Levels (Maths, Chemistry, English, Biology, Statistics, all at A*)	2010 – 2012

### JOURNAL & ADVISORY ROLES

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<b>Handling Editor</b> , <i>Conservation Biology</i> (Human Dimensions)	Mar 2023 – present
<b>Associate Editor</b> , <i>Journal of Wildlife Management</i> (Social Science)	Dec 2022 – present
<b>Associate Editor</b> , <i>Journal of Arid Environments</i> (Social Science, Conservation)	Jun 2023 – present
<b>Advisor</b> , Madagascar Fauna and Flora Group (Behaviour Change)	Feb 2023 – present

### SELECTED PUBLICATIONS AND CONFERENCES

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Veríssimo D., **Perry L.R.**, Merritt R., et al. (2024). *Changing behaviour to conserve biodiversity: the role of behaviour change interventions in achieving conservation outcomes* [Manuscript in press].

**Perry L.R.**, Kendall C., Bigodi T.J., et al. (2024). *Does engagement work? A qualitative evaluation of the impact of a long-term engagement and education programme in Uganda* [Manuscript in press].

Von Fersen L., Bader D., Danoff-Burg J., Cipriano F., **Perry L.R.**, and Marchini S. (2023). *The Human Dimensions of Small Cetacean Conservation – Executive Summary*. Conference Proceedings.

**Perry L.R.** (2023). *Behaviour Change for the IUCN Species Survival Commission* [Conference Presentation]. IUCN SSC Steering Committee Meeting 2023, Indianapolis, IN, USA.

**Perry L.R.** (2023). *Integrating Norms and Conservation Practice: A 'how-to' guide for practitioners* [Conference Presentation]. Human Wildlife Conflict & Coexistence Conference, Oxford, UK.

**Perry L.R.**, Bader D., Danoff-Burg J. (2022). *Human Dimensions in Small Cetacean Conservation: Integrating Stakeholder Engagement* [Conference Presentation]. Small Cetacean Working Group Meeting, Nuremberg, Germany.

**Perry L.R.**, Macdonald E.A., Johnson P., et al. (2022). Social referents and normative standards affect perceptions of livestock management behaviors. *Human Dimensions of Wildlife*, 27(3), 290-305.

**Perry L.R.**, Moorhouse T.P., Jacobsen K., et al. (2022). More than a feeling: Cognitive beliefs and positive – but not negative – affect predict overall attitudes toward predators. *Conservation Science and Practice*, 4(2), e584.

**Perry L.R.**, Loveridge A.J., Sibanda L., et al. (2020). Everyone is normal: Consistent livestock management norms and demographic clusters in Kenya and Zimbabwe. *Conservation Science and Practice*, 2(12), e313.

**Perry L.R.**, Loveridge A.J., Macdonald D.W., et al. (2020). The role of psychology in determining human–predator conflict across southern Kenya. *Conservation Biology*, 34(4), 879-890.

### SELECTED GRANT AWARDS

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**Segré Foundation** (2021, \$50,000). Pilot scheme for integrating honey production and electric fencing into crop protection strategies in Niassa Special Reserve.

**Irish Embassy to Mozambique** (2021, \$80,000). 'Crochet for Conservation' scheme to support local artisans in a nature-focused employment programme.

**Rufford Foundation** (2020, \$15,000). Exploration of social mechanisms to increase uptake of wildlife-friendly livestock management practices in Kenya and Zimbabwe.

### REFERENCE

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**David W. Macdonald** Emeritus Director of WildCRU; [david.macdonald@biology.ox.ac.uk](mailto:david.macdonald@biology.ox.ac.uk)