

2nd INTERNATIONAL CONFERENCE:

“Revisiting Efforts to Reduce Demand for Illegal Wildlife Products: Showcasing Best Practice in Behavioral Change”

28th & 29th and (optional training day) 30th November 2018,
[Southeast Asia Center \(SEAC Space\)](#), Bangkok, Thailand

SPEAKER BIOS

Deep Dive Working Group Leads

James Walsh is a doctoral student at the Blavatnik School of Government at the University of Oxford. I have worked with the World Bank for just under five years. I was a member of the research team for the *World Development Report 2015: Mind, Society, and Behavior*. In 2015, I served on the faculty of the Georgetown School of Foreign Service where I lectured in behavioural approaches to development economics. I have a BA in Economics and Political Science from Trinity College Dublin and a Master in Public Policy from the Kennedy School of Government at Harvard University.

Sonja Vogt is an associate professor in Sustainable Social Development at the [Department of Social Sciences](#) at the University of Bern in Switzerland. I am also affiliated with [Centre for Experimental Social Sciences](#) at the University of Oxford, the [Centre for Development and Environment](#) at the University of Bern, and the [Center for Child Well-Being and Development](#) at the University of Zurich.

Sameer Deshpande is a social marketing expert who serves as the Associate Professor of Social Marketing at Griffith University. He is also the Deputy Director of Social Marketing @ Griffith and Editor-in-Chief of *Social Marketing Quarterly*. Sameer has taught social marketing for past 20 years to undergraduate and graduate students and he has delivered more than 30 training sessions to industry, government, and non-profit professionals in the U.S., Canada, India, Singapore, and Australia on a variety of social marketing, behaviour change, and health communication topics in both face-to-face and online mode. Sameer works across public health and environmental issues and he has been awarded more than \$2 million for his research. Sameer has been closely associated with TRAFFIC for the past two years.

Sara Eppel led UK Government Defra’s work on behaviour change for sustainable living, which took a social science-based approach that is applicable for reducing demand for wildlife crime products. She worked extensively within Government departments on policy-mapping, using the 4Es methodology, asking what policies Encourage, Enable, Engage or Exemplify the desired change. She also developed a population segmentation model, using questionnaires, focus groups and interviews to better understand peoples’ motivations to want and to buy certain products. Once the segmentation is developed on peoples’ motivations, targeted interventions can be developed to influence change within each segment.

Toby Park leads the energy & sustainability work at BIT. With a view to promoting sustainable behaviour, Toby provides government, NGO and private clients with evidence-based policy advice, thought-leadership in the science of pro-environmental behaviour-change, and expertise in the design and delivery of complex field and laboratory research. Drawing upon cognitive and social psychology, behavioural economics, nudge theory, and a wide range of qualitative and quantitative research

methods, his expertise lies in understanding the complexities of pro-environmental attitudes and behaviour, and in designing and evaluating effective interventions to promote sustainable behaviour. His work spans energy and water conservation, low-carbon transport, sustainable food and resource consumption, waste and recycling, and wildlife conservation.

Eleanora (Nora) De Guzman is SBCC Team Lead of the USAID Wildlife Asia Activity in Bangkok. She guides planning, implementation and evaluation of SBCC activities to reduce consumer demand for wildlife parts/products in China, Thailand and Vietnam. She oversees SBCC capacity strengthening for local partners. Ms. De Guzman has 30 years' experience directing successful, ground-breaking USAID-funded SBCC and social marketing health projects in India, Vietnam, Philippines, Myanmar, and Senegal for FHI 360. She was International Communication Officer for UNICEF in Indonesia and India. She served as BCC consultant with the World Bank, ADB, WHO, Johns Hopkins CCP in Africa and Asia. Ms. De Guzman has a Master's in Environmental Planning from the University of the Philippines and a Master's in Development Studies from the Institute of Social Studies, The Hague, Netherlands.

Megan Hill works in E3's Forestry and Biodiversity Office. She is interested in all things related to behavior change, creating stronger constituencies for conservation (CBNRM), learning, evaluation, and adaptive management. She first worked at USAID as a Presidential Management Fellow from 1991-95, in Latin America and East Africa. She left to implement USAID projects with Conservation International, the National Fish and Wildlife Foundation (based in Guatemala), RARE, and USFWS.

Masterclass Leads

Eugene Kritski has more than 25 years of senior level experience in international social, public opinion and stakeholder research. He is an expert in research methodologies, study design, advanced statistical analyses, and strategic counseling.

Academic background includes a Ph.D. in Social History from St. Petersburg State University of Education (Russia) with undergraduate degrees in Linguistics, and Education.

Since 2003, Dr. Kritski has been chief methodologist at GlobeScan. He has overseen projects on behalf of corporations, governments, industries, professional associations, and non-for-profits in the areas of corporate reputation, issues management, and program evaluation on a local, national and global scale. His responsibilities include methodological guidance to GlobeScan's research teams on all stages of research projects design and implementation with major emphasis on cross-cultural research design and advanced statistical analysis and modeling.

For many years Dr. Kritski has been combining his research and teaching practices. He was an Adjunct Professor in Social Research Methods at Graduate School of Political Management at The George Washington University in Washington, DC. He also teaches Social Research Methods to international doctoral students and sits on the Doctoral Committee at Adizes Graduate School of Organizational Transformation in Santa Barbara, California.

Since 2015 has participated in a series of project on endangered wildlife species including: Elephants, Pangolins, Sharks, Tigers and Rhinos.

Kriss Barker, PhD, MPH, is Vice President of International Programs, and oversees Population Media Center (PMC)'s field offices, with responsibilities ranging from selecting and training administrative and creative teams to monitoring research results. Kriss has trained writers and producers for over 40 TV or radio programs and has authored numerous chapters and articles. She has over 30 years of experience in health development and communications. She holds a BA from Stanford University, a Master of Public Health from the Tulane School of Public Health and Tropical Medicine, and a PhD from the University of Cape Town.

Naysan Sahba joined the United Nations Environment Programme in 2014. He drives communication, digital and brand strategy for the organization. He oversees teams delivering major UN initiatives, including World Environment Day, Champions of the Earth, and the Wild for Life Campaign, which combats illegal trade in wildlife and forest products. His Division also oversees communication partnerships, like the Big Picture campaign with IMAX and UNEP's Goodwill Ambassadors program. Sahba started his career in communication for development working with indigenous community radio stations in Latin America and producing multimedia content about sustainable approaches to development.

Training Day Leads

Steven Menzies the Director of Flinch Marketing, an international social marketing consultancy based in Wellington, New Zealand. Over the past 15 years, Steve has helped to develop and implement number of successful behaviour change initiatives in areas as diverse as: waste reduction; sexual health; newborn care; mental wellbeing and; the protection of endangered species. Steve is also founding member of the National Social Marketing Centre (NSMC) and he has now provided social marketing training in more than 30 countries. Steve's highly interactive training courses are specifically designed to help participants understand how to apply the principles of social marketing to address their own behavioural challenges.

Matthew (Matt) Avery is a Health Behavior and Health Communications Specialist with more than 10 years of experience in HIV/AIDS prevention, BCC, and intervention planning and implementation for key populations. As the Regional Associate Director (Technical) for Global Health, Population and Nutrition for the FHI 360 Asia-Pacific Regional Office, he provides technical and strategic leadership for programming to improve performance of the HIV cascade. Mr. Avery also serves as Director of FHI 360 China. He holds a Masters of Public Health, Health Behavior and Health Education from the University of North Carolina, USA.

Pakprim (Prim) Oranop Na Ayuthaya is Monitoring, Evaluation and Learning (MEL) Specialist of the USAID Wildlife Asia Activity in Bangkok, responsible for leading and managing the project's monitoring, evaluation and learning activities. She previously served as the M&E specialist of the USAID Mekong Adaptation and Resilience to Climate Change Project. Her career in development spans 15 years in different areas. She was Senior Program Officer for a community-based HIV prevention, care and support project implemented by Pact Thailand and Communications Manager for Population Services International (PSI) Thailand. At PSI, she oversaw two BCC projects targeting transwomen and people who inject drugs. She holds a Master's degree in Applied Communications from the University of Denver, Colorado, USA.

Eleanora (Nora) De Guzman is SBCC Team Lead of the USAID Wildlife Asia Activity in Bangkok. She guides planning, implementation and evaluation of SBCC activities to reduce consumer demand for wildlife parts/products in China, Thailand and Vietnam. She oversees SBCC capacity strengthening for local partners. Ms. De Guzman has 30 years' experience directing successful, ground-breaking USAID-funded SBCC and social marketing health projects in India, Vietnam, Philippines, Myanmar, and Senegal for FHI 360. She was International Communication Officer for UNICEF in Indonesia and India. She served as BCC consultant with the World Bank, ADB, WHO, Johns Hopkins CCP in Africa and Asia. Ms. De Guzman has a Master's in Environmental Planning from the University of the Philippines and a Master's in Development Studies from the Institute of Social Studies, The Hague, Netherlands.

Lisa Rolls
Sean Southey