



# The Cambridge-LSE Behavioural Science for Biodiversity Conservation Policy Workshop

21 May 2026 | 9:00 – 17:00

The David Attenborough Building  
Cambridge Conservation Initiative



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## Welcome to this Workshop!

The El-Erian Institute at Cambridge Judge Business School is delighted to hold this opportunity to get together to share insights, discuss current research, and explore future directions at the intersection of behavioural science and conservation policy.

The workshop is a collaboration with colleagues from the International Behavioural Public Policy Association, London School of Economics, and the Cambridge Conservation Initiative.



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## AGENDA

8:45 - 9:15	<b>Registration with coffee &amp; tea &amp; light breakfast</b> Where: David Attenborough Building
9:15 - 9:30	<b>Welcomes:</b> Lucia Reisch & Arjun Kamdar, El-Erian Institute Chris Sandbrook, Conservation Research Institute
9:30 - 10:00	<b>Paper Session 1</b> 1. Diogo Veríssimo, University of Oxford: Beyond monitoring extinction: Tackling the four horsemen of conservation behaviour change 2. Marion Dupoux, European Commission: A Behavioural Lens on Nature Credit Markets
10:00 - 10:30	<b>Theme Session 1: “Behavioural science for conservation in practice and policy I”</b> 1. Molly Brown, IUCN: Strategic behavioural interventions are required to tackle Chinese aesthetic, cultural, and social values driving ivory demand 2. Katie Mabbutt, TRAFFIC: Applying the CITES Five-Step Demand-Reduction Framework Across Contexts: Insights from Bolivia and China and Their Integration into a Behavioural Community of Practice 3. Lisa Magnin, Foundations of Success: Behavioural Insights for Conservation Policy Advocacy
10:30 - 10:45	<b>Tea and coffee break</b>
10:45 - 11:50	<b>Theme Session 2: “Behavioural science for conservation in practice and policy II”</b> 1. Katarzyna Mikołajczak, London School of Economics: What drives the acceptability and sustained uptake of conservation policy? A behavioural service design study of mobile electric fencing for human–elephant coexistence in northeastern Gabon 2. Sam Gray, Willem Krüsmann, Rare: Behavioural Science for Biodiversity Conservation in Germany - Project Introduction



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	<p><b>Theme Session 3: “Conservation behaviour in the lab and in the field”</b></p> <ol style="list-style-type: none"><li>1. Mari Reitstøen Arnesen, Norwegian University of Science and Technology: Does biodiversity labelling affect consumer choices of protein sources? A discrete choice experiment in Norway and Denmark</li><li>2. Luiza Martins Karpavicius, University of Copenhagen: Keeping your options open: Forest owners’ behavior under irreversible conservation</li><li>3. Joss Lyons-White, University of Cambridge: Norms for Nature: A Randomised Controlled Trial of a social norm intervention to reduce deforestation while benefitting the livelihoods of Indonesian palm oil farmers</li><li>4. Christina Martini, Leipzig University: Social norms, misperceptions and support for biodiversity protection</li></ol>
11:50 - 12:00	<b>Short break</b>
12:00 -12:50	<p><b>Keynote; Q&amp;A</b> Professor Cass Sunstein: Nudging for Animals and Biodiversity - Behavioural Approaches</p>
12:50 - 14:00	<b>Lunch Break (buffet vg/ve)</b>
14:00 -14:45	<p><b>Paper Session 2</b></p> <ol style="list-style-type: none"><li>1. Ganga Shreedhar, London School of Economics: Public understanding of the sixth mass extinction and support for transformative action</li><li>2. Patrik Michaelsen, University of Gothenburg: Mass support 30by30: Experimental evidence from five continents</li><li>3. Assaf Shwartz, Technion: Three C’s for a biodiverse future: reduced consumption, compact living and connection to nature</li></ol>
14:45 - 15:30	<p><b>Theme Session 4: “Human-nature relationships and behaviour”</b></p> <ol style="list-style-type: none"><li>1. Max Eriksson, University of Klagenfurt: Listening with others: Fostering Multispecies Empathy and Nature Connectedness Through Immersive Soundscape Experiences</li><li>2. Svea Hörberg, Leibniz University Hannover: Biodiversity on the Doorstep: How Small -Scale Residential Conservation Strengthens Nature Connectedness and Place Attachment to Drive Broader Biodiversity</li></ol>



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15:30 - 15:45	<b>Tea and coffee break</b>
	<b>Theme Session 5: “Transformative nodes for behavioural change”</b>
	1. Sarah Papworth, Royal Holloway, University of London: Taking action for nature: Prioritising individual actions for nature in NGO messaging
	2. Alegria Olmedo, Fauna & Flora: Participatory Behavioural Intervention Design
15:45 - 16:30	3. Ruth Fletcher, Science Team, UNEP-WCMC: Drivers of change
	4. EJ Milner-Gulland, University of Oxford: How can universities support behaviour change towards nature recovery?
16:30 - 17:00	<b>Reflections and Wrap-up</b>
17:00 - 18:30	<b>Social: Walking Tour / River Punting</b>
18:30 - 21:00	<b>Dinner - The Whale Café (buffet vg/ve)</b>

You are also invited to an additional TRAFFIC event for World Biodiversity Day

22 May | 14:00-16:00 Evolving Wildlife Consumer Behaviour Change Strategies

This event (co-hosted with the EEI) will explore the imperative, options, issues and solutions around evolving wildlife consumer behaviour change strategies, with a focus on reducing demand for illegally traded species and promoting sustainable consumption.

The event will be in person, with a hybrid option for those unable to travel, for 40-senior decision makers and conservation sector influencers or their nominated representatives.

Welcome refreshments will be available from 13:30 and an early evening reception will continue after the main proceedings until 17:00, offering attendees a chance to mingle and explore key conversation themes further.



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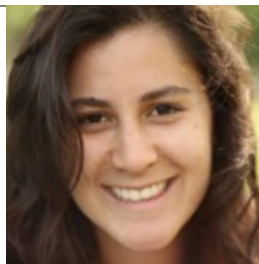
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## **SPEAKERS & CO-ORGANISERS**



**Professor Adam J. Oliver**  
**Professor of Behavioural Public Policy, Department of Social Policy, London School of Economics**

Adam is the Founding Editor of the journal, Behavioural Public Policy, Founder of the Annual International Behavioural Public Policy Conference, and Founding Chair of the International Behavioural Public Policy Association. Oliver wrote a trilogy of books on the origins, development and future of the field: *The Origins of Behavioural Public Policy* (2017), *Reciprocity and the Art of Behavioural Public Policy* (2019), and *A Political Economy of Behavioural Public Policy* (2023), all published by Cambridge University Press.



**Dr Alegria Olmedo**

Alegria has specialised in applying behaviour change approaches to understand the drivers behind wildlife product use and consumption in Vietnam and more recently in West and East Africa. As a Technical Specialist in wildlife trade at Fauna & Flora, her current work on behaviour change focuses on wildmeat consumption as a driver for hunting in South Sudan and supporting behavioural intervention design in Nicaragua. More broadly, she focuses on integrating the use of behavioural insights and adequate design of behaviour change interventions into Fauna & Flora's efforts that address the unsustainable wildlife trade.



**Professor Andreas Kontoleon**  
**Professor of Environmental Economics and Public Policy, Director of Research, Dept of Land Economy, University of Cambridge**

Andreas holds a PhD in Economics from University College London, an MPhil from Cambridge, and a BA from Athens. He is co-founder of BIOECON, a leading network on biodiversity economics and law. He has published over 100 peer-reviewed articles and books on environmental regulation and public policy. His research focuses on designing and evaluating policies using micro-econometric,



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experimental, and behavioural methods across biodiversity, climate change, energy, food security, public health, and poverty alleviation. He has advised governments in the UK, China, Tanzania, Namibia, and Sierra Leone, and organisations including the OECD, World Bank, ADB, IUCN, UNEP, and RSPB. His recent work evaluates conservation and development policies in Sierra Leone, Brazil, China, Kenya, and Uganda.



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**Arjun Kamdar**  
**PhD Researcher, The El-Erian Institute of Behavioural Economics and Policy, CEENRG, Dept of Land Economy**

Arjun Kamdar is a PhD student at the Department of Land Economy, and Behavioural Biodiversity Conservation Lead the El-Erian Institute of Behavioural Economics and Policy. His work focuses on understanding decision-making and behaviour change in complex social-ecological systems, using a transdisciplinary approach combining behavioural economics, conservation science, and environmental policy. He has designed and implemented applied programmes focussing on creating safer shared spaces between humans and wildlife, increasing the adoption of conservation behaviours, and developing organisational capacity for State institutions, NGOs, and academic entities.



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**Professor Assaf Shwartz**  
**Associate Professor, Landscape Architecture Track, Technion**

Assaf is a conservation biologist specialising in theoretically grounded applied research to promote environmental stewardship and human well-being. He integrates humans into ecological research by crossing disciplinary boundaries and examining the social and ecological impacts of conservation interventions. Assaf earned a PhD in urban ecology from Sorbonne University and the Natural History Museum in Paris. He later conducted postdoctoral research on biodiversity, ecosystem services, and large-scale conservation initiatives in the UK.

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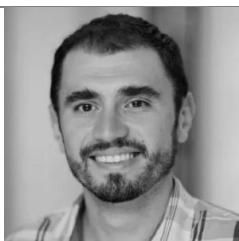
**Professor Cass R. Sunstein**  
**Robert Walmsley Professor, Harvard University**

Cass serves as founder and director of the Program on Behavioral Economics and Public Policy at Harvard Law School. From 2009 to 2012, he was the Administrator of the White House Office of Information and Regulatory Affairs under President Obama. He has worked with the World Health Organization and the United Nations and served in the Biden Administration at the Department of Homeland Security. He has written several best-selling books, including 'Nudge', which he co-authored with Richard Thaler.



**Professor Chris Sandbrook**  
**Professor of Conservation and Society in the Department of Geography, the University of Cambridge**  
**Director of the Cambridge Conservation Research Institute and Director of the MPhil in Conservation Leadership.**

A conservation social scientist and political ecologist, his research explores the relationships between biodiversity conservation and society, including conservation and development, the values shaping conservation practice, and the social implications of digital technologies such as AI for conservation. He is a Fellow of Darwin College and has worked extensively at the science-policy interface in global conservation



**Dr Diogo Veríssimo**  
**Research Fellow at University of Oxford, Chair IUCN SSC CEC Behaviour Change Taskforce**

Diogo leads the Biodiversity and Behavioural Science Research Team (BBEST) at the Environmental Change Institute, University of Oxford. His work focuses on the design and evaluation of behavioural interventions to support biodiversity conservation globally. Diogo is a former Vice-President of the International Social Marketing Association and currently chairs the IUCN Behaviour Change Task Force.



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**Christina Martini**  
**Postdoctoral Researcher, Faculty of Economics and Management Science, Leipzig University & the German Centre for Integrative Biodiversity Research HalleJena-Leipzig**

Christina has a PhD in behavioural development economics from the University of Göttingen. Using experimental methods, she seeks to identify effective interventions that promote environmental awareness and encourage pro-conservation behaviour.



**Professor Dame E.J. Milner-Gulland**  
**The Tasso Leventis Professor of Biodiversity, University of Oxford**

E.J.'s PhD, at Imperial College London, was on the wildlife trade, with a focus on ivory, rhino horn and saiga antelopes. She is Director of the Interdisciplinary Centre for Conservation Science in the Department of Biology; a group of around 60 researchers covering a range of research areas within the broad area of understanding, predicting and mitigating biodiversity impacts, and monitoring and evaluating conservation interventions for their social and biodiversity outcomes. She has launched a number of initiatives which aim to change the real-world conversation around conservation, including the Nature-Positive Universities initiative and the Conservation Optimism movement. She has two Honorary Doctorates, has won four awards for her research and was made a Dame of the British Empire for services to international conservation in the 2023 King's Birthday Honours.



**Dr Ganga Shreedhar**  
**Assistant Professor of Behavioural Science at the London School of Economics (LSE); Coo-director of the MSc in Behavioural Science programme**

Ganga's research explores how different systemic actors—from individuals and communities to organisations—perceive and respond to complex environmental crises, including climate change and biodiversity loss. She investigates what drives sustainable choices around diet, food waste, and collective and conservation actions across these levels, and how behavioural interventions can create transformative change. She teaches Behavioural Science for



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Planetary Wellbeing and holds a PhD in Environmental Economics from LSE. She is a member of the IUCN behavioural task force.



**Gayle Burgess**  
**Behavioural Change Coordinator, TRAFFIC**

Gayle has worked at TRAFFIC since 2011 where she leads the work on Social and Behaviour Change. Gayle authored the CITES Guidance on Demand Reduction, which Parties are urged to use under CITES Resolution 17.4 Rev CoP19, and is a member of the IUCN SSC CEC Behaviour Change Task Force. Gayle also led the Behaviour Change Technical Support Program (TSP) for the World Bank GEF–Global Wildlife Program. This two-year initiative (2023–2025) provided resources, Toolkits, bilateral support, strategy development, Guidance Notes and Webinars on relevant topics for the 38 countries implementing wildlife conservation for development priorities under GEF 6, 7 and 8. She is a Fellow of the Institution of Environmental Sciences and a Chartered Environmentalist with the Society for the Environment.



**Dr Joss Lyons-White**  
**Postdoctoral Researcher in the Conservation and Development Lab at the University of Cambridge**

Joss’s research is focused on understanding how to improve the effectiveness and equity of interventions to promote conservation by changing farmers’ behaviour, with a particular focus on interventions to conserve forests in agricultural supply chains. He began his postdoctoral research at ETH Zurich, received my PhD and MSc in Conservation Science from Imperial College London, and have a BA in Psychology from the University of Oxford. He has conducted fieldwork in Cote d’Ivoire, Ghana, Gabon, Liberia, and Indonesia, and his research has been published in journals including *Global Environmental Change*, *One Earth*, and *Conservation Letters*



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**Dr Katarzyna Mikołajczak**  
**Research Fellow at the Grantham Research Institute, London School of Economics (LSE)**

Katarzyna (Kaya) is an interdisciplinary conservation scientist with an interest in human-nature relationships and applications of behavioural, design and systems thinking approaches to nature conservation and sustainability. Her research centres primarily on farming communities, including nature connection among non-indigenous farmers in the Brazilian Amazon, perceptions of rewilding among English farmers, and service design for improving electric mobile fences against elephant crop raiding in Gabon. Currently, she serves as the behavioural lead on the BASIN project, investigating psychological and behavioural approaches to water security adaptation in sub-Saharan Africa.



**Katie Mabbutt**  
**Social and Behaviour Change (SBC) specialist, TRAFFIC**

Katie applies behavioural science to tackle illegal and unsustainable wildlife trade. She supports teams globally in intervention design, evaluation, and capacity building, and plays an active role in the SBC Community of Practice. With an MSc in Conservation Science from Imperial College London and a BA in Psychology & Management from the University of Leeds, Katie applies behaviourally informed approaches to drive impactful conservation outcomes.



**Lisa Magnin, Program Officer, Foundations of Success Europe (FOS Europe)**

FOS dedicated to accelerating and amplifying the impact of the global conservation community. With a background in international and European environmental law, Lisa's work sits at the intersection of legal frameworks, behavioural science, and conservation practice. Over the past three years, she has led a collaborative learning initiative examining what drives successful conservation policy engagement and how practitioners can improve it. This work has culminated in 'Navigating Policy Engagement: A Practitioner's Guidebook', a practical resource for conservation organisations working in complex policy environments.



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**Professor Lucia A. Reisch**  
**Director, The El-Erian Institute of Behavioural Economics and Policy at the University of Cambridge, Judge Business School**

Lucia is a behavioural economist and social scientist and an expert in behavioural insights-based policies for sustainability. She has published widely on sustainable consumer behaviour, behavioural insights, and sustainability policy. A special feature of Lucia's academic work is interdisciplinary international research projects, often with partners from STEM, law, psychology, and climate action.



**Dr Luiza Martins Karpavicius**  
**Postdoctoral Researcher at the Department of Food and Resource Economics at the University of Copenhagen**

Luiza holds a PhD in Environmental Economics from Aarhus University, an MSc in Environmental and Resource Economics from the University of Copenhagen, and a BSc in Economic Sciences from the University of São Paulo. She employs microeconomic methods (including econometrics, microeconomics modelling and behavioural experimental approaches) to applied environmental topics. She currently works on the EU Horizon project INTERCEDE, investigating the effectiveness of forestry PES schemes. Her interests lie in environmental policy analysis, design and adoption in the land use sector.



**Mari Reitstøen Arnesen**  
**PhD student in environmental psychology, Norwegian University of Science and Technology (NTNU) in Trondheim**

Mari is part of the research group Citizens, Environment and Safety, and has spent three months at Aarhus University as a visiting scholar. In her PhD project, she investigates consumer attitudes toward biodiversity-friendly food and the determinants of willingness to choose such products. Her broader research interests include sustainable consumption patterns, public acceptance of conservation and climate policies, and the ways people develop meaningful connections with nature and place.



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**Dr Marion Dupoux**  
**Policy Analyst at the Joint Research Centre of the European Commission**

Marion led the position paper *Unlocking the full potential of behavioural insights for policy*, which broadens the scope of behavioural insights uses in public policy, beyond standalone behavioural interventions. She primarily works on environmental policy challenges, including biodiversity, waste sorting, textile, energy and water. Before joining the JRC, she was a researcher at the University of Gothenburg in Sweden. Her research tackled a broad range of issues such as the distribution of social preferences in changing environments (e.g. equal vs unequal opportunities); the ways carbon tax acceptability could be improved; the behaviour of actors from the private sector towards the environment; the consequences of ignoring a successful bottom-up democratic strategy on citizens' emotions and mobilization in social media.



**Max Eriksson**  
**Senior Scientist in Geography and Regional Studies, University of Klagenfurt; Klagenfurt am Wörthersee, Austria**

Max's research focuses on environmental politics and behaviour, examining issues such as large carnivore return (e.g. wolves), invasive species, wildfire governance, and water rights within broader debates on natural resource governance and sustainability transitions. His work bridges political science, psychology, and environmental social science, combining theory-driven questions with quantitative, experimental, and participatory methods. He has led large-scale survey-based research across multiple international projects to generate insights into socio-environmental conflicts. He is currently a Senior Scientist in the Department of Geography and Regional Studies at the University of Klagenfurt.



**Dr Molly Brown**  
**Wildlife Use and Trade Programme Officer, IUCN**

Molly is an interdisciplinary conservation scientist specialising in sustainable wildlife trade and social and behaviour change. She holds a PhD in Biology from the University of York, where she developed innovative approaches to reduce consumer demand for ivory using social marketing. Her work reflects a strong commitment



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to tackling illegal and unsustainable wildlife trade through evidence-based conservation solutions. Molly now works as the Wildlife Use and Trade Programme Officer at the IUCN, where she is currently managing the technical delivery of IN-WILD, a GEF-8 Innovation Window funded project on revolutionising wildlife use and trade indicators by harnessing social media big data.



**Dr Patrik Michaelsen**  
**Post-doctoral researcher, Department of Political Science, University of Gothenburg**

Patrik’s research revolves around behavioural public policy, environmental politics, and behaviour change – generally, the intersection of policy and people. Current focus areas include nature conservation policy and the “30-by-30”-target, government transparency, and the experiential effects of policy interventions. His first book, *Default Nudges: From People’s Experiences to Policymaking Implications*, written together with Cass R. Sunstein, was published by Palgrave Macmillan in 2023.



**Ruth Fletcher, Lead Social Scientist, Science Team, UNEP-WCMC**

Ruth is an inter-disciplinary scientist with expertise in ecology, economics and social aspects of marine biodiversity issues. Her expertise in strategic planning, particularly through the use of theory of change and impact pathways, has led to the role as Lead Social Scientist. She has applied these areas of technical and strategic thinking to a variety of projects including those on natural capital, sustainable blue economy and implementation of the Dasgupta Review. Recent work on the Planet4B project has enabled deeper exploration of pathways of change particularly with behaviour as a key dimension.



**Sam Gray**  
**Manager, Global Development, Rare.org**

Sam works with Rare’s country teams and global partners to develop publicly funded programmes that integrate behavioural science into biodiversity conservation and environmental protection initiatives. He focuses particularly on European and UK donors, supporting the development of proposals that embed behavioural insights into conservation practice. Sam also delivers training in Rare’s Behaviour-Centred Design methodology, strengthening



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environmental practitioners' capacity to apply behavioural approaches in their work.



**Dr Sarah Papworth**  
**Associate Professor in Conservation Science, Royal Holloway, University of London**

Sarah's research focuses on the relationship between individual behaviour and biodiversity conservation. This includes both humans and animals, and she is particularly interested in nature-friendly behaviour change in the UK and primate behaviour in the tropics, combining approaches and theory from ecology, anthropology and psychology.



**Svea Hörberg**  
**PhD researcher in the Environmental Behaviour and Planning Working Group at the Institute for Environmental Planning, Leibniz University Hannover**

Svea holds an M.Sc. in Psychology with a specialisation in environmental psychology from the University of Vienna. Her doctoral research, conducted through the BioWoQ project (funded by the German Federal Environmental Foundation, 2024-ongoing), examines behavioural strategies to promote biodiversity in residential areas through collaboration with housing companies and municipalities in Hannover. Specifically, she investigates how small-scale residential conservation activities strengthen nature connectedness and place attachment among urban tenants, driving broader pro-environmental engagement through participatory planning approaches.



**Willem Krüsmann**  
**Behaviour Research Associate, Rare.org**

Willem is a psychologist and behavioural scientist with previous experience in strategy and organisational consultancy across Europe. At Rare Europe, he focuses on integrating Rare's Behavior-Centered Design approach into European nature conservation projects. His work spans research on behavioural drivers and intervention design, the delivery of trainings, and outreach to strengthen the application of behavioural insights in conservation practice.



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## PARTICIPATING ATTENDEES

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**Suhaimi Bin Zainal Shah**  
**MSc student, London School of Economics (LSE)**

Suhaimi has a BSc in Mathematics and Economics from Nanyang Technological University. He has worked in education leadership and charity management in Singapore, bridging frontline practice and policy thinking across the education and social services sectors. During the COVID-19 pandemic, he also contributed to EdTech policy work, gaining firsthand insight into how policy is shaped under crisis conditions.



**Prof John B. Thøgersen**  
**Professor of Economic Psychology at Aarhus University, Denmark**

John's core research focus is sustainable consumption in developed and emerging economies. He advises academic, EU, governmental and other large research project. His research is published in high-level journals, including Journal of Consumer Research, Journal of Business Ethics, and Psychology & Marketing. He is an Editor of the Journal of Consumer Policy and member of several editorial boards.



**Elizabeth Biggs**  
**PhD Researcher, University of Reading, UK**

Lizzie studies whether pro-biodiversity behaviours can be encouraged through behavioural interventions that use large language models. Before beginning her PhD, Lizzie worked in consultancy, supporting large corporations to reduce their impact on biodiversity. Her previous research explored how behavioural interventions such as norms, defaults, and ecolabels can increase sustainable eating, through field trials, online choice experiments, and systematic reviews. She holds an MBIol in Biology from Oxford and research experience in behavioural science.

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**Nico Boenisch, Director, Europe  
Foundations of Success (FOS) Leicester, UK**

With expertise in evidence-based learning, strategy development, and adaptive management, he has worked with teams across Europe, Africa, and Asia to apply the Conservation Standards in organisational strategy, protected area management, climate change adaptation, and public sector partnerships. He also co-ordinated a multi-year collaborative learning initiative on conservation policy engagement.



**Harrison Carter  
DPhil student, WildCRU, Department of Biology, University of Oxford, UK**

With a background in finance and management consulting in London, Harrison's research explores realistic pathways for economic systems to better incentivise coexistence between people and the natural world. I lead the Incentivising Conservation research group within WildCRU and hold ongoing expert advisory roles supporting the design and scaling of nature finance interventions.



**Andrea Pizarro Correal  
Technical Specialist, Wildlife Trade, Fauna & Flora**

Andrea provides strategic guidance for projects across the Americas and Caribbean, strengthening partner capacity and collaboration for biodiversity protection. With 15 years of experience across Latin America, Africa, and Asia, Andrea has worked on conservation and wildlife trade initiatives including programs in the Caribbean and cross-border efforts in the Amazon Trifrontier region (Peru, Colombia, Brazil). She has also wide experience in chimpanzee conservation programs in Sierra Leone and slow loris in Indonesia. Andrea holds a Master's in Biological Sciences focused on wildlife conservation and a specialisation in Wildlife Medicine and Conservation from Universidad Autónoma de México. Her research has been published in journals including *Nature Communications* and the *Journal of Medical Primatology*.



**Prof Sander van der Linden, Professor of Social Psychology in Society FPsyS FBPsS FAcSS**  
**Director, Cambridge Social Decision-Making Laboratory**  
**Professorial Fellow, Churchill College**  
**University of Cambridge, UK**

Before coming to Cambridge, he held posts at Princeton and Yale University. His research interests centre around the psychology of human judgment and decision-making and human-technology interaction. In particular, he is interested in the social influence and persuasion process and how people are influenced by (mis)information and gain resistance to persuasion and manipulation through psychological inoculation. He also researches the psychology of conspiracy theories, extremism, the impact of genAI, LLMs, deepfakes, and digital media, social networks, reasoning about evidence, and the public understanding of risk and uncertainty. His research uses a variety of techniques, from virtual reality to survey, neuro, and lab studies to computational social science, big data, and large-scale (online) interventions.



**Alan Hesse, Senior Behaviour Change Specialist (TRAFFIC); also independent author-illustrator and climate educator**  
**TRAFFIC International**

Built bottom-up and hands-on, his experience spans field data collection, grassroots leadership, project management, community engagement, M&E, and climate education through graphic novel authorship. His conservation career includes roles as a Senior Staff Member and Principal Investigator at Armonía (BirdLife Partner), Field Investigator with WCS Bolivia, Field Logistics Officer for Conservation International's RAP expeditions, and Programme Manager and Senior Manager of M&E at Rare.

**Also joining us from TRAFFIC:**



**Ulantuya ('Tuya') Hargan, Social Behaviour Change Support Manager, TRAFFIC International**



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**Yifei Zhang (Lucy)**, EU-GUARD DR Alliance Project Manager, TRAFFIC International

**The EEL team members supporting this event**

- Aga Niedzweicka – Research Centre Manager  
Annabel Elad – Engagement and Outreach Coordinator  
Dr Atiyeh Yeganloo – Research Associate  
Cecilia Shang – PhD Researcher  
Eriko Yamakuma – Research Assistant  
Dr Malte Dewies – Research Associate  
Dr Paul Lohmann – Research Associate  
Piotr Lipiński – Research Assistant  
Dr Shruti Surachita – Research Associate

**TRAVEL ADVICE**

Venue for 21 May 2026 Workshop: Pembroke Street, Cambridge CB2 3QZ

The David Attenborough Building, Cambridge Conservation Initiative (CCI) Seminar Room.

You will need to sign in at the building's Reception and receive a Visitor's badge.

To get to the CCI main reception, enter the site through the Pembroke Arch on Downing Street and continue straight past the Museum of Zoology. There is lift access opposite the bike racks.

The building is fully accessible. For more Accessibility and mobility information please visit their website: <https://www.cambridgeconservation.org/about/the-david-attenborough-building/>

**Arriving – University of Cambridge**

- **By train** — the [Cambridge main](#) station is about 25 minutes on foot, or 10 minutes by cycle from CJBS. Multiple bus routes operate every 10-15 minutes from the stop at the City Centre Grand Arcade – John Lewis. Taxis are also available – rank outside the station.
- **By bus** — most local services stop at Emmanuel / Drummer Street or nearby in the city centre, about 10 minutes' walk from the venue. The terminal for long-distance coaches is a little further away at Parkside, but some of their routes also call at the Park & Ride sites.
- Cycle hire [Voi](#) provides a service via an app at numerous collection points around town.



## Parking

The venue is centrally located in the city but has no car park. The nearest car park is the multi-storey Grand Arcade car park, the entrance is on Corn Exchange Street. Cambridge City Centre is served by several 'Park and Ride' sites, all of which have large car parks. For information about Park and Ride sites, please click here. <http://www.cambridgeparkandride.info/>

- Pay and Display parking operates in the nearby streets between 8.30am and 6.30pm every day, except for Bank Holidays but *including* Sundays. Outside these times parking is free and there is additional space near the Fitzwilliam Museum. There is also chargeable parking at the Grand Arcade shopping centre (10 minutes' walk away) and a limited amount on nearby streets; the Backs (Queen's and Newnham Roads) often have some spaces, but if you want trouble-free parking then it is best to avail yourself of the [Park & Ride service](#) (see below). Trumpington Street [Park & Ride](#) — there are three routes serving the church directly, the [Park & Ride](#) bus from Trumpington and the [Whippet Universal](#) routes U1 and U2 from Eddington via the Maddingly Road P&R (near M11 Junction 13 from the south and A428 from the west) which both stop near JBS (ask for the Fitzwilliam Museum). In the opposite direction the U routes also serve the main railway station (see below), Addenbrooke's hospital and the biomedical campus.

For comprehensive information on public transport and parking in Cambridge please see the Greater Cambridge Combined Authority's [Public Transport](#) and the City Council's [Cambridge Parking](#) sites.

## Accommodation:

If you are planning to stay over in Cambridge, may we recommend booking early, as Cambridge is quite small and has a heavy stream of visitors.

The University of Cambridge has a portal for campus and off-campus stays:

<https://www.universityrooms.com/en-GB/city/cambridge/home/>

Nearby hotels: The Graduate, The Lensfield, Hotel du Vin.



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Please ask the EEI team for further advice:

[Eei-info@jbs.cam.ac.uk](mailto:Eei-info@jbs.cam.ac.uk)

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## THANK YOU

Huge thanks to the Cambridge Conservation Initiative (CCI) for kindly hosting this event and sharing with us their innovative workspace management knowledge and insights.

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## ABOUT THE EEI

The El-Erian Institute of Behavioural Economics and Policy for Sustainability (EEI) at the University of Cambridge, Judge Business School, is dedicated to researching human behaviour and decision making, and its implications for the formation and implementation of public policy. By leveraging the combined expertise of Cambridge Judge Business School faculty and researchers across the University of Cambridge, the Institute aims to identify new ways to address social challenges and improve lives. EEI was created by a generous donation from University of Cambridge alumnus Dr Mohamed A. El-Erian. The donation is divided between the University and Queens' College.

The Institute aims to advance the study of the behavioural dimensions of public policy with a focus on sustainable development.

The EEI draws on an established network of international collaborations and works closely with the Harvard Program on Behavioural Economics and Public Policy at Harvard Law School. These established links and engagement with external audiences strengthen the impact of research of Cambridge Judge Business School, and of contributing departments and faculties at the University of Cambridge.

*Our Vision is to provide an intellectual hub for behavioural economics and policy with a focus on sustainable development, working closely with expertise in subjects including economics, neuroscience, psychology, and behavioural science, from Cambridge, and internationally.*

*Our Mission is to better understand how decision-making interacts with human behaviour, particularly in the presence of uncertainty and insecurities. This work offers the potential for improvements in our collective wellbeing, sustainable development, and quality of life.*

El-Erian Institute of Behavioural Economics and Policy | Cambridge Judge Business School  
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