



- Back to Nature -

A Nordens Ark Conservation Initiative

[www.nordensark.se](http://www.nordensark.se)

## Outline Workshop Programme, 4-7 May 2009

### Purposes

- To explore the reasons for Western society's unwillingness to value Nature enough
- To identify specific threats to human wellbeing resulting from loss of Nature
- To understand the negative influences on societal values and behaviours in relation to Nature
- To review positive influences and initiatives that value Nature, and ways to enhance and increase them
- To draw on the skills and experience of participants to identify and develop ideas for new initiatives that Nordens Ark would be well placed to launch and promote.

### Tuesday 5 May

#### 09.00 Opening session

*Names*

Welcome and introductions

#### **Session 1: The Importance of Nature**

The roles and values of biodiversity:  
what losses from Nature would most  
imperil Western society?

Dr Jane Goodall  
*Jane Goodall Institute,*  
Dr Mark Stanley Price  
*Visiting Fellow in Conservation*  
*Strategy, Dept. Zoology, University of*  
*Oxford*

#### 11.30 **Session 2: People and Nature**

Focus on the living world and environmental  
concerns: why do individual people value Nature,  
but society collectively does not accord Nature the importance it merits?

Dr Stefan Edman

*Group and plenary discussion*

**16.45 Session 3: Society and Nature - 1**

Understanding influences and influencers: who and what influences how society sees and treats Nature relative to other aspects of the environment?

*Group and plenary discussion*

**Wednesday 6 May**

**08.30 Session 4: Society and Nature – 2**

What is being done to champion Nature and counteract negative influences on society?  
What (in general terms) is already being done to reverse the tide identified in Session 3?  
What (generally and specifically) is not being done that should be?

*Group and plenary discussion*

**10.30 Session 5: The Way Ahead – 1**

The specific areas that a NA Initiative might fill: what could NA do that is not being done by others, and would make good use of NA's specific skills and resources and of Sweden's international standing?

*Group and plenary discussion*

**13.30 Session 6: The Way Ahead – 2**

What goes into a new Ark? What ideas, initiatives or messages should a 21<sup>st</sup> Century Ark carry in order to help preserve both Nature and human society?

*Group and plenary discussion*

**16.00 Jane Goodall lecture**

**Thursday 7 May**

**09.00 Session 7: The Way Ahead – 3**

Developing and refining a new Ark: what specific initiatives should NA develop that would use the platform, skills and resources it has, reflect Sweden's international standing, be supported by the participants and other experts and public figures, and would be effective in increasing society's valuing of Nature?

*Group and plenary discussion*

**11.00 Workshop ends**

## Biographies of participants

### ***Dr Lena M Linden***

Lena Linden was the inspiration behind, and founder of, Nordens Ark, Sweden, and has been its chief executive for over 20 years, creating a unique institution and facility.

She has degrees in zoology and geology, ethnography and physical geography. She has an honorary doctorate from the University of Gothenburg, and is a member of the Royal Swedish Academy of Agriculture and Forestry.

She is Treasurer of the International Species Information System as it undergoes its multi-million dollar transformation into the global Zoological Information Management System.

She has committed Nordens Ark to a pioneering role of linking conservation of endangered species in and out of the wild, providing the public with a stunning recreational experience combined with public education and awareness, sponsoring applied research and providing training for young professionals.

### ***Dame Jane Goodall***

Jane Goodall began her landmark study of chimpanzees in Tanzania in June 1960, under the mentorship of anthropologist and paleontologist Dr. Louis Leakey. Her work at Gombe Stream would become the foundation of future primatological research and redefine the relationship between humans and animals.

In 1977, Goodall established the Jane Goodall Institute (JGI), which continues the Gombe research and is a global leader in the effort to protect chimpanzees and their habitats. The Institute is widely recognized for establishing innovative, community-centered conservation and development programs in Africa, and the Roots & Shoots education program which has more than 8,000 groups in nearly 100 countries.

Dr. Goodall travels an average 300 days per year, speaking about the threats facing chimpanzees, other environmental crises, and her reasons for hope that humankind will solve the problems it has imposed on our planet. She continually urges her audiences to recognize their personal responsibility and ability to effect change through consumer action, lifestyle change and activism.

Dr. Goodall's scores of honors include the Medal of Tanzania, the National Geographic Society's Hubbard Medal, Japan's prestigious Kyoto Prize, Spain's Prince of Asturias Award for Technical and Scientific Research, the Benjamin Franklin Medal in Life Science, and the Gandhi/King Award for Nonviolence. In April 2002, Secretary-General Kofi Annan named Dr. Goodall a United Nations "Messenger of Peace," and she was reappointed in June 2007 by Secretary General Ban Ki-moon. In 2004, in a ceremony at Buckingham Palace, Dr. Goodall was invested as a Dame of the British Empire, the female equivalent of knighthood. In 2006, Dr. Goodall received the French Legion of Honor, presented by the Prime Minister Dominique de Villepin, as well as the UNESCO Gold Medal Award.

### ***Andrew Acland***

Andrew Acland has worked as a mediator, facilitator and trainer in contexts ranging from the political, social and environmental to the legal, corporate and organisational for over twenty years.

Since 1992 he has specialised in designing and facilitating stakeholder engagement and consultation processes in complex, multi-party, multi-issue contexts, often with environmental and social sustainability dimensions. He has worked nationally and internationally with business, government, non-governmental and civil society organisations on many controversial issues, such as the transport of nuclear waste, mining; climate change; forestry; biodiversity; carbon sequestration; fuel poverty; marine conservation and many others.

Andrew's experience as a trainer in negotiation, mediation and facilitation is also extensive. He developed and ran many of The Environment Council's pioneering courses on facilitation and consensus working and he ran in-house training on political negotiation for the Foreign and Commonwealth Office from 1993-2002. He has also run customised training courses for many local authorities, companies and other organisations, including Forum for the Future, the Energy Savings Trust, the Baltic Environment Forum, Romania's Ministry for Foreign Affairs, and many others.

He is also an Associate Director of Dialogue by Design ([www.dialoguebydesign.net](http://www.dialoguebydesign.net)); External Examiner for the Partnership Brokers' Accreditation Scheme (<http://www.partnershipbrokers.org>); a Board Member of Involve (<http://www.involve.org.uk>); and a Dialogue and Engagement Specialist for the government's Sciencewise Expert Resource Centre (<http://www.sciencewise-erc.org.uk>).

#### ***Dr Inger Björneloo***

I work full time at University of Gothenburg with a good combination of lecturing and researching in Teacher Education. My main interest is in Education for sustainable development. I wrote my PhD in 2007 about *Meanings of Sustainable Development. A study of teachers' statements on their education*. I have been working as a Senior lecturer since 2006 and I have been at The University of Gothenburg since 1989. I was working as a Primary Teacher in Gothenburg between 1970-1989. During 2009 I am (financed by WWF) looking at ten schools in Sweden focusing especially on sustainable development.

I am involved in the network Higher Education for Sustainable Development [www.hu2.se](http://www.hu2.se), and a network in Action Research: <http://www.ipd.gu.se/forskning/kollegier/aktionsforskningskollegiet/>

#### ***Dr Lesley Dickie***

Lesley Dickie has a zoology degree from Glasgow University, an MPhil in Biological Anthropology from Cambridge University and a PhD from the University of London, researching reproduction in the fossa, Madagascar's largest carnivore.

After her research, she joined the Zoological Society of London, and became the Zoo Conservation Programme Manager. Lesley is an editor of the book *'Zoos in the 21<sup>st</sup> Century: Catalysts for Conservation?'* (published August 2007); she co-chaired the 2006/07 European Association of Zoos and Aquaria Conservation Campaign for conservation in Madagascar; she was also campaign manager for the Year of the Frog Global Campaign, until in August 2008, she took on her current role as Executive Director of the European Association of Zoos and Aquaria. Based in Amsterdam, EAZA is the world's largest zoo and aquarium association with over 300 member institutions in 35 countries, which host more than 140 million European visitors each year. She is committed to ensuring that the entire membership of EAZA is engaged in nature conservation, and in particular exploiting this unique opportunity to interact with a large section of the urban European public.

### ***Dr Stefan Edman***

Stefan Edman was environmental adviser to the Swedish Prime Minister Göran Persson and to the Minister for the Environment. In 2006 he was Secretary General for the expert committee "Making Sweden an oil-free society" (with Prime Minister Persson as chairman). In 2005 he produced the official Swedish report on more sustainable consumption of food, transport and living.

He is chair of the jury for the Gothenburg Award for Sustainable Development, which awarded this prize in 2007 to Al Gore.

Trained at Gothenburg University in zoology, botany, chemistry, oceanography and natural history, he is an honorary doctor at the Chalmers University of Technology and is a member of the Royal Swedish Academy of Agriculture and Forestry.

For many years a teacher of ecology at a folk high school, he has subsequently lectured on energy and climate throughout Sweden and abroad to companies, universities, local governments etc. He has written more than 35 books on nature, ecology, technology and ethics. He is columnist for several daily newspapers and magazines and has also made many radio- and TV-programmes in his specialist field. In 2006 he was nominated "Climate Communicator of the Year". He is now writing a book on Sweden's very first marine national park, in the province of Bohuslän, to be inaugurated in September 2009.

### ***Ed Gillespie***

In a varied, complementary career Ed has taught in Jamaica for a year, worked for the Survival Natural History Film Unit, as a marine biologist in Australia, New Caledonia and Orkney, and prior to co-founding Futerra, one of the world's leading specialist sustainability communications agencies, in 2001 was environmental manager for London Transport. Ed has Masters degrees in both Marine Conservation and Sustainable Development and in 2007/2008 undertook a global circumnavigation of the world without flying during which he kept a popular blog [www.lowcarbontravel.com](http://www.lowcarbontravel.com) <<http://www.lowcarbontravel.com>> and wrote a regular column, 'The Slow Traveller' for the Observer newspaper. A provocative communicator and public speaker on all things sustainable Ed is a Member of the International Visual Communication Association, a Fellow of the Royal Society of Arts, a Director of AntiApathy the campaigning and social experiment organization, and sits on the Steering Group of the RSA's 'Personal Carbon' programme. He is a passionate and persuasive advocate for positive change in all aspects of our lives and sectors of society. Ed likes cycling, cooking, ferries and islands. Ed dislikes climate change deniers, short haul flights and the Daily Mail.

### ***Dr Judith Hanna***

Judith Hanna is social science principal specialist with Natural England, the still-new government agency with responsibility for the conservation of, access to and public understanding of, the natural environment in England; and is on the steering group of the VINE – Values In Natural Environment -- network. Her working life has covered a range of environmental and social issues: as head of policy at Volunteering England, assistant director of Campaign for Better Transport, and at Campaign for Nuclear Disarmament; she has chaired New Economics Foundation and the Permaculture Association Britain. She has worked as a journalist and editor for the Commission for Racial Equality, on a range of transport, urban and land use planning magazines, and on award-winning science fiction magazine Interzone. Alongside this has been involvement in community action for sustainable development in inner-city Tottenham where she lives – Europe's most ethnically diverse neighbourhood, among the most socio-economically problematic in the country. Her academic qualification is in cultural anthropology and sociolinguistics – focusing on how people make stories to frame social and personal meanings and identities. She grew up in Australia and New Guinea; is currently on the Board of the Social Research Association, and is one of the founders of the Environmental Agencies Better Engagement Group (EABEG).

### ***Prof Heribert Hofer***

I was born and raised in Germany, trained as a zoologist (and studied philosophy as a sideline), married an English wife (a feminist, ornithologist and conservation enthusiast), have a university chair in veterinary medicine, and lived and studied, taught students, and/or worked in Germany, Luxembourg, Finland, England, Sweden, Poland and Tanzania. My scientific expertise ranges from the behaviour and ecology of carnivores and other mammals and their biological conservation to epidemiology of wildlife pathogens, the ecology and socio-economy of bushmeat hunting, and the development of solutions for conflicts over land use between wildlife and stakeholder groups. As part of my professional experience I have caught and interviewed bushmeat poachers, tamed large classes of undergraduate students, participated in numerous board meetings, ran committees and workshops, moderated discussions with tough stakeholders, pushed for changes in national legislation, co-designed local and national PR campaigns [e.g. for an improved understanding of biodiversity], interacted with legislators, and currently run a medium-sized corporation (the institute I am the head of, with 150 scientific and technical staff, including 50 PhD students). I have been fascinated by the enriching diversity of and potential limitations within different “cultures” – be they different countries, different professions or different interest groups – and how the culture-specific perception of risk apparently influences how knowledge of a problem is disseminated or hindered and potential solutions discussed or suppressed.

### ***Prof Bruce Lloyd***

Bruce spent over 20 years in industry and finance before joining the academic world a decade ago to help establish the Management Centre at what is now London South Bank University. He is currently Emeritus Professor of Strategic Management at this university. He has a degree in Chemical Engineering and an MSc (Economics) / MBA from the London Business School. He obtained his PhD (by published work) in 1996 for his work on 'The Future of Offices and Office Work: Implications for Organisational Strategy'.

Over the past twenty years he has been involved on the Executive of the Strategic Planning Society, and as a Council Member of the (now) Chartered Management Institute. He has also been actively involved, as a past Chairman, with the Association of MBA's.

Since the late 1960's he has written extensively on a wide range of strategy related issues, such as 'Economies of Scale', 'Energy Policy', 'The Future of Offices and Office Work', the link between power, responsibility, leadership and learning; and more recently he has been exploring the relationship between wisdom and knowledge management.

He interviewed more than 30 leading thinkers on leadership, published in 'Leadership and Organizational Development Journal', as well having done other interviews for the 'Tomorrow Project Bulletin'. He was the UK co-ordinator for 'The Millennium Project' operated by the American Council for the UN University 1999-2005.

His present interests focus on lecturing, researching and writing on strategy and futures- related areas. He believes this background and experience in strategy and futures will enable him to provide useful insights, and networks, relevant to the development, and implementation, of the objectives of the challenging – and vitally important – Nordens Ark project.

### ***Prof Stefan Nilsson***

Stefan is a professor of zoophysiology at the University of Gothenburg, and would describe his scientific habitat as neurobiology of cold-blooded vertebrates – fish, amphibians and reptiles. Apart from studies on the local fauna, he has travelled to collaborate with colleagues in countries ranging from the definitely warm (Brazil, Australia) to the chilly (e.g. Antarctica). The scientific efforts can be found in one monograph, a few edited books and a number of reviews and original articles in scientific journals.

Apart from the research field, whereby most academics attempt to define themselves, Stefan has been Dean of the Faculty of Natural Sciences in Gothenburg, member of some research councils in Sweden, and is currently a Fellow of the Royal Swedish Academy of Science as well as the Royal Society of Arts and Sciences in Gothenburg. In addition to teaching neurobiology to university students, he has attempted to meet his media ambitions on the wireless (a radio program now in its 13<sup>th</sup> year), very short bits on TV, and also public appearances for school children and students interested in biology. Stefan is now deputy chairman of the Board at Nordens Ark.

### ***Dr Kate Rawles***

Dr Kate Rawles was a lecturer in environmental philosophy at Lancaster University for nine years before escaping to go free-lance in 2000. In 2002 she was awarded a NESTA fellowship to develop Outdoor Philosophy - short courses that combine critical thinking about environmental issues with the power of wild places in order to inspire a commitment to more sustainable ways of living and working. She now works half-time as a senior lecturer in Outdoor Studies, University of Cumbria, Ambleside, and half-time as a freelance outdoor philosopher and consultant on environmental issues, ethics, values, and sustainable development. She has worked with Nirex UK on ethical aspects of radioactive waste management, Jonathon Porritt and Forum for the Future developing courses on values and sustainable development for business leaders, and Schumacher College teaching Earth Ethics, amongst others. She is a Fellow of the RGS and the Royal Society of Arts and a council member of the Food Ethics Council. She has developed a strong interest in climate change and in the role of adventure in communicating climate change and other environmental issues. Kate cycled from El Paso to Anchorage (7,285 km), exploring American beliefs about climate change, and what we can learn from them, during the summer of 2006.

### ***Gobion Rowlands***

Gobion Rowlands is Chairman of Red Redemption Ltd, a socially conscious games company he founded in 2000 which specialises in games about climate change. He is also a speaker on communications and climate change and balances his passion for games & learning with sustainability. In 2008 he was made a Fellow of the RSA and an Associate Researcher and lecturer for the Environmental Change Institute at Oxford University. With his leadership Red Redemption developed the award-winning "Climate Challenge", sponsored by the BBC, which was played by over 950,000 people around the world. Red Redemption are currently developing the ambitious sequel to that game, titled "Climate Challenge 2010" it is an exciting global strategy PC game which launches early next year. Notable company awards include Best EU Green IT Software 2008, a Smart Innovation Award 2004, a DEFRA Climate Challenge Award 2007, and a World Economic Forum Tech Pioneer Candidate 2009 Award. Gobion's previous career includes senior production roles for a number of games companies including Wireplay and Gameplay PLC and UK government departments advisory roles including providing games industry policy advice to the Department of Trade and Industry for a number of years. Half Swedish and half English Gobion now lives in Oxford, though he spent much of his childhood in Linköping, Sweden and considers himself Swedish. His professional blog is: <https://behindtheironmask.blogspot.com>

### ***Anne Selby***

Anne is a farmer's daughter from the north of England. She has a Master's degree in Town and Country Planning. Her early career was with City Farms, working in deprived, inner city areas. Later Anne worked in local government in Planning and in Tourism. Appointed as Chief Executive of the Wildlife Trust for Lancashire, Manchester and Merseyside in 1994, Anne grew the charity to an organisation with over 100 staff, 18,000 local members ( 2,000

junior members and 59 businesses) a turnover of around £4million and around 4,000 acres of land. The Trust delivers environmental education to some 40,000 children per year and engages 400 people as regular volunteers and 1,200 people as occasional volunteers in conserving wildlife. There are 47 UK Wildlife Trusts with shared objectives:- *Standing up for Wildlife, Creating Wildlife Havens* (on land and sea) *Inspiring People about the Natural World* and *Fostering Sustainable Living*. Projects are diverse spanning community food growing and employment schemes to more traditional nature conservation work.

Believing that we must work with hearts and minds as well as policies, Anne has played an active part in the Regional Assembly and the North West Regional Development Agency where she is working hard to connect economy and environment in current thinking. Anne chairs the NW Sustainable Development Group and an alliance of all environmental NGOs for the North West, regularly briefing Ministers, politicians and regional leaders.

### ***Dr Mark R Stanley Price***

Trained as a zoologist at Oxford University, Mark spent over 20 years in African conservation latterly as Vice-President and Director of African Operations for the African Wildlife Foundation; taking a spell from Africa, he spent 7 years in Oman re-introducing the Arabian oryx to the desert, the first test of the release of zoo-bred animals where no wild individuals remained at all; he developed the lessons learned as founder-chair of a global body of re-introduction specialists; subsequently, as chief executive for seven years of the Durrell Wildlife Conservation Trust, Jersey, he combined his interests in conservation in the wild with the supportive roles that living collections can play, with their opportunities to excite the public about nature and to engage people in the serious business of conservation in every day life; since 2008 he has been Visiting Fellow in Conservation Strategy at Oxford University's Wildlife Conservation Research Unit, where he can develop his conviction that the conservation movement is as yet inadequately prepared to cope with the forthcoming environmental challenges. He is also a Board member of Marwell Wildlife, and on the Advisory Council of the World Land Trust.

### ***Carina Svensson***

I obtained a BA in Biology and Chemistry at Gothenburg University in 1980. Since then, I have worked as a teacher for 28 years in Gothenburg municipality. It was in the beginning of the 1980's that my interest in environmental issues awoke. Since then a large part of what I have taught has dealt with such important issues. Throughout the course of the years I have become all the more convinced that the great environmental questions must be solved by a coalition of both naturalists and social scientists.

Three years ago, together with a few colleagues, I took the initiative to develop the Global College in Gothenburg. For two years I have been the project leader of this school. Our education focuses on sustainable development, globalization, gender issues, human rights, and world culture. Our work is structured around project oriented studies where cross-disciplinary connections are encouraged. We study the consequences of mankind's ways of life and standards of life, not limited to the international scene, but also the national and individual.

The threat of climate change encourages us to pursue positive relationships to the environment and new lifestyles—especially those important for young people.

### ***Prof Chris West***

Previously a veterinary academic and general manager in a pharmaceutical company, Chris has migrated over the last 15 years from Chester Zoo to the Zoological Society of London and subsequently to South Australia Zoos. Chris' mission and passion are to extract maximum

conservation benefit and educational impact from “conventional” zoo organizations. To this end, Chris is using his position as CEO of Zoos South Australia at Adelaide and Monarto and associated Professorships of Zoology at Adelaide University and of Biodiversity Conservation at Flinders University to establish a new approach. He writes and edits technical articles, and has a growing media platform in Australia.

As a Board member of a number of global zoo and information managing associations he aims to both focus and disseminate a conservation message and transcend narrow minded policy and identity issues. He feels the public has a critical role in this.

***Hanna Alexandersson***

I am a student at Global College in Gothenburg. Sustainable development has been essentially important in our education. We take classes like environmental politics, global environmental care and global knowledge. But what I think is the most important part of it all if we want to discuss sustainable development is to have a cross-disciplinary perspective that pervades the discussion, and that’s what we’re aiming at with these courses. Last spring we had a project where we invited 300 pupils from different colleges and high schools to participate in a lecture about the ecological footprints that we leave behind us every day. The theme was “You can make the difference”, and as much as that’s true, especially for us young people, the common responsibility must be challenged both internationally and individually! I hope that I can contribute with an innovative perspective to the seminars and discussions. I hope to learn something from all the different experiences the participants possess, but I also hope that the older crowd is perceptive to us non-experts as well.

***Prof Claes Andrén 2009***

Professor in Conservation Biology at Göteborg University, Department of Zoology, working full time at Nordens Ark as Scientific leader.

*Earlier positions:* 1994-98 Senior Lecturer (50%) teaching in ecology and conservation biology at the Zooecology Department, Gothenburg University and Research Zoologist (50%) at the Swedish Environmental Protection Agency. Since 1998 running a research company “Reptilia Amphibia Research AB” connected to Gothenburg University doing applied conservation, taxonomy and zoogeographical research within the field of herpetology, with financial support from the Swedish Environmental Protection Agency, WWF, EU-INTAS, SIDA and National Geographic Society.

*Research profile:* Population ecology, behaviour and conservation biology of reptiles and amphibians, and taxonomic and zoogeographical research focusing on vipers in eastern Mediterranean and Asia. Co-ordinating action plans for threatened Swedish amphibians. More than 100 reviewed scientific publication within the fields of ecology, taxonomy and conservation.

***Kerstin Arnö***

I am studying at Global College in Gothenburg. Sustainable development is an important part of the education. We have plenty of different projects and classes concerning the environment. I find these topics very interesting as well as important, which makes me want to learn a lot more about these topics. I am also working at a café where we only serve organic food and products. My anticipations for these coming three days is both to develop my knowledge concerning sustainable development and environment as well as contribute with a young person’s perspective and “expertise”.