

DAN EATHERLEY MSc – Environmental Consultant & Writer

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Skilled in technical and market research, communication, project management and bid-writing, I've a deep understanding of environmental sustainability issues with a grounding in both natural and social sciences. Currently employed part-time as a Senior Research Fellow with the University of Exeter Business School, I continue to support private, public and NGO clients in the UK and abroad as a versatile freelancer on the circular economy, waste prevention, resource efficiency, green technologies and ecosystem services. Clients include: EU, Defra, WRAP, Greenpeace and UNEP. Previously, I made natural history television for nine years, filming worldwide and working as Assistant Producer on two major BBC series hosted by Sir David Attenborough. I'm the author of two non-fiction books for popular audiences: *Invasive Aliens* (HarperCollins, 2019) and *Bushmaster* (Arcade, 2015), and have written over 100 news articles for publications including *Scientific American*, *New Scientist*, *The Guardian*, *BBC Wildlife* and *New York Post*. I have an MSc with Distinction in Sustainable Development (Exeter University, 2006) and a First Class BA (Hons) in Biological Sciences (Oxford University, 1995).

CREATIVITY: Overseeing video production for university research project. Generated numerous ideas during TV and journalism work. Created several websites. Two books published by major international publishers.

PROJECT MANAGEMENT: Have delivered on time & on budget many projects from BBC film shoots and books to university research programmes. Managed interdisciplinary research projects.

RESEARCH: Meticulous research using all available resources. Skilled in identifying contacts, establishing relationships & sourcing information via questionnaires and interviews.

COMMUNICATION: Outstanding verbal and written communication skills. Enjoy distilling difficult concepts for a range of audiences.

SELF-STARTER: Self-motivated & energetic – proven by achievements in freelance consultancy, writing and TV.

NEGOTIATION: Proven ability to engage stakeholders in projects. Happy to cold-call people if needed

BID/TENDER WRITING: Prepared successful funding bids (e.g. EU Eurostars grant for €290k Mediterranean trial of shark bycatch mitigation devices, 2018); £500k Swedish research into circular economy and food, 2018; £400k EPSRC research on the circular economy, 2017).

TEAM-PLAYER: Enjoy teamwork, functioning effectively in a wide range of organisations. Sensitive to pressures others face and muck in to get the work done.

PROBLEM-SOLVING: Lateral-thinker, using initiative to solve problems, saving projects time and money.

WORK HISTORY

2017 to Present: **Senior Research Fellow**, Exeter University Business School

- Undertaking research, communication and project management tasks on a major project, funded by UK's Engineering and Physical Sciences Research Council, into how SME dairy and bakery businesses in SW England can adopt the principles of the circular economy.

2009 to Present: **Freelance Consultant & Writer**, Exeter

- *Clients:* University of Exeter; Dept. for Energy & Climate Change (DECC, UK); Dept. for the Environment, Food & Rural Affairs (Defra, UK); Waste & Resources Action Programme (WRAP, UK); Zero Waste Scotland; European Commission; Greenpeace Research Laboratories (UK); Devon Local Nature Partnership; Belgian Government; Sustainable Fashion Academy (Sweden).
- *Associate at:* Resource Futures (Bristol), Oakdene Hollins (Aylesbury), QSA Partners (UK-wide), ICF International (London/Plymouth), Brook Lyndhurst (London), Trucost (London), DNV GL (London), Really Green Credentials (Exeter).
- *Topics:* circular economy; extended producer responsibility; resource efficiency; re-use; recycling; 'green' behaviours; ecolabels; lean manufacturing; energy efficiency; metrics; natural capital accounting;;
- *Sectors:* WEEE; food and drink; community health; 'big data' and supercomputers; ecology and invasive species; wood recycling and biomass; apparel & textiles; health.
- *Selected tasks:* popular news articles; video production; market research; tender/bid writing; technical & market

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studies; case studies; policy evaluation; website revision; communication & interpretation of research; conducting interviews & questionnaires; conference presentations; quality control of WEEE audits; drafting user manuals, leaflets, website copy, press releases & company newsletters; site visits UK & abroad; economic & process modelling.

2007 to 2009: **Technical Consultant**, Oakdene Hollins, Aylesbury

- *Topics*: sustainable food supply chains; remanufacturing and re-use; carbon footprinting & transport emissions; sustainability policy; environmental economics; global materials security; anaerobic digestion & composting; technologies for recycling food waste, lead acid batteries, oil, glass.
- *Clients*: Waste & Resources Action Programme, Western Australia State Government, Cambridge University, Resource Efficiency-Knowledge Transfer Network, Marks & Spencer, Augean plc.

1996 to 2005: **Natural history television film-making**, Bristol.

- Assistant Producer on BBC landmark series *The Life of Mammals* and *Planet Earth*. Numerous other environmental & wildlife documentaries for BBC Natural History Unit, @GB Films, National Geographic TV, Zebra Film Productions Ltd and Partridge Films. See: www.daneatherley.com On location: UK, France, Germany, Poland, Sweden, Indonesia, South Africa, Australia, Costa Rica, Nicaragua, Panama, Canada, and USA.

1996 to 2007: **Selected work activities** (undertaken between television contracts):

- University of Exeter – Geography & Education Departments (Exeter)
 - developed new Masters programmes in sustainable development and communication
- European Island Farm Landscapes Project (EU-wide).
 - conducted and presented research on farm tourism in Shetland and the Isle of Wight
- UN Environment Programme – World Conservation Monitoring Centre (Cambridge).
 - research for the Convention on Migratory Species
- Fisheries Research Services & Scottish Natural Heritage (Scotland).
 - led research into automatic salmon counters, published in *ICES Journal of Marine Sciences*.
- Bristol Zoological Gardens (Bristol).
 - prepared habitat descriptions for new wildlife park project
- Avon & Wiltshire Partnership Mental Health NHS Trust (Bristol).
 - audited unsocial hours working by practitioners, mentored ward managers on Agenda For Change
- Local Wildlife Trusts & British Trust for Conservation Volunteers (Berkshire, Avon)
 - carried out a variety of conservation tasks, species surveys, coppicing etc.
- Chipangali Animal Orphanage (Chipangali, Zimbabwe).
 - conducted research into duiker antelope conservation

1996 to Present: **Freelance writer** of two books - *Invasive Aliens* (HarperCollins, 2019) and *Bushmaster* (Arcade, 2015) - and more than 100 articles on science and environment for *Scientific American*, *New Scientist*, *The Guardian*, *BBC Wildlife*, *New York Post*, *History Today*, *European Financial Review*, *The Conversation* and *Materials Recycling Weekly*. Please visit <http://www.daneatherley.com/popular-writing.html> for a comprehensive list.

EDUCATION

2005 – 2006: **Exeter University**: MSc in Sustainable Development with **Distinction**. (Thesis on farm tourism in Shetland, funded by Farming Wildlife Advisory Group and European Union LEADER+. Wrote web content for UNESCO Biosphere Reserve in Braunton Burrows, Devon, UK)

1992 – 1995: **Oxford University**: BA (Hons): Biological Sciences (Zoology): **First Class**

OTHER ACTIVITIES

Member of the Ecosystems Knowledge Network. Expert on EU technical working group on best environmental management practice in food & drink manufacturing. Member of the European Island Farm Landscapes Project and the Devon Education for Sustainability Working Group. Swimmer. Tennis. Rock drummer. Clean driving licence.

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