

DAN EATHERLEY MSc - Environmental Consultant & Writer

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Skilled in research, communication, project management and bid-writing, with a grounding in both natural and social sciences, I support private, public, academic and NGO clients in the UK and abroad as a versatile freelancer (and occasional employee) on diverse environmental topics.

PROBLEM-SOLVING, SELF-STARTER Self-motivated & energetic – proven by achievements in consultancy, writing and TV. Lateral-thinker, using initiative to solve problems, saving projects time and money.

CREATIVITY & COMMUNICATION Enjoy distilling difficult concepts for a range of audiences and media, generating numerous ideas during TV, journalism and consultancy. Outstanding verbal and written communication skills. Video production, websites, published books. Author talks at libraries, local groups and literary festivals. Appearances on BBC TV & Radio (e.g. *Farming Today*).

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

RESEARCH & ANALYSIS Meticulous technical and market research using all available resources. Skilled in identifying contacts, establishing relationships & sourcing information

via questionnaires and interviews.

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.

PROJECT MANAGEMENT Have delivered on time & on budget many projects from BBC film shoots and books to university research programmes. Managed interdisciplinary research projects. Managing €290k Eurostars/Innovate-UK project.

BID-WRITING Successful funding bids: Innovate-UK grant for trialling SharkGuard – a bycatch mitigation technology for fishing industry (Fishtek Marine, £231k); EU Eurostars grant for trialling SharkGuard prototype (Fishtek Marine, €290k); Swedish research into circular economy and food (Exeter University, £500k); EPSRC-funded research on the circular economy (Exeter University, £400k).

WORK HISTORY

2016 to present: **Senior Research Fellow**, University of Exeter (Business School; Biosciences; Politics; and other depts), UK

- Research, project management, grant-writing, case studies, with focus on multiple environmental topics.

2009 to present: **Freelance Environmental Consultant and Writer**, Exeter, UK

- *Clients:* Google (US); Philips UK; WRAP (Waste & Resources Action Programme, UK); EU – Joint Research Council (Spain); BSI (British Standards Institution, UK); Defra (Dept. for the Environment, Food & Rural Affairs, UK); DECC (Dept. for Energy & Climate Change, UK); Zero Waste Scotland; HMRC (Her Majesty's Revenue and Customs, UK); Universities of Hertfordshire, Plymouth, Portsmouth, Greenwich (UK); National Oceanography Centre (UK); Imperial College London (UK); Royal Veterinary College; University of Gloucestershire - Countryside and Community Research Institute (UK); Fishtek Marine (UK); Island Initiative (UK); Greenpeace Research Laboratories (UK); Devon Local Nature Partnership (UK); Belgian Government; Really Green Credentials (UK); Sustainable Fashion Academy (Sweden).
- *Associate at:* WRAP, Oakdene Hollins, Magenta, Resource Futures, Oakdene Hollins, QSA Partners, ICF International, Brook Lyndhurst, Devon Communities Together, CAG Consultancy and Trucost (part of S&P Global).
- *Topics/Sectors:* Blockchain; digital tax; marine research; microplastic waste; SME resource efficiency; circular economy; extended producer responsibility; re-use; recycling; 'green' behaviours; ecolabels; lean manufacturing; renewable energy; energy efficiency; metrics; natural capital accounting; WEEE; food and drink; community health; 'big data' and supercomputers; ecology; invasive species; wood recycling and biomass; apparel & textiles; health; sustainable fisheries; sustainable agriculture; ecotourism; compostables and bioplastics.
- *Expertise:* technical & market studies; case studies; policy evaluation; conducting interviews & questionnaires; tender/bid writing; process flow mapping; reports to funders; analysis of public consultation; popular news articles; video production; market research; website revision; communication & interpretation of research; conference presentations; quality control of WEEE audits; copywriting; drafting user manuals, leaflets, website copy, press releases & company newsletters; site visits UK & abroad.

2007 to 2009: **Technical Consultant** (Employee), Oakdene Hollins, Aylesbury, UK

- *Topics/Sectors*: 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*: WRAP, Western Australia State Government, Cambridge University, Resource Efficiency-Knowledge Transfer Network, Marks & Spencer, Augean plc.

1996 to present: **Popular Science & Environment Writer** (Freelance)

- Two non-fiction books: *Invasive Aliens* (HarperCollins, 2019) - a *Sunday Times*, *Daily Telegraph* and Waterstones 'Book of the Year'; and *Bushmaster: Raymond Ditmars and the Hunt for the World's Largest Viper* (Arcade, 2015).
- More than 100 articles on science/environment for *Scientific American*, *New Scientist*, *The Guardian*, *BBC Wildlife*, *New York Post*, *History Today*, *Country Life*, *The Conversation*, *European Financial Review*, *Marine Conservation*, *Cornwall Life*, *Wiltshire Life*, *Cumbria*, *Materials Recycling Weekly*, etc. <http://www.daneatherley.com/popular-writing.html> has a comprehensive list of publications.

1996 to 2005: **Natural History Filmmaker** (Freelance & Employee), Bristol, UK

- Assistant Producer on two BBC landmark series presented by Sir David Attenborough, *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.
- On location: UK, France, Germany, Poland, Sweden, Indonesia, South Africa, Australia, Costa Rica, Nicaragua, Panama, Canada, and USA.

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

- University of Exeter – Geography & Education Departments - 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) - research into automatic salmon counters, published in *ICES Journal of Marine Sciences*.
- Bristol Zoological Gardens (Bristol) - 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) - variety of conservation tasks, species surveys, coppicing etc.
- Chipangali Animal Orphanage (Zimbabwe) - research into duiker antelope conservation.

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

Ecosystems Knowledge Network Member. Visiting Fellow at the Global Systems Institute, University of Exeter. Expert on EU technical working group on best environmental management practice in food & drink manufacturing. Member of the European Island Farm Landscapes Project, Devon Education for Sustainability Working Group, the National Trust and the Royal Horticultural Society. Swimmer. Runner. Tennis. Drummer. Clean driving licence.

REFERENCES

Available on request