



DR. GINA MAFFEY

Stories of human-nature interaction

CONTACT

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EDUCATION

PhD in Environmental Science
University of Aberdeen, UK

MRes in Ecology and
Environmental Sustainability
University of Aberdeen, UK

BSc in Zoology
University of Leeds, UK

QUALITIES

Creative storyteller

Clear and concise writer

Visual thinker

Engaging speaker

Supportive team worker

Problem solver

LANGUAGES

English (native)

Dutch (B2/B1)

ABOUT

Stories and nature have always been my two greatest passions. I pursue creative solutions, promote environmental sustainability and maintain partnerships across disciplines. All of which are united to champion inclusive approaches to protect Planet Earth.

CAREER

2018 - Present: Co-Director, Green Roots

Using transformational learning approaches we deliver courses to connect audiences with their local environment - engaging with topics of sustainability, resilience and restoration on a personal and ecological level.

With experience in editorial work, infographic generation and event organisation, we also able to offer bespoke science communication and consultation packages.

Clients have included, Wageningen University, NL; the Event Horizon Telescope Collaboration, global; the European Astronomical Society, EU and Oxford University, UK.

2017 - 2021: Science Communication Officer, JIV-ERIC

JIV-ERIC is a European Research Infrastructure consortium providing support to the global radio astronomy community. In my role I:

- Delivered all project goals to increase the profile of JIV-ERIC across the radio astronomy community and beyond;
- Created and implemented a communications strategy, while curating a network of outreach officers and researchers from radio astronomy institutes across the globe;
- Secured additional funding for the continuation of communication activities.

2016 - 2018: Digital Communications Officer, Seedball

Seedball helps and inspires more people to grow native wildflowers in gardens, balconies and window boxes to increase bee, butterfly and other garden wildlife populations. After working informally for Seedball since its inception I joined the team and:

- Developed and implemented a communications strategy;
- Created digital content to engage a rapidly growing audience;
- Successfully increased sales and repeat customers during this period.

2014 - 2017: Environmental communicator, Freelance

Following my PhD, I worked on a plethora of projects across environmental communication and research, including:

- Research fellow and assistant at the University of Aberdeen, UK;
- Research assistant at the Federal University of Mato Grosso, Brazil;
- Commissioned articles for Nature and Nature Jobs;
- Writer for the European Commission, Science for Environment Policy Website;
- Editorial work for scientific articles;
- Videography for several research projects.

PUBLICATIONS (selected)

I have written academic publications, online content and book chapters. The five listed below provide an insight on my expertise and interest:

- Maffey, G. and Arts, K. (forthcoming) Human rewilding: Practical pointers to address a root cause of global environmental crises. In: Routledge Handbook of Rewilding.
- Arts, K. and **Maffey, G.**, 2022. Menselijke rewilding. In: *Rewilding in Nederland: Essays over een offensieve natuurstrategie*. KNNV uitgeverij, pp.73-83.
- Anderson, A. and **Maffey, G.**, 2021. Five steps for astronomers to communicate climate change effectively. *Nature Astronomy*, 5(9), pp.861-863.
- Burtscher, L., Barret, D., Borkar, A.P., Grinberg, V., Jahnke, K., Kendrew, S., **Maffey, G.** and McCaughrean, M.J., 2020. The carbon footprint of large astronomy meetings. *Nature Astronomy*, 4(9), pp.823-825.
- **Maffey, G.**, Homans, H., Banks, K. and Arts, K., 2015. Digital technology and human development: A charter for nature conservation. *Ambio*, 44(4), pp.527-537.

PRESENTATIONS (selected)

As a classically trained actor at the Oxford School of Drama, I aim to deliver engaging and inspiring presentations. Here are a selection of recent, invited talks that I have given:

- What is Nature? 2022. Impact for Breakfast investment group.
- The nature of the Night. 2022. Dark Skies, Oxford University.
- Learning to Rewild. 2021. TEDx Wageningen - available online.
- Universal Nature Engagement. 2021. Wageningen University.
- The cultural impact of a black hole. 2021. Event Horizon Telescope.

DESIGN WORK (selected)

Where possible I use photography and illustration to support communication, creating book covers, chapter illustrations and infographics, for example:

- Infographic 2021: *Forest Governance: Hydra or Chloris?*
- Book cover 2021: *Rewilding in Nederland: Essays over een offensieve natuurstrategie*
- Chapter illustrations 2020: *Wild Jaar*

TEACHING (selected)

- Present: Guest lecturer and instructor on 'The Anthropology of Nature Skill', a novel course hosted outdoors by Wageningen University.
- 2017 - 2021: Science communication for Early Career Astronomers.
- 2014 - 2017: Teaching assistant, Aberdeen University.

MEDIA APPEARANCES (selected)

Personal pursuits that I have engaged with to understand human-nature interaction have recently generated a lot of media interest. Most of these have been in Dutch:

- Trouw newspaper, interview. 2021. 'In een land zonder wildernis wilden we de wildheid zoeken.'
- TV (live), NPO1, Tijd voor Max, interview. 2021. Wild jaar: 365 nachten buiten slapen.
- NPO Radio 2, Spijkers met Koppen, interview. 2021. 'We wilden meer tijd buiten dan binnen.'
- De Volkskrant newspaper, interview column Margriet Oostveen. 2021. Buitenjaar: Vier seizoenen buitenslapen tegen de tweedeling natuur-cultuur.

MEMBER

Sumowala social enterprise
Ambassador: present

Wildeor Foundation
Chair: present

Bio-Leadership project
Fellow (scholarship): present

Astronomers for Planet Earth
Co-founder: present

Future for Nature Academy
Videographer: 2017 - 2018

Bushcraft Nederland
Assistant: 2017 - 2018

Digital Nature Network
Co-founder: 2014 - 2019

Project Maya
Associate: 2014 - 2019

AU Science Magazine
Co-founder: 2012 - 2014

AWARDS

British Science Association
Media Fellowship: 2012

NERC studentship
2010 - 2011

EPILOGUE

Understanding human-nature relationships has underpinned my career and deeply influenced my personal life.

It is a pursuit that has taken me to Brazil, through national parks in South and North America and into the depths of my own back garden.

I continue to search for wildness in all manner of places.

