

Dr Jonathan (Jonny) Hanson - CV

Summary

Jonny Hanson creates, consults and communicates at the intersection of conservation, agriculture and enterprise, through his businesses, Jonny Hanson Consulting and Communications and Jonny Hanson Ventures Limited. He is also a 2023 Nuffield Farming Scholar; the Founder of Jubilee Community Benefit Society/Jubilee Farm; an Associate of the Snow Leopard Conservancy; and an Associate Fellow of the Higher Education Academy. Jonny lives with his wife Paula and their 3 children in Northern Ireland.



Contact details and further information

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PhD fieldwork and findings blog: <https://snowleopardresearchnepal.wordpress.com/>

Education

- 1992 – 1999: Ballybay Central School, Co. Monaghan, Ireland
- 1999 – 2006: St. Andrews International High School (SAIntS), Blantyre, Malawi
- 2006 – 2009: Queen's University Belfast (QUB)
- 2007 – 2009: College of Food, Agriculture and Rural Enterprise (CAFRE)
- 2009 – 2010: Queen's University Management School (QUMS)
- 2014 – 2015: Agri-Food & Biosciences Institute of Northern Ireland (AFBI NI)
- 2015 – 2016: Higher Education Academy (HEA)
- 2012 – 2017: University of Cambridge, Department of Geography

Qualification	Institution	Subject	Grade	Achieved	Rank
NVQ Level 2	CAFRE	Environmental Conservation	---	November 2009	---
BTEC Level 3	AFBI NI	Pig farming	---	June 2015	---
BA (Hons.)	QUB	Medieval History with Archaeology	1 st Class (80%)	June 2009	1/300
MSc	QUMS	Business Management & Sustainability	Distinction (75%)	November 2010	1/30
Associate Fellow	HEA	Teaching Associate Programme	---	September 2016 (all teaching practice at QUB)	---
PhD	University of Cambridge	Snow leopard conservation & rural development	---	December 2017	---

Employment

Dates	Employer	Location	Role	Achievements
July – September 2008	Mountain View Conservation Centre	Vancouver Canada	Animal Keeper: animal care duties on three hoofstock sections, including rhino, giraffe, antelope, tapirs, etc.	Identification project for two Addax herds scheduled for reintroduction to wild
December 2009 – March 2011	Ulster Museum	Belfast, Ireland	Discovery Centre Facilitator (Natural Science): formal & informal environmental education with all age groups, including school visits	Development and delivery of two interactive learning programs on tigers and rainforests
January 2010 – January 2020	Carer	Various	Caring responsibilities for wife Paula with ME/CFS, as well as associated childcare & homemaking duties	Supported Paula to start and complete counselling training & fully recover
November 2010 - September 2012	Christian Aid Ireland (CAI)	Belfast, Ireland	Appeals Development Assistant: coordinating and administering church partnerships, trust fund applications and corporate partnerships	Raised over £1 million; project management of CAI's first three sponsored challenge fundraising events
March 2014 – August 2017	Social entrepreneur	Various	Founder: leading & managing all JCBS pre-start-up activities including financing, consultations, stakeholders	Ran 7 stakeholder consultations across NI; awarded UnLtd 'Go For It' Award
August 2017 – March 2022	Jubilee Community Benefit Society Ltd. (JCBS)	Larne, Ireland	Managing Director: leading & managing all stages of JCBS planning & growth; managing staff, interns, volunteers, stakeholders, livestock & Jubilee Farm itself; led PR & communications; managed care farming services	Raised £309,000 to acquire & develop 1 st community-owned farm in NI; set up 1 st care farming program with refugees & 1 st community-supported agriculture scheme NI
February 2019 - present	Presenter	Various	Writing, planning, coordinating and delivering interactive live and pre-recorded science communications & shows, including promotional media work related to them	Wrote, presented, produced and directed 7 short documentaries for Northern Ireland Science Festival
October 2020 – September 2021	Research consultant	Nepal	Leading social science research project for Snow Leopard Conservancy project in Nepal with large carnivores	Developed innovative remote research assistant training and supervision approach
April 2022 - present	Jonny Hanson Consulting & Communications	Various	Providing consultancy & communications services for conservation, agriculture & enterprise, including with Co-operative Alternatives and the Co-op Foundation	2-year contract to co-deliver £100k incubator project mentoring 10 early-stage community farming projects in NI
January – May 2023	St Mary's University, London	Remote	Module Convenor for MA module 'Financial Management & Fundraising'	Designed & launched module to fill staff gap at 3 week's notice
March 2023 - present	Jonny Hanson Ventures Limited	Various	Founder-Director: responsible for all aspects of nature edutainment startup, growth, business planning & investment raising	Developing series of linked brands & stories to create income, impact & inspiration

Research

a) Published peer-reviewed journal articles

- **Hanson, J.H.**, Schutgens, M., Baral, N. & Leader-Williams, N. 2022. 'Assessing the potential of snow leopard tourism-related products and services in the Annapurna Conservation Area, Nepal.' *Tourism Planning & Development* <https://doi.org/10.1080/21568316.2022.2122073>
- Hanson, J.H. 2022. 'Household Conflicts with Snow Leopard Conservation and Impacts from Snow Leopards in the Everest and Annapurna Regions of Nepal.' *Environmental Management* 70, 105-116.
- **Hanson, J. H.**, Schutgens, M., Lama, R., Aryal, A. & Dhakal, M. 2020. 'Local attitudes to the proposed translocation of blue sheep *Pseudois nayaur* to Sagarmatha National Park, Nepal.' *Oryx* 54(3), 344-350
- **Hanson, J.H.**, Schutgens, M. & Leader-Williams, N. 2019. 'What best explains attitudes to snow leopards in the Himalayas of Nepal.' *PLoS ONE* 14(10).
- **Hanson, J. H.**, Schutgens, M. & Baral, N. 2019. 'What explains tourists' support for snow leopard conservation in the Annapurna Conservation, Nepal?' *Human Dimensions of Wildlife* 24(1), 31-45.
- Schutgens, M., **Hanson, J. H.** & Baral, N. 2018. 'Visitors' willingness to pay for snow leopard conservation in the Annapurna Conservation Area of Nepal.' *Oryx*, 53(4), 633-642.
- Hanson, J. H. 2015. 'Critical factors for sustainable food procurement in zoological collections.' *Zoo Biology*, 34(5), 483-491.
- **Hanson, J. H.**, & McNair, D. 2014. 'Should conservationists continue to dodge the issue of tax dodging?' *Oryx*, 48(03), 313-314.
- **Hanson, J. H.**, & Holt, D. 2014. 'Sustainable food procurement in British and Irish zoos.' *British Food Journal*, 116(10), 1636-1651.

b) In-preparation journal articles

- **Hanson, J.H.**, Jackson, R., Lama, C. D., Lama, C. Y., Lutz-Nelson, A., Peniston, B., Sherpa, N. T. & Thakali, S. 'Coexistence between snow leopards, wolves and people in the Nangpa and NarPhu valleys of Nepal.'

c) Dissertations

- Hanson, J. 2017. Snow leopards and sustainability: livelihoods, governance and coexistence in the Nepal Himalayas. *PhD thesis*, University of Cambridge. **Grade:** N/A.
- Hanson, J. 2010. Sustainable food procurement in the British zoological collections sector. *MSc thesis*, Queen's University Management School, Belfast. **Grade:** Distinction (80%).
- Hanson, J. 2009. The influence of the east on Carolingian ideas of power, c. 768 – c. 877. *BA thesis*, Department of History and Anthropology, Queen's University Belfast. **Grade:** First class (90%).

d) Academic presentations

- 'Understanding local attitudes to and conflicts with snow leopard conservation'. Poster presentation at the Global Snow Leopard & Ecosystem Forum, Bishkek, Kyrgyzstan: August 2017.
- 'Snow leopards and sustainability: livelihoods, governance and coexistence in the Nepal Himalayas'. Presentation at the British Ecology Society Annual Meeting, Liverpool: December 2016.
- 'Snow leopards and sustainability: conservation, livelihoods and governance in the Himalayas'. Presentation at the 17th Student Conference on Conservation Science, University of Cambridge, Cambridge: March 2016.
- 'Sustainable food procurement in BIAZA'. Presentation at British and Irish Association of Zoos and Aquariums 15th Annual Research Symposium, Wildwood, Kent: July 2013.

e) Technical reports and plans

- Hanson, J. 2021. *Human-Snow Leopard Coexistence in the Nangpa and NarPhu valleys of Nepal*. SLC Field Series Document No. 9. Sonoma: Snow Leopard Conservancy.
- Hanson, J. 2018. *Jubilee Community Benefit Society Ltd. Business Plan 2019 – 2024*. Larne: Jubilee Community Benefit Society.

Teaching and communication

a) University Teaching Summary

Level	Date	Seminar topic	Role
St. Mary's University London			
MA in Charity Management	31/3/23	Module introduction and overview	Leading
	7/2/23	Financial management 1: rationale and theories	Leading
	14/2/23	Financial management 2: tools and processes	Leading
	21/2/23	Financial management 3: risk management and mitigation	Leading
	28/2/23	Financial management 4: social and environmental impact assessment	Leading
	7/3/23	External case studies 1 (due to travel commitments)	Organising
	14/7/23	External case studies 2 (due to travel commitments)	Organising
	21/7/23	Fundraising 1: rationale and theories	Leading
	28/7/23	Fundraising 2: standard tools and processes	Leading
	18/4/23	Fundraising 3: innovative tools and processes	Leading
	25/4/23	Fundraising 4: ethics and constraints	Leading
	2/5/23	Module overview, feedback and charity hack	Leading
Queen's University Belfast			
Third year undergraduate politics class	06/10/14	Is there an environmental crisis? The ecological critique and responses	Assisting
	13/10/14	Why care for the environment? The ethical and political status of nature	Assisting
	20/10/14	Green moral and political theory	Assisting
	24/11/14	Eco-terrorism	Assisting
	01/12/14	Conservation politics	Leading
	08/12/14	Resource wars	Assisting
	15/12/14	Climate change, population growth and food security	Both
	18/12/14	Climate change debate	Assisting
MSc Leadership for Sustainable Development	4/12/15	The politics of food	Leading
	21/10/14	Conservation and religion	Leading
	03/02/15	Funding conservation	Leading
	20/10/15	Conservation politics	Leading
	01/12/15	Conservation and religion	Leading
MSc Ecological Management & Conservation Biology	07/12/15	Funding conservation	Leading
	08/02/16	Human-carnivore coexistence 1: introduction	Leading
	22/02/16	Human-carnivore coexistence 2: overview	Leading
	29/03/16	Human-carnivore coexistence 3: influences	Leading
	07/03/16	Human-carnivore coexistence 4: snow leopards	Leading
Public	14/03/16	Human-carnivore coexistence 5: rewilding	Leading
	30/10/15	Public screening and discussion of climate change documentary	Leading

b) In-preparation books and documentaries

- Hanson, J. 2023. *Snow Leopard Trail Taster Tape*. NI Screen development grant secured Spring 2023 to fund filming of taster tape with Nepali and UK partners in Nepal, Autumn 2023.
- Hanson, J. 2025. *Predator: The case for and against large carnivore reintroductions to Britain and Ireland*. London: Pelagic.

c) Presenting

- 'Big cats: The (natural) history of a fascination', Interactive 60-minute live show written for and presented at the 2022 Northern Ireland Science Festival, Crescent Arts Centre, Belfast, February 2022.
- 'Wolves and lynxes and bears, oh my: the case for and against large predator reintroductions to Ireland', Pre-recorded 24-minute documentary written for, filmed and streamed at the 2021 Northern Ireland Science Festival, February 2021.
- 'The science behind the farm', Pre-recorded five-part mini-documentary series written for, filmed and streamed at the 2021 Northern Ireland Science Festival, February 2021.
- 'Mountain ghost: the science of snow leopards', Pre-recorded 24-minute documentary written and filmed for the Northern Ireland Science Festival and streamed on International Snow Leopard Day, October 2020.
- 'The entrepreneurial planet', Interactive 60-minute live show written for and presented at the 2020 Northern Ireland Science Festival, Ulster University, Belfast, February 2020.
- 'Big cats: past, present, future?', Interactive 60-minute live show written for and presented at the 2020 Northern Ireland Science Festival, Ulster Museum, Belfast, February 2019.

d) Media appearances and articles

2023

- Radio interview on BBC Radio Ulster's *Your Place And Mine*, 27 May 2023
- Featured in Belfast Telegraph feature, 'Jubilee Farm: The sanctuary in Larne helping refugees and asylum seekers', 27 April 2022

2022

- Farming Life article, 'Scholarship for conservationist', 29 October 2022
- Featured in Rosalind Skillen's Belfast Telegraph article, 'Hanson family to follow family tradition and cycle across Ireland for charity', 4 August 2022
- Radio interview on BBC Radio Four's *Farming Today*, 23 May 2022
- Radio interview on BBC Radio Ulster's *Good Morning Ulster*, 4 March 2022
- Featured in Rosalind Skillen's Belfast Telegraph column, 'Why we desperately need leaders of vision and imagination', 2 March 2022
- Farming Life interview, 'Exciting project will contribute towards flourishing community farming sector in NI', 28 February 2022

2021

- Featured, with Jubilee Farm, in Series 9 of UTV's *Rare Breed – A Farming Year*, January – April 2021
- Radio interview on BBC Radio Ulster's *Your Place And Mine*, 30 October 2021
- Radio interview on BBC Radio Ulster's *The Nolan Show*, 9 June 2021
- Radio interview on BBC Radio Ulster's *Farming Matters*, 26 May 2021
- Radio interview on BBC Radio Ulster's *Your Place And Mine*, 3 April 2021
- Radio interview on Newstalk's *Down To Earth Episode 6: Nature & Wildlife*, 26 February 2021

- Radio interview on BBC Radio Ulster's *Farming Matters*, 16 February 2021
- Radio interview on U105's *Frank Mitchell Show*, 15 February 2021
- Radio interview on U105's *Frank Mitchell Show*, 12 January 2021

2020

- Mongabay India article, 'How people respond to predators in the Indian Himalaya', 17 December 2020
- The View Interview, 'Jubilee Farm – growing strong with healthy roots in a community-led approach to delivering food', 14 September 2020
- Radio interview on BBC Radio Ulster's *Your Place and Mine*, 25 July 2020
- BOND Project Interview, 6 June 2020
- Belfast Telegraph interview, 'Does faith help people cope better with Covid-19 crisis?', 25 April 2020
- Farm Week interview, 'Putting the culture into agriculture', 31 March 2020
- Belfast Telegraph interview, 'From a childhood in Malawi to opening the first community-owned farm in his native NI... the inspirational journey taken by Jonny Hanson', 18 March 2020
- Radio interview on BBC Radio Ulster's *Your Place and Mine*, 15 February 2020

2019

- Radio interview on BBC Radio Ulster's *Your Place and Mine*, 14 December 2019
- BBC News UK Daily Email, 'Living with snow leopards', 11 November 2019
- University of Cambridge website article, 'Living with a predator', 24 October 2019
- Belfast Newsletter newspaper & website article, 'Organic food from Jonny's unique community farm tastes success', 18 & 22 October 2019
- Radio interview on BBC Radio Ulster's *Your Place and Mine*, 19 October 2019
- Larne Times newspaper & website article, 'Larne's Jubilee Farm social enterprise project receives two social enterprise awards', 17 & 23 October
- Mongabay India article, 'Community-based ecotourism in Ladakh promotes positive perceptions of snow leopards', 11 March 2019
- TV interview on BBC Northern Ireland News, 23 January 2019
- BBC Northern Ireland News Website, 'Northern Ireland's first community-owned farm set for launch', 23 January 2019
- Radio interview on U105's *Frank Mitchell Show*, 22 January 2019
- Radio debate on Veganuary on BBC Radio Ulster's *Sunday Sequence*, 13 January 2019

Pre 2019

- Radio interview on BBC Radio Ulster's *Your Place and Mine*, 14 June 2018
- Radio interview on BBC Radio Ulster's *Your Place and Mine*, 28 January 2018
- Radio debate on meat consumption and ethics on BBC Radio Ulster's *Sunday Sequence*, 20 August 2017
- University of Cambridge website article, 'Cambridge's Postgraduate Pioneers', 12 October 2016
- Radio debate on fossil fuel divestment on BBC Radio Ulster's *Sunday Sequence*, 6 March 2016
- Belfast Newsletter newspaper article, 'Ulsterman returns to Nepal on final quest for elusive snow leopard' 21 April 2014
- Radio debate on population growth and climate change on BBC Radio Ulster's *Sunday Sequence*, 6 April 2014

Awards and prizes

- NI Screen documentary development grant 2023 for Snow Leopard Trail Taster Tape project
- Nuffield Farming Scholarship 2023 (project title: 'Large carnivore reintroductions to Britain and

Ireland: farmers' perspectives and management options')

- Social Enterprise NI (inaugural) Young Social Entrepreneur of the Year 2019/20
- Social Enterprise NI winner, with JCBS, of the 'One to Watch' category 2019/20
- UnLtd 'Go For It' social enterprise start-up award: 2017
- Best presentation award, 15th BIAZA Annual Research Symposium, Wildwood, Kent: July 2013.
- Economic and Social Research Council Doctoral Studentship, University of Cambridge: 2012-2017.
- University of Oxford Clarendon scholarship (declined to take up doctoral studies at the University of Cambridge): April 2012.
- Queen's University Institute for a Sustainable World Sustainability and CSR Prize (highest aggregate mark on the MSc Sustainability and CSR pathway): February 2011
- Queen's University Management School MSc Scholar: 2009/2010
- Royal Historical Society/History Today Dissertation of the Year QUB Nominee: 2008/2009
- Esther Ballantine Prize (highest aggregate mark for any undergraduate on a pathway involving Modern History): June 2009
- School of History and Anthropology Foundation Scholar: 2008/2009
- Lewis Warren Prize (highest mark in any medieval history module): June 2008 & 2009
- Sir Thomas & Lady Dixon Travel Scholarship: June 2008
- Dennis Rebeck Prize (most promising Level II historian): June 2008

Voluntary positions

- Nyika-Vwaza Trust, July 2017 – November 2022: Trustee of small UK conservation charity active in & around two Protected Areas in Northern Malawi via applied conservation research & education.
- Snow Leopard Conservancy, August 2019 – present: Associate for social science, advising leading snow leopard conservation NGO, principally on a Darwin-funded project in Nepal.

Working with wildlife

In my first summer as undergraduate student in 2007, I systematically volunteered with a wide variety of wildlife organisations to gain practical work experience with many different species:

Month	Organisation	Role	Species
June 2007	Ulster Wildlife, Belfast	Wildlife/habitat conservation	Northern Irish fauna & flora
July 2007	Cat Survival Trust, London	Animal husbandry	Large & small cat species
August 2007	Monkey Sanctuary Ireland	Animal husbandry	Large & small primate species, emus
September 2007	Wildlife NI, Benvarnden	Animal husbandry	Reptiles, wolves, tiger & injured NI wildlife
October 2007 – May 2008	Ulster Wildlife, Belfast	Wildlife/habitat conservation	Northern Irish fauna & flora