

STEVEN BROAD

Cambridge, UK

Email: steven.broad@4responsible.org | Nationality: British

An experienced leader of strategy and action in the environmental NGO sector and an expert in design and implementation of initiatives to tackle illicit trade and enable responsible nature-based business.

Three decades of diverse leadership, technical and policy experience, including:

- ***wildlife trade research, investigations, CITES implementation and regulation support, policy influence and facilitation;***
- ***institutional development and leadership in the non-profit sector;***
- ***analytical and policy engagement on: countering illicit trade; social and behaviour change research and communications; value chain analysis and intervention planning; and mobilizing transformational business sector action.***

CAREER EXPERIENCE

July 2021-present

Independent Consultant

- Helping governments, NGOs and businesses to gain deep insights into challenges and solutions related to trade from nature so that they can achieve lasting impacts and benefits.
- Helping cause-focused organisations to achieve team and operational convergence in driving forward towards strategic objectives.
- Currently engaged part-time by the ***United Nations Office on Drugs and Crime*** as a Senior Advisor providing strategic input to the design and content of the next World Wildlife Crime Report.
- Currently leading a Study on Gaps in Wildlife Trafficking Cooperation with China for the ***European Union Delegation Office*** in Beijing (via GOPA).

June 2008-present

Board member and Trustee

FairWild Foundation, Switzerland

- Acting as focal point for business planning, organisational development and oversight of licensing systems.

March 1996-May 2021

Executive Director

TRAFFIC International, David Attenborough Building, Pembroke Street

Cambridge, CH2 3QZ, United Kingdom

- Driving the relevance, strategic focus and positioning of TRAFFIC's work as the leading non-governmental organization working globally on trade in wild animals and plants in the context of both biodiversity conservation and sustainable development.
- Inspiring and leading innovative and strategic approaches to research and programmatic influence (especially in relation to consumer behaviour change and private sector

engagement), and leading policy delivery strategy and representing TRAFFIC in a wide range of policy fora.

- Managing funding development, including active engagement with government, foundation and individual donors.
- Leading TRAFFIC's engagement with founder partners (WWF and IUCN), IGO, government, private sector collaborators and target audiences.
- Playing a central role in the development of the Cambridge Conservation Initiative.
- Motivating effective management approaches, coherent teamwork and strong performance within the TRAFFIC team of 160 staff worldwide.
- Maintaining effective governance and oversight of TRAFFIC's institutional development, organisational performance and risk management and acting as Chief Executive Officer of the TRAFFIC International registered company and charity, with an annual turnover of £13m in FY21).

July 1995 – February 1996

Assistant Programme Director

TRAFFIC International, 219a Huntingdon Road, Cambridge, CB3 0DL, United Kingdom

- Developing and monitoring implementation of the TRAFFIC strategic plan.
- Development of TRAFFIC programme strategies; overseeing implementation of Network-wide research projects; supervision of TRAFFIC offices and staff in East Asia, Southeast Asia, India and Oceania.
- Development of programme and development strategies for TRAFFIC offices; and supervision of staff in TRAFFIC International.

December 1993-June 1995

Regional Director

TRAFFIC Southeast Asia, Petaling Jaya, Malaysia

- Responsible for implementing a research and policy outreach work programme in ten countries, liaising with government departments, collaboration with WWF and IUCN programmes in the region and advising the TRAFFIC Network on regional issues.
- Main research projects supervised included: an investigation of trade in tortoises and freshwater turtles; tiger product trade reviews; wildlife trade in Indochina; and medicinal trade in wildlife in Viet Nam, Thailand and Lao PDR.

February 1990 - November 1993

Assistant Director

TRAFFIC International, 219c Huntingdon Road, Cambridge, CB3 0DL, United Kingdom

- Sharing responsibility with Director for coordination of TRAFFIC Network offices in 16 countries, development and implementation of Network work plan; supervising and carrying out project work; coordinating Network investigations; development of policy guidance for WWF and IUCN; representing TRAFFIC in international meetings; co-ordination with CITES Secretariat, especially regarding enforcement and training. Main regional responsibilities: Europe; Southeast Asia, Oceania and USA.

September 1988-January 1990

Investigations Officer/Senior Investigations Officer

Wildlife Trade Monitoring Unit, IUCN Conservation Monitoring Centre, Cambridge, UK

- Implementing a project funded by WWF-UK, investigating UK and EEC illegal wildlife trade problems, preparing background information on cases and particular problems, liaising with and assisting enforcement bodies; compilation of report on wildlife trade problems in the UK, analysis of UK CITES-related legislation and discussion of recommendations with UK CITES Management Authority
- Responsible for the co-ordination of investigation and enforcement-related activities carried out by the TRAFFIC Network; assisting with co-ordination of work programmes and implementation of research projects; assisting with regional re-organisation of the TRAFFIC Network. Carried out an investigation of wildlife trade problems in Thailand during January/February 1991.

July 1985 - August 1988

Research Officer

IUCN Wildlife Trade Monitoring Unit, IUCN Conservation Monitoring Centre, Cambridge, UK

- Working on wildlife trade related research project work, including: CITES and EEC CITES annual report processing; EEC annual report analysis; Latin American Spotted Cats and Otters report; feasibility study for the production of a bibliographic database on wildlife utilisation; CITES Significant Trade reports and publications; production of Annotated CITES Appendices and Reservations publication;
- Also employed at the Wildlife Trade Monitoring Unit during September 1983 to August 1984 on university placement, working on analysis of peccary skin trade and a world survey of wildlife farming and ranching operations.

EDUCATION AND TRAINING

1981-1985 BSc (Honours) Environmental Studies

The Hatfield Polytechnic (now University of Hertfordshire), UK

Environmental economics and law, ecology, natural sciences, sustainable development, agriculture, urban and rural planning, international environmental governance.

MEMBERSHIPS AND APPOINTMENTS

- Member, Global Agenda Council on Illicit Trade of the World Economic Forum (2008-2014)
- Member, Meta-Council on the Illicit Economy of the World Economic Forum (2014-2016)
- Member, Global Agenda Council on Governance for Sustainability of the World Economic Forum (2014-2016)
- Member, OECD Task Force on Countering Illicit Trade (2013 to present)
- Board Member and Trustee, FairWild Foundation (2008-present)
- Board Member (initially Governor), Parkside Federation Multi Academy Trust (2009-2017)
- Fellow, WWF-UK (current)
- Conservation Fellow, Zoological Society of London (current)
- Advisor, Whitley Awards for Nature Conservation (2003-2008)
- Member, Global Initiative against Transnational Organized Crime (2017 to present)
- Founder member of the Council of Cambridge Conservation Initiative (2010-2021)

- Member of Advisory Committee for the IUCN Situation Analysis on Situation analysis on the roles and risks of wildlife in the emergence of human infectious diseases (2020-2022)
- Member of the UK government's Illegal Wildlife Trade Advisory Group (2021-present)

PERSONAL SKILLS

Languages:

Mother tongue English
 Basic ability French, Russian, German

Communication skills:

Highly competent networker, communicator and facilitator, with extensive experience of presenting and working in multi-cultural environments.

Organizational/managerial skills:

Institutional and programme strategy development, monitoring and evaluation, leadership, remote team management, charity establishment and governance, programme and charity accounting, funding development, partnership development, government and private sector influence, facilitation and mediation.

Training

Competencies gained through a range of vocational training and experience in positions to date. Recent training includes: GDPR compliance; cybersecurity; and bullying and harassment in the workplace and the United Nations B-SAFE course.

Recent participation in extended learning courses on: Behavioural Economics (Coursera-Duke University); Principles of Economics (Ed-X) and a Systems Approach to Managing Complexity (Open University).

SELECTION OF RECENT PUBLICATIONS

Balmford, A, Richard B. Bradbury, Jan M. Bauer, Steven **Broad**, Gayle Burgess, Mark Burgman, Hilary Byerly, Susan Clayton, Dulce Espeloso, Paul J. Ferraro, Brendan Fisher, Emma E. Garnett, Julia P. G. Jones, Theresa M. Marteau, Mark Otieno, Stephen Polasky, Taylor H. Ricketts, Chris Sandbrook, Kira Sullivan-Riley, Rosie Trevelyan, Sander van der Linden, Diogo Verissimo and Kristian Steensen Nielsen. 2021. Making more effective use of human behavioural science in conservation interventions. *Biological Conservation*. July 2021.

Broad, S. 2020. Wildlife trade, COVID-19 and zoonotic disease risks: shaping the response. TRAFFIC Briefing Paper. April 2020.

Broad, S. and Burgess, G. 2016. Synthetic biology, product substitution and the battle against illegal wildlife trade. *TRAFFIC Bulletin* Vol 28(1): 22-28.

Broad, S. and Damania, R. 2009. Competing demands: Understanding and addressing the socio-economic forces that work for and against tiger conservation. Background Paper for the Kathmandu Global Tiger Workshop. October 2009. World Bank, Washington DC.

Broad, S. and Natusch, D. 2022. Exploring the use of registered marks of certification and other traceability mechanisms for products of CITES-listed species produced by

- indigenous peoples and local communities to enhance conservation and livelihood outcomes. Report prepared for the CITES Secretariat in the context of CITES Decision 18.35. CITES Document SC74 21.2 Annex 2.
- Broad, S.**, Mulliken, T. and Roe, D. 2003. The nature and extent of legal and illegal trade in wildlife. Pages 3–22 in S. Oldfield, editor. *The trade in wildlife: regulation for conservation*. Earthscan, London.
- Burgess, G. and **Broad, S.** 2020. Evolving evaluations: exploring new measures to assess the impact of end-market interventions to address harmful wildlife trade. *TRAFFIC Bulletin Vol. 32(2)*: 77-88.
- Cooney, R., Challenger, D.W.S., **Broad, S.**, Roe, D., and Natusch, D.J.D. 2021 Think before you act: improving the conservation outcomes of CITES listing decisions. *Frontiers in Ecology and Evolution*. 9:631556
- Gibbons, David W., Chris Sandbrook, William J. Sutherland, Rezvin Akter, Richard Bradbury, Steven **Broad**, Andy Clements, Humphrey Q. P. Crick, Joanna Elliott, Ngawang Gyeltshen, Melanie Heath, Jonathan Hughes, Richard K. B. Jenkins, Alastair H. Jones, Rocio Lopez de la Lama, Nicholas B. W. Macfarlane, Mike Maunder, Ravikash Prasad, Alfredo Romero-Muñoz, Noa Steiner, James Tremlett, Rosie Trevelyan, Savita Vijaykumar, Irushinie Wedage and Nancy Ockendon. 2021. The relative importance of COVID-19 pandemic impacts on biodiversity conservation globally. *Conservation Biology*. 31 May 2021.
- Gratwicke, B. Bennett, E.L., **Broad, S.**, Christie, S., Gabriel, G., Dutton, A., Kirkpatrick, R.C., and Nowell, K. 2008. The world can't have wild tigers and eat them too. *Conservation Biology*. 22(1).
- Nielsen, Kristian S., Theresa M. Marteau, Jan M. Bauer, Richard B. Bradbury, Steven **Broad**, Gayle Burgess, Mark Burgman, Hilary Byerly, Susan Clayton, Dulce Espeloso, Paul J. Ferraro, Brendan Fisher, Emma E. Garnett, Julia P. G. Jones, Mark Otieno, Stephen Polasky, Taylor H. Ricketts, Rosie Trevelyan, Sander van der Linden, Diogo Verissimo, Andrew Balmford. 2021. Biodiversity conservation as a promising frontier for behavioural science. *Nature Human Behaviour*. May 2021.
- Petrovan, Silvio, David C. Aldridge, Harriet Bartlett, Andrew J. Bladon, Hollie Booth, Steven **Broad**, Donald M. Broom, Neil D. Burgess, Sarah Cleaveland, Andrew A. Cunningham, Maurizio Ferri, Amy Hinsley, Fangyuan Hua, Alice C. Hughes, Kate Jones, Moira Kelly, George Mayes, Milorad Radakovic, Chinedu A. Ugwu, Nasir Uddin, Diogo Verissimo, Christian Walzer, Thomas B. White, James L. Wood and William J. Sutherland. 2021. Post COVID-19: a solution scan of options for preventing future zoonotic epidemics. *Biological Reviews*. July 2021. Cambridge Philosophical Society.
- Sutherland, W.J., Adams, W.M., Aronson, R.B., Aveling, R., Blackburn, T.M., **Broad, S.**, Ceballos, G., Cote, I.M., Cowling, R.M., DaFonseca, G.A.B., Dinerstein, E., Ferraro, J., Fleishman, E., Gascon, C., Hunter, M., Hutton, J., Kareiva, P., Kuria, A., MacDonald, D.W., MacKinnon, K., Madgwick, F.J., Mascia, M.B., McNeely, J., Milner-Gulland, E.J., Moon, S., Morley, C.G., Nelson, S., Osborn, D., Pai, M., Parsons, E.C.M., Peck, L.S., Possingham, H., Prior, S.V., Pullin, A.S., Rands, M.R.W., Ranganathan, J., Redford, K.H., Rodriguez, J.P., Seymour, F., Sobel, J., Sodhi, N.S., Stott, A., Vance-Borland, K., Watkinson, A.R., 2009. One hundred questions of importance to the conservation of global biological diversity. *Conservation Biology* 23, 557–567.”
- Sutherland, WJ, **Broad, S.**, Caine, J, Clout, M, Dicks, LV, Doran, H, Entwistle, AC, Fleishman, E, Gibbons, DW, Keim, B, LeAnstey, B, Lickorish, FA, Markillie, P, Monk, KA,

- Mortimer, D, Ockendon, N, Pearce-Higgins, JW, Peck, SL, Pretty, J, Rockstrom, J, Spalding, MD, Tonneijck, FH, Wintle, BC, Wright, KE. 2016. Horizon scan of global conservation issues for 2016. *Trends in Ecology and Evolution* 31: 44-53
- Sutherland, WJ, Barnard, P, **Broad**, S, Clout, M, Connor, B, Côté, IM, Dicks, LV, Doran, D, Entwistle, AC, Fleishman, E, Fox, M, Gaston, KJ, Gibbons, DW, Jiang, Z, Keim, B, Lickorish, FA, Markillie, P, Monk, KA, Pearce-Higgins, JW, Peck, LS, Pretty, J, Spalding, MD, Tonneijck, FH, Wintle, BC, Ockendon, N. 2017. Horizon scan of emerging issues for global conservation and biological diversity. *Trends in Ecology and Evolution*. Vol 32, No 1, p 31-40.
- Sutherland, William J., Steven **Broad**, Stuart H.M. Butchart, Stewart J. Clarke, Alexandra M. Collins, Lynn V. Dicks, Helen Doran, Nafeesa Esmail, Erica Fleishman, Nicola Frost, Kevin J. Gaston, David W. Gibbons, Alice C. Hughes, Zhigang Jiang, Ruth Kelman, Becky LeAnstey, Xavier le Roux, Fiona A. Lickorish, Kathryn A. Monk, Diana Mortimer, James W. Pearce-Higgins, Lloyd S. Peck, Nathalie Pettorelli, Jules Pretty, Colleen L. Seymour, Mark D. Spalding, Jonathan Wentworth, and Nancy Ockendon. (2019). A Horizon Scan of Emerging Issues for Global Conservation in 2019. *Trends in Ecology & Evolution* January 2019, Vol. 34, No. 1, p 83-94.
- Sutherland, William J., Philip W. Atkinson, Steven **Broad**, Sam Brown, Mick Clout, Maria P. Dias, Lynn V. Dicks, Helen Doran, Erica Fleishman, Elizabeth L. Garratt, Kevin J. Gaston, Alice C. Hughes, Xavier Le Roux, Fiona A. Lickorish, Luke Maggs, James E. Palardy, Lloyd S. Peck, Nathalie Pettorelli, Jules Pretty, Mark D. Spalding, Femke H. Tonneijck, Matt Walpole, James E.M. Watson, Jonathan Wentworth, and Ann Thornton. 2020. A 2021 Horizon Scan of Emerging Global Biological Conservation Issues. *Trends in Ecology & Evolution* November 2020, Vol. 36, No. 1.
- Zain, S., Oldfield, T, Compton, J. and **Broad** S. (2019). CITES CoP18: facing the challenges of the post-2020 global biodiversity framework. *TRAFFIC Bulletin* Vol 31(2): 48-58.