



# Emily Elsner (née Adams) BA (Hons), MSc, PhD

Consultant in impact measurement, evaluation and non-profit management

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## Key Skills

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- ✓ **Developing impact and evaluation frameworks** for non-profits in migration and sustainability fields
- ✓ **Team and project management** in non-profit and charitable organisations both in person and remotely. This includes knowledge management and organisational learning and strategy
- ✓ **Public speaking, teaching and training:** in academic, entrepreneurial and classroom environments, through workshops, presentations. Theoretical study of learning and apprenticeship during PhD
- ✓ **Native English speaker**, B2-C1 German, A2-B1 French
- ✓ **Writing, editing and content production:** including academic papers, consulting reports, outreach documents and website/social media content
- ✓ **Interviewing and observation:** experience with participant observation and stakeholder interviews in field and office contexts

## Professional Experience

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### 06.2016 -Present Founder, Elsner Research and Consulting

- Consultancy specialising in impact assessment, social transformation and social-ecological research
- Key activities include:
  - Delivering innovative impact measurement frameworks (Capacity, Collaboratio Helvetica)
  - Trainings in impact measurement for entrepreneurs (Innosuisse, Cooperative Suisse)
  - Needs assessment and programme evaluation, with aim of guiding future communication and translation of science to practice (Luc Hoffmann Institute and WWF)
  - Long-term monitoring of ancient woodlands in the UK (with Woodland Trust and 3Keel)
  - Non-profit management and development (Capacity, Crypto Valley Association)
  - Staff satisfaction surveys 2018, 2019 (Luc Hoffmann Institute)
  - English editing for Lyons Communications and Journal *Transylvanian Review of Systematica and Ecological Research*
  - Surveying sustainable textile producers (Social Fabric)

### 03.2015 - Present Founder and impact evaluation, Capacity, Zurich

- Established an integration-oriented mentoring and training programme for refugees and migrants interested to learn about business techniques and consider starting their own business or social/cultural initiative
- Awarded funding from cantonal and national integration offices, business and start-up partners
- *Key activities include:*
  - Organising workshops on business development and cultural integration topics, co-working sessions and networking events
  - Supervising evaluation of the programme
  - Establishing strategic partnerships and managing Capacity team
  - Public speaking and advocacy

- 12.2014 – 04.2017 Development and membership officer, British Association of Nature Conservationists (BANC)**
- Planned and implemented transition from paper to digital publishing of BANC's journal *ECOS* between 2015-2016, including creation of new website and publicity strategy
  - Managed all public and member contacts, and day-to-day work of charity
  - Advised BANC Board of Trustees on strategy, planning and communication matters
- 10.2010 – 03.2015 PhD Student, Lancaster University, UK**
- Research focused on beekeeper learning, apprenticeship and environmental behaviours
  - Employed quantitative and qualitative research methods and engaged with diverse stakeholders (governmental, professional beekeepers, hobby beekeepers)
  - Commissioned to do survey for British Beekeeping Association on member retention and turnover
- 03.2011 – 09.2014 Undergraduate tutor and teaching assistant, Lancaster University, UK**
- Taught tutorials for first-year undergraduate geography students, including marking coursework and providing pastoral support and assisted teaching with seminar, lecture and field trip support
- 04.-09.2010 MSc student, University College London, UK**
- Conducted interviews and policy document analysis to understand stakeholder perceptions of invasive crayfish management
- 03. – 07.2009 Field researcher, Department of Plant Sciences, Oxford University**
- Organised and implemented botanical surveys of ancient woodland sites across UK, with successful publication of results in academic journal
- 09.2008-02.2009 Programme assistant, World Conservation Monitoring Centre (UNEP-WCMC), Cambridge**
- Participated in developing an indicator of progress on the use of wild species as part of the Convention of Biological Diversity 2010 Target.
- 2005-2008 Volunteering during University vacations**
- Projects in Kenya, Romania, Kyrgyzstan and Scotland
  - Topics included ecological field research and women's empowerment projects
- 10.2004-03.2005 Project assistance staff, Mott Macdonald Group, Cambridge**

## Education

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**PhD in Geography, Lancaster University** – October 2010 - March 2015

**MSc in Conservation, University College London** – October 2009 - September 2010

**BA in Biological Sciences, Oxford University** – October 2005 - September 2008

## Languages

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**English** – Mother tongue

**French** – Confident speaker, written standard A1-A2

**German** – Good conversational and written standard (B2-C1)

## Speaking Engagements and Media Articles

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- 2019 Panellist at The Human Safety Net annual conference, Venice
- 2018 Invited speaker at World Investment Forum in Geneva - Launch of global policy guide on migration and entrepreneurship  
Nominated for Swiss Diversity Award, refugee category (on behalf of Capacity)
- 2017 Winner of the PremaGyan Medal for Compassion and Wisdom, at The Good Festival, Lausanne  
Featured in news articles in Landbote and Limmattaler Zeitung on behalf of Capacity  
Interviewed for an International Women's Day interview series by Pepshot

Invited to give workshop at AFS France event *Forum Citoyene: Vivre, apprendre et innover ensemble*, Paris

Invited Speaker at The Conference Board of Canada / Leaders' Roundtable on Immigration, Bern

2015 Winner of Impact Hub Zurich Social Start Award

2010- Presentations at Royal Geographical Society and British Ecological Society annual conferences, UK

2015 Invited seminars at Food and Agriculture Research Agency and Nottingham University, UK

Invited speaker, Central Association of Beekeepers

## Selected Publications

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**Adams, E.** 2016. How to become a beekeeper: learning and skill in managing honey bees. In: special issue on skilled practice for *Cultural Geographies* DOI: [10.1177/1474474016682345](https://doi.org/10.1177/1474474016682345)

Toomey, A., Brockett, B., **Adams, E.**, Markusson, N. 2015. Inter-and Trans-disciplinary research: A critical perspective. UN GDSR 2015 Brief.

Brown, N., Curtis, T., **Adams, E.** 2015. An investigation into the effects of clear-felling versus gradual removal of conifer trees on the survival of understorey woodland plants during the restoration of ancient woodland sites. *Forest Ecology and Management*, 384: 15-22.