



Photo © Jonas Baum

Jonas Baum

“Jonas officially joined the PLCnetwork team in 2021 as Innovation Coordinator.”

Networker and Sustainable Transformation Ambassador
Innovation Coordinator at PLCnetwork of the Southern Hemisphere

Jonas Baum is as much of a lifestyle enthusiast as he is a nature lover. He grew up in Stuttgart, capital of Baden-Württemberg in Germany. This region is among the world’s economically strongest and known as a hub for innovation, arts and technology. A classic-humanist education fostered Jonas’ engagement in cultural life. In his teens he practised classical music in choirs and orchestras. During his year of civil service, he transitioned into a professional life within the hospitality sector.

Jonas simultaneously developed his hobby of nature photography. Endless time was spent outdoors on holidays in Sweden or in the woods around Stuttgart. This was a vital part of his life and formed his connection to the environment.

i Jonas is currently living in Freiburg, a dynamic university city and hub for green tech and eco-lifestyle. This context triggered a sense for climate change and conservation challenges in him.

His interest in sustainable development was further deepened when, in 2012, he started working as a cabin crew member with a line carrier in Switzerland.

His occupation provided the opportunity to travel extensively and explore all continents. To Jonas it is a blessing to get global insights into different societies as well as stunningly diverse natural environments.



Freiburg, Germany.
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Black Forest, Germany.
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Jonas with his sister, Dr Julia Baum, Founder of PLCnetwork of the Southern Hemisphere.
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“He believes that tackling the climate and biodiversity crisis needs interaction with the people affected and involved locally.”

He always had a strong bond with his sister, Julia, who has lived in South Africa for a decade. In 2017, Jonas started supporting her in establishing PLCnetwork of the Southern Hemisphere – a platform for private and community conservation through discussions, advice and many other vital means. Jonas officially joined the PLCnetwork team in 2021 as Innovation Coordinator. In his role he is developing project ideas and partnerships for PLCnetwork.

The combination of a family upbringing rooted in positive values, integrity and personal freedom and his work in the travel industry strengthened Jonas’ mindset of empathy for and encouragement of others.

He believes that tackling our climate and biodiversity crisis can only be done through positive interaction with the people affected and involved locally and thus cannot be addressed separately from social and economic needs.



With the approach of conservationpreneurship, as implemented by PLCnetwork, these needs can be met through innovative and inclusive opportunities between business and people to achieve transformation.

Read more about PLCnetwork’s latest innovative project on page 72. ■

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Jonas – the ‘chef’.
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