




Dr Julia Baum

Dr Julia Baum (PhD)
Systems thinker and storyteller
Founder of PLCnetwork of the Southern Hemisphere
Ph.D. in Conservation Biology


apparent that a powerful potential for collaboration towards a conservation economy exists across South Africa, and globally.

As a curious person, Julia strongly believes communication and collaboration can go a long way in achieving outcomes. Often, the motivations, challenges

and risks associated with conservation action are similar for many stakeholders, however, there is a lack in sharing and utilising these stories.

 We need to bridge this gap to learn from each other's experiences, knowledge and skills in order to find tailored solutions.

Dr Julia Baum was born and grew up in Germany. She stayed there until her late twenties and graduated with a M.Sc. in Geocology in 2011. Being offered a scholarship, she then embraced the adventure of obtaining a Ph.D. in Conservation Biology from the University of Cape Town and has lived in South Africa since 2012.

 Dr Julia Baum's research investigated privately-owned protected areas in the Western Cape province by interpreting them as social-ecological systems.

Julia developed a passion for exploring entrepreneurial opportunities in this field during her engagement with diverse stakeholders in the conservation sector. It became



“Julia founded PLCnetwork of the Southern Hemisphere in 2017.”

Seeing these challenges, Julia founded PLCnetwork of the Southern Hemisphere in 2017 and developed the endeavour on a part-time, self-funded basis. The website was created and original members from South Africa started joining in 2018. Julia then expanded the network into other countries and gained a first team member, Sunjeni R. Karonga, in 2020.

After the strict COVID-19 lockdown, Julia decided to move 750km away from Cape Town CBD to the KhoiSan Karoo Conservancy, which is one of PLCnetwork's early members. She is currently living here through a remote working arrangement – sitting in the lodge lounge during the day interacting with PLCnetwork members entirely via digital means. Thanks to the serene surroundings and her warm-hearted

hosts, she is able to focus on the strong momentum that PLCnetwork has gained in 2021.

“Julia enjoys the personal space the Karoo provides for some photography and writing of motivational poems.”

Although originating from a busy European city, accomplishments that complement her love of quiet and peaceful environments developed from childhood holidays in Sweden. ■

Dr Julia Baum can be reached via:
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 @dr.juliabaum (personal/professional Instagram)
 juliabaum.site (digital CV and portfolio)

Read all about PLCnetwork of the Southern Hemisphere on page 38.



Julia in Rotterdam, Netherlands.