

Nomination Citation: Professor Amanda Seed

We are delighted to nominate Professor Amanda Seed, Director of the Living Links to Human Evolution Research Centre at the Royal Zoological Society of Scotland (RZSS), for the honour of Honorary Fellowship, in recognition of her exceptional contributions to research, education, and public engagement.

Since taking leadership of Living Links at Edinburgh Zoo in 2016, Professor Seed has played a pivotal role in establishing it as one of RZSS most engaging and impactful exhibits. Alongside the Budongo Research Unit, Living Links forms part of a collaborative research consortium focused on primate cognition, behaviour, and welfare, contributing significantly to RZSS 2030 strategy for research and engagement.

Professor Seed is an accomplished researcher in human developmental and comparative psychology, leading numerous projects across multiple species in collaboration with students, colleagues, and zoo visitors. She has authored over 50 scholarly publications, including peer-reviewed journal articles, book chapters, and conference contributions, reflecting her sustained impact on the field. She is particularly recognised for her commitment to public engagement and citizen science, using Living Links to connect research with diverse audiences.

In 2023, Professor Seed secured funding to refurbish Living Links in partnership with the RZSS Education and Interpretation team, creating a redesigned space that enhanced the visitor experience, aligned with zoo branding, and strengthened the University of St Andrews collaboration. This redevelopment emphasises the visitor journey, fostering deeper connections between research, conservation, and the natural world.

Her leadership also enabled the launch of a citizen science initiative in collaboration with zoo rangers and volunteers, allowing visitors to contribute to long-term scientific monitoring of primate behaviour and welfare while inspiring interest in science and conservation among younger generations.

In 2024, Professor Seed co-led the establishment of the Global Research Centre for Diverse Intelligences (GRCDI), funded by the Templeton World Charity Foundation, further strengthening international collaboration and promoting the RZSS–University of St Andrews partnership model.

Professor Seed's leadership, innovation, and dedication to integrating research with public engagement have had a profound and lasting impact on RZSS and the wider scientific community, making her an outstanding candidate for Honorary Fellowship.