



What drives individual committed action for nature?

Metaphorically, we can say that the interviews rerun the life movie and enable us to spot causalities in the interactions with context, while this text presents a detailed snapshot of the current situation, partly compared to features provided by the 108 other actors.

Results from the life story interviews

The life story interviews were BIOMOT's most important data source on the individual level. Much of their content also pertains to the actors' present motivations and actions. Elements, for instance, are the importance of childhoods as the *locus* of reconnection and the establishment of meaning, the high level of self-determination of the actors, the invisibility of economics as motivator for action and the role of mentors helping actors to resist being mainstreamed prematurely.

Result of ranking the motivational cards as part of the interviews

At the end of the life story interviews, interviewees ranked cards, indicating what were their most important (rank 6) to least important (rank 1) drivers to act for nature. What was written on the cards is visible in Figure 3; the cards also contained some further words of explanation. It may be noted that the cards contained 'curiosity and learning', 'living a worthwhile life' and suchlike 13 elements that also strongly came out of the interviews. The cards were all conceived before the interviews however, and therefore represent an independent result. We never predicted, for instance, that 'curiosity and learning' would come out as nr. 1. Figure 4 shows the result, overall from BIOMOT's seven EU countries.

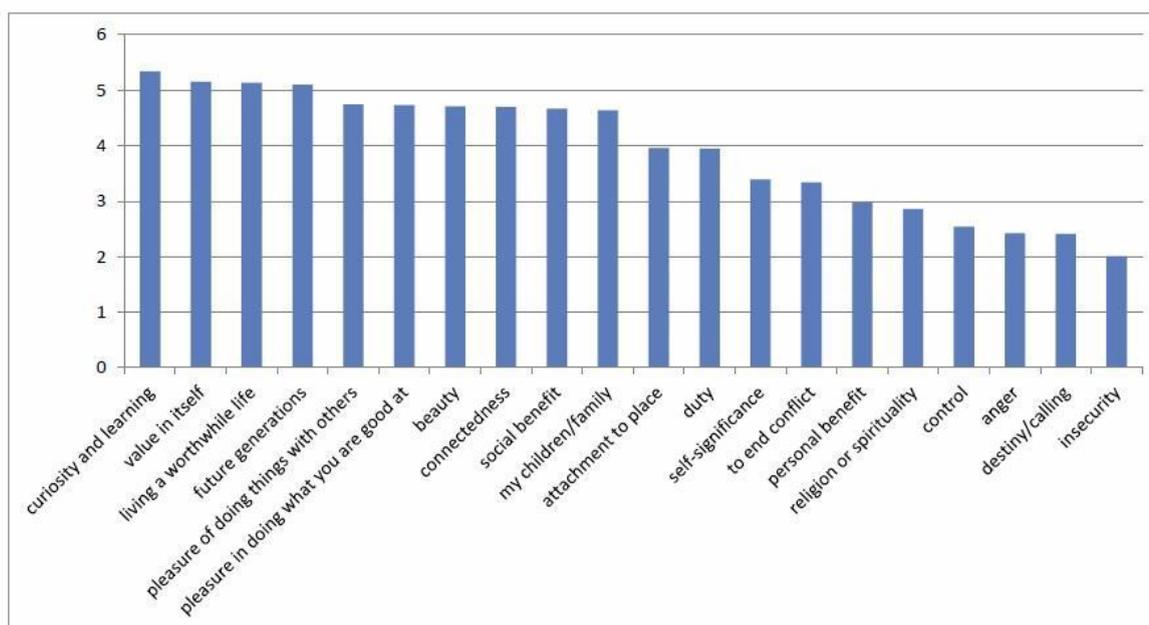


FIGURE 4. Ranking of the motivational cards by committed actors for nature

Looking at the top four motivations, we discover 'curiosity and learning' and 'living a worthwhile life'. These two are obviously connected to the interview findings. Both these concepts are 'eudemonic', as the philosophers from Aristotle onwards have called them ('eudemonia' meaning: the good, meaningful life). This is a value often totally ignored in ethics and policies nowadays, which tend to focus fully on either *hedonic* values (pleasures, consumption, happiness, benefits of ecosystem services,) or values external to the person, which are often called *moral values* (e.g. social values, future generations, the intrinsic value of nature,). The top four of Figure 4 contain these latter two moral values. Next come two relatively hedonic ones, namely the pleasure of doing what you are good at and the (social) pleasure of working with others. The pleasure of doing what you are good at is strongly related to eudemonic values. Concluding, we may say that in this data, **the key drivers for committed action for nature are eudemonic, with (social) happiness and moral values as the main supporters.**

Ecosystem services are not present in the list, which may be seen as an omission in the element of BIOMOT. Yet, we may safely say that the pattern we find here is far removed from the idea that ecosystem services would be a main driver for committed action for biodiversity.

(This Findings for All was written by the Dutch team about data that was gathered by the whole BIOMOT team.)

