

# BIOMOT Motivational strength of ecosystem services and alternative ways to express the value of biodiversity



## Why is BIOMOT needed?

Despite growing public awareness about the value of biodiversity, and despite a large body of research into the economic, ecological and socio-cultural values of biodiversity, European citizens and policy-makers do not appear to respond swiftly and effectively to prevent further biodiversity degradation.

Why is that? What could really work to motivate publics and political actors into action for biodiversity?

Starting from these questions, the project addresses the problem of building and sustaining motivation to act for biodiversity by means of a comprehensive rethinking of what value and motivation actually are for people. We explore the way people are driven to action by intrinsic motivations, social norms, collective action or economic benefit. We aim at using these results to help improve environmental policy-making at local, regional, national and EU levels.

## Project objectives

1: To establish how economic methods to express the value of biodiversity can be adapted in such a way that they result in stronger motivations to act for biodiversity at the local to global scales.

2: To establish what (economic and alternative) ways to express the value of biodiversity are at work in cases of successful governance and policy action for biodiversity at the local to global scales.



## Who we are

BIOMOT is run by a partnership of 8 institutions from 7 European countries. It is coordinated by Radboud University Nijmegen (NL).

The project brings together researchers and practitioners from economics, governance theory, psychology, environmental sciences and philosophy into an interdisciplinary framework.

Project partners:

- Netherlands: Radboud University Nijmegen & Leiden University
- United Kingdom: University of Manchester
- Belgium: Université Catholique de Louvain
- Germany: Universität Greifswald
- Finland : University of Eastern Finland
- Slovenia : ZRC SAZU
- Italy: CIRPA-La Sapienza

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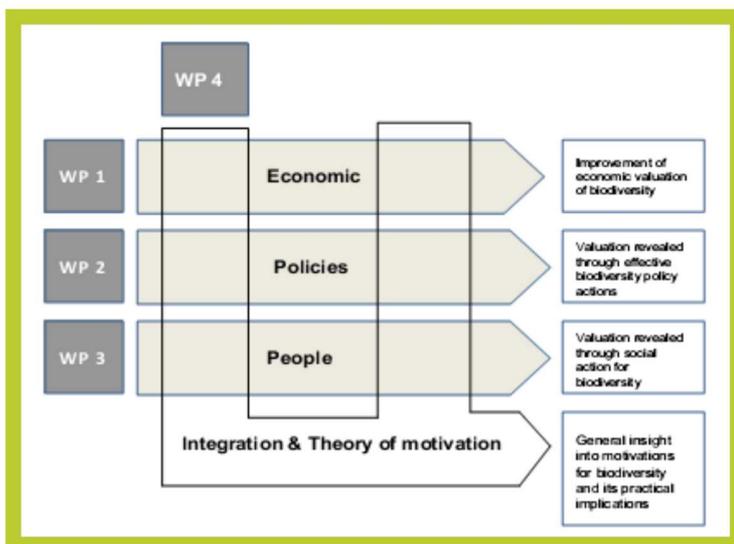


3: To establish what ways to express the value of biodiversity are at work in cases of successful action for biodiversity carried out by political, businesses, NGO and other leaders at various scales.

4: To propose a general "theory of motivation to act for biodiversity" and show the practical applications of this theory to enhance biodiversity action in the daily lives and practices of people and institutions at levels ranging from the local to the global.

## Lines of research

These objectives are made operational along four research lines, each corresponding to a Work Package:



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