Work package 1

WP 1 is divided into four different tasks. The first task (1.1) conceptualizes the 'Total Economic Value', especially with regard to its motivational capacity.

People are motivated to undertake an action if it is something they can relate to and something they can believe in. The motivational power of a tool describing the value of biodiversity depends on its ability to capture people's *relation* to biodiversity and their beliefs in the *results of their actions*.

But can humans' relations and beliefs regarding biodiversity be captured in a monetary value, such as the Total Economic Value (TEV), based on ecosystem services? This is subject to many criticism. One is that the majority of the TEV value is based on biomass and bio-productivity, with biodiversity only being a small portion of it. Another problem stated is that TEV can't be readily transferred over time, because factors that differ over time are neglected in the calculation. Also, though TEV can make sense when looking at a local scale and within a defined area, its relevance on a more global scale is debated. Another often heard criticism is that the usage of monetary values to rate biodiversity turns it into an commodity, as such discarding the intrinsic value and cultural valuation.

The TEV is very absolute, and leaves little space for marginal values, which do play a motivational role. This makes it more akin to cost-benefit analyses (CBA) than is preferable. A CBA assigns monetary values to environmental attributes. CBA's can be both 'public' and 'private', depending on whether the actors involved are public or private entities. The main differences between the two are found in the costs and benefits included in the analysis; private CBA's only include those influencing the owners and stakeholders of the organization, while public CBA's also include costs and benefits to others ('external effects'). The question is which of the two methods has more motivational strength.

Task 1.1 will develop a fresh perspective by addressing the motivational capacity of economic valuation tools starting from the scale at which the decision making process takes place ranging from the global to the local level. We will pay particular attention to the motivational capacity of valuation at the regional scales most useful to decision makers in the EU.

Task 1.2 puts the valuation of biodiversity in context. Economists are increasingly becoming aware of the limitations of monetary valuation of environmental and non-environmental goods. Out of concern for the validity of purely economic valuation, several of them have started to combine default economical methods with participatory deliberation, approaching people as more than mere consumers.
Behavioural economists have suggested that financial rewards weaken the intrinsic motivation of concerned individuals. Their motivation is a result of a moral mode of reasoning, not of monetary gains, and seeing others being rewarded while they are not can demoralize their attitude.
There is a widely noted gap between ethical values and behaviour: the intention-behaviour gap. How to predict the occurrence and influence of this phenomenon is still poorly understood.

The issues about the role and place of economic valuation in the context of wider normative perspectives on biodiversity will be addressed based on literature studies and theory in close contact with WPs 3 and 4.

In **task 1.3**, the experts and practitioners that work at economical valuation of biodiversity will be interviewed. This is done in all seven partner countries of the BIOMOT project. The group will consist of governmental agents, NGO personnel and consultants. The interviews will gather all relevant opinions, practices and experiences. The results will be fed back into the theory building streams of

tasks 1.1 and 1.2, as well as the foundational theory building action in WP 4. Some 60 interviews are envisaged.

The respondent selections as well as the interim and preliminary results will be discussed during workshops of the BIOMOT partners, as part of **task 1.4**. The Mid-term Conference will be used to share preliminary results with the wider public. The lead partner will design the plan for reporting in scientific journals. All other dissemination and communication activities will be part of the overall communication plan of BIOMOT .