

Work package 3

In this work package, the motivations and values of those actors that are exemplary for outstanding biodiversity action will be scrutinized. This will be compared with non-exemplary actors which are roughly in the same position, thus creating a research pairing. However, defining the non-exemplary actors to match the exemplary ones will be an arbitrary element, because no two people that contrast in terms of action for biodiversity will be the same in all other aspects. The WP 3 leaders will oversee all sampling proposals by the partners, and guarantee an overall balance. The selection of the cases is **task 3.1**. One important remark here is that BIOMOT will not ground itself in the incidental comparative biographies of individual matched pairs, but the theory building will be based on group wise comparisons.

The research is done primarily through interviews, guided by a theoretical framework developed in collaboration with WP. In **task 3.2**, a research protocol will be designed, based on the framework. It will be finalized in a workshop.

All BIOMOT partners will gather and analyse their data in **task 3.3**., and the WP leaders will be responsible for the final overall analysis.

The case selections as well as the interim and preliminary results will be discussed during workshops of the BIOMOT partners. The Mid-term Conference will share preliminary results with the broad 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..