

Work package 4

The main focus of WP4 will be on issues of scale, issues of concept and terminology and an analysis of the connections between ecosystem services and biodiversity, differentiating between those scientifically grounded and those commonly believed and communicated. Why do people do the things they do? Why do we do things that require a certain conviction, such as to act for biodiversity? Because we have the opportunity and the capacity for such action, but most importantly because we have a motivation to act.

The first task (**4.1**) is to develop common concepts. This can be differences in scales or in the relationship between ecosystem services and biodiversity. **Task 4.2** also focuses on the common concepts, giving all WPs a common starting point by developing a first frame for a theory of motivation to act for biodiversity. In **task 4.3** the theory will be developed further, possibly with the inclusion of an empirical part. **Task 4.4** will subsequently reconnect the theory with the empirical results of the other three work packages. This is beneficial in both directions: the framework will aid the analysis of the data, and the data will enrich the final phases of theory construction.

In **task 4.5**, as a follow-up to the data analyses in the previous tasks, the WP 4 groups will draft the recommendation for society, separated into various user groups. The synthesis and reporting in task 4.6 will comprise all final communication with science and society, both for WP 4 separately and for the BIOMOT project as a whole.