

MOTIVATIONS AND ARGUMENTS TO ACT FOR BIODIVERSITY

ALTERNATIVE WAYS TO INSPIRE INNOVATIVE POLICY MAKING

International conference

10th–11th June 2015, Brussels, Les Ateliers des Tanneurs

Organized by the BESAFE research consortium (<http://www.besafe-project.net>)
and the BIOMOT research consortium (<http://www.biomotivation.eu>).

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Biodiversity in Europe continues to decline. Decades of policy making, business involvement and citizen action have not yet been able to turn that general tide. Great efforts have been made recently to clarify the economic importance of nature to society, for instance through the valuation of ecosystem services. This approach creates a new awareness, but also new risks, and has apparently not done much yet to energize society towards real change. What are arguments for biodiversity that really appeal? What moves people into committed action for nature?

What could really work to motivate society to take action for nature?

Based on four years of large-scale research by two European projects, this conference aims to break new ground. It will involve a wide audience in high-level keynotes, science-policy interface sessions, stakeholder meetings and panels discussing specific themes.



Conference program

Wednesday 10 June 2015

8.30 – 9.00 Welcome coffee

9.00 – 9.30 Welcome and registration

9.30 – 9.45 General introduction to the conference

- Birgit de Boissezon, Head of Unit for Sustainable Management of Natural Resources, DG Research and Innovation, European Commission
- Wouter de Groot, BIOMOT Coordinator
- Rob Bugter, BESAFE Coordinator

9.45 – 10.35 From alternative ways to express the value of biodiversity to innovative policy making

- Mark Reed, the Birmingham School of the Built Environment, United Kingdom
 - Motivational drivers and governance: group-based valuation of socio-cultural ecosystem services
- Claudia Pahl Wostl, Universität Osnabrück, Germany
 - Multi-level social learning processes in resource governance

10.35 – 11.05 *Coffee break*

11.05 – 11.25

- Martin Sharman, former European Commission Policy Officer responsible for biodiversity and ecosystems services
 - Conceptualizing BESAFE and BIOMOT, before and after the act

11.25 -12.05 Overview of key findings BESAFE: effective arguments for biodiversity

- Rob Bugter, BESAFE Coordinator
- Pekka Jokinen, University of Eastern Finland, Finland
- Paula Harrison, University of Oxford, United Kingdom

12.05 – 12.45 Overview of key findings BIOMOT: motivational drivers and governance for ecosystem services provision and biodiversity

- Wouter De Groot, BIOMOT Coordinator
- John O'Neill, University of Manchester, United Kingdom
- Marino Bonaiuto, Sapienza University of Rome, Italy

12.45 – 14.00 *Lunch* + Poster Sessions (see posters list)

14.00 – 15.00 Science-Policy Forum on transition towards social-ecological resilience in ecosystems service provision, based on key recommendations from BIOMOT and BESAFE

Participants :

- Tom Dedeurwaerdere, Université catholique Louvain, Belgium
- Rob Bugter, BESAFE Coordinator
- Kurt Vandenberghe, Director for Directorate I - Climate Action and Resource Efficiency, DG Research and Innovation, European Commission
- Pia Bucella, Director for Directorate B - Natural Capital, DG Environment, European Commission

15.00 – 15.30 *Coffee break*

15.30 – 17.00 Selected papers from the call for papers (parallel sessions) – (see Abstract Book)

Thursday 11 June 2015

8.30 – 9.00 Welcome coffee

BESAFE and BIOMOT breakout sessions and concluding panel on policy recommendations

9.00 – 9.20 Introduction to parallel sessions

- In-depth BESAFE sessions on use of results, web-tool and Q-study
- In-depth BIOMOT sessions on Social innovation and Collaborative policy for biodiversity

9.30 – 11.00 Parallel sessions, part I

- Social innovation for biodiversity and ecosystem services (sessions a and b)
- Webtool testing
- Qstudy of views based on concourse in BIOMOT and BESAFE webtool testing
- Themes from BESAFE – practical lessons

11.30 – 11.30 *Coffee break*

11.30 – 13.00 Parallel sessions, part II

- Collaborative policy for biodiversity and ecosystem services (sessions a and b)
- Webtool testing
- Qstudy of views based on concourse in BIOMOT and BESAFE webtool testing
- Themes from BESAFE – practical lessons

13.00 – 14.00 *Lunch*

14.00 – 15.00 Parallel sessions, part III

- Plenary session: reporting from session on social innovation and collaborative policy
- Webtool testing
- Qstudy of views based on concourse in BIOMOT and BESAFE webtool testing
- Themes from BESAFE – practical lessons

15.00 – 15.30 *Coffee break*

15.30 – 17.00: Concluding panel on policy recommendations and transdisciplinary research.

Panel members: Birgit de Boissezon, Michael Pregernig, Domenico Rosetti di Valdalbero, Wouter de Groot, Rob Bugter

The panel discussion will be structured around:

- Short reports from today's BESAFE and BIOMOT sessions
- Presentations on
 - *Transdisciplinary research for ecosystem service provision and biodiversity management in the European Union* by Michael Pregernig, University of Freiburg, Germany
 - *Knowledge co-production / co-design and the future of sustainability research* by Domenico Rossetti di Valdalbero, Principal Administrator, DG Research and Innovation, European Commission
- A summary of conference outcomes from the project's view: messages and policy recommendations, by Wouter de Groot (BIOMOT Coordinator) and Rob Bugter (BESAFE Coordinator)

The session will end with a final general discussion and a closing address by Birgit de Boissezon, Head of Unit for Sustainable Management of Natural Resources, DG Research and Innovation, European Commission

The BIOMOT and BESAFE projects

BIOMOT and BESAFE are two projects under the same topic of the EU programme FP7, with the shared mandate to produce an *'analysis of alternative ways to improve biodiversity policy making and governance at local, national and global scales'*. Both projects run from September 2011 to August 2015, with partners from Italy, Finland, the UK, the Netherlands, Hungary, Belgium, Sweden, Austria, Denmark, Bulgaria, Romania, Norway, Germany and Slovenia. BIOMOT uses the economic ('ecosystem services' and 'natural capital') approaches to biodiversity as a critical starting point to address the great question of what could really work to motivate societies to take action for nature. BESAFE concentrates on the effectiveness of different types of arguments: what works where and when. Sourced from all partner countries, the projects used policy document analyses, project analyses, interviews and surveys as their scientific tools. Both projects have generated new theory and policy recommendations that will help innovate biodiversity policies and citizen action. The projects are partly funded by the EU's 7th framework programme under grant agreements FP7-ENV-2011-282625 and 282743, respectively. The websites are www.biomotivation.eu and www.besafe-project.net.

International Scientific Committee

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- Bauler, Tom Université Libre de Bruxelles, Belgium
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- Tinch, Rob Economics for the Environment Consultancy Limited, United Kingdom
- van Herzele, Ann Research Institute for Nature and Forest (INBO), Belgium
- Young, Juliette Centre for Ecology and Hydrology, United Kingdom