



Groups in action for nature “Motivations and autonomy”

An EU wide comparative research amongst 34 major and successful initiatives

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In general: what are ‘group-level’ features that enhance the drive & energy of groups in action for biodiversity?



More specifically: what is the importance of external motivations (monetary/regulation) and internal motivations (enjoyment in creative learning, experimentation, enjoyment of nature) in creating long-term commitment ?

FINDING 1 : For the great majority, internal and external motivations work side by side

FINDING 2 : Intrinsic motivations to act for nature are stimulated by several factors that are *internal* to the group. The most significant are:

- strong desire to help nature,
- a clear and strong group aim,
- broad, inclusive leadership

FINDING 3: Most important contextual factor fostering intrinsic motivations for groups to work for nature is the groups’ level of self-determination

Discussion : From self-sustained committed action to larger-scale innovation

1. The 34 major successful initiatives have a strong anchorage in the local economy



Importance of local economic benefits derived from the project, according to participants: 3.5 on scale 5-0, visualized by ↑ (average over the 34 initiatives)

2. Involving people in **bottom-up social innovation** is key to creating committed action for nature, and for sustainability in general.

3. Policy options for expansion of self-committed biodiversity actions



Supporting biodiversity and nature protection actions in **partnerships with societal actors**



Involvement of public authorities at all levels (local, regional, national, EU) in **bottom-up social innovation**.