Session	Expert Panel: Aichi Strategic Goal A
Title of presentation	Biodiversity Management is about People: Role of Social-Behavioral Sciences in Creating Awareness and Mainstreaming Biodiversity
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Abstract

Biodiversity conservation and management is done by people and is essentially about how people claim and use biological species. Therefore, understanding people as individuals and collectives, including the structure and function of institutions and political arrangements is necessary for sustainable biodiversity management. The requisite tools and expertise needed to facilitate the understanding of people and their institutions exist within the behavioral and social sciences. The social and behavioral sciences also have tools and expertise that can be used to successfully promote pro-biodiversity behaviors and enhance institutional arrangements for sustainable biodiversity management. Creating actionable awareness and mainstream sustainable management of biodiversity stand a great chance of benefiting from the social and behavioral sciences. The success of efforts to reduce biodiversity loss and sustainably management biodiversity depends a great deal on the extent to which we understand people and can influence them.

Context

This talk is based on a paper about the role of the social sciences in attaining the Aichi targets, sponsored by the Convention on Biodiversity. The paper is titled "Managing Biodiversity is about People…" In that paper, we illustrate key potential contributions of the social sciences to sustainable biodiversity management. On the basis of the fundamental understanding that biodiversity management actually happens when individuals and communities interact with nature, we present and justify arguments for how the behavioral sciences, particularly Conservation Psychology, can help attain several of the Aichi targets with specific emphasis on Targets 1-4. In essence, we introduce and elaborate on the concepts of motivational functionalism (the things that initiate, direct and sustain behavior), behavioral constraints, and impact, probability and penetration as requisite parameters for selecting and promoting pro-biodiversity behaviors and practices. We present some tools and discuss how they can be used, through a process referred to as Social Marketing, to facilitate the attainment of Aichi Targets 1-4. Additionally and because institutions and organizations can be motivated to be more effective and efficient in accomplishing pro-biodiversity management goals, we discuss and illustrate how

this can be done within such organizations. Also included in that paper are insights about how and why understanding human values and institutional arrangements for biodiversity could facilitate sustainable biodiversity management.

Key considerations in "Managing Biodiversity is about People…"

Values

- A plethora and plurality of beliefs, values, claims, and uses of natural resources impacts biodiversity management options and outcomes;

Behaviour

- How social-psychological and material factors interact with economic factors to differentially shape behaviours pertinent to biodiversity management;
- How identifying and understanding the factors that motivate and constrain individual, collective, and organisational behaviours can help contextualize and facilitate efforts to promote sustainable biodiversity management.

Institutions

- Sector and/or scale specific institutions are increasingly limited in managing biodiversity in an interconnected world;
- Institutions mediate interactions between external pressures and large scale planning and lower levels of decisions regarding biodiversity management.

Key discussion points and conclusions

Values

- A plethora of beliefs, values, claims, and uses of natural resources that connects different societies in time and space, and impacts biodiversity management options and outcomes;
- A plurality of values shape natural resource claims and use – and therefore the conservation and sustainable use of biodiversity which arise from a variety of social, natural and economic factors;
- Cognitive dissonance emerges within individuals when faced with conflicting values and beliefs held as an individual and as a member of a collective in ways that impact biodiversity management

Behaviour

- Tools and expertise exist to help influence pro-biodiversity behaviors

- Formal control and enforcement of sanctions are limited as biodiversity management tools; use of motivations and social, moral, economic incentives can more effectively empower people to sustainably manage biodiversity;
- Social-psychological and material factors interact with economic factors to differentially shape behaviours pertinent to biodiversity management;
- Emphasis on education and information regarding the value of biodiversity to society is important, but limited when pedagogical tools used are top-down or heavily dependent upon external experts;
- Identifying and understanding the factors that motivate and constrain individual, collective, and organisational behaviours can help contextualize and facilitate efforts to promote sustainable biodiversity management;
- Individual actors are increasingly detached from the impact of their consumption decisions and how strengthening "positive" feedback is important for inducing individual behavioural change;

Institutions

- Sector and/or scale specific institutions are increasingly limited in managing biodiversity in an interconnected world;
- Institutions, promoted as part of biodiversity management can allow for the expression of a plurality of individual and collective values, facilitating empowerment and motivating individuals and collectives to manage biodiversity endogenously;
- Institutions can be manipulated and used by individuals for personal advantages leading to resource degradation and social inequality;
- Institutions mediate interactions between external pressures and large scale planning and lower levels of decisions regarding biodiversity management.