



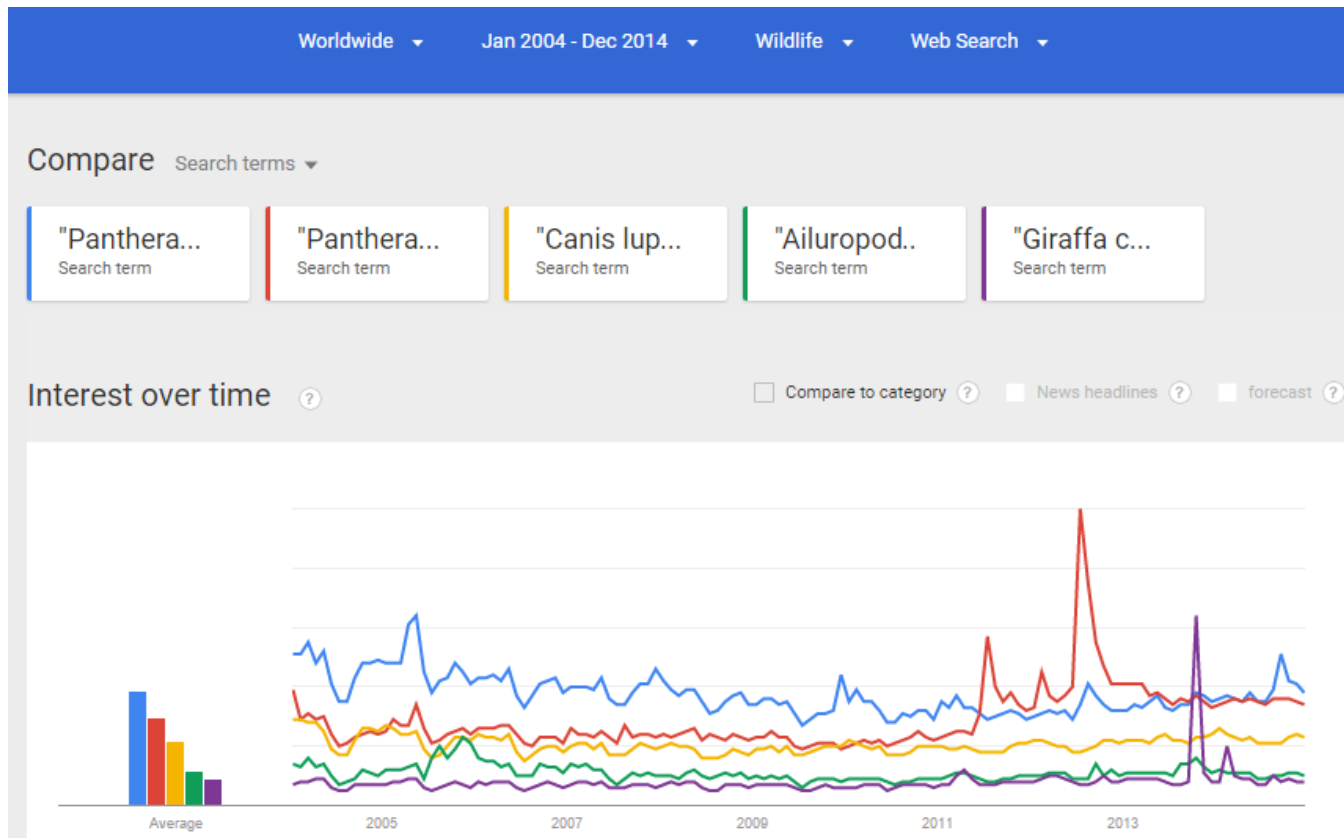
VALUING NATURE

Addressing the influence of human values on selective investment in conservation priorities

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Google Trends



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What is the influence of intrinsic human values/emotions on the prioritisation of species and spatial conservation objectives?

Objectives

1. Identify those species traits that elicit positive, negative or indifferent human emotions
2. Quantify the influence of these traits on popular interest in vertebrates, and the allocation of conservation priorities
3. Working with the NGO community, use the knowledge gained to develop novel approaches to marketing 'less popular' species of conservation importance

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Centre for Geography,
Environment and Society



Prof Catherine Leyshon
Cultural Geographer
Landscape, place and
identity

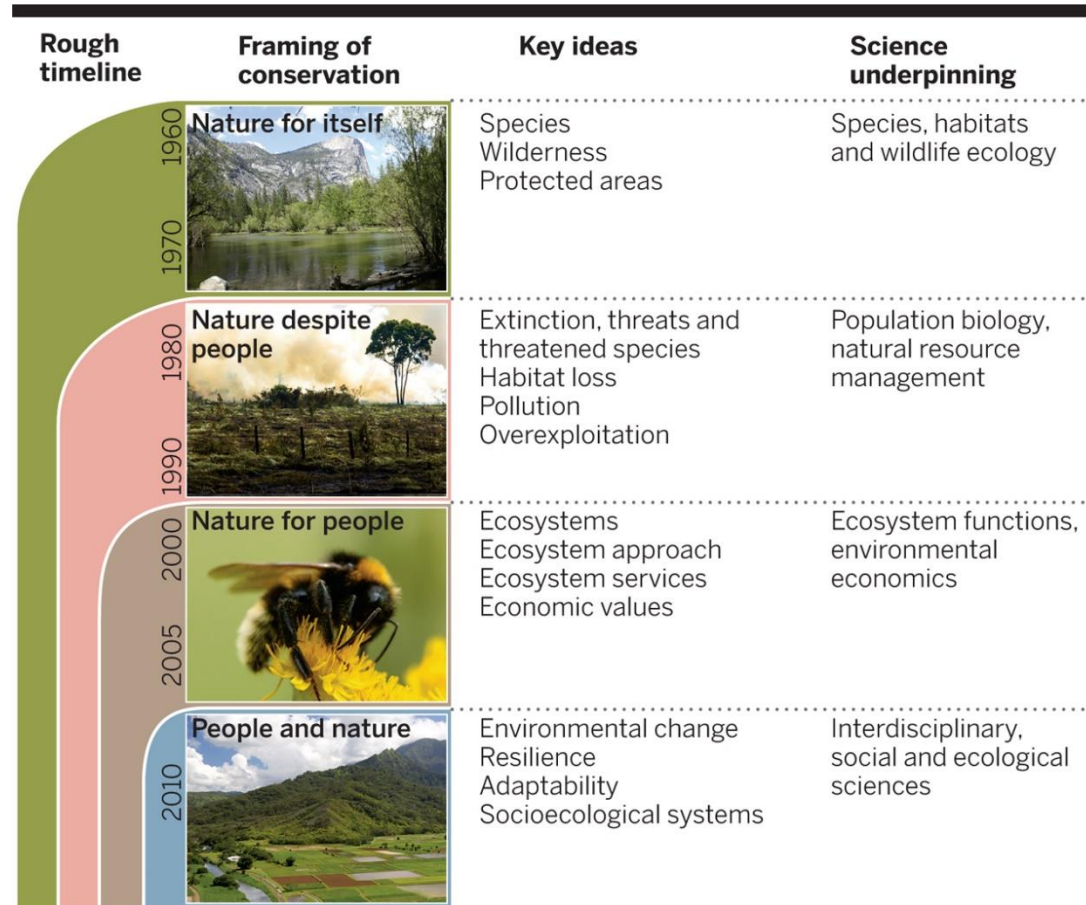


Dr Michael Leyshon
Social & Cultural Geographer
Youth culture, identity, care and
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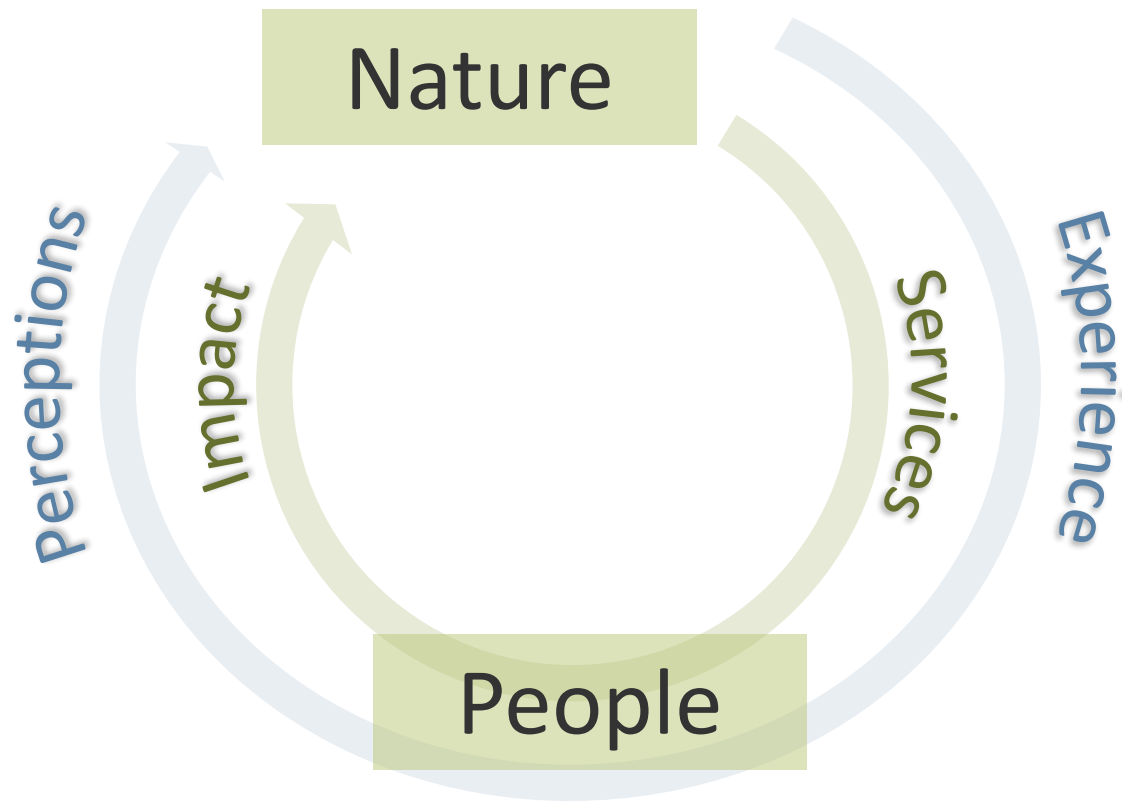
Dr Jon Bennie
Conservation ecologist
Biogeography, spatial
ecology, global
environmental change and
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Mace GM (2014) Whose conservation? *Science*, **345**, 1558-1560.

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Services

Economic, health & well being, food security, insurance

Impact

Habitat loss, global change, over-exploitation
Habitat creation/protection, species conservation, remediation & recovery

Experience

Reconnecting, forming relationships/attachments, identity, cultural association

Perceptions

Popular support, lifestyle change, cultural transformation, re-imagining of a sustainable society.

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Outputs

1. Report
2. Accompanying video blog
3. Presentation at start-up and wash up
4. Presentation at NGO workshop
5. Presentation at VNP Annual meeting

Impact

1. Improved understanding of how people relate emotionally to nature
2. Better appreciation of how and why perceptions influence conservation outcomes
3. Developing novel publicity approaches to counter the influence of perceptions
4. Developing a model for fostering more resilient human-environment interrelationships

Outcomes

1. Engagement with the discussion on human-nature interrelationships
2. Engagement with major conservation NGOs on the issue of selective conservation