

Biodiversity conservation in agricultural landscapes: linking farmers, actions & outcomes

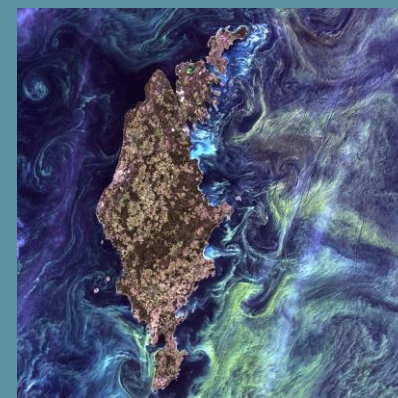
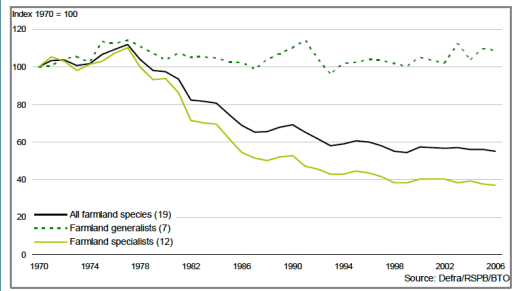
Jonas Josefsson



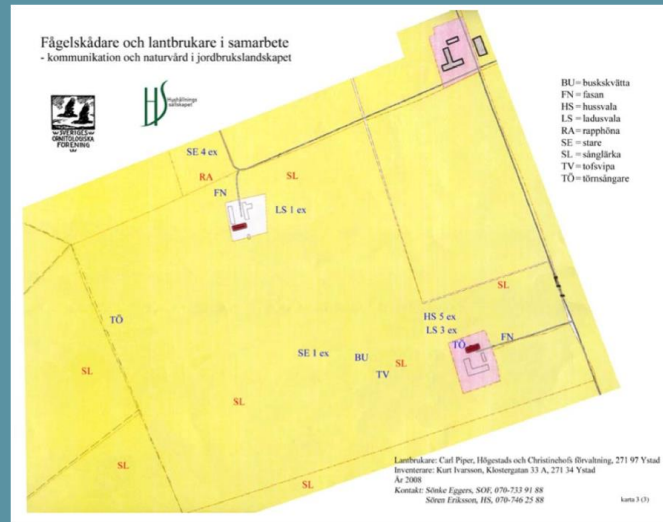
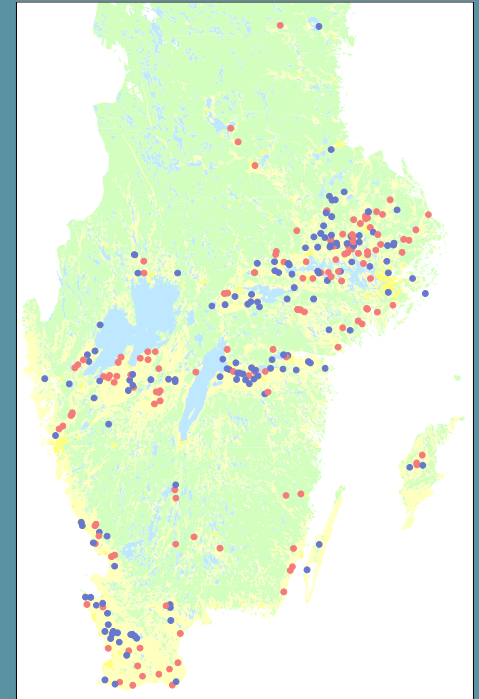
Bertebo conference, 25th August



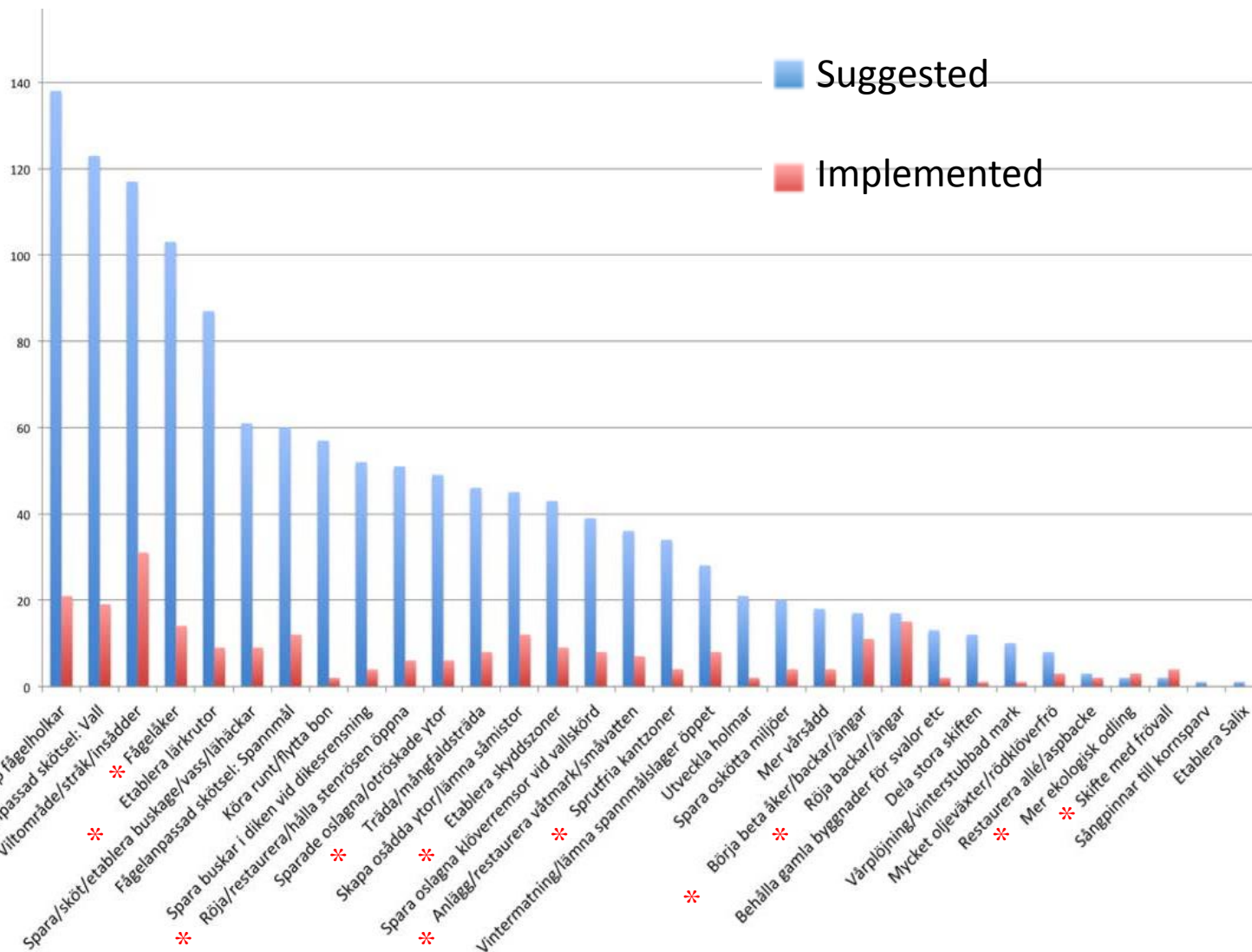
United Nations Decade on Biodiversity

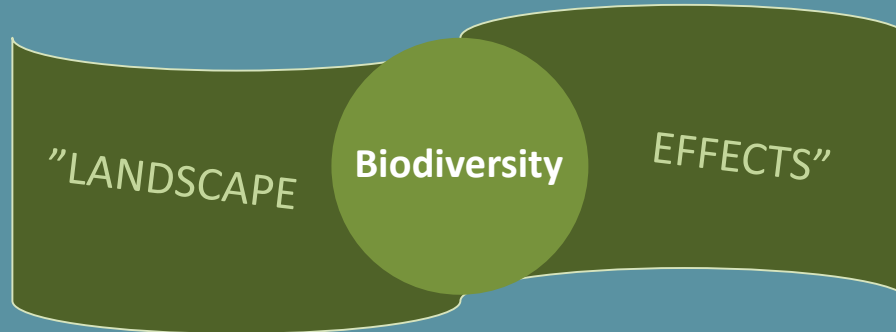
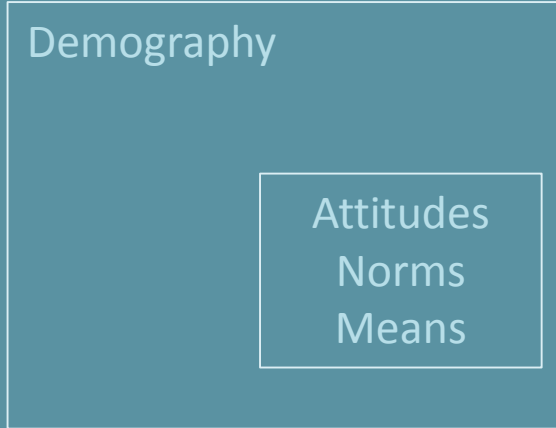


The Swedish Volunteer & Farmer Alliance

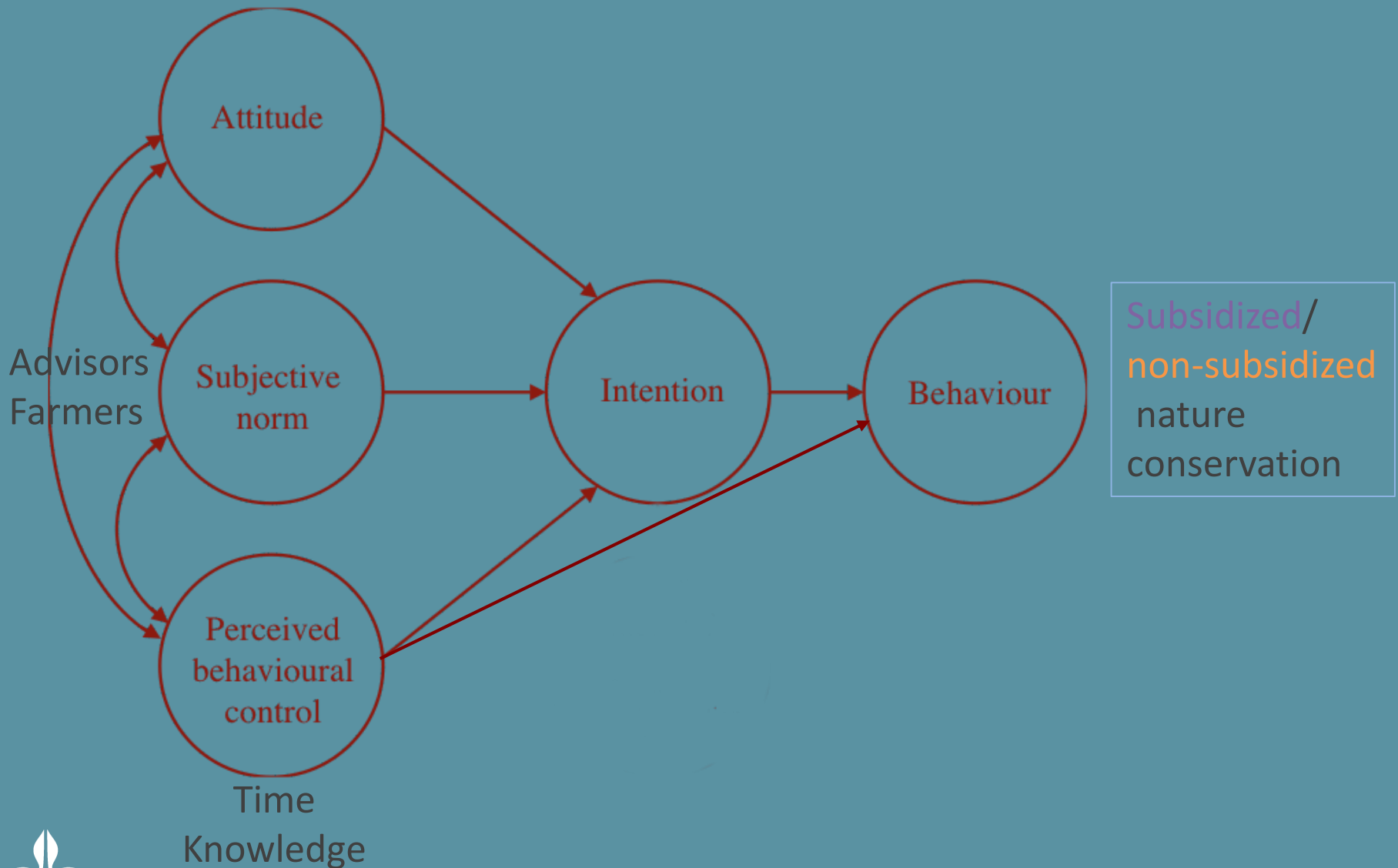


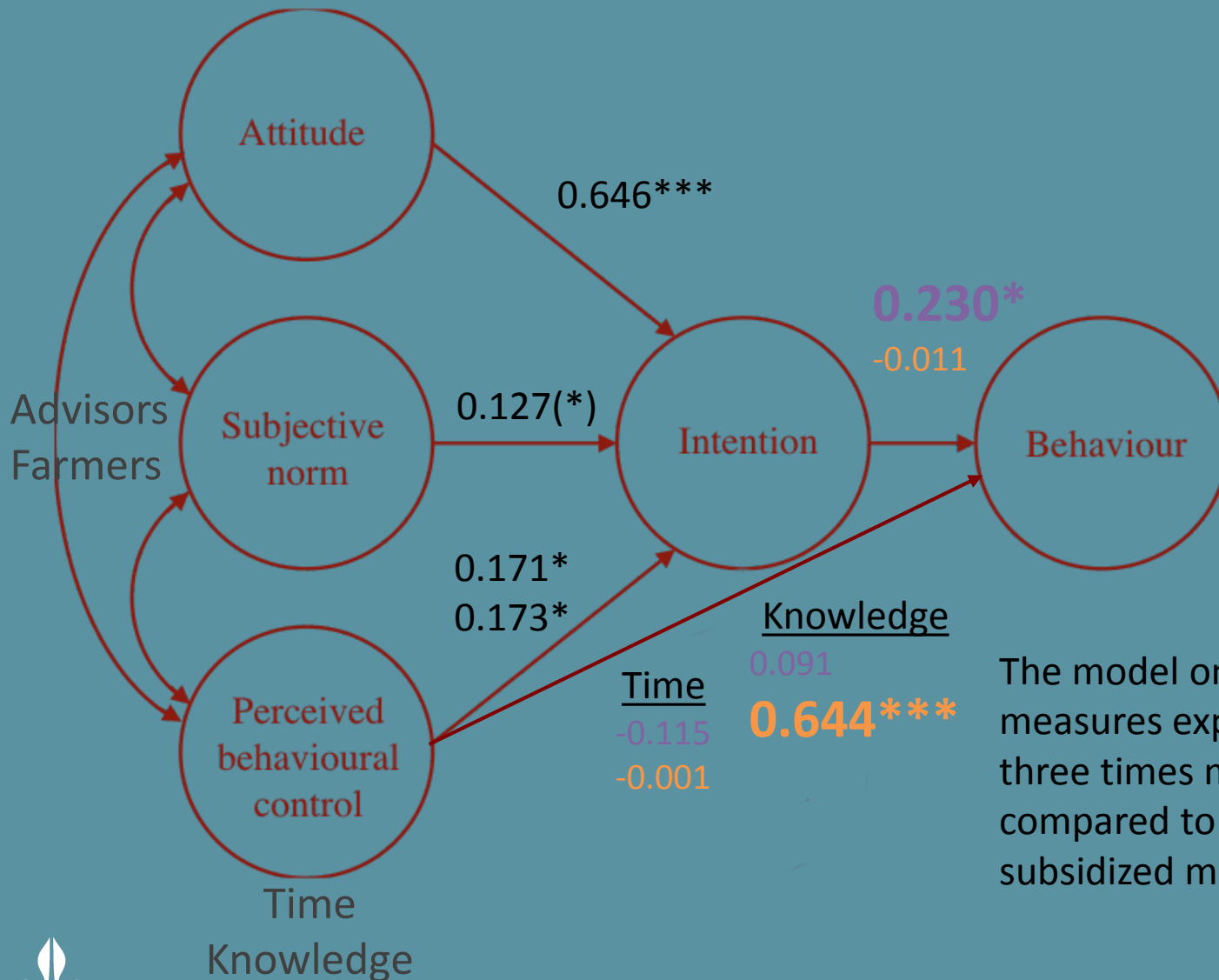
The Swedish Volunteer & Farmer Alliance (V&FA) is a participatory project where ~ 300 farms collaborate with agricultural advisors and bird watchers to improve conditions for farmland birds.





The Theory of Planned Behaviour (TPB; Ajzen 1991)





Subsidized/
non-subsidized
nature
conservation

The model on non-subsidized measures explained more than three times more of the variance compared to the model on subsidized measures

Conclusions

- Social-psychological models are useful to understand determinants of conservation work, especially non-subsidized conservation.
- In terms of non-subsidized nature conservation practices, for intentions to be realized into actions, we must provide more support regarding ecological knowledge.
- Collaborative projects are needed to create arenas where new norms can be formulated and manifested and knowledge can be transferred.