



BIODIFUL IMPACT AIMS



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Mainstreaming biodiversity awareness across society

Human life and civilizations depend on biodiversity. Therefore, the biodiversity crisis does not only threaten other species on genetic, species and ecosystem levels, but endangers us and our ways of life. Yet, awareness of the importance of biodiversity remains low and the understanding of the risks we are facing appears to be lacking.

The overarching impact aim of BIODIFUL is to facilitate the mainstreaming of biodiversity-respectful activity via individual, organisational, and societal leadership. This requires, first, that we increase and mainstream the awareness and understanding of the importance of biodiversity.

BIODIFUL Movement

Solving the biodiversity challenge calls for a transformative change throughout the society that cannot be materialized by any single actor or project. Therefore, in BIODIFUL we aim at creating, empowering and equipping a network of biodiversity-respectful change agents that outlives the research project.

Biodiversity respectful leadership model for individuals

Individuals can initiate and lead change as consumers, citizens, professionals and activists. This requires the will to do the right things and knowledge of what the right things to do are.

BIODIFUL aims at creating knowledge about the links between our daily decisions and biodiversity impacts, especially concerning our choices about food and consumption. We also aim to do it in ways that inspire and empower individuals.

Biodiversity respectful leadership model for companies

Firms are the main instrument of both material wellbeing and environmental destruction. The question is how to hold on to the first achievement and transform the latter outcomes: due to their major impacts, firms must be at the forefront of the required change.

BIODIFUL aims at envisioning and cocreating alternatives for conducting genuinely sustainable business.

Biodiversity respectful leadership model for societal decision-makers

The socio-political institutions create the structures within which both firms and individuals act. We need structures that make it easier to cherish and maintain biodiversity, and creating these requires the ability to shape them in ways that make them acceptable to the individuals and firms acting in them.

At BIODIFUL, the aim is to create understanding of what drives or hinders biodiversity respectful political decision-making.