

Nature Survey

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Nature Survey: Sweden

- Values we all share and the value of nature
- How to measure the values Swedes place on nature
- How do Swedes value nature



Natural values ○○○○

Nature Survey
Measuring values ○○○

Swedish values ○○○○○○○





Values we all share and The value of nature



Nature Survey

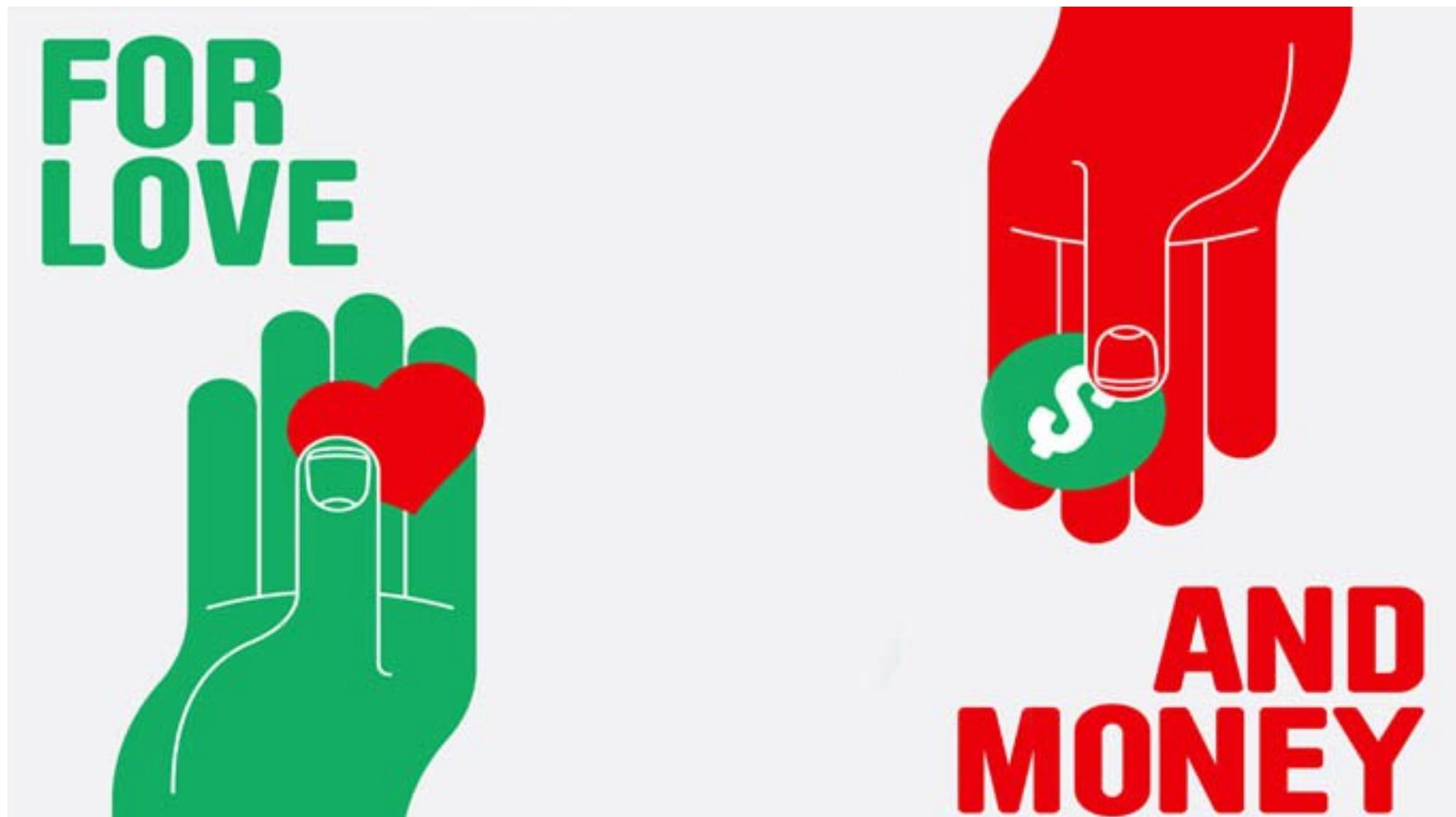
Natural values oooo

Measuring values ooo

Swedish values ooooooo



Intrinsic and Instrumental values

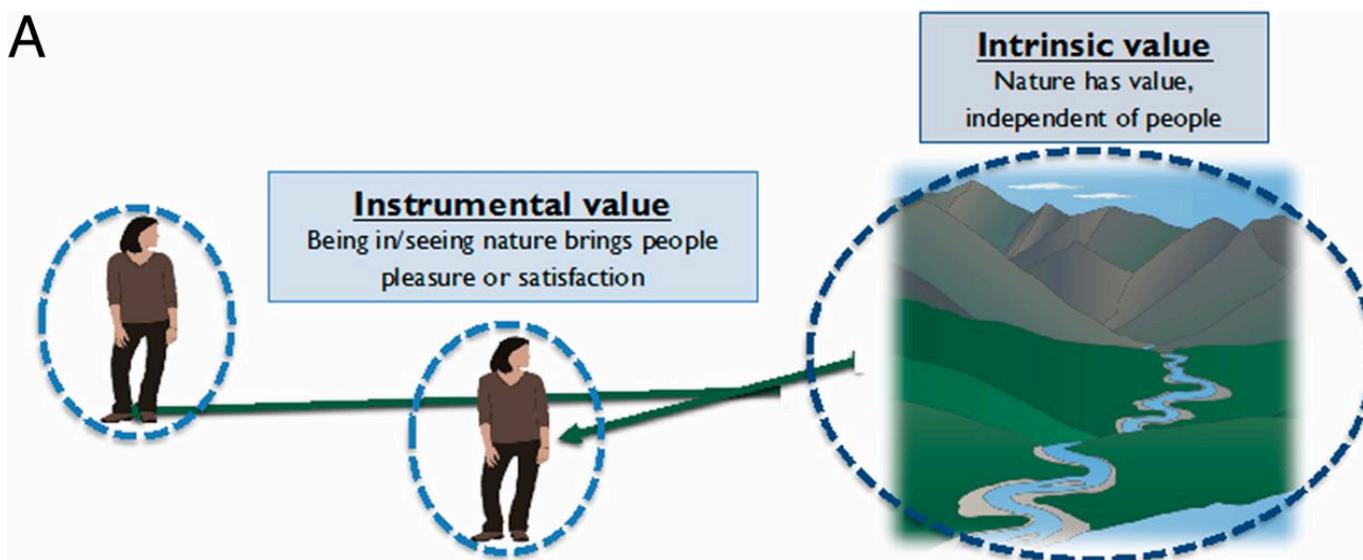
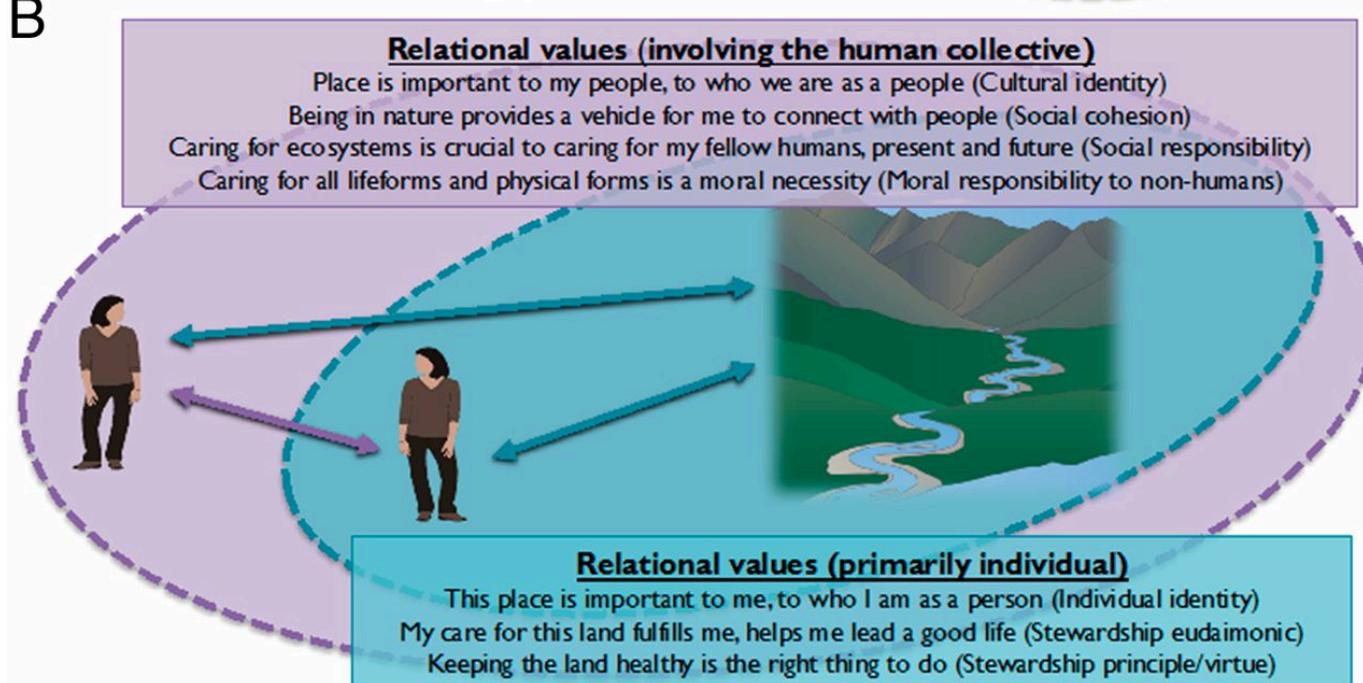


Natural values •oooo

Nature Survey
Measuring values oooo

Swedish values ooooooo



A**B**

Chan et al. 2016. PNAS

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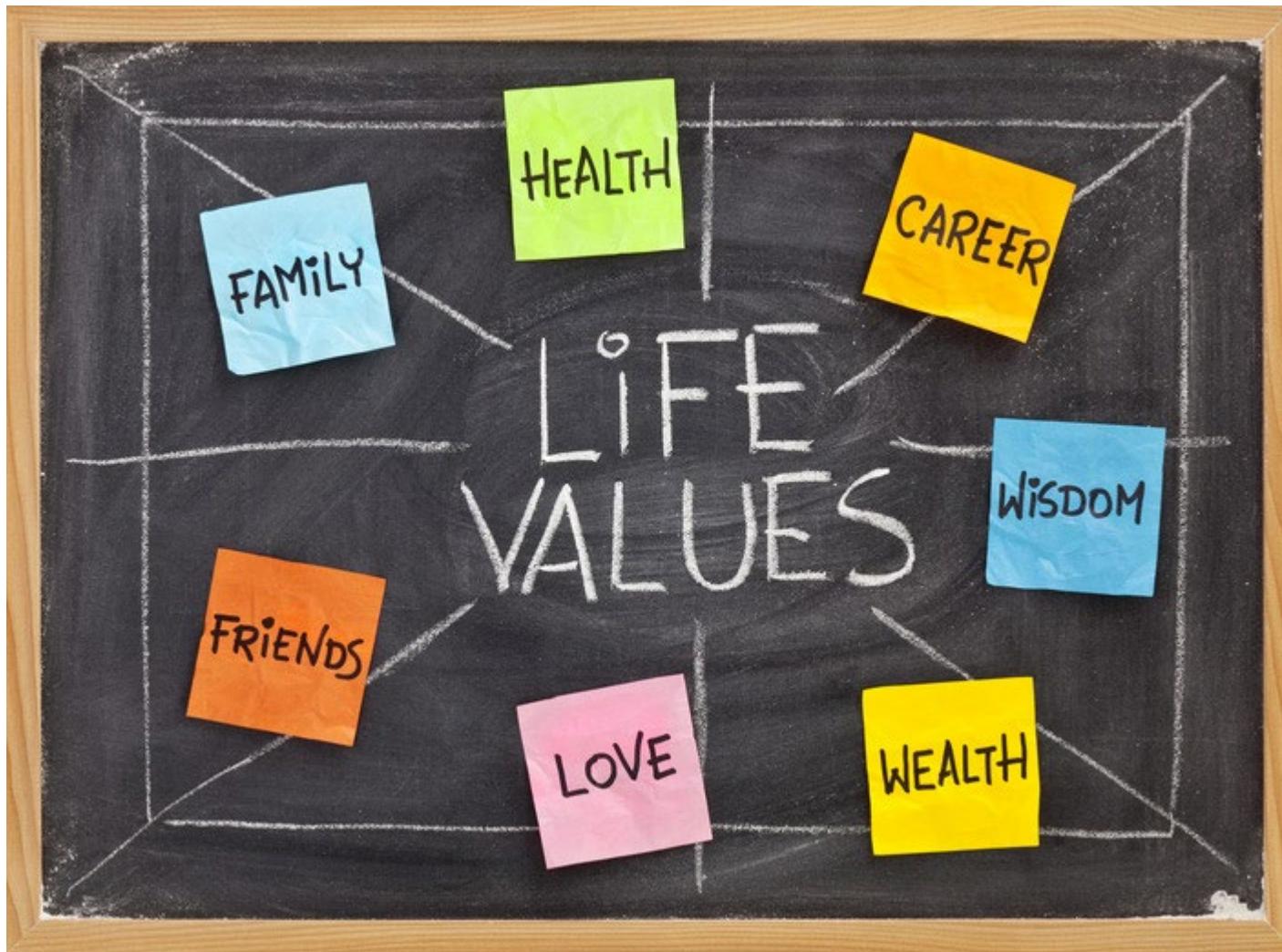
Natural values ○●○○○

Measuring values ○○○○

Swedish values ○○○○○○○



How do we develop these values?



Nature Survey

Natural values ○○●○○

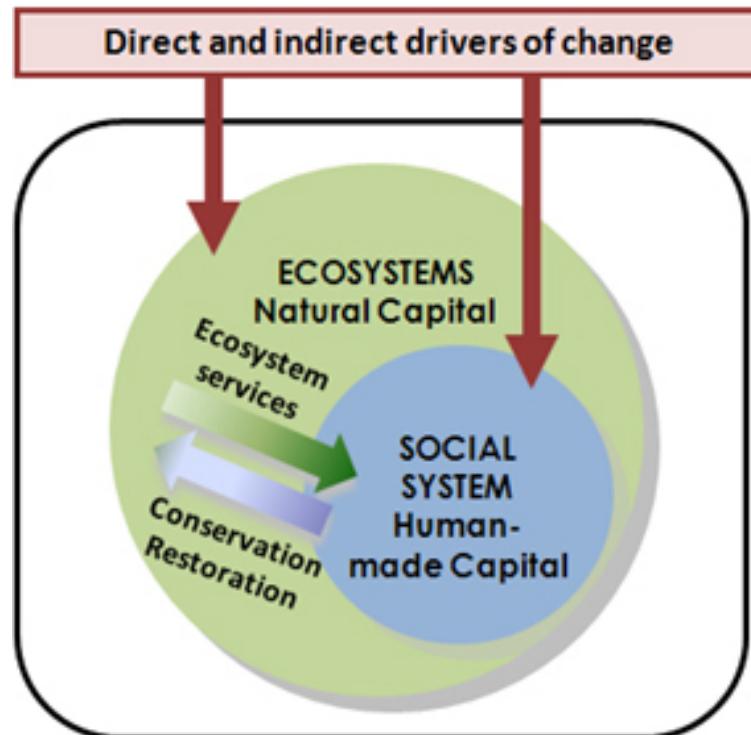
Measuring values ○○○

Swedish values ○○○○○○○

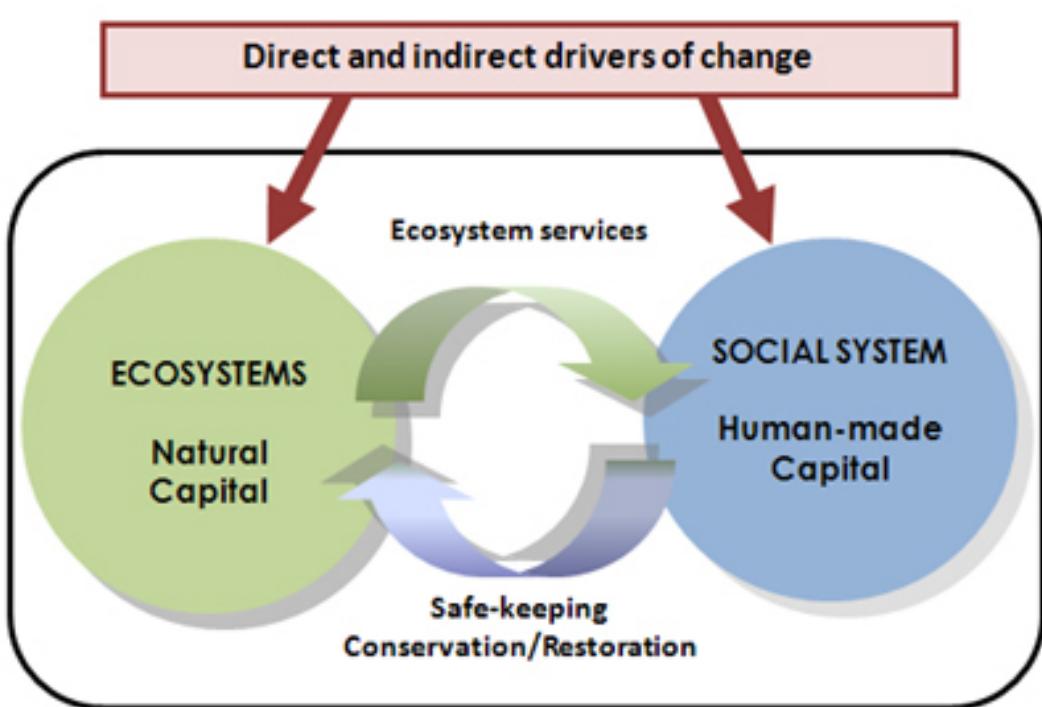


How do people value nature?

People-in-nature



People-with-nature



Gonzalez et al. 2008. Ecology and Society

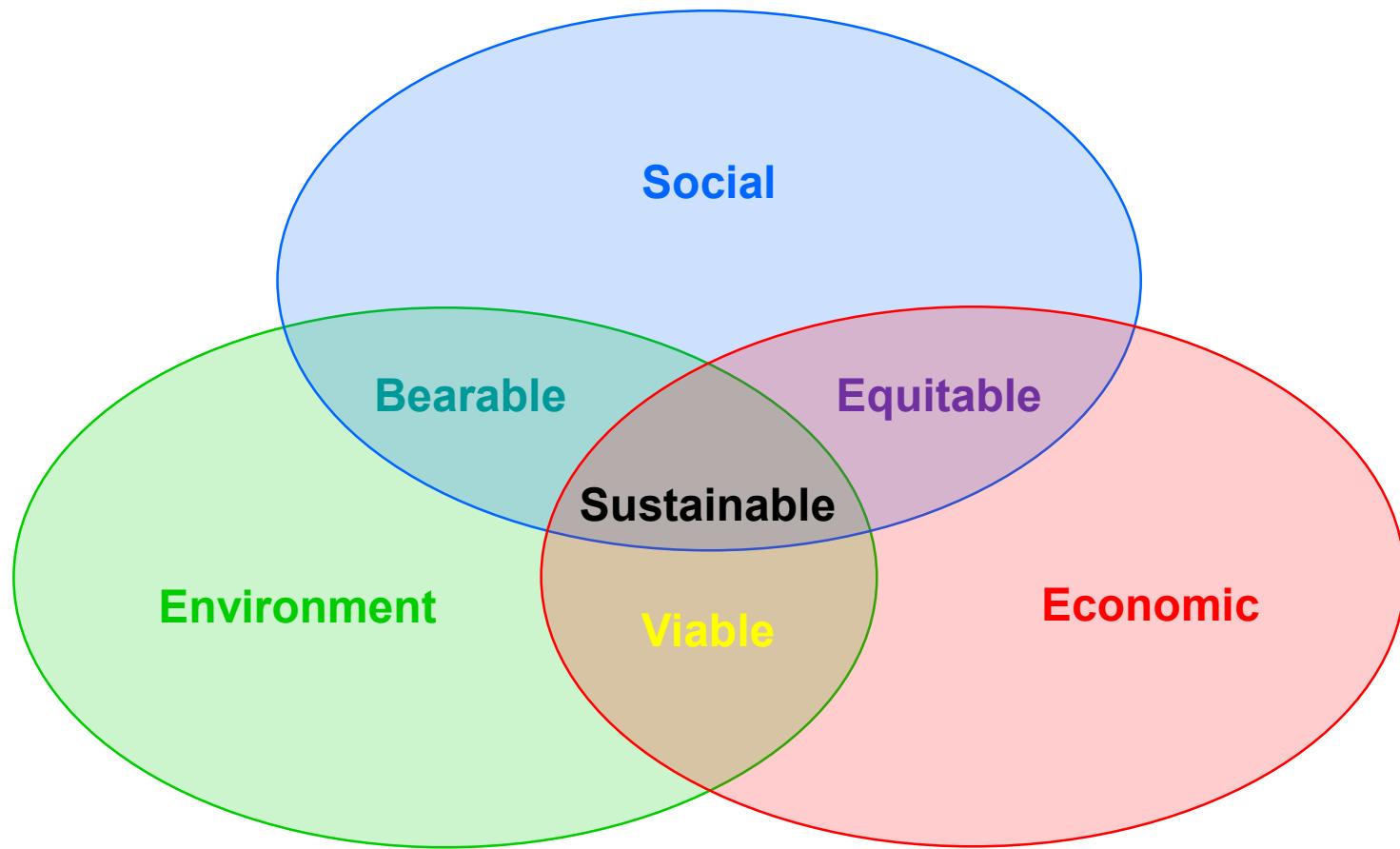
Natural values ○○○●○

Nature Survey
Measuring values ○○○

Swedish values ○○○○○○○



Sustainability, the intersection of values.



Natural values oooo•

Nature Survey
Measuring values oooo

Swedish values ooooooo





How to measure the values Swedes place on nature



Nature Survey

Natural values ○○○○

Measuring values ○○○

Swedish values ○○○○○○○



Nature Survey

* Required

Tell us about yourself.

Year of birth *

Choose ▾

Gender *

Choose ▾

Highest education level *

Choose ▾

Education focus *

Choose ▾

Occupation *

Choose ▾

Occupation Focus *

Choose ▾

Where are you from? (Where would you consider you spent more than 80% of your childhood) *

Choose ▾



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Natural values ○○○○

Measuring values ●○○○

Swedish values ○○○○○○○



Public vs. Stakeholders



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Natural values ooooo

Measuring values ooo

Swedish values ooooooo



Ask participants to rank a series of photos in order of:

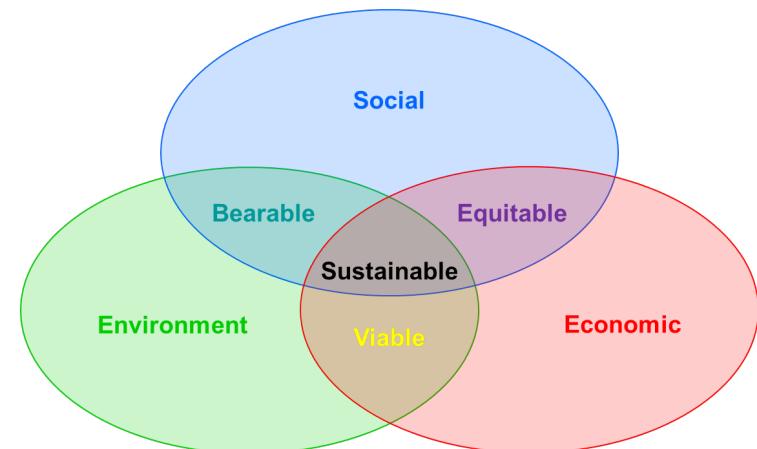
Ecological value

Economic value

Aesthetic value

Cultural and historical value

Where they would most like to visit (tourist value)





1 2 3 4 5



1 2 3 4 5



1 2 3 4 5 6



Nature Survey

Natural values ○○○○

Measuring values ○○●

Swedish values ○○○○○○



A photograph of a rustic wooden cabin with a stone chimney and a red metal roof. A wooden deck with white chairs is attached to the front of the cabin. The cabin is situated on a grassy bank next to a river, with a dense forest of tall evergreen trees in the background.

How to Swedes value nature?



Nature Survey

Natural values ○○○○

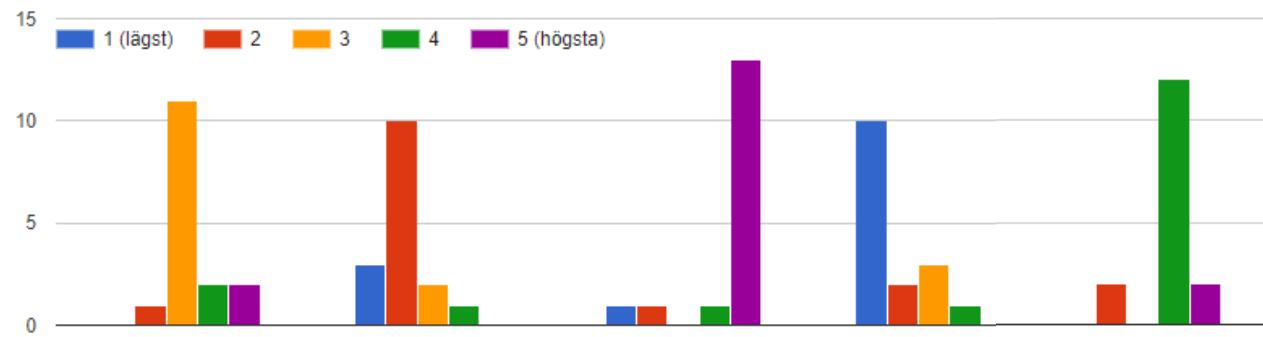
Measuring values ○○○

Swedish values ○○○○○○○

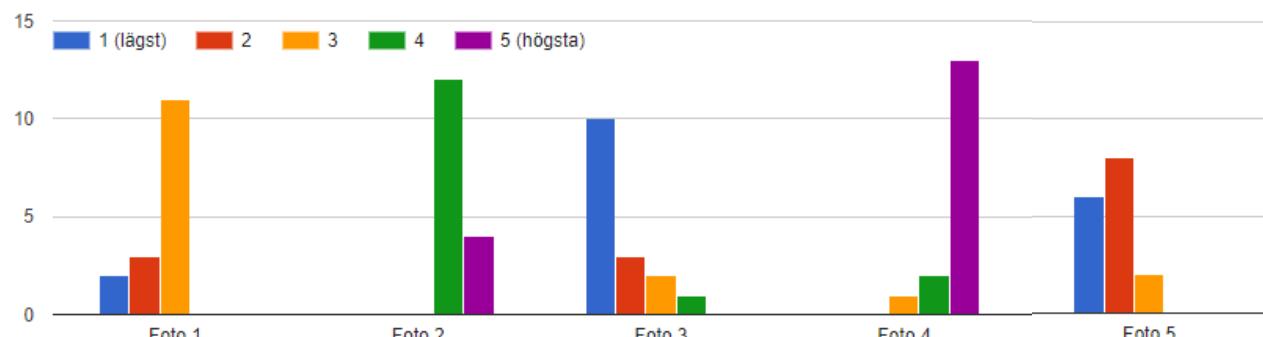




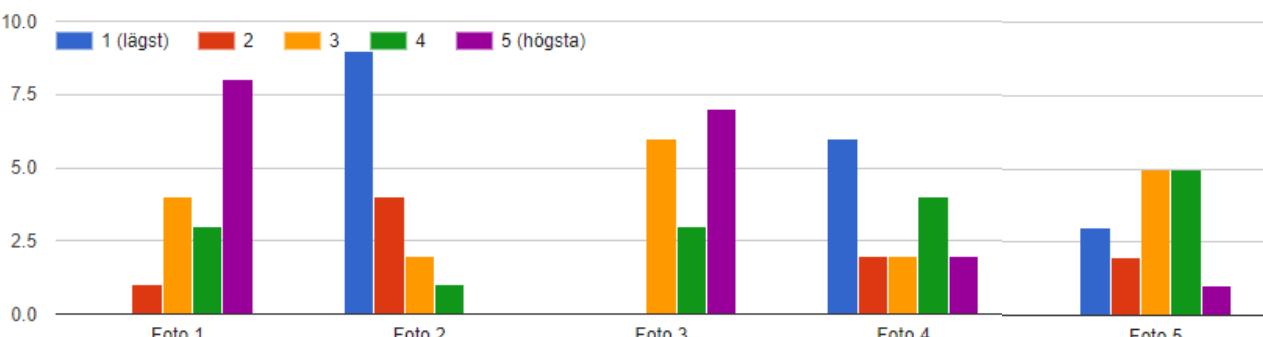
Ecological



Economic



Aesthetic



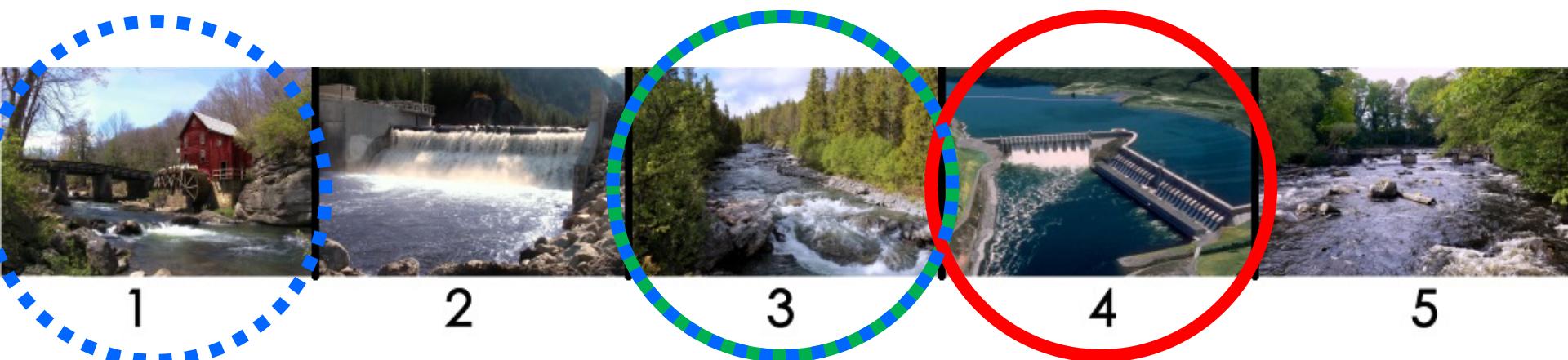
Natural values ○○○○

Measuring values ○○○

Swedish values ●○○○○○○



River Values: Ecological, Economic, Aesthetic



Natural values ○○○○

Nature Survey
Measuring values ○○○

Swedish values ○●○○○○○





1

2

3

4

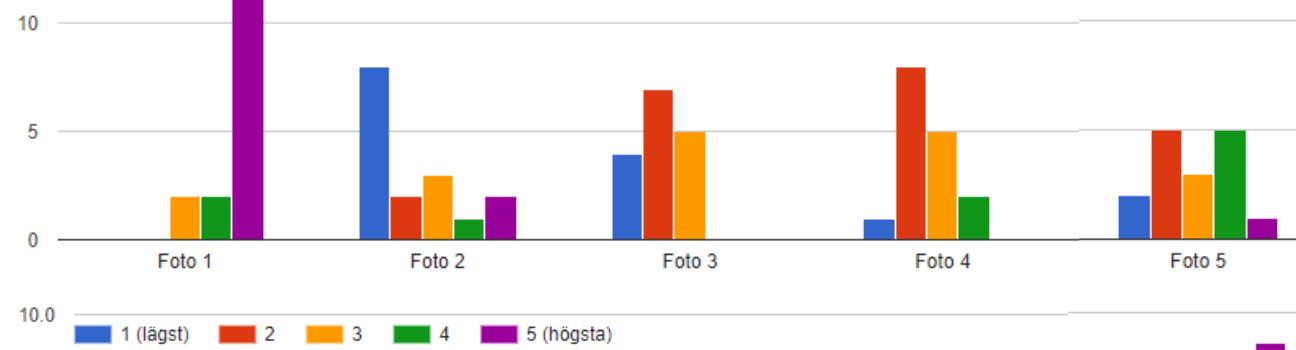
5

15 1 (lägst) — 2 — 3 — 4 — 5 (högsta)

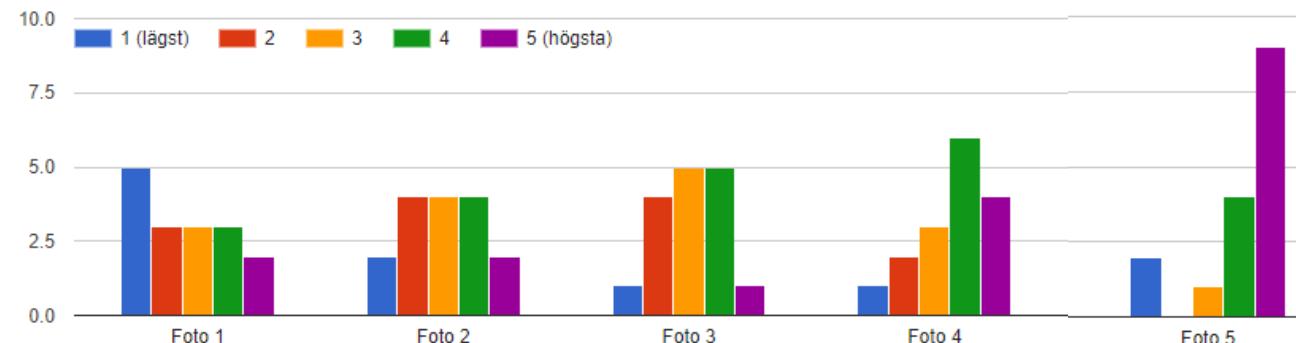
Ecological



Economic



Aesthetic



Natural values ○○○○

Measuring values ○○○

Swedish values ○●○○○○

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River Values: Ecological, Economic, Aesthetic



Natural values ○○○○

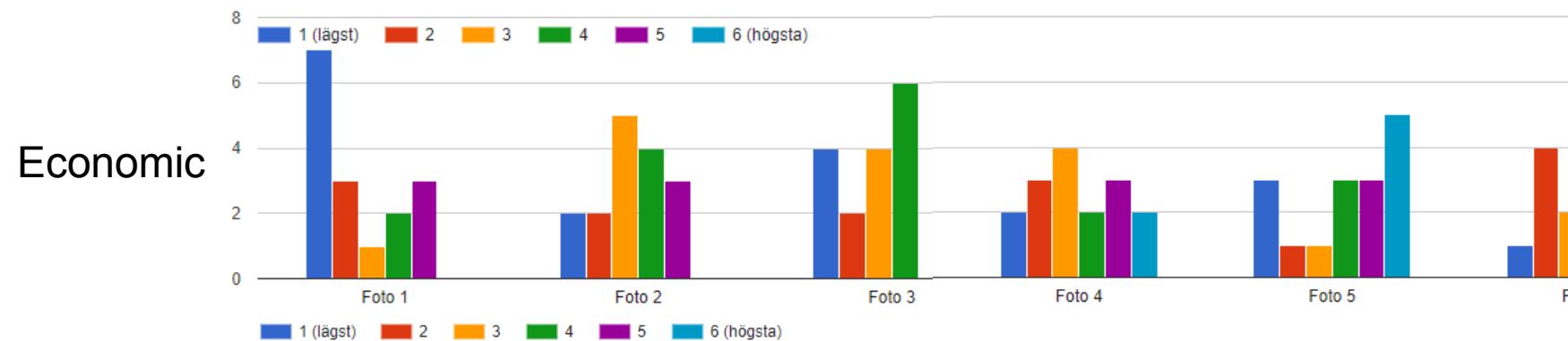
Nature Survey
Measuring values ○○○

Swedish values ○○●○○○





Ecological



Economic



Aesthetic



Nature Survey
Natural values ○○○○ Measuring values ○○○ Swedish values ○○○●○○



Forest Values: Ecological, Economic, Aesthetic



Natural values ○○○○

Nature Survey
Measuring values ○○○

Swedish values ○○○○●○



Competing Values...

Highest **ecological** value is “untouched” ecosystems

High **economic** value is associated with highly human impacted systems

Highest **cultural, recreational, and aesthetic** value is on historical human structures



Natural values ○○○○

Nature Survey
Measuring values ○○○

Swedish values ○○○○○●



Thank you!



Olle Calles, Larry Greenberg

Martin Österling, Anders Nilsson

Eva Bergman, Svante Karlsson, Beatrice Hedelin

Derek Sellens

reboweconomy.com



@EcologyRachel



FWWG

 *The Freshwater Working Group of the Society for Conservation Biology*

 @SCBFWWG

 freshwaterSCB

Join: conbio.org/groups/working-groups/freshwater

Contact: john.piccolo@kau.se