People, Policy, Place
A New Environmental Stewardship Indicator and Framework

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How strong is your *Local Environmental Stewardship?*

Choose a favourite place

Score yourself between 0 and 7

What is stewardship?
Can it be measured, categorised
and predicted?

Defining Environmental Stewardship

Active earth-keeping

Maintaining wellbeing

Caring for

Being vigilant

Respect for nature

Responsible management
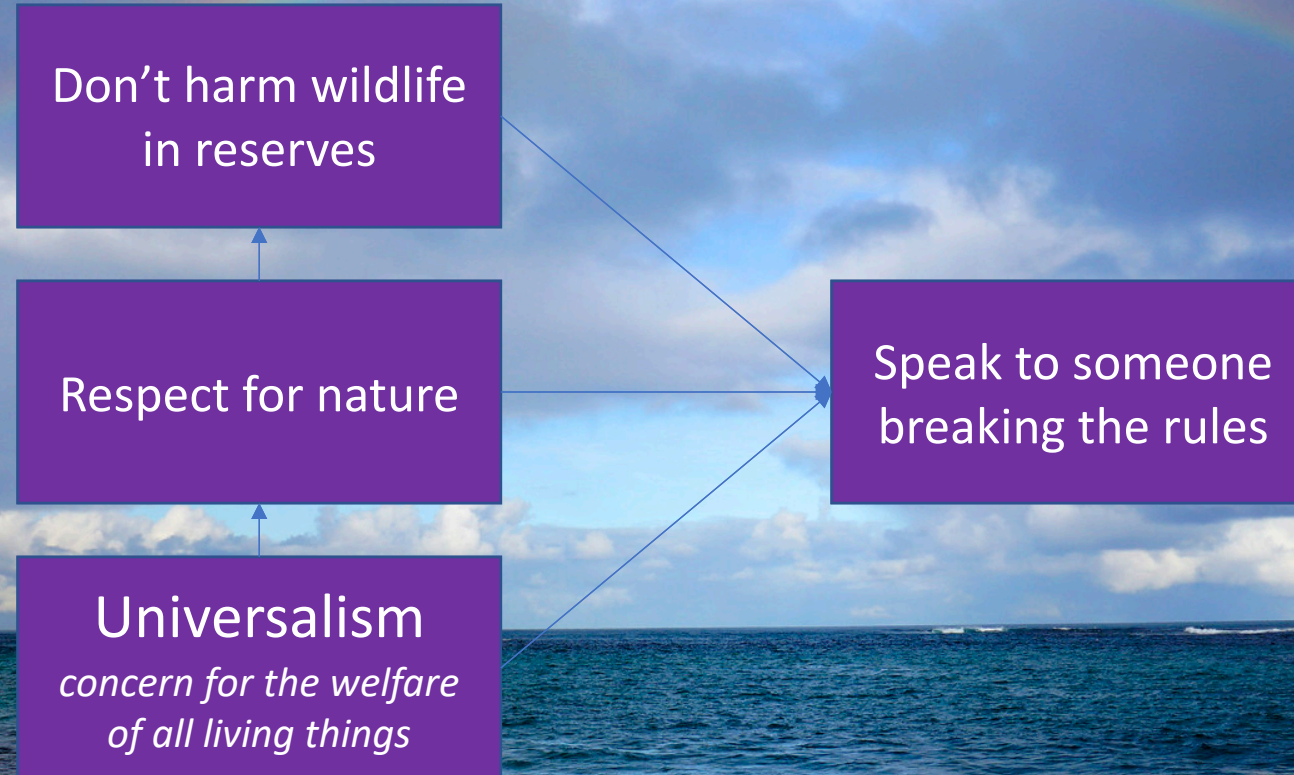
For future generations (of life)

Social interaction on behalf of the environment
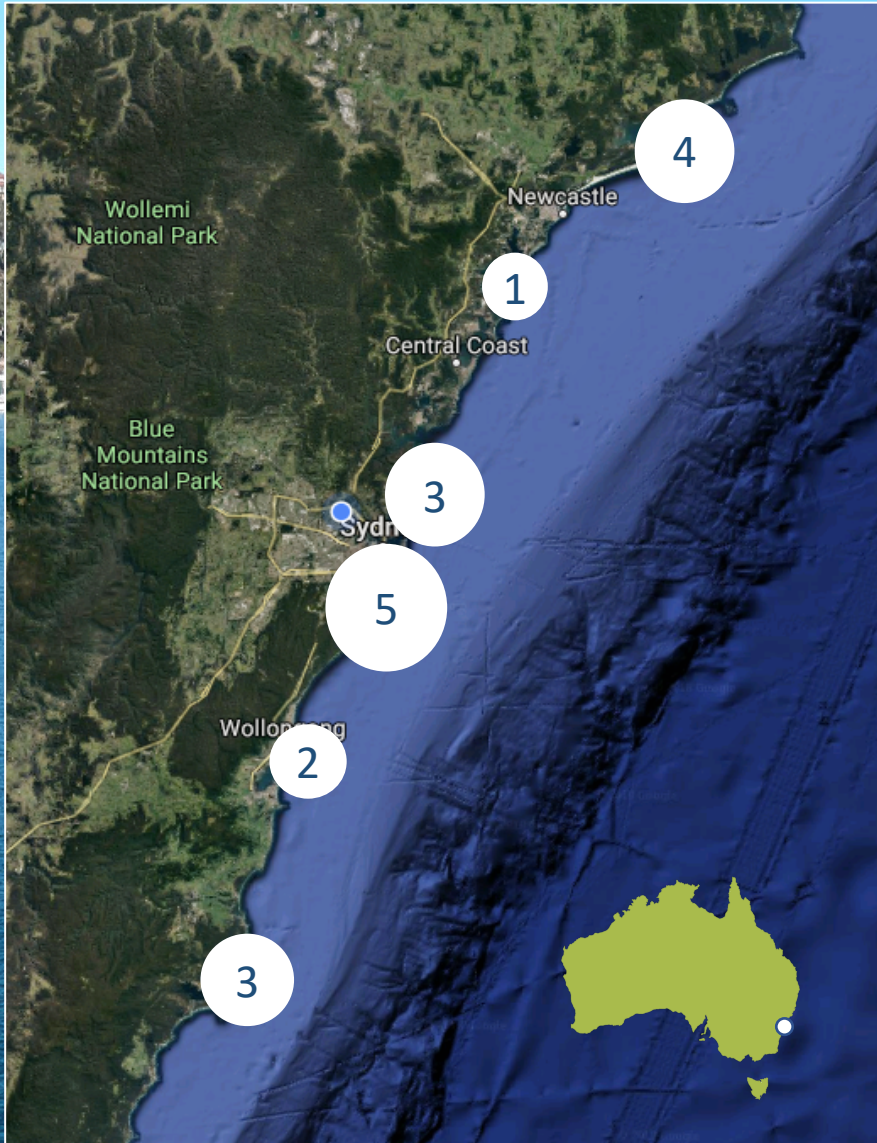
Lerner 1993, Wolf 2011, Welchman 2012

Actively caring for the environment on behalf of others

Motivators of Behaviour

Don't harm wildlife in reserves

Respect for nature

Universalism
concern for the welfare of all living things

Speak to someone breaking the rules

Theory of Planned Behaviour (Ajzen 1991) and Cognitive Hierarchy (Ball-Rokeach et al 1984)

Our study

Coastal context

Pilot study, 25 interviews

Full study, 111 interviews over 18 sites

No, partial and full (sanctuary) protection

Mixed methods

Uni- and multi-variate

People, policy, place

Stewardship Indicator
(Actions / behaviours With PCA weightings)
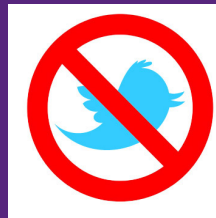
Sustainable use 0.286

Monitoring 0.328

Preservation 0.377

Education 0.384

Restoration 0.437
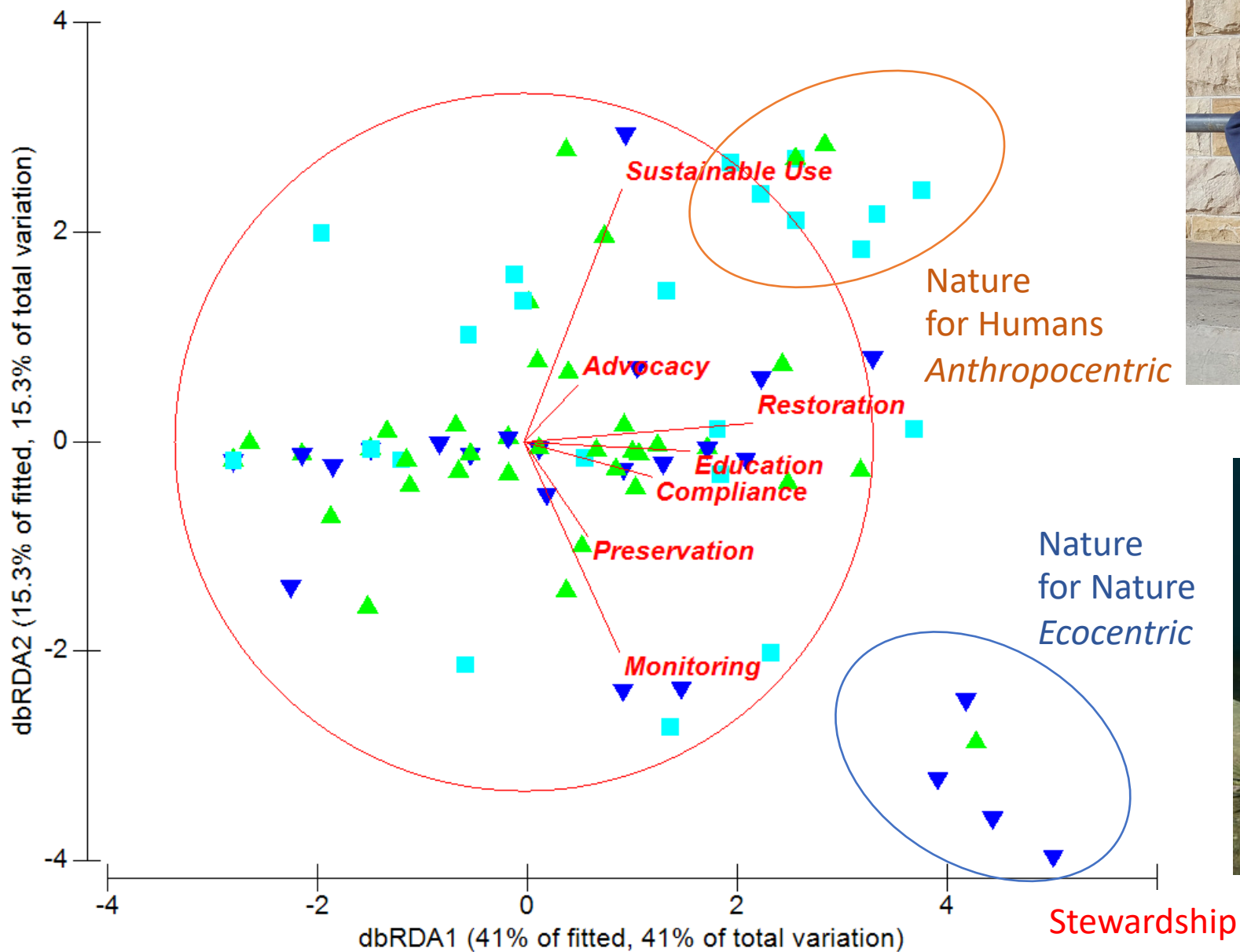
Advocacy 0.344

Enforcement 0.460

Stewardship Behaviour
Distance based redundancy analysis

Categories of steward(ship)

Nature for Humans Uber-Steward

TPB / Cognitive Hierarchy

Worldview: Anthropocentric

Motivating factors:
Beauty / aesthetics, recreation, reducing human impact, preservation, socialising, amenity and wildlife

Expectancy Theory
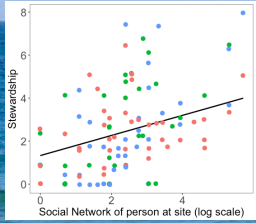
Nature for Nature Uber-Steward

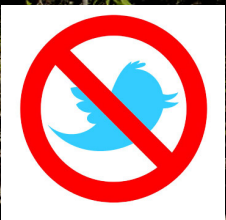***Worldview: Ecocentric***
Motivating factors:
Ecosystem integrity,
wildlife,
protection (reserve),
uniqueness / rarity,
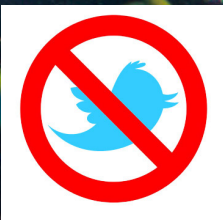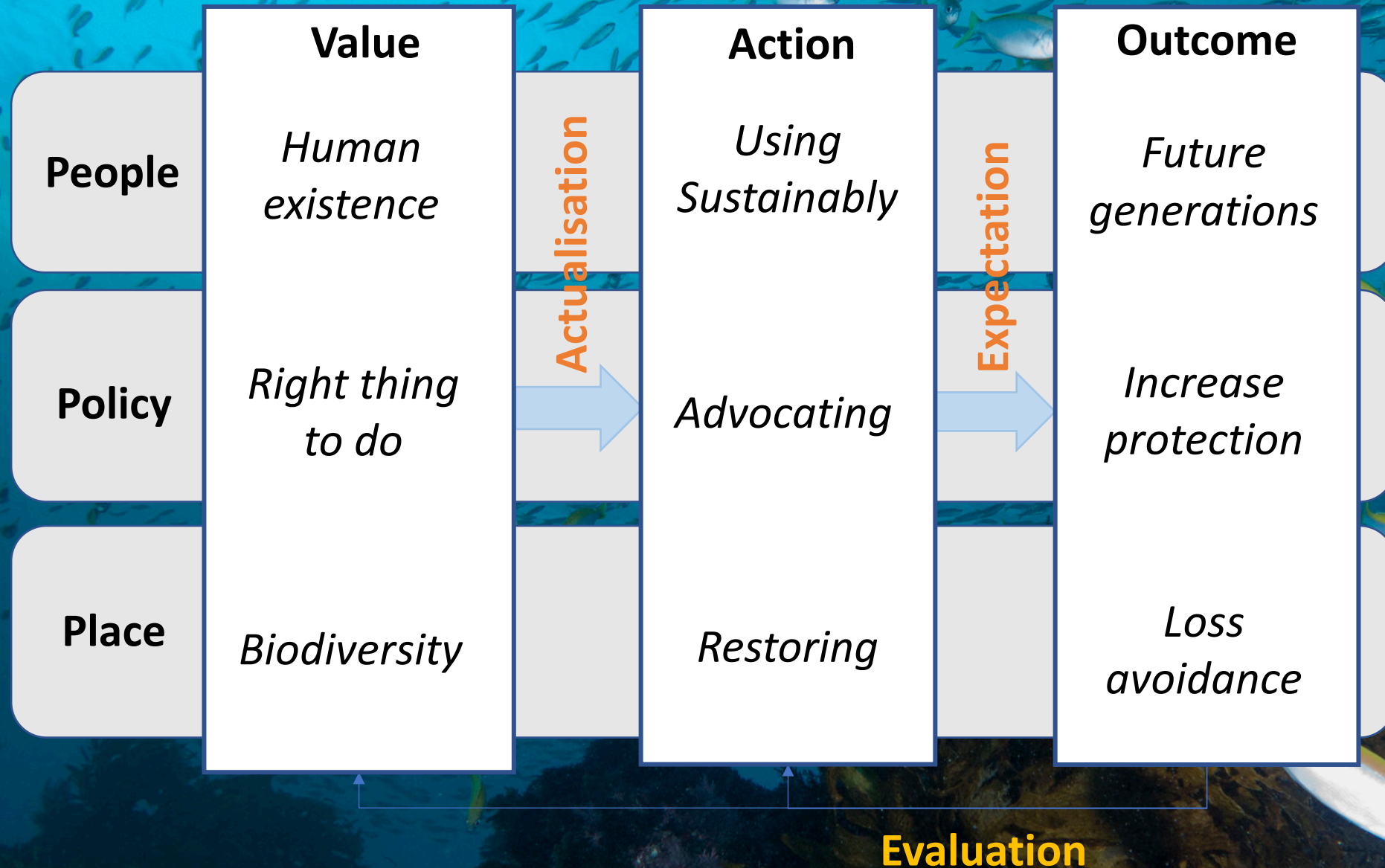recreation,
amenity,
loss avoidance

Stewardship Predictors

Marine life attraction
Local identification
Social network at location
Enforcement norm

Local Environmental Stewardship Framework

	Value		**Action**		**Outcome**
People	*Human existence*		*Using Sustainably*		*Future generations*
Policy	*Right thing to do*	*Actualisation*	*Advocating*	*Expectation*	*Increase protection*
Place	*Biodiversity*		*Restoring*		*Loss avoidance*

Evaluation

Recommendations to increase stewardship

1. Highlight "What lives here"

2. Develop local identity & ownership

3. Facilitate direct experiences with nature

4. Enable extended social networks

5. Connect values, actions and outcomes

6. Segment messaging to target anthropo- and eco- audiences