



## HANDS-ON WORKSHOP

### Empowering small businesses to connect with nature

Gun Dolva

#### Abstract

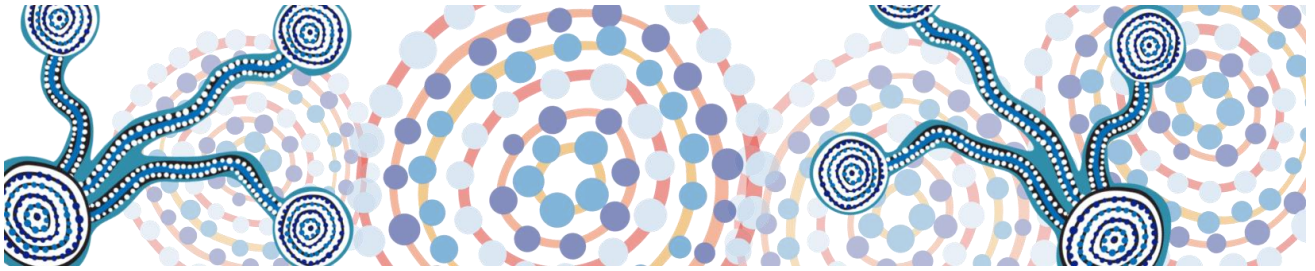
Understanding the human-nature relationship (Braitto et al., 2017) and how individuals and their workplaces engage with nature is an area of increasing research effort (Cantele & Zardini, 2020; Grant, 2017). Such research is critical if we are to mitigate some of the risks associated with climate change (Lopez-Claros, 2020; United Nations, 2018). They challenge us to think about how businesses relate to nature and opens up opportunities to create, innovate and encourage entrepreneurship to do so better. Fostering change at the grassroots level can create movement towards larger changes in communities, governments, and their networks. Some solutions lie in engaging with environmental education and adopting 'greener' practices such as green purchasing, incentives and reduction in the use of natural resources (Yildiz Çankaya & Sezen, 2019). Other research indicates that when the strength of pro-environmental values by management match those of employees, an organisation may be more able to balance profit with environmental values (Lu, Liu, Chen, & Long, 2019). We also know that when individuals have experiences in nature their environmental attitudes are increased (Molina-Motos, 2019; Rosa & Collado, 2019). There is however, an absence of research on the role an individual's affiliation with nature (nature connectedness) has on the environmental management of an organisation (Boiral, Heras-Saizarbitoria, & Brotherton, 2019). Research such as this is therefore necessary, not only to fill the gap between what are practical solutions, organisational goals and how these relate to perceptions about nature, but also to explore collaborative solutions (Zylstra, Knight, Esler, & Le Grange, 2014). This presentation summarises the outcomes of such research. It involved in depth interviews with a focus on ecocentric perspectives and motivations in café and construction industries and presents a collaborative framework that is based on the results from these interviews.

#### Acknowledgement

We acknowledge the Traditional Custodians of the land on which we meet and pays respects to their Elders past and present.

*Other Acknowledgements:*

*ECU Business and Law*



## Speaker Profile

Gun has spent a lifetime living in and around nature. She grew up in and near forests in Scandinavia and when arriving in Western Australia, soon felt at home within the natural diversity and beauty in her new home. Her passion for nature and sharing this remains lifelong ambitions and has resulted in academic, social, and educational achievements. Added to her passion for nature is also her family, native garden, camping adventures, local volunteering, and growing food.

## Website links

