Promoting Pro-environmental Behavior Through Ecological Economic Tools: The MIMES Application

A Comprehensive Model of Individual and Collective Components to Pro-environmental Behavior

This figure illustrates a new model of pro-environmental behavior that recognizes the multi-faceted associations between individual and collective behavior, and how the relationship between the individual and the community can in turn lead to synergistic development of ecological literacy that ultimately drives pro-environmental behavior.

Applying Ecological Economics: MIMES

What is MIMES?

MIMES is a multi-scale, integrated suite of models that estimates the value of ecosystem services in a sophisticated and transferable system to allow ecosystem managers to quickly understand the dynamics of ecosystem services, how their services are linked to human welfare, how their function and value might change under various management scenarios. It will facilitate understanding of the context of spatial patterns of land use, their dynamics of value, and the scale at which information is available for estimating ecosystem services at various scales (e.g., watershed, national and global). MIMES will provide economic arguments for land use managers to approach conservation of ecosystems as a form of economic development. The model facilitates quantitative measures of ecosystem service effects on human wellbeing.

MIMES provides a means for individuals and communities, policy makers and managers to gain deeper understanding of ecosystem dynamics and the impacts of behavior, thereby contributing to the development of ecological literacy in order to drive pro-environmental behavior.

By: Valerie Esposito, PhD Candidate
Gund Institute for Ecological Economics
The University of Vermont