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## **A choice modelling experiment to explore the opportunities to maintain critical ecosystem services by young Australians**

**Key words:** Choice Modelling, Ecosystem Services, Economic Valuation

**Abstract:**

We focus our study in the opportunities that exist in investment for conservation of biodiversity in tropical countries. It allows a natural and multiple benefits of mitigation of climate change as well as addressing the global environment problem of biodiversity loss.

We observe that the short implementation in Australia of the “carbon tax” during 2012 and 2013 that was dismantled in the Federal Elections of 2013 was inadequately informed to the general public. And, it was seen and criticised by them as being a one party unilateral initiative and the mitigation tools such as reduction of energy consumption using non-natural means, such as more products were rejected by the majority of the population. It was a contradictory relation of less climate change with more material production. We hypothesise that the support and understanding of the Australians will provide a support to develop policy design that include this component in a long term strategy for Australia, including the development of investment in biodiversity conservation in tropical forest countries as a better alternative than man-made carbon sequestration or strategies.

A choice modelling experiment was designed with a sample of 100 University students from Melbourne and Sydney. It presents a hypothetical scenario about a hypothetical investment program to maintain the resilience of the Amazon forest ecosystem. The results presented show the trade-offs of the attributes assigned to a public program of investment in biodiversity conservation in Peru. It will provide results that contribute to build sound policies in the framework of current consensus in the Paris 2015 agreement.