

## **Charismatic animal species and indicators for ecosystem quality: first results from the interdisciplinary BiodiverCity project**

## **Charismatische Tierarten und Indikatoren für Ökosystemqualität: Erste Resultate vom interdisziplinären Projekt 'BiodiverCity'**

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Two fundamental conditions need to be fulfilled if conservation research is to make a practical difference in the world: Firstly, sufficient knowledge of the state of the environment in question is required so that strategies to improve its quality can be developed. Secondly, sufficient knowledge of the motivations of those expected to implement the strategies, or tolerate the interventions, is required so that the developed strategies have a chance of success. An interdisciplinary project called 'BiodiverCity' adopts an approach of parallel social and ecological studies to the question of how to develop and implement strategies to enhance biodiversity in Swiss cities. This presentation outlines the project and describes the research into the identification of indicator and charismatic (flagship) species. We conclude that complex questions in conservation research, such as those exploring the interface between human and natural environments, are best addressed by collaborative efforts from the relevant disciplines.