

NATURAL CAPITAL, HUMAN EVOLUTION AND THE PROPENSITY TOWARDS PRESERVING NATURE

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Abstract

This paper seeks to add to the growing body of research on sustainability, by bringing in an interdisciplinary view, with focus on psychology. Key recent research in other fields, such as biology and anthropology is outlined, and the implications on the two main paradigms of sustainability are presented. Building on these implications from other fields of study, we denote the affinity one has for the natural environment as propensity towards preserving nature. This can be a useful tool for implementing sustainable development strategies, as well as gauging the general attitude towards protecting the natural environment and conservation of natural resources. Most importantly, it introduces the field of environmental psychology to the economics debate on sustainability.

Keywords: Sustainability, Natural capital, Place-attachment, Biophilia, Human evolution

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