



## BBA Newsletter – June 2025

What makes us care more about pandas than water beetles? And why is a forgotten green corner suddenly valued as a vital habitat?

This month, we explore how **perceptions shape our relationship with nature**—from campus greenspaces turned biodiversity hubs to research that uncovers why some species capture our hearts more than others.



Our **Partner in the Spotlight**, *University of Hasselt (UHasselt)*, brings both themes to life—with projects that reconnect people and places through science, collaboration, and creative thinking.

Let's dive in 👉



### Tip of the month



☀️ Summer has started very hot in Belgium! Let's all lend biodiversity a helping hand by putting a water source in your garden, balcony, public or business park. 💚



## Project in the spotlight



### Greener campuses for the future

**PXL University College** is transforming its campuses into green, biodiverse spaces. With climate-neutral buildings, softening of paved areas, and outdoor classrooms, they are teaching by example 🌳 🌸

Students, staff, and nature all benefit from this long-term vision.



Curious how a campus can become a biodiversity hotspot?

Explore their living lab in Diepenbeek!

[Learn more](#)

## Partner in the spotlight

From ecological science to grassroots conservation, **UHasselt** shows how universities can be catalysts for biodiversity change.



### WASP Project – Why do we love certain animals more than others?

Through this innovative citizen science project, UHasselt explores the psychology behind our attitudes toward species. Participants compare photos of animals—voting on which is cuter, more dangerous, or more endangered—to uncover how public perception aligns (or doesn't!) with real conservation priorities. The findings will help bridge the gap between science, society, and policy.



[Learn more](#)

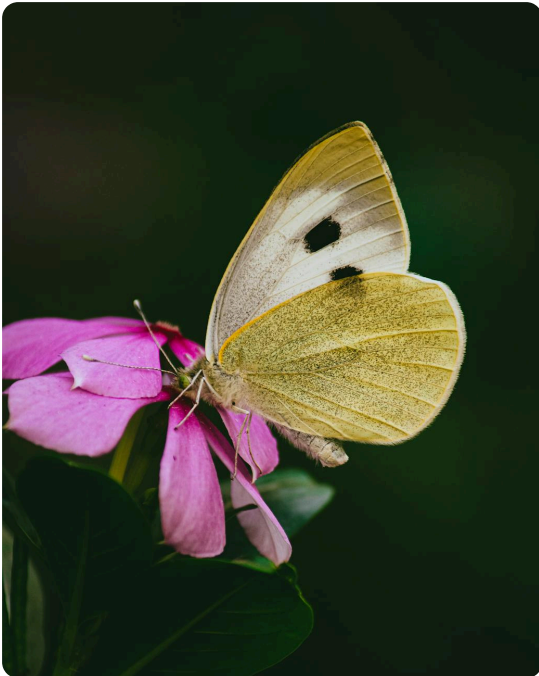


**UHASSELT**

**KNOWLEDGE IN ACTION**





## Upcoming events on biodiversity



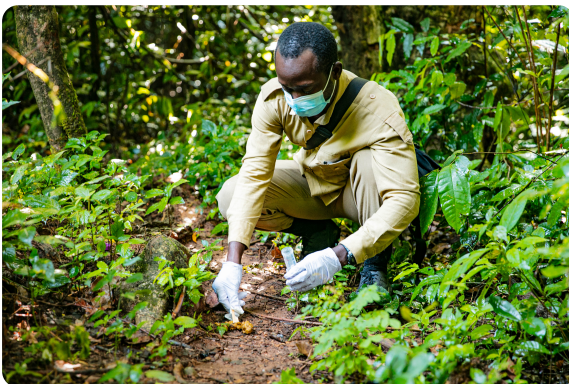
### A Green Campus Transformation

On the **Diepenbeek campus of UHasselt**, what was once overlooked has become a flagship example of integrated biodiversity management. Through partnerships with **Natuurpunt, ANB, and Provinciaal Natuurcentrum**, UHasselt co-developed a master plan that values the unique mosaic of grasslands, woodlands, and wetlands across 18 hectares of the Demervallei. A recent concession allows Natuurpunt to manage the site for 25 years—a huge milestone for long-term nature stewardship!

 Discover the Diepenbeek campus transformation during an inspiring walk led by Jos Ramaekers (Natuurpunt), followed by traditional Limburgse vlaai and drinks.

 **Registration required** – Max. 30 participants

[Register here](#)



### International Chimp Day: Celebrating Jane Goodall's Legacy – 14<sup>th</sup> of July

Celebrate 65 years of research at Gombe with Dr. Jane Goodall, whose



### Nature Positive Finance – A Conversation About Investing in Nature - 22nd of September

work transformed our understanding of animals and their emotional lives. Thanks to her work in Gombe, Dr. Goodall, the Jane Goodall Institute, and her collaborators have not only deepened our understanding of chimpanzees and inspired generations of scientists, but also highlighted the urgent need to protect our closest relatives from extinction. This work has redefined the term species conservation - placing people at its center, especially local communities who are empowered to actively and sustainably protect their environment.

An inspiring reminder of why every species—and every ecosystem—matters.

[Learn more](#)

A unique event co-organised with **The Shift**, **WWF**, and **Fides**, exploring how organisations can support biodiversity through financial action. Nature is priceless – yet it's still underfunded. Join to explore how public, private, and philanthropic actors can collaborate to close the biodiversity finance gap.

We round off the evening with a screening of *Wilding*, a hopeful story of rewilding and regeneration.

This event brings together a panel of inspiring speakers to explore how funding can be used for nature conservation and restoration.

[Learn more](#)

Do you know inspiring initiatives that contribute to the objectives of the BBA? We'd love to discover and showcase more inspiring actions on our website, so feel free to email us.

[Email us](#)

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