**Appendix 1.** Literature search terms.

We used the following search terms: Topic=(ecosystem* OR natural resource OR conservation OR fisher* OR forest* OR catchment OR water* OR protected area OR social-ecological) AND Topic=(leader* OR entrepreneur* OR champ*) NOT Topic=(Business OR company OR corporate) NOT Topic=(Agriculture OR energy OR education OR transport OR building OR health* OR waste OR tourism OR consumption OR gene* OR traffic) AND Year Published=(2003-2013).