

# PLANET4B Research Brief

understanding Plural values, intersectionality, Leverage points, Attitudes, Norms, behaviour and social Learning in Transformation for Biodiversity decision making



## PLANET4B synergies strategy

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### Keywords

collaboration, synergy, set future collaboration, maximise reach, joint actions, biodiversity decision making, Transformative Change Cluster, Horizon Europe project, synergies strategy

### Motivation

The overall goal of the PLANET4B project is to prioritise biodiversity in decision-making to halt biodiversity loss. The project aims to design stakeholder interventions, transformative pathways and a series of targeted policy recommendations. To increase the impact of the project and reach target groups more efficiently, a key element is **collaboration with external partners** within the frame of the synergies strategy.

### Objectives of the strategy

The document lays out a strategy for PLANET4B to follow to collaborate with similar projects and initiatives, that address topics that are synergistic to those investigated within PLANET4B, e.g. gender, intersectionality, behaviour and transformation within the context of biodiversity. Overall, over 70 projects and initiatives have been identified as potentially relevant for collaboration, and will provide the base for joint actions, while mapping of additional synergies with emerging projects and initiatives will continuously be undertaken.

Boost collaboration between projects and initiatives will seek to produce results that are greater than what projects could achieve on their own, with the aim to maximise reach, impact and potential uptake in prioritisation of biodiversity in decision making.

The strategy sets out a seven-step process for identifying synergies with a repertoire of existing projects and initiatives with similar focus (Figure 1). Collaboration will be informed by the PLANET4B transformative change for biodiversity projects and initiatives database.



**Figure 1.** Steps for identifying synergies and coordinating collaboration with external projects and initiatives. Source: Justine Lancelin.

However, this strategy document also works as an [open invitation for external partners](#) to identify synergies with PLANET4B and reach out to us to establish ways of growing our impact through joint collaborative activities.

PLANET4B offers different types of possible collaboration for external projects and initiatives including:

- knowledge sharing;
- knowledge co-production;
- common dissemination and communication;
- actions leading to future collaboration: future work, ensuring the sustainability of the project's results and extending the reach and impact of the project.

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