

# PLANET4B Research Brief

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



## The story in the theory – How we apply creative methods in our research

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### Keywords

Storytelling, case study, transformative change theory, leverage points, policy changes, guidelines for creative research methods

The PLANET4B partnership shares their experiences on storytelling methodology in a comprehensive report, with 11 envisaged case study stories of change, potential policy recommendations, theories of change, and leverage points.

### Envisaged future for a clear picture

It's 2023 and Alex tells the story of a recent life-changing injury which left him paralysed, meaning he had to stop all his favourite outdoor activities. This **fictional interview** introduced 'storytelling practice' at the interactive workshop where PLANET4B partners presented their case studies one of them being [Enabling intersectional nature recreation and biodiversity stewardship for urban resilience](#).

The fictional interview continues in 2050, when the older Alex tells how he managed to get active in nature again with the help of a local organisation. Through the story, we learn that he could enjoy nature again through **transformative changes in policy initiated by the local organisation**, which enabled the involvement of people with disabilities in urban planning processes.



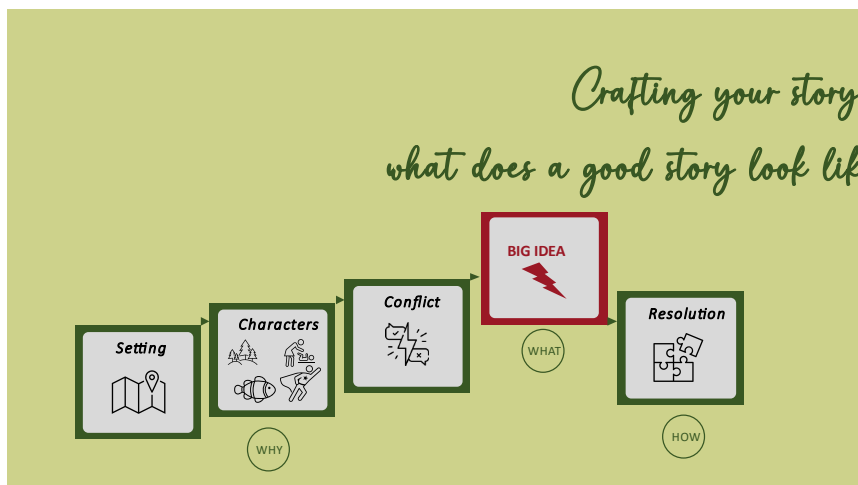
Figure 1. Creative workshop of the PLANET4B project. Source: MLU

The fictional role-playing interview above is an illustrative example of **how storytelling methodology can be applied for research and policy making, eg. through displaying scenarios and identifying leverage points.**

PLANET4B's recent workshop on theory commonalities and conflicts encouraged participants to try out and practice this method to improve their own case studies and better understand **what might trigger transformative change** in the other cases. The workshop is part of a series of events that help PLANET4B case studies from five sectors and from a range of countries to identify where and how to trigger transformative cases for biodiversity prioritisation in decision-making.

*Read the detailed report of the workshop to:*

- Find out **ways to apply storytelling in biodiversity research** and science communication
- Discover the **potentials of storytelling**: explore how to make a case study interesting and understandable to identify intervention points to make a transformative change towards biodiversity protection and prioritisation
- Learn more about how the participants identified **policy focuses**.
- Gain better understanding on the content of the **PLANET4B case studies** and what they aim to achieve:
  - How professional **farmers and small gardens** can support biodiversity
  - Understand what motivations drive the **fashion industry** and how they can be transformed into sustainable fashion
  - How supply chain regulations can restrict the destructive effects on the environment of the **global beef and soy trade**
  - Why it is important to actively **involve youth** in the search for a common path for nature protection
  - How local communities help each other through knowledge sharing and volunteering



**Figure 2.** Crafting your story. Source: Guideline for the participants – Illustration: Vinicius Mendes

The report is primarily aimed at researchers, communication, community building, or public policy practitioners who are looking for creative ways to translate complex theories of transformative change into tangible, easy-to-understand language.

DOWNLOAD THE  
REPORT

### About PLANET4B Project

Horizon Europe research project PLANET4B aims to understand and influence decision making affecting biodiversity and to map existing knowledge that explains why certain decisions are made, to understand better how biodiversity can be prioritised in our decision-making.