

PLANET4B Research Brief

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



PLANET4B

Creative and experimental methods for boosting biodiversity prioritisation

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Keywords

creative, arts-based, deliberative methods, attention, framing, and nudging experiments, experiential games, debriefing

Training to test new methods

One of PLANET4B's working hypotheses is that societies need transformative change to halt and reverse the alarming rates of biodiversity loss.

To address this need, PLANET4B has been analysing, testing, developing and synthesising intervention methods (Figure 1) that go beyond traditional approaches (e.g. laws and regulations, markets and incentives, information) and can be implemented within the project's [case studies](#).

Key findings

- Halting and reversing biodiversity loss requires intervention methods that go beyond conventional approaches, like laws and regulations, markets and incentives, information.
- Creative, arts-based, deliberative methods promote conscious, intentional, reflexive change.
- Attention, framing, and nudging experiments are particularly useful for shaping default choices and habitual change.
- Experiential learning games and debriefing tend to combine these two emphases of social change but are more resource intensive to implement.

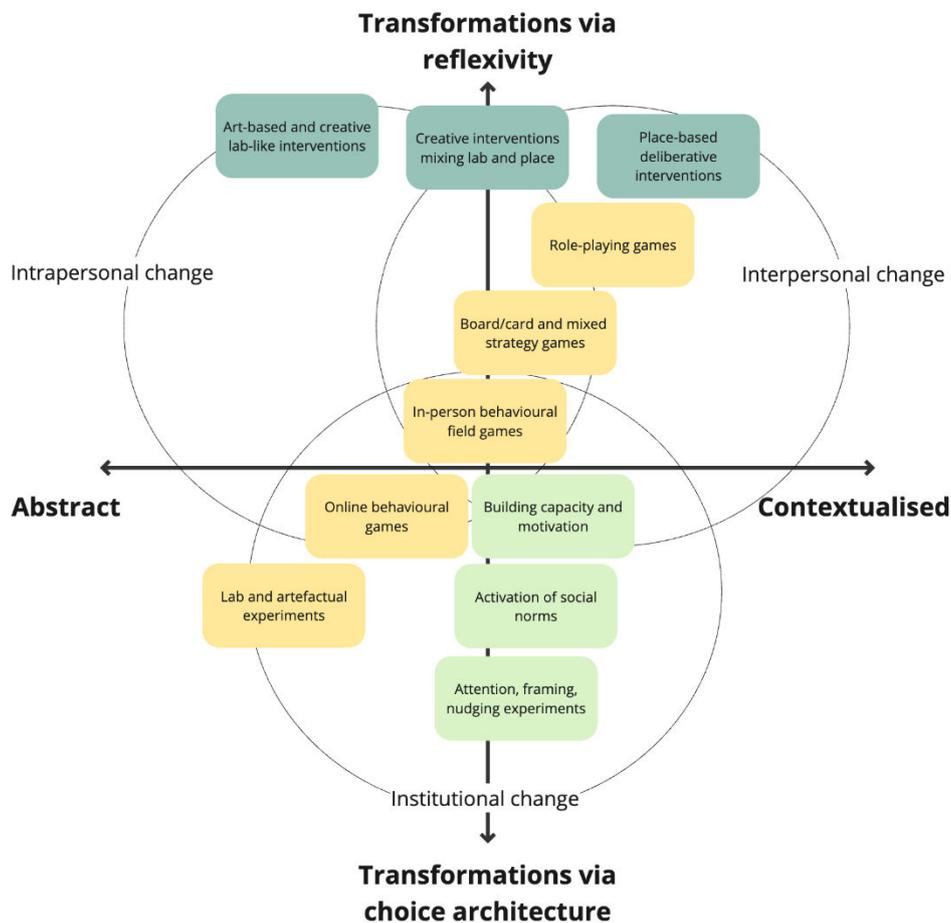


Figure 1. Reflexivity-Contextualisation-Matrix (RCM). Source: adapted from Soliev et al. (2023).

To learn about the potential of interventions facilitating transformative change at various – individual to institutional – levels, PLANET4B organised an experiential training for its partners to experience and discuss transformative intervention methods for their deployment in case-study areas. (Figure 2; Figure 3).

The focus on the use of non-traditional creative, deliberative, experimental social interventions for improved biodiversity prioritisation while taking into account intersectionality concerns such as power, inclusivity, communication, made this training particularly unique.



Figure 1. Training participants during the collective and experimental shopping and cooking challenge.



Figure 3. Training participants during the games session.



Figure 2. Training participants during the collective and experimental shopping and cooking challenge.

Learn with us

If you are interested in:

- the basics of participatory film-making and how it can be a useful tool for supporting transformative change;
- how the collective and experimental shopping and cooking challenge helps understand the links between production, consumption and biodiversity while facilitating different types of social learning...
- the key steps of a Behaviour-Centred Design in developing interventions with choice architecture, emotional appeal and social norms...
- experiential games and the power of well-designed debriefing for transforming experience into knowledge and action...

or just need some inspiration for your next training on transformative change, please [download the workshop 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.