

# PLANET4B Research Brief

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



PLANET4B

## Engaged science: changing mindsets with research intervention method sets

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### Keywords

creative, arts-based, deliberative methods, attention, framing, and nudging experiments, experiential games, debriefing, pre-tested, learning community<sup>1</sup>

### Three research-intervention method sets

PLANET4B seeks to understand how a range of social and cultural factors come to shape people's attitudes towards biodiversity and nature, inspire new ways of working and living and contribute to enhanced policy agendas through the very process of undertaking research, as well as through the resulting research outputs.

PLANET4B is centred around the development and application of **three complimentary sets of research intervention methods** explored within [11 case studies](#). With the case studies ranging from a wide focus e.g. [Italy's fashion industry](#), to a specific [ethnic minority community in the UK](#), it is important to select case-appropriate interventions. This selection process has resulted in the following methods being shortlisted:

### Key findings

- Anyone wanting to engage a community with the featured intervention methods would benefit from first **experimenting with the method themselves** – it gives them insight into the participant experience, can increase capacity and widen method choice.
- While the method (sets) are potentially applicable for a wide range of cases, they must always be adapted **to the socio-cultural and environmental specificities of each individual case**. Even after this, the application of the method (sets) must be flexible to **give agency to the participants to make further adaptations** for their own context.
- A **combination of intervention methods applied over a series of encounters is potentially more influential** for achieving changes in mindsets and practice than individual methods being used in isolation.
- Over time a **learning community may grow in confidence** and exert more influence over the way they engage with the science.

<sup>1</sup> Learning communities help co-design the research process and reflect on the usefulness of the tested methods together with local stakeholders (e.g. urban youth, minority communities).

### ***Experiential learning games***

Three games: a cooperative Biodiversity Food Governance board game, a Biodiversity Negotiation role-playing game, a biodiversity adaptation of falling blocks game; Jenga®, are at various stages of development and testing.

### ***Attention, framing, nudging and social norms relevant techniques***

While discussed throughout the project, to date, few cases apply these as primary interventions, although there are plans to use a choice-architecture experiment in Germany (putting different paper inlays in shopping trolleys to see if this triggers more sustainable shopping choices). Systematic behaviour observations proposed in Norway may also fall in this category.

### ***Deliberative, creative and arts-based methods***

9 out of 11 cases have chosen to include deliberative, creative and arts-based methods in their approach, and often multiple within each case study (including photo-exhibition, storytelling, workshops, drama, filmmaking, excursions, and many others).

### ***Selecting, pre-testing, adapting and aligning***

The report details how partners became participants, experiencing the different methods first hand, highlights of the training event, aligning methods to intersectional and biodiversity challenges of each case, and how and why these interventions are constantly being co-adapted within the case studies, as we analyse their ability to improve understanding, attitudes and behaviours around the prioritisation of biodiversity in every choice we make.



**Figure 1.** Game piloting with Culture Goes Europe Erfurt.

### *Read the full report to discover:*

- The sources and research intervention method sets available to project participants
- The process used to select the most appropriate methods for each case study
- Preliminary information on the games currently developed in the frame of the project, such as the Biodiversity-Food-Governance Game or Biodiversity Jenga
- Guidance on how to combine traditional research tools (eg. interviews and focus groups) with creative methods (eg. photovoice, scenario workshop, or field trips)

Although there will be further examination and testing of the engagement methods' effectiveness, we already recommend the analysis for:

- Academic researchers looking to update their research toolkit
- Community experts seeking new creative, inspiring tools for group work
- NGOs or institutions committed to biodiversity and social change
- Those who are already familiar with creative methods and want to learn more about their functionality, applicability, and effectiveness
- Those who are open to alternative education and awareness-raising tools.

Get to know the P4B creative toolkit and read the full report.

DOWNLOAD THE  
RESEARCH DOCUMENT

#### **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.