

PLANET4B Research Brief

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



The Road to Global Impact: Scaling Transformation in the EU & Beyond

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Keywords

Transformative pathways, agriculture, fashion industry, sustainable financing, education, global trade, action plans

The big five need changes

Current main trends in the five key sectors — agriculture, education, the fashion industry, finance, and trade— contribute to biodiversity loss by driving resource exploitation and overuse through globalised, standardised systems. Our analysis approached these issues from the perspective of specific contextualised cases, focusing on these instances instead of evaluating the entire finance system.

However, given their vast influence, these sectors also have the potential to drive positive change. The preservation of diverse cultivated species,

innovations in education, the promotion of sustainable fashion, the growth of green and ethical investments, and stricter trade regulations can all play a crucial role in shaping decisions that support biodiversity and the sustainable use of the planet's resources.

Key findings

While pathways to transformative change differ across sectors, the **shared commitment to sustainability, holistic policies, community engagement, and international collaboration** form a robust foundation for transformative change.

Recommendations for initiatives aimed at promoting transformative change:

- Creating **cohesive policies** that target multiple sectors, and fostering synergies.
- Establishing **standardised metrics and data sharing mechanisms** that allow for improved monitoring and accountability.
- Increasing efforts are aimed at **educating consumers about sustainability** and their role in driving market demand for eco-friendly products, while also **fostering a mindset towards appreciating the plural values of nature**.
- Facilitating collaborations that connect **local communities with global networks**.
- **Reviewing and revising existing policies** and incentives to enhance collaborations between local communities and global networks.

Marked pathways towards biodiversity

PLANET4B's research report [Mapping of Leverage Points and Transformative Pathways for Upscaling in the EU and Global Context for Five Sectors](#) identifies key leverage points that could trigger systemic change in these sectors. Its policy recommendations provide guidance on integrating these changes into higher-level decision-making processes.

The document:

- Organises and provides a comprehensive overview of existing global and EU-level **policies, regulations, and agreements** that influence biodiversity.
- Conducts an **in-depth analysis** to assess the extent to which existing policies currently engage with and/or support the transformative pathways identified.
- Goes beyond policy analysis, to propose **interventions necessary to drive change**, such as establishment of regional seed hubs, integration of nature-related experiential learning modules into national curricula, promoting a material shift in fibre production, integrating biodiversity metrics into financial decision-making processes, or reform of the EU's Common Agricultural Policy to support agroecological practices.
- Examines both enabling and **disabling factors** that policymakers must address, such as resistance from powerful agribusiness or cultural resistance to change.
- Additionally develops **action plans for all five sectors**, providing step-by-step guidance on the necessary interventions to preserve and enhance biodiversity.

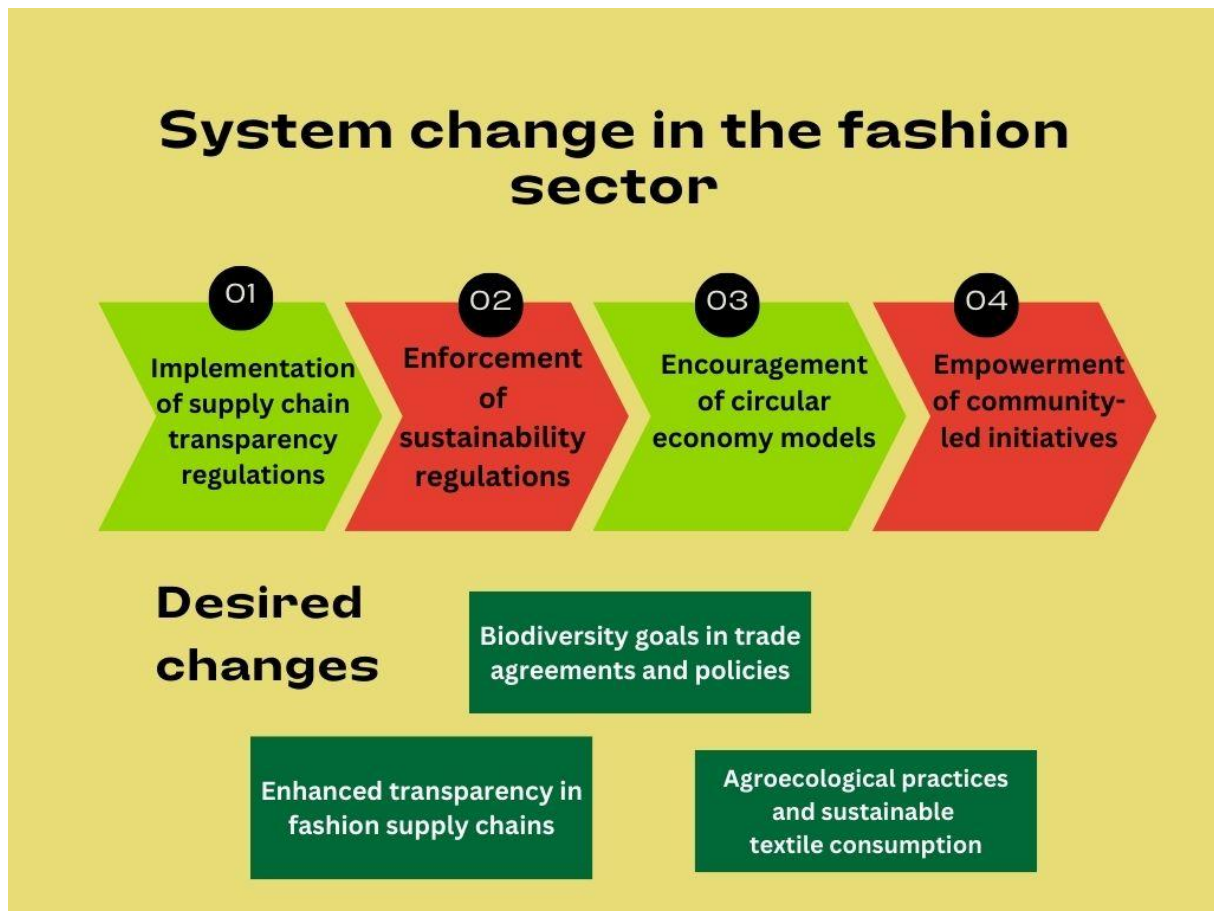


Figure 1.: An example: Action plan for system change in the fashion sector.

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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.