

PLANET4B Project

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



Meta Data Sheet

1. PLANET4B Case study / research collection title:

'From Ego-System to Eco-System': Extensive Case Study Fashion and Biodiversity

2. Investigators:

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4. Case study/ topic summary:

The textile, apparel, and fashion sector (TAF) is one of the most socio-ecologically impactful sectors in the global economy. However, the impact of the sector on biodiversity has until now not been studied by academic researchers. This case study analyses the relation between biodiversity loss and the sector and explores potential transformative interventions to promote transformative change for biodiversity. First, the case identified direct and indirect drivers of biodiversity loss connected to the main fashion value chain activities. The TAF industry is a major contributor to biodiversity loss, fuelled by high levels of land-use change, pollution and carbon emissions. The environmentally destructive nature of the industry has been attributed to its linear economic model of infinite growth for maximum profit, growing consumer demand and the self-perpetuating patterns of unsustainable production and consumption. Second, the case analysed the discourses and narratives about fashion and biodiversity present in business-oriented grey-literature. Third, the case analysed the business models of three Italian small and medium fashion enterprises to better understand how they can contribute to transformative change. Finally, the case explored systemic interventions and policies that could help promote transformative change for biodiversity in the sector.

5. Purpose of data collection:

This case studies the connection between the Fashion Value Chain (FVC) and biodiversity loss and explores potential transformations to better prioritise biodiversity. The case supports social actors, companies, and public institutions to integrate biodiversity protection within socio-economic activities, e.g., product design, and transformation of different eco-social relationships with the environment.

6. Keywords:

Transformative change; Textile, apparel and fashion sector; Biodiversity; qualitative research; case studies.

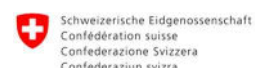
7. Methodology



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- **Data type(s):** Texts (.docx, .pdf), qualitative analysis projects (.qdp).x).
- **Country of data collection:** Italy.
- **Category of respondents:** fashion business actors and consultants, academic researchers, civic society (e.g. environmental and social associations), PhD students, textile and fashion workers.
- **Unit type:** grey-literature, interviews, focus groups, workshops, field visits.
- **Sampling procedure:** qualitative research design, 5-helix model for interviews and workshops, purposive sampling for case studies about business models.
- **Mode of collection:** online and in person.
- **Data collection period:** From January 2023 to September 2025.

8. Repository

- **Name of repository:** Zenodo
- **Web address of repository:** <https://zenodo.org/>
- **DOI of uploaded dataset(s):**
 - PLANET4B Exploratory Interviews Dataset Pisa [UNIP] 20250716 v2: <https://doi.org/10.5281/zenodo.17356420>
 - PLANET4B Grey Literature Dataset Pisa [UNIP] 20250716 v2: <https://doi.org/10.5281/zenodo.17356634>
 - PLANET4B Frame Analysis Dataset Pisa [UNIP] 20251013 v2: <https://doi.org/10.5281/zenodo.17347915>
 - PLANET4B Business Models Dataset Pisa [UNIP] 20251014 v1: <https://doi.org/10.5281/zenodo.17360366>
 - PLANET4B Systemic Interventions Dataset Pisa [UNIP] 20251014 v1: <https://doi.org/10.5281/zenodo.17351738>