

# PLANET4B Project

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



## Meta Data Sheet

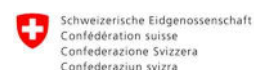
1. **PLANET4B Case study/ research collection title:** Extensive Case Trade & Global Value Chains of Soy and Beef between Brazil-EU/Netherlands
2. **Investigators:**  
Vinícius Mendes (Radboud University)  
Cristina Y. A. Inoue (Radboud University)
3. **Contact person:**  
Vinícius Mendes - [vinicius.mendes@ru.nl](mailto:vinicius.mendes@ru.nl)
4. **Case study/ topic summary:** Consumer behaviour and institutional structures maintain the current unsustainable patterns of global change, especially climate change and biodiversity loss. Through this case study Radboud University investigated the new legislation on deforestation-free supply chains, focusing on soy and beef and how they relate to biodiversity policies. They will also explore the barriers and opportunities for promoting alternative value chains (e.g. non-timber products including guarana, nuts and fruits or handicrafts) that have impacts on biodiversity conservation and local livelihoods in Europe and the Brazilian Amazon and Cerrado.
5. **Purpose of data collection:** Case study primary and secondary data collection for purposes of better understanding the situation studied via the opinion of experts and communities directly associated with the studied supply chains. Also, our datasets include analyses, reflections, and policy recommendations based on the data collected and assessed throughout the case study development.
6. **Keywords:** [Trade; Global Value Chains; Soy; Beef; Brazil] [For thematic focus: [CESSDA controlled vocabulary](#) For Unit type, sampling, and mode of collection: [DDI controlled vocabulary](#)]
7. **Methodology**
  - **Data type(s):** Text (pdf.; docx), Excel sheets (xlsx); Power point presentations (pptx)
  - **Country of data collection:** Brazil; Netherlands
  - **Category of respondents:** Business; Government; Civil Society; Academia; Indigenous peoples and local communities
  - **Unit type:** Interviews, Research reports, Research Notes, Presentations
  - **Sampling procedure:** Not applicable
  - **Mode of collection:** Online and In-Person
  - **Data collection period:** from 2023 to 2025
8. **Repository**
  - **Name of repository:** Zenodo



PLANET4B receives funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101082212.



This project is funded by UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee.



This project is funded by UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee.

# PLANET4B Project

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



- **Web address of repository:** <https://zenodo.org/>
- **DOI of uploaded dataset(s):**
  - Mendes, V., & Aoki Inoue, C. Y. (2025). PLANET4B grey literature Trade & GVCs case study Brazil & EU 20251015 v2 data [Data set]. Zenodo. <https://doi.org/10.5281/zenodo.17460501>
  - Mendes, V., & Aoki Inoue, C. Y. (2025, October 15). PLANET4B policy gap analysis and policy recommendations Trade & GVCs case study Brazil & EU 20250708 v2 data. Zenodo. <https://doi.org/10.5281/zenodo.17460511>
  - Mendes, V., & Cristina Y. A. Inoue. (2025). PLANET4B coding of 29 interviews Trade & GVCs case study Brazil & EU 20250708 v2 data [Data set]. Zenodo. <https://doi.org/10.5281/zenodo.17460254>
  - Mendes, V., & Aoki Inoue, C. Y. (2025). PLANET4B Relevant reports and analyses Trade & GVCs case study Brazil & EU 20251015 v2 data [Data set]. Zenodo. <https://doi.org/10.5281/zenodo.17460361>