



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101036640.

# Diversity of values for countering biodiversity loss



14 March 2024

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# Local actions for a **SHARED GREEN DEAL**



Online event series  
March-May



SHARED GREEN DEAL has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement number 101036640.





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# SHARED GREEN DEAL

- **5-year** EU funded project (2022-2027)
- On **Social Sciences and Humanities** research to support the EU Green Deal
- How can research in areas like *Sociology, Human geography, Psychology* (and more) support **socially innovative practices** for climate change goals?
- Unusually, we cover six sustainability topic areas: **energy, circular economy, renovations, mobility, food, biodiversity**
- We work closely with **local authorities and NGOs/third sector organisations**, who are at the forefront of delivering on climate change policies
- **Case study guides** will be published in the autumn



## Diversity of values for countering biodiversity loss

### Agenda

- Introduction
- **Connecting Biodiversity and Cultural Values** (*Haris Paliogiannis, MIO-ECSDE*)
- **Showcasing Local Initiatives**
  - **Slovenia: Nature's Narrative: Unveiling Stories** (Patricija Rejec, Posoški razvojni center & Mateja Šmid Hribar, ZRC)
  - **Ireland: Stop, Look and Listen: Preserving the Biodiversity of Ballyhoura** (Rhiannon S. Laubach, Ballyhoura Development CLG & Selina Anna-Maria Strasser, CUAS)
  - **Greece: Amaroussion Biodiversity Local Experiment (ABLE)** (Anargyros Roussos, Municipality of Amaroussion & Haris Paliogiannis, MIO-ECSDE)
  - **Sweden: Stockholm Biodiversity Learning Experiment - by participating and doing** (Peter Wiborn, City of Stockholm & Daniela Ribeiro, ZRC)
- **Other European case studies: PLANET4B** (Agnes Zolyomi, Martin Luther University of Halle-Wittenberg)
- **Questions and Answers**



Join at  
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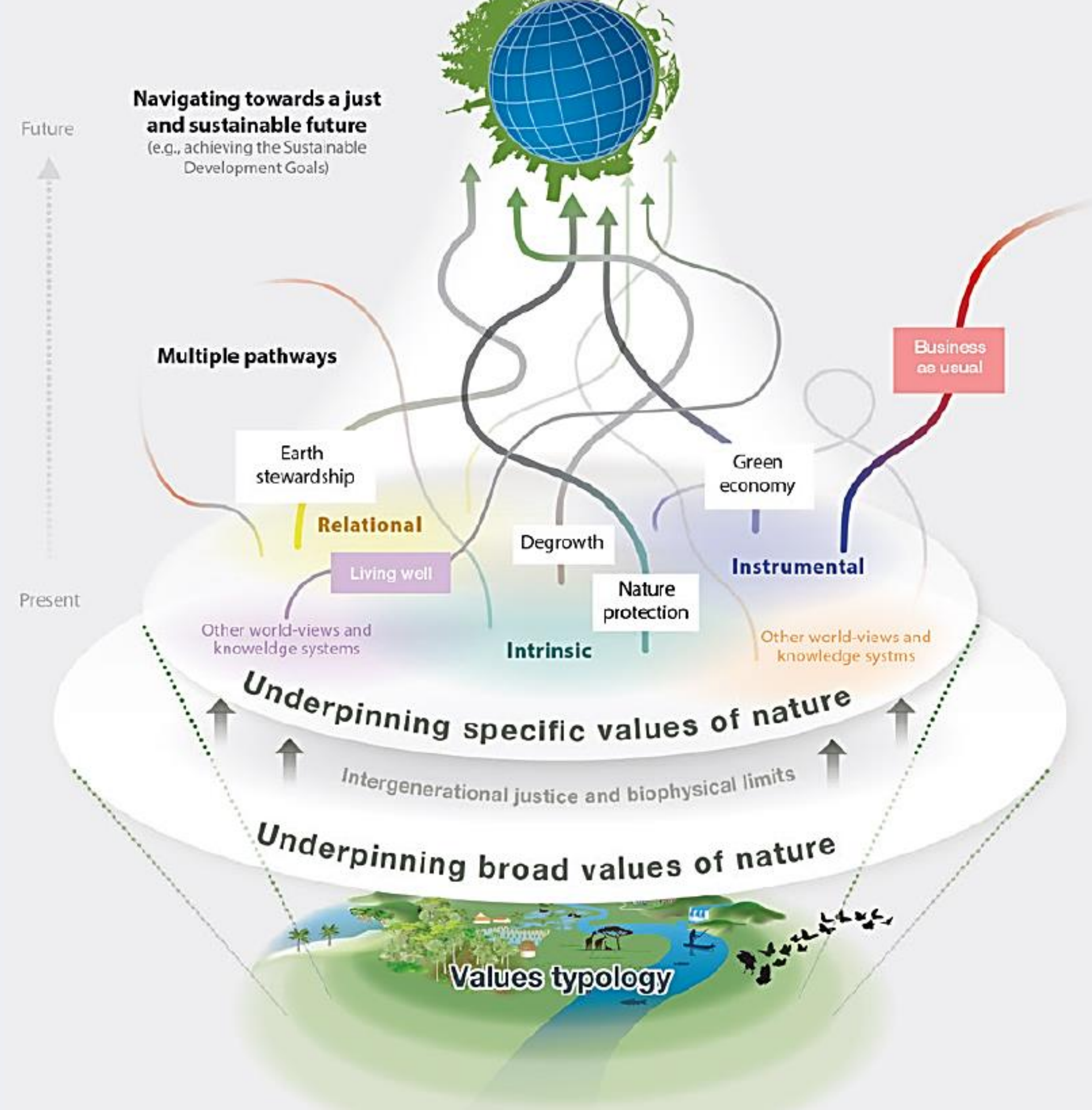


# Countering biodiversity loss

- Loss of biodiversity and habitats, and the services they provide is an existential threat to Europe and the world.
- In the framework of the EU Green Deal, the **Biodiversity Strategy to 2030** is aiming to make 30% of Europe protected areas, and restore degraded ecosystems on land and at sea.
- **Societal transformations** are needed to deliver on the EU Green Deal policy ambitions.

# Diversity of values

- The causes of the global biodiversity crisis and the opportunities to address them are tightly linked to the ways in which **nature is valued** in political and economic decisions at all levels.
- Despite the diversity of nature's values, most policymaking approaches have **prioritized a narrow set of values** at the expense of both nature and society.
- Understanding how values are formed, changed and eroded helps policymakers identify options to achieve decision outcomes that better align with sustainability objectives.



IPBES, 2022

# PRESERVING BIODIVERSITY

## Experiment Stream



SHARED  
GREEN  
DEAL



- This social experiment stream set up so-called **Study Circles**, within which adult participants can explore the link between cultural values and biodiversity, in **rural** and **urban areas**.
- Support in improving knowledge, education and skills of the participants.
- Duration: **1 year**
- Facilitated by 2 **NGOs** and 2 **local authorities**
- Engagement of marginalized or vulnerable social groups





# PRESERVING BIODIVERSITY

## Experiment Stream



## Our local initiatives across Europe

- Posoški razvojni center, Tolmin, Slovenia
- Ballyhoura Development CLG, Kilfinane, Ireland
- City of Stockholm, Environment and Health Department, Sweden
- Municipality of Amaroussion, Athens, Greece



# Nature's Narrative: Unveiling Stories

## Preserving Biodiversity in Upper Soča Valley



### Local Partner:

- **Posoški razvojni center** (Soča Valley Development Centre)
- The Upper Soča Valley is a predominantly rural area in the NW of Slovenia

### Aims of the Study Circle:

- to explore different values that people place upon the biodiversity of the Tolmin basin
- to better understand nature through research oriented activities and proactive learning
- to raise people's awareness of the local biodiversity and cultural landscape
- to promote lifelong outdoor learning



# Nature's Narrative: Unveiling Stories: Preserving Biodiversity in Upper Soča Valley

## Progress of the social experiments:

- **Learning** with experts about the local flora and fauna with a strong **focus on local avifauna** → by using different approaches, such as day & night nature observations, they explore the local biodiversity
- **Getting involved in Citizen Science:** “*Birds around us*” organised by Birdlife Slovenia
- Running a **prize game**, **designing T-shirts** with an illustration of local bird species
- **An excursion to a Nature Reserve** to learn more about birds and their ecology
- Upgrading the local community garden into an “**outdoor classroom**” with **didactic locations** for observing birds, pollinators and endemic plant species (Bird Buddy Camera, “hotels” for pollinators, nesting boxes)



# Nature's Narrative: Unveiling Stories: Preserving Biodiversity in Upper Soča Valley



**GREGORJEVANJE  
NA DAN, KO VSAK  
PTIČ SI NAJDE  
SVOJO DRUŽICO ...**  
12. MAREC  
Z ZAČETKOM  
OB 16. URI

zanimivosti o pticah  
in njihovih mladih,  
postavljanje  
gnezdinic  
(DOPPS)

športni pismoša  
in njegove pernate  
zgodbe  
(Društvo športnih  
golobov pismoša)

Papirnato gledališče  
»Na Gregorjevo –  
otec, še veš? – se  
ptički ženili so ...«  
(MiekARTz)

V TOLMINU  
Skupnostni vrt, Na Logu 13  
(V primeru dežja v galeriji Kujžnice  
Cirila Kosmača. Dogodek je brezplačen.)  
Več info in prijava:  
patricija.rejec@prc.si, 05 38 41 506

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evropskega inovacijskega akcije.

SHARED  
GREEN  
DEAL

## Learning and action goals, public event:

- **Learning goals** – to learn about local flora and fauna, with a focus on birds, pollinators, invasive plants, as well as citizen science
- **Action goals** – a promotional campaign to encourage residents to be able to identify bird species around them (prize game “*Let's get to know the birds around us*”); setting up the Bird Buddy Camera in the school garden to be shared by other users; upgrading the community garden into an outdoor classroom with didactic locations
- **Final Event: March, 12<sup>th</sup> 2024 – St. Gregory's Day, or when birds get married** → nature-cultural centered event at the community garden
- **The key outcome is designing an “*outdoor classroom*” with didactic locations at the community garden** where different target groups will be able to learn more about the local flora and fauna. The new SC (beginning of April 2023) will start developing garden pedagogy on flora and fauna with the aim to create new didactic locations



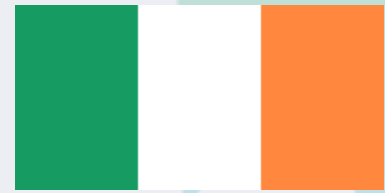


**Patricija Rejec**



[www.prc-lu.si](http://www.prc-lu.si)

# *Stop, look, listen: Preserving Biodiversity in Ballyhoura Country*



## Local Partner:

- **Ballyhoura Development CLG**
- The Ballyhoura Region is a predominantly rural area in the mid-west of Ireland

## Aims of the Study Circle:

- Stop, look and listen to the biodiversity in the region
- Focus on educating and raising awareness of biodiversity
- Developing positive change in their community
- Creative activities



# Stop, look, listen: Preserving Biodiversity in Ballyhoura Country

## Progress of the social experiments:

- Activities included looped walks in the area, exploring biodiversity, photography, pottery and storytelling
- Exchange with various experts (biodiversity, Irish language)
- Visit to an apple farm
- Building hanging baskets
- The project implementation approach is flexible
- The local knowledge is improved through training, peer learning and networking



# *Stop, look, listen: Preserving Biodiversity in Ballyhoura Country*



## **Learning and action goals:**

- **Learning by doing** – where possible the learning has been experiential
- **Relevance** – the content of this Study Circle has been kept relevant and meaningful to the participants
- **Involvement** – all the participants in the adult education programme have the opportunity to input into the programme and suggest areas of study
- **Final Event: April 2024** → Creation of a film, interactive exhibition
- The results of the Study Circle can be incorporated into other new projects in Ballyhoura





**Rhiannon S. Laubach**



**John Scanlan**

<https://www.ballyhouradevelopment.com/>



# Amaroussion Biodiversity Local Experiment (ABLE)

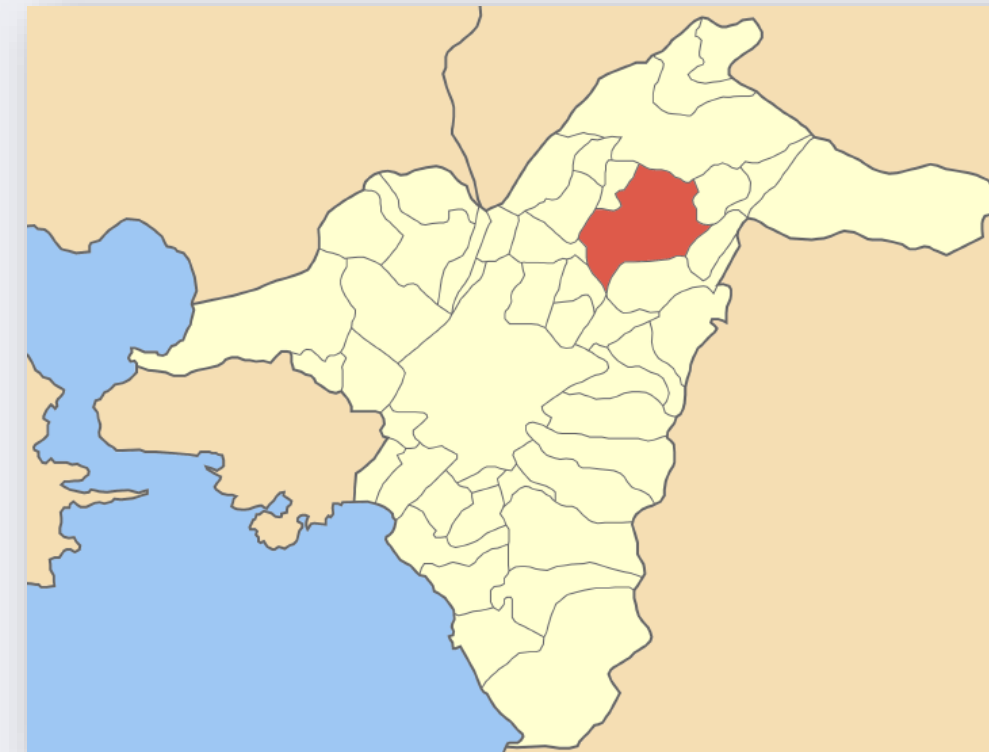


## Local Partner:

- Municipality of Amaroussion (MoA)
- The most important financial and business suburb of Athens
- 16 urban green spaces

## Aims of the Study Circle:

- Learn more about the typical Mediterranean vegetation of the large-scale urban system
- Discover the history behind the green spaces of the Municipality
- Raise awareness on threats to urban biodiversity



# Amaroussion Biodiversity Local Experiment (ABLE)

## Progress of the social experiments:

- Outdoor activities in historic, green spaces of the municipality (Syngros forest, Karela Estate, Chalandri Stream)
- Learning from experts about bee-keeping and it's history in Greece, the role of pollinators, endemic Greek herbs and their use
- Visits to pocket parks to discuss how they contribute to climate change adaptation and mitigation
- Synergies with local associations
- Positive effect in the group dynamics of the Study Circle as time progresses
- Reflective sessions to discuss what participants learned and what they want to gain from co-designing activities



# Amaroussion Biodiversity Local Experiment (ABLE)

## Learning and action goals, public event:

- **Learning goals** – learn about local biodiversity in order to better preserve it, sense of community/belonging
- **Action goals** – create and place plant tags in the protected garden of the Syngros Estate in synergy with the Institute of Agronomic Science
- **Final event: April 2024** – public event to present tagging and maintenance work of the protected garden to the community, cooking/tasting activities with endemic aromatic herbs
- **Results:**
  - ✓ continuation of the first Greek Biodiversity Study Circle beyond the scope of the project
  - ✓ creation of a critical mass of well-informed citizens regarding biodiversity conservation and protection who will act as ambassadors to various community groups
  - ✓ preserving biodiversity as a vehicle for developing new municipal social services and initiatives





**Anargyros Roussos**

<https://maroussi.gr/>



# Stockholm Biodiversity Learning Experiment

- *by participating and doing*



## Local Partner:

- **City of Stockholm** (Environment and Health Department)
- The City of Stockholm is a predominantly urban area, with green areas connecting its suburbs, like the Järvafältet nature/cultural reserve.

## Aims of the Study Circle:

- To explore new ways to increase and share the knowledge about biodiversity among residents
- To explore how the history and cultural heritage of the Järvafältet area has preserved the biodiversity of today



# Stockholm Biodiversity Learning Experiment

## - by participating and doing

### Progress of the social experiments:

- "*Flow learning*": awakened enthusiasm, focused attention, direct experiences and shared inspiration
- Active involvement of participants: building nests for birds and bats, "*bee hotels*", arranging sand beds for pollinators, and cleaning up ponds
- Nature School "*Eggeby gård*" serves as the main meeting point
- *Biodiversity Walks & Talks* on different topics, each month
- Synergies with other institutions working on biodiversity preservation, such as local Birdlife and heritage society organizations, city district administration
- Involvement of experts (biology, ecology, cultural history)



# Stockholm Biodiversity Learning Experiment

## - *by participating and doing*



### Learning and action goals, public event:

- **Learning goals** – Increase participants' knowledge on local biodiversity
- **Action goals** – Building and installing bird nests, participating in/arranging two public events: meadow maintenance, April 20<sup>th</sup> & final event May 18<sup>th</sup>
- **Final Event: May, 18<sup>th</sup> 2024** – part of arranging a large public event to celebrate the International Day for Biodiversity (IDB)
- **The results of this experiment are ...?**
  - ✓ Engaging citizens according to measures of the Stockholm's Biodiversity Action Plan
  - ✓ Connecting people from various backgrounds in a diverse area, where nature, culture, history and biodiversity play a vital role in sharing and caring for the place where they live.
  - ✓ Sharing insights of how important biodiversity is for the sustainability of the city, and in what ways our society depends on it.





**Peter Wiborn**

<https://start.stockholm/en/>



# Experience and challenges for integrating biodiversity into everyday decision-making from local schools to the fashion industry – the PLANET4B experience

Agnes Zolyomi, Alex Franklin, Eszter Kelemen, Vinicius Mendes and Ilkhom Soliev

Shared Green Deal Webinar – Diversity of values for countering biodiversity loss

14.03.2024



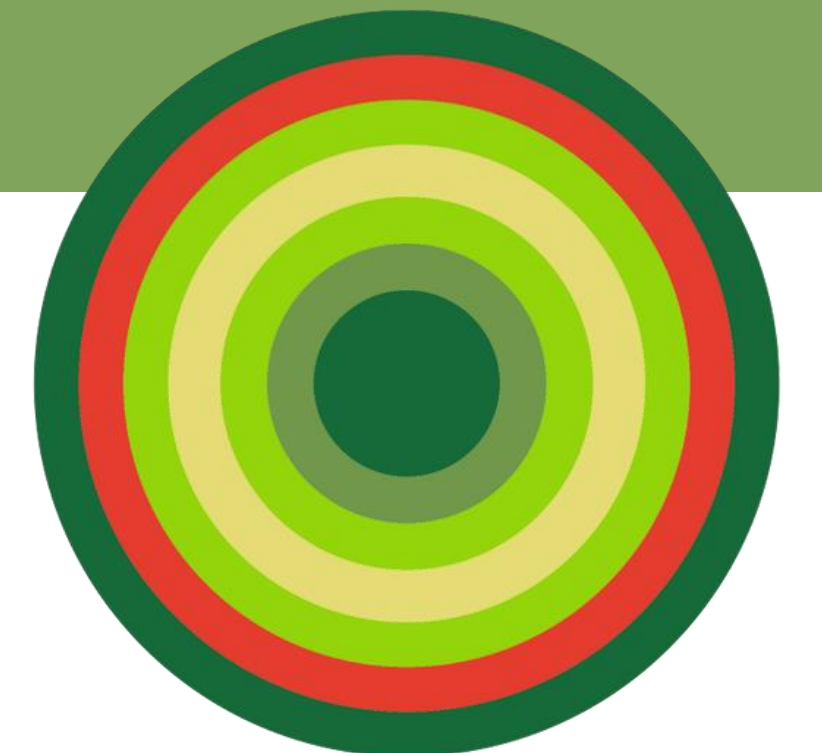
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UK Research  
and Innovation



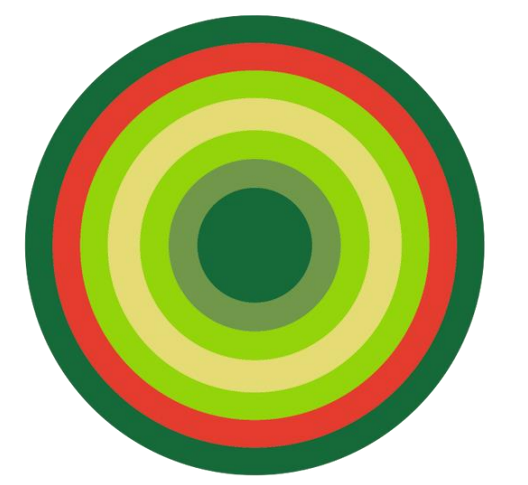
Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra



BETTER DECISIONS FOR BIODIVERSITY AND PEOPLE

PLANET4B

# What is PLANET4B?



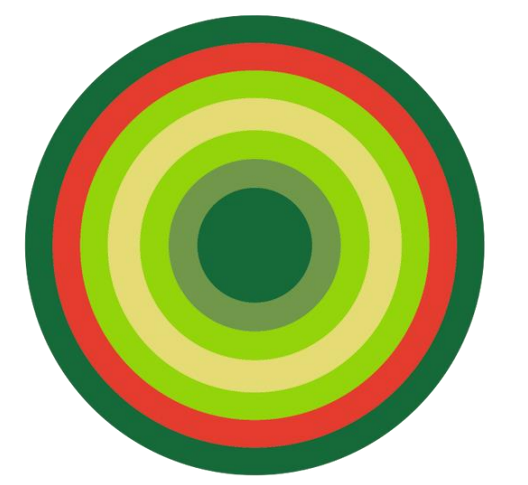
PLANET4B

PLANET4B (understanding Plural values, intersectionality, Leverage points, Attitudes, Norms, behaviour and social Learning in Transformation for Biodiversity decision making) aims:

to understand how biodiversity can be prioritised in decision-making at individual, community and institutional (policy) level,

and use this knowledge to feed into and influence policy.

# How do we do that?



PLANET4B

We synthesise knowledge on decisionmaking & intersectionality

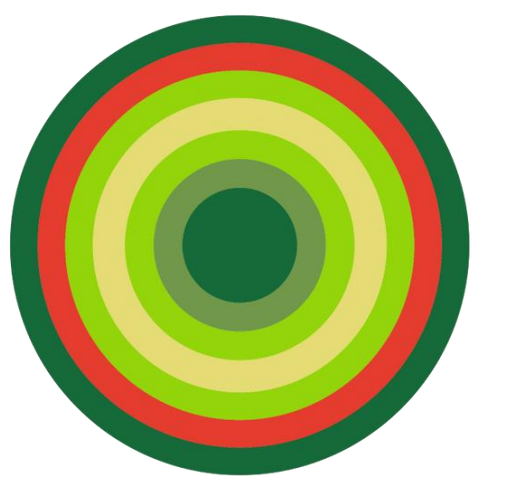
We tailor-make creative, choice-architecture and serious games methods for cases

We apply interventions in 11 intensive and extensive cases

We channel our input into policy

We communicate our input and build synergies for impact





# What are the cases?

## Intensive, place-based cases

- ① Enabling intersectional nature recreation and biodiversity stewardship for urban resilience (Greater Oslo, Norway)
- ② Opening Nature and the outdoors to Black, Asian and ethnic minority communities (Central England, UK)
- ③ Urban youth (Germany)
- ④ Swiss attitudes towards agriculture-biodiversity (Switzerland)
- ⑤ City food for biodiversity and inclusion (Graz, Austria)

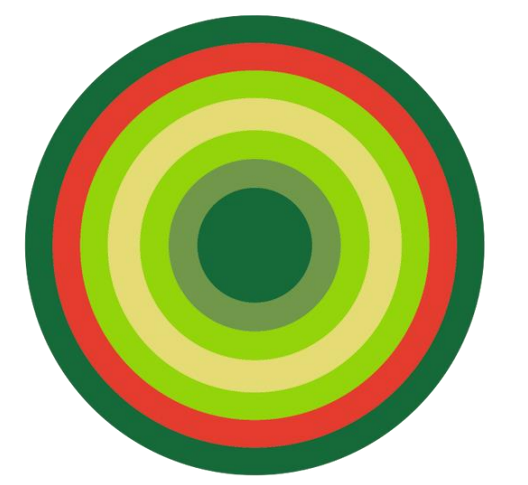
## Extensive, sectoral cases

- ① From "ego-system to eco-system" (Italy)
- ② Agro-biodiversity management (Hungary)
- ③ Environmental awareness raising in education (Hungary)
- ④ Agriculture and migration (EU)
- ⑤ Trade and global value chains (EU-Brazil)
- ⑥ Sustainable investment behaviour (Global-EU-Norway)





# What have been the lessons learnt?



PLANET4B

Stakeholder mapping helps build diverse and transdisciplinary learning communities.

Intersectionality guides the selection of learning community members with varied experiences and backgrounds.

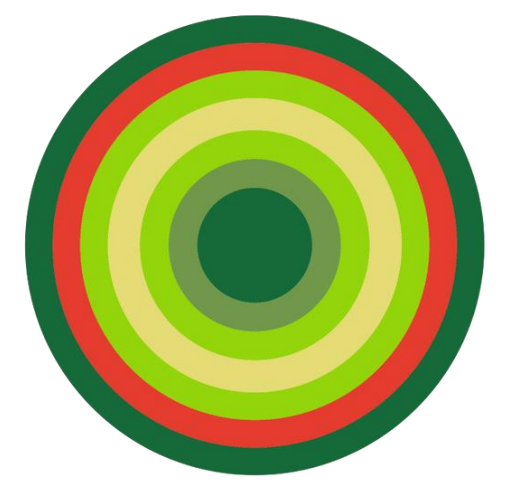
The motivation of the individuals depends on how well the learning objectives align with their aspiration.

Engaging diverse community actors in a meaningful way is enhanced if tailor-made approaches are used to contact and interact with them.

For cases targeting vulnerable actors, creating a safe space is a crucial requirement to start the engagement.

Selecting a suitable method (i.e. pairing the most suitable intervention to every case) is crucial to potentially trigger change.

# What are some of our initial findings in terms of biodiversity perceptions and cultural values (so far)?



PLANET4B



Biodiversity is often a side issue in sectors of the case studies



The concept of biodiversity is sometimes difficult to grasp



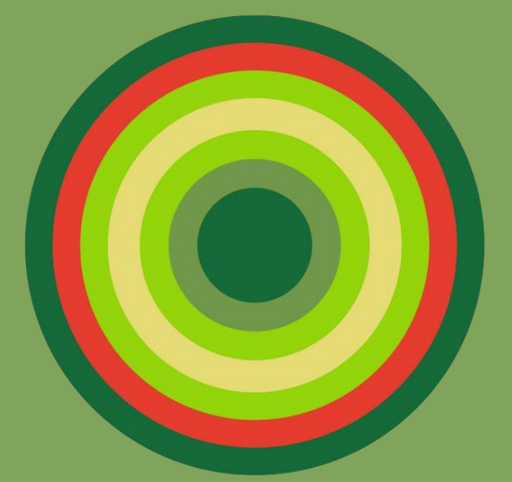
Other framings (health, nutrition, outdoor activities) can help bring biodiversity closer



Bringing together a range of people and ensuring feedback from vulnerable groups already contribute to plural nature values and perception changes



# PLANET4B Consortium

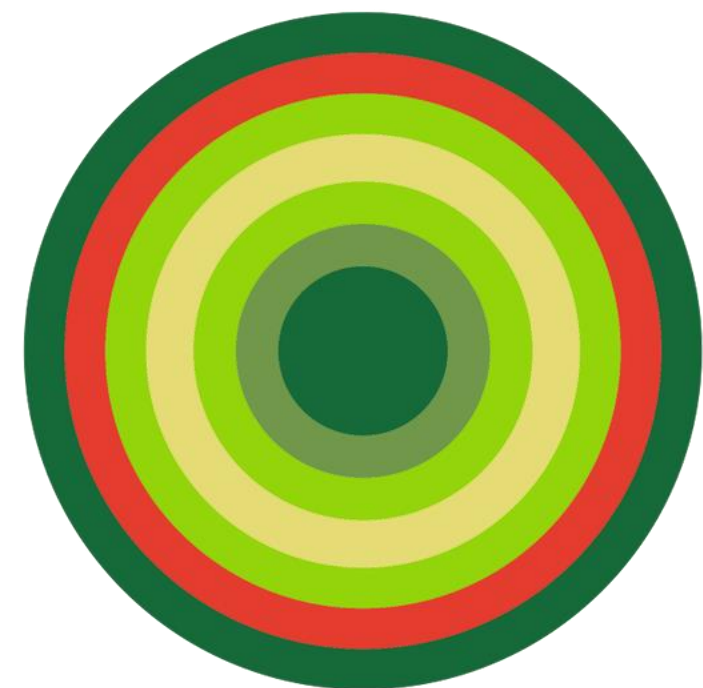


PLANET4B



# PLANET4B Project

understanding **P**lural values, intersectionality, **L**everage points, **A**ttitudes, **N**orms, behaviour and social **I**Earning in **T**ransformation for **B**iodiversity decision making



PLANET4B



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#PLANET4B

#biodiversity

#transformativechange

#pluralvalues

#intersectionality

#HorizonEU

# Open Discussion





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# SHARED GREEN DEAL Network

SHARED GREEN DEAL will create a **network of individuals and organizations** interested in the use of Social Sciences and Humanities research to support EU Green Deal ambitions.

The network will **run events and disseminate resources over 2025-2029**. This will provide opportunities to **build the capacities of the Network's members** and explore the sustainability and replicability of **socially innovative practices** for meeting climate change goals.



**Be involved in the shaping of the network!**

Your inputs are essential in ensuring that the network is tailored to support the needs of groups such as **NGOs, municipalities and researchers** (and beyond) effectively.



