

Using biodiversity to persuade: A discourse analysis

Insights from the biodiversity discourse in Europe

Mirjam Schleiffer, Barbara Smith, Rebekka Frick, Yennie Bredin, Ghezal Sabir, Donna Udall, György Pataki, Grania Cooke, Frode Singaas, Ilkhom Soliev, Carmen Czett, Marta Bonetti, Matteo Villa, Linda Fitzka, Blanka Loučková, Vinícius Mendes, Robert Home



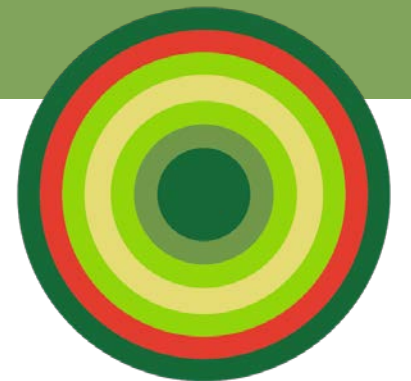
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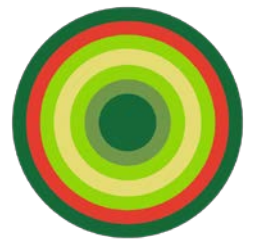
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BETTER DECISIONS FOR BIODIVERSITY AND PEOPLE

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Let's talk about...

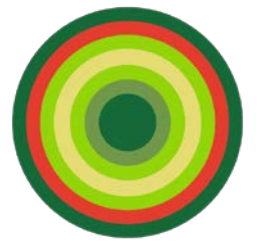


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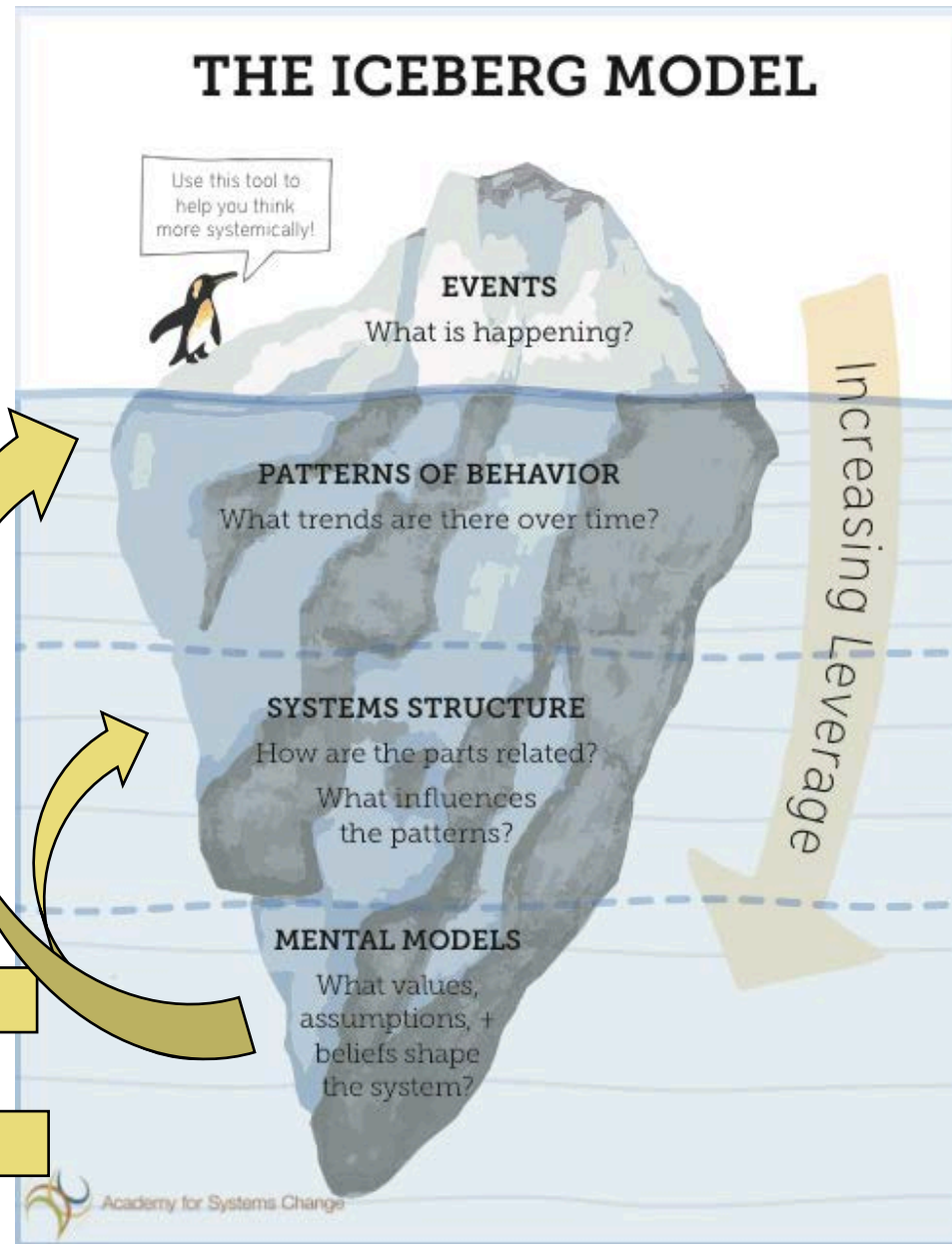


Source: Lukas Pfiffner

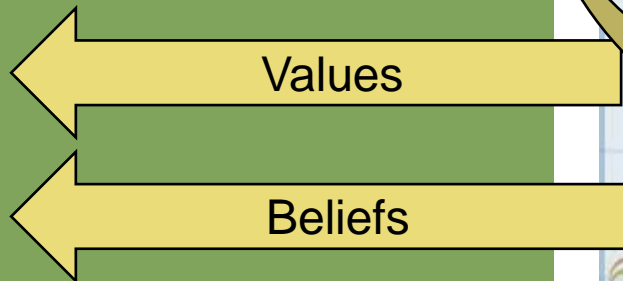
Why does this matter?



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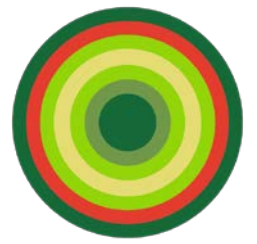


Structuration & practice



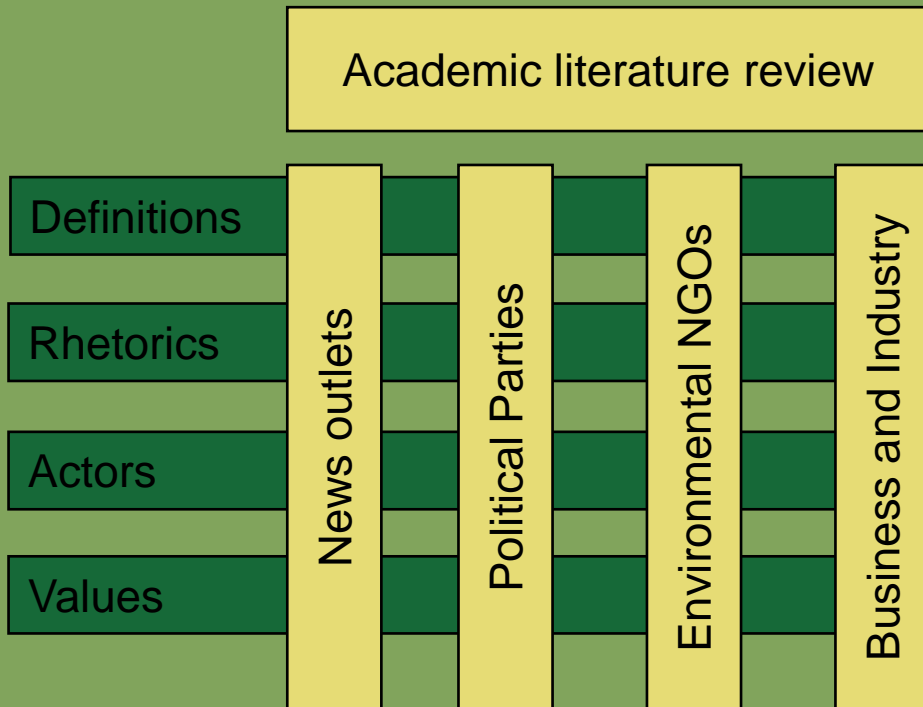
Source: Donella Meadows

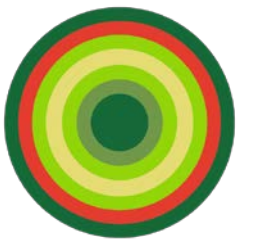
Methodology



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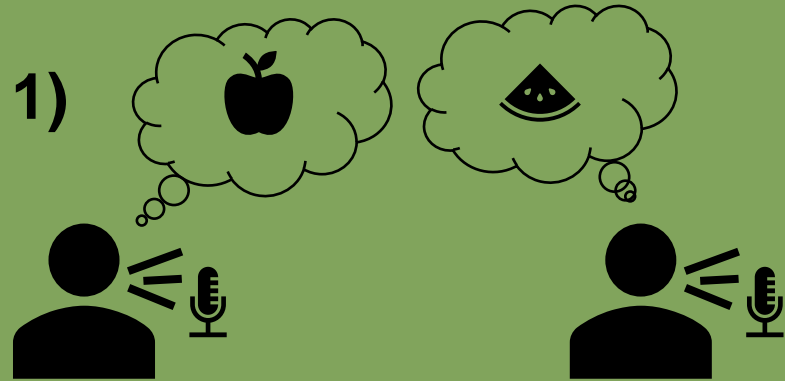
Examine the biodiversity discourse of





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Main findings



4)

Warning, Persuading,
Calling for action,
accusing and informing

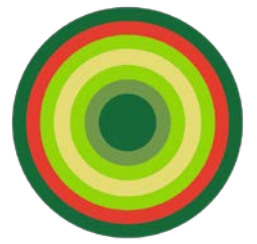
5)

Table 9. Overview of the apparent prevalence of the value domains of biodiversity in the publications from the different actor groups.

Actor groups \ Value of biodiversity	Academic literature	News outlets	Political parties	NGOs	Business
Anthropocentric	++	+++	+++	+++	+++
Science-centric	+++		+		+
Intrinsic	+	+		+	

Further discussion

What are our experiences of talking about values and shape discourses?

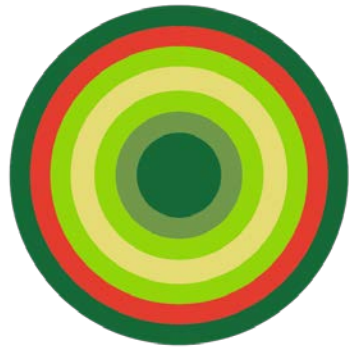


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PLANET4B Project

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



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Project website

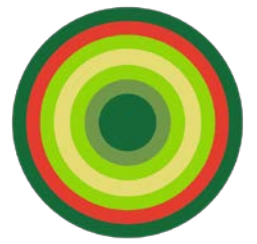
Check out the full report on
www.planet4b.eu

Contact

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THANKS!

Let's talk about...



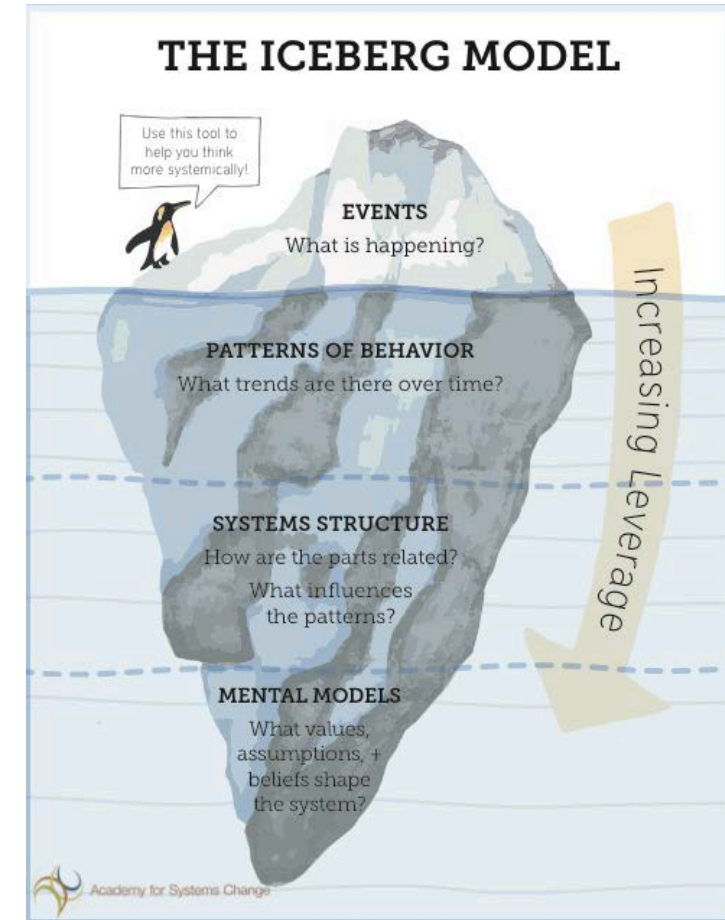
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Biological
diversity

“the variability among living organisms from all sources [...]. This includes variation in genetic, phenotypic, phylogenetic, and functional attributes, as well as changes in abundance and distribution over time and space within and among species, biological communities and ecosystems.” (IPBES, 2023)

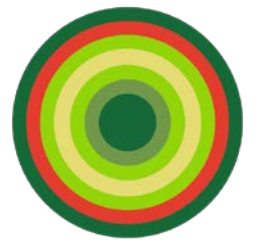
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2023



Donella Meadows, xx

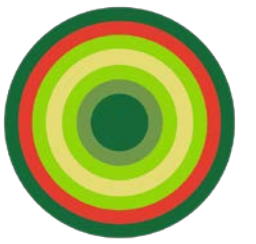
Values



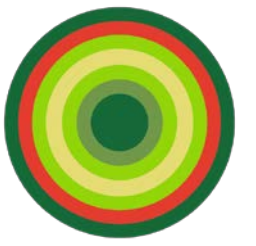
- Differentiation between anthropocentric, science-centric and intrinsic values

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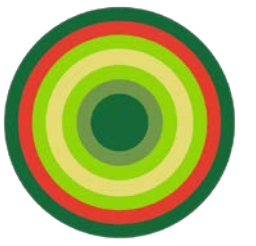
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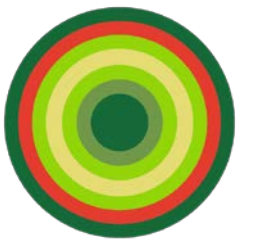
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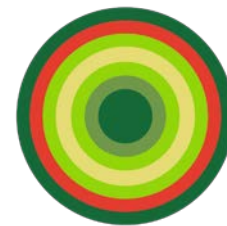
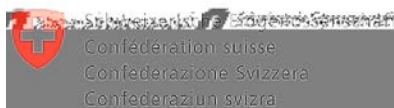
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