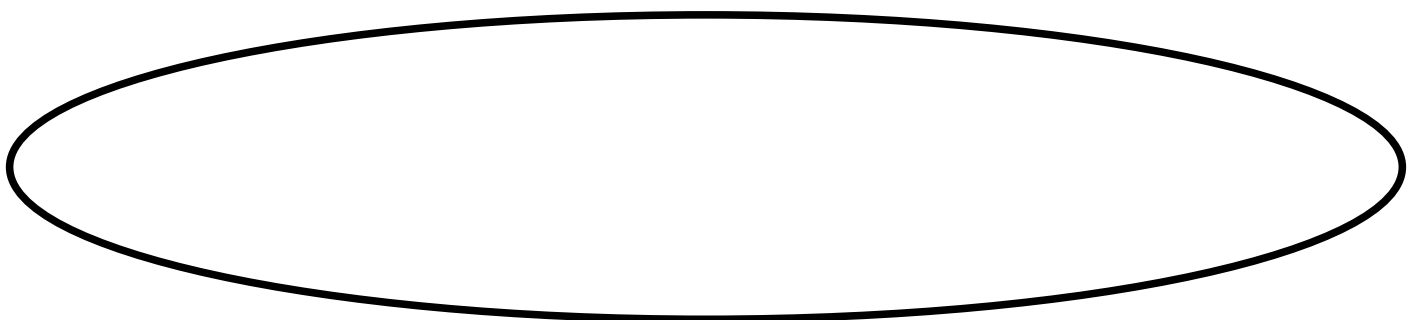
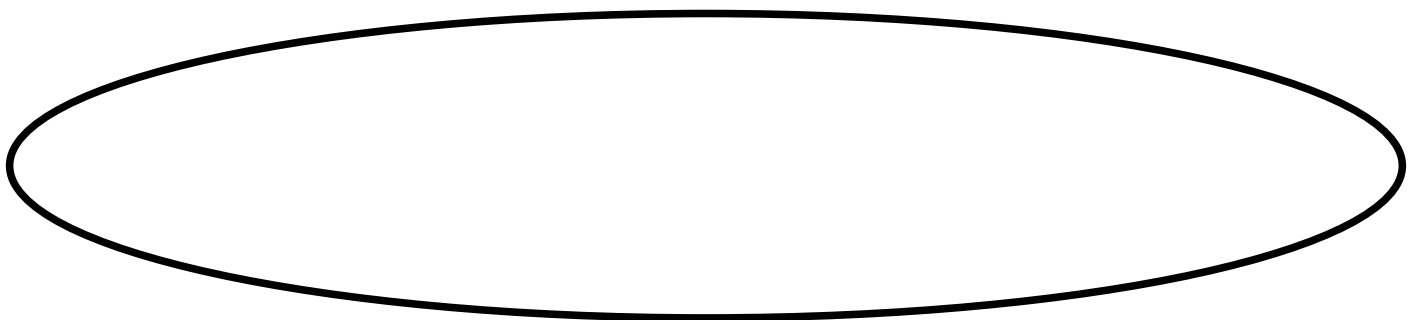
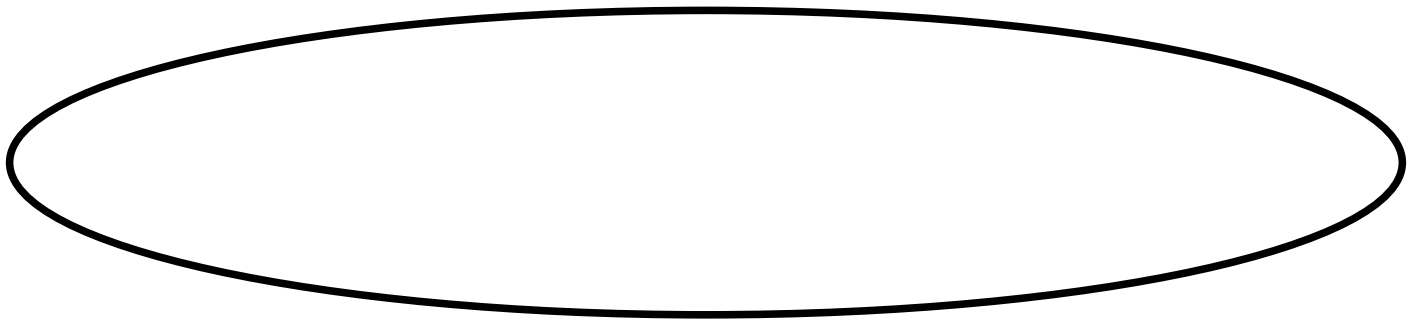


TRANSFORMATIVE RESEARCH COMMUNICATIONS

A Guide to Increase the Transformative Impact
of Social-Ecological Systems Research



MARKUS KREUTZER

SUPPORT

LASEG

Laboratory for the Analysis of Social-Ecological
Systems in a Globalised world

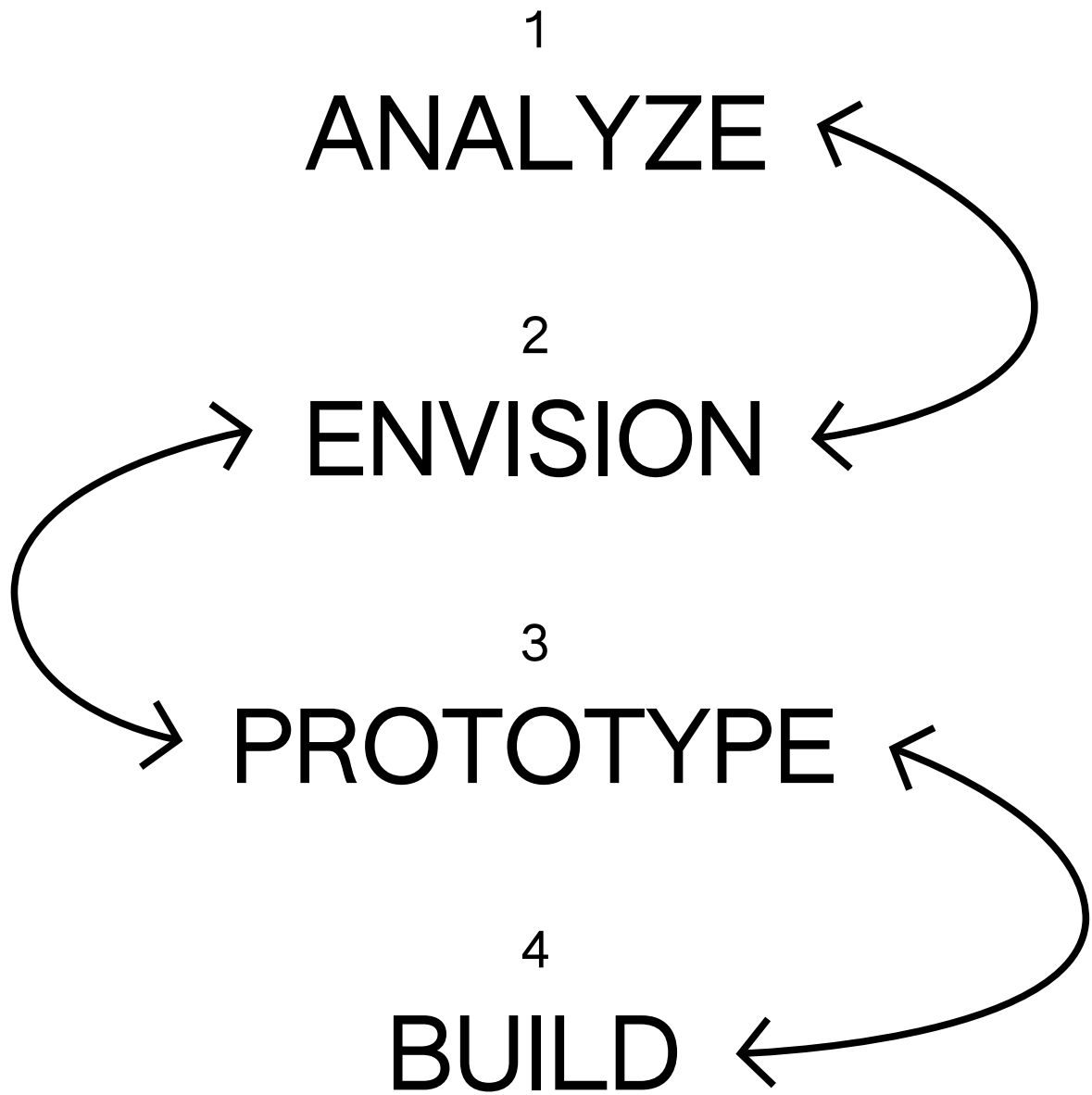
ICTA-UAB

Institute of Environmental Science and Technology
at the Universitat Autònoma de Barcelona

SUMMARY


How to increase the transformative impact of social-ecological systems research? As a response to the increasing need for rapid transformation of human societies, this guide aims to provide a clear outline of what to consider when communicating social-ecological systems research. It approaches mental path dependencies and outlines possibilities for strategic interventions. The guide is designed for researchers working on environmental issues, but aims to outline more general principles that could also be applied to other areas. Certainly, such guide can not guarantee any transformative impact and rather tries to make it more probable through strategic planning.

PROCESS

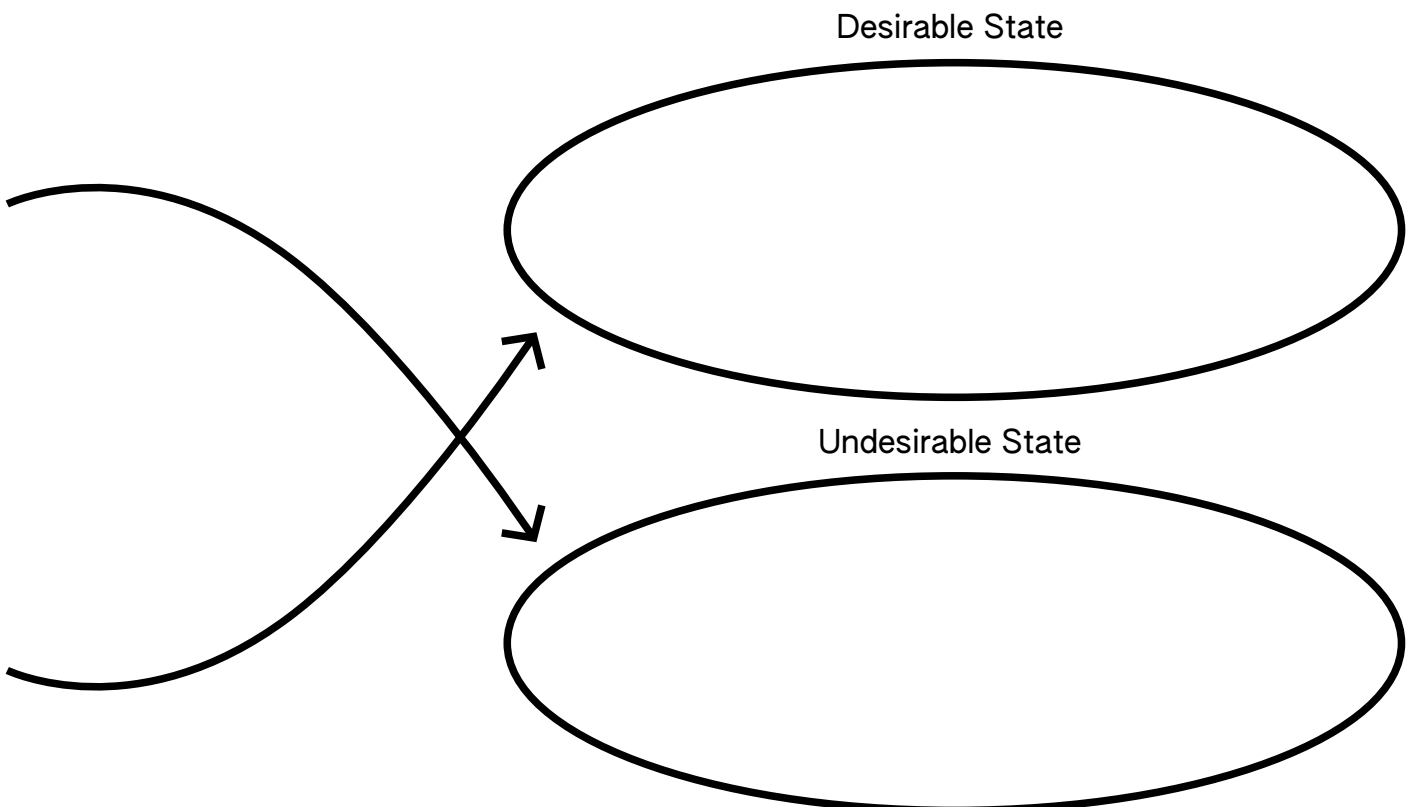


ANALYZE

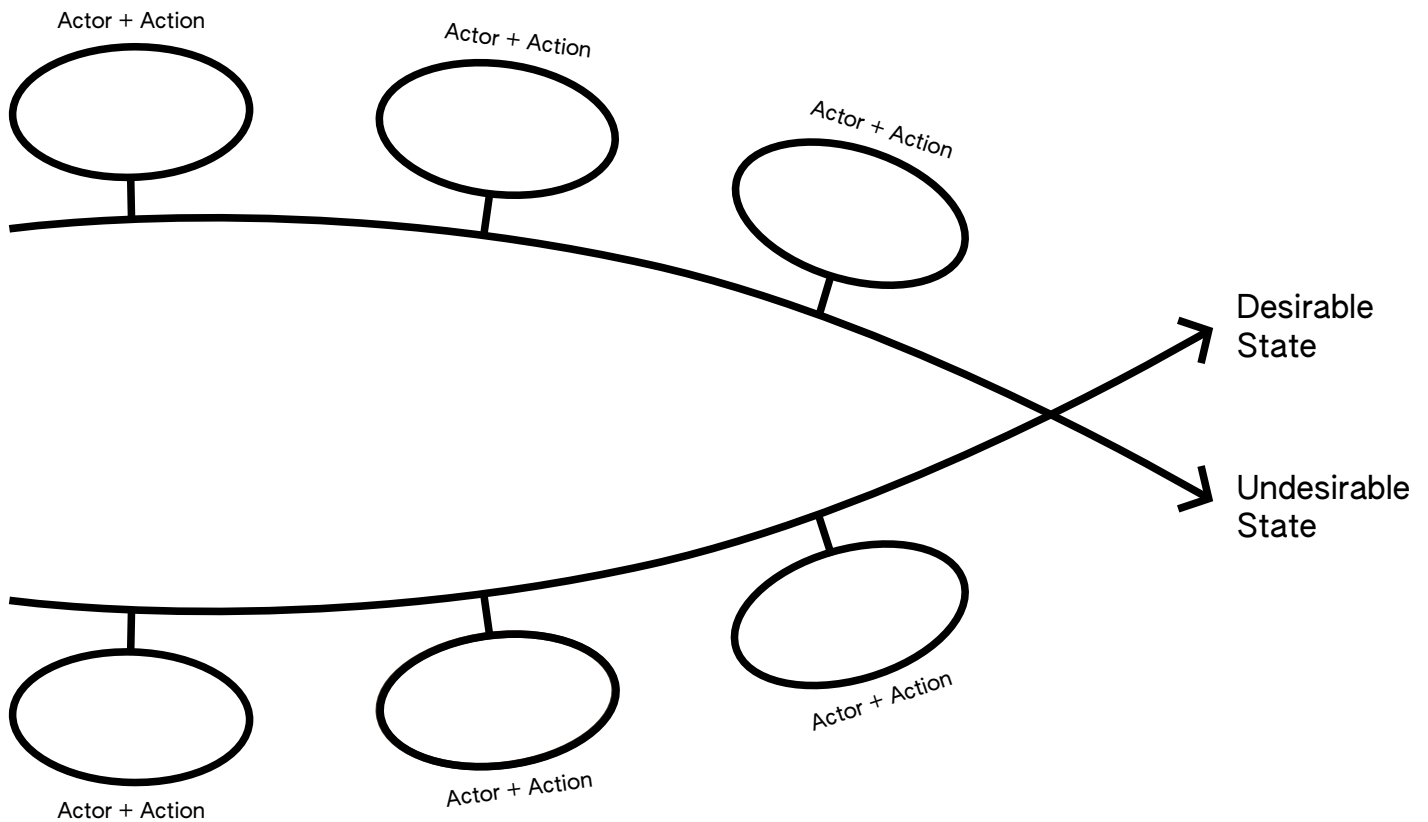
1.1 Describe a situation you want to change through research and the communication of it



1.2 Define a desirable and an undesirable future state of that situation



1.3 Map all actors and actions that are needed to create this future state



1.4 Figure out what are the assumptions and beliefs that hold these actions back

Actions	Assumptions

ENVISION

2.1 Ideate through which communicative intervention you could change each assumption

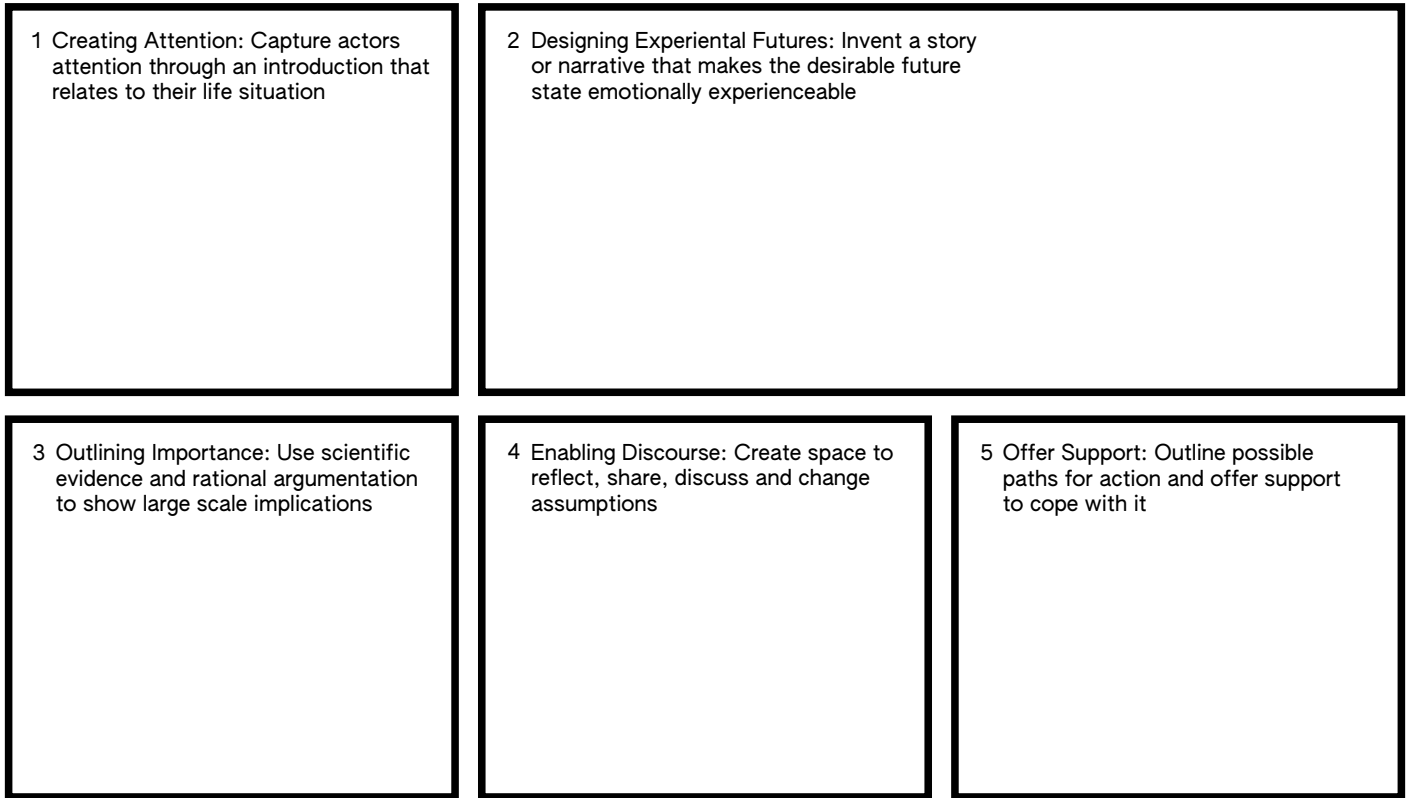
Intervention	Intervention	Intervention	Intervention	Intervention	Intervention
↓	↓	↓	↓	↓	↓
Changed Assumption	Changed Assumption	Changed Assumption	Changed Assumption	Changed Assumption	Changed Assumption

Categories: Awareness Raising, Discursive Spaces, Knowledge Transfer, Tool Development, etc.

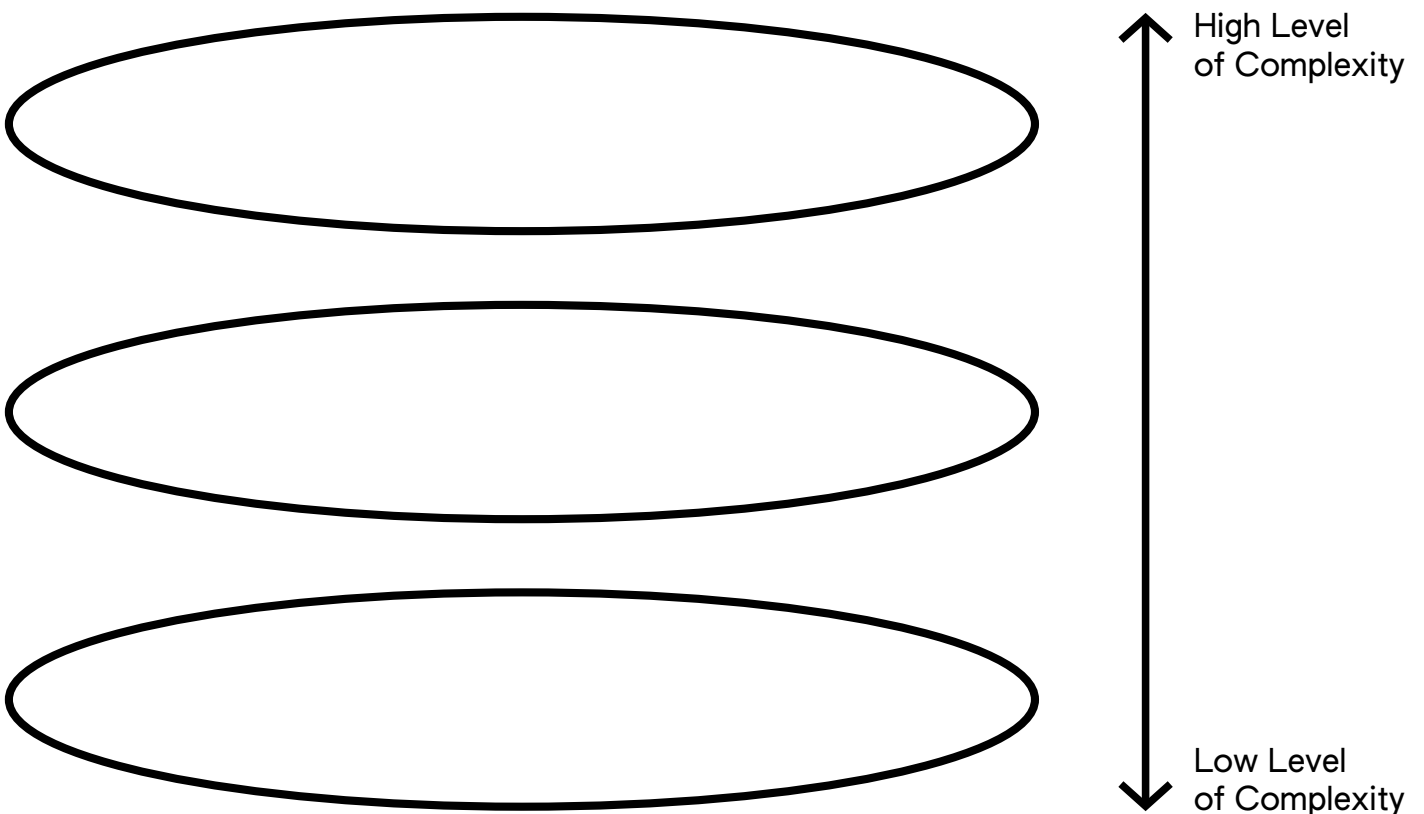
2.2 Take each intervention and consider through which medium it could reach actors effectively

- | | | |
|---|---|---|
| <input type="checkbox"/> Interactive Storytelling | <input type="checkbox"/> Film | <input type="checkbox"/> Comic |
| <input type="checkbox"/> Photography | <input type="checkbox"/> Manual | <input type="checkbox"/> Artefact |
| <input type="checkbox"/> Book | <input type="checkbox"/> Repository | <input type="checkbox"/> Citizen Assembly |
| <input type="checkbox"/> Press | <input type="checkbox"/> Dictionary | <input type="checkbox"/> Building |
| <input type="checkbox"/> Urban Space | <input type="checkbox"/> Visual Framework | <input type="checkbox"/> Podcast |
| <input type="checkbox"/> Dialogue Format | <input type="checkbox"/> Social Media | <input type="checkbox"/> Platform |
| <input type="checkbox"/> Course | <input type="checkbox"/> Event | <input type="checkbox"/> Website |
| <input type="checkbox"/> Workshop | <input type="checkbox"/> Training | <input type="checkbox"/> Product |
| <input type="checkbox"/> Other: | | |

2.3 Conceptualize the main building blocks of each of your interventions



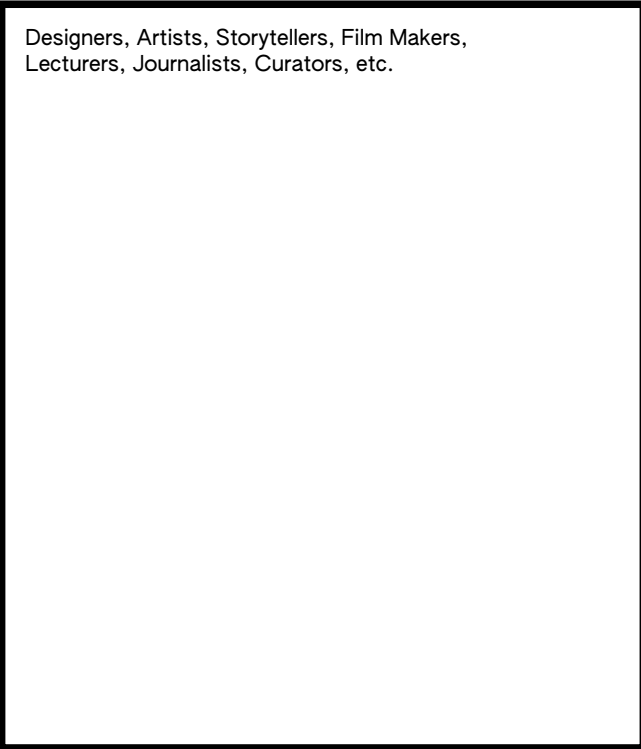
2.4 Conceptualize different layers of complexity that make each intervention accessible and engaging



2.5 Think about which kind of collaborations you need to create the conceptualized interventions

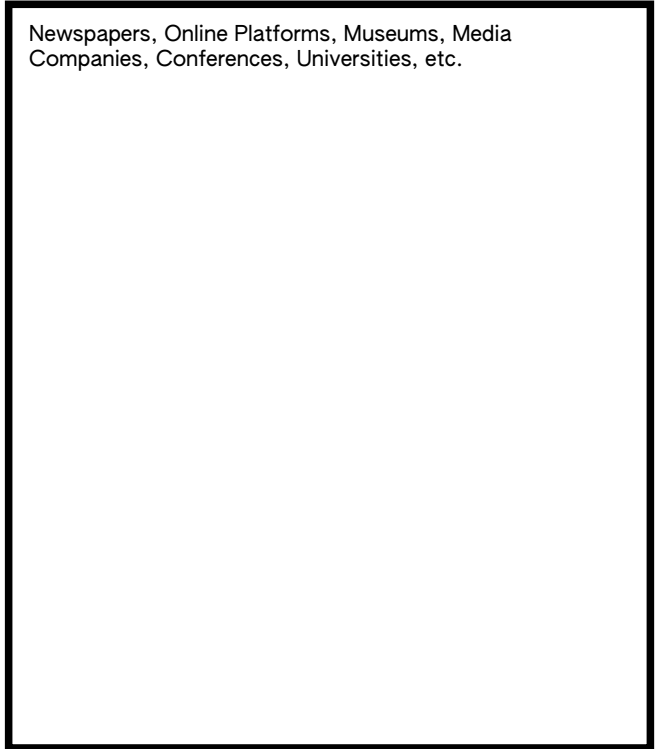
Creation

Designers, Artists, Storytellers, Film Makers, Lecturers, Journalists, Curators, etc.

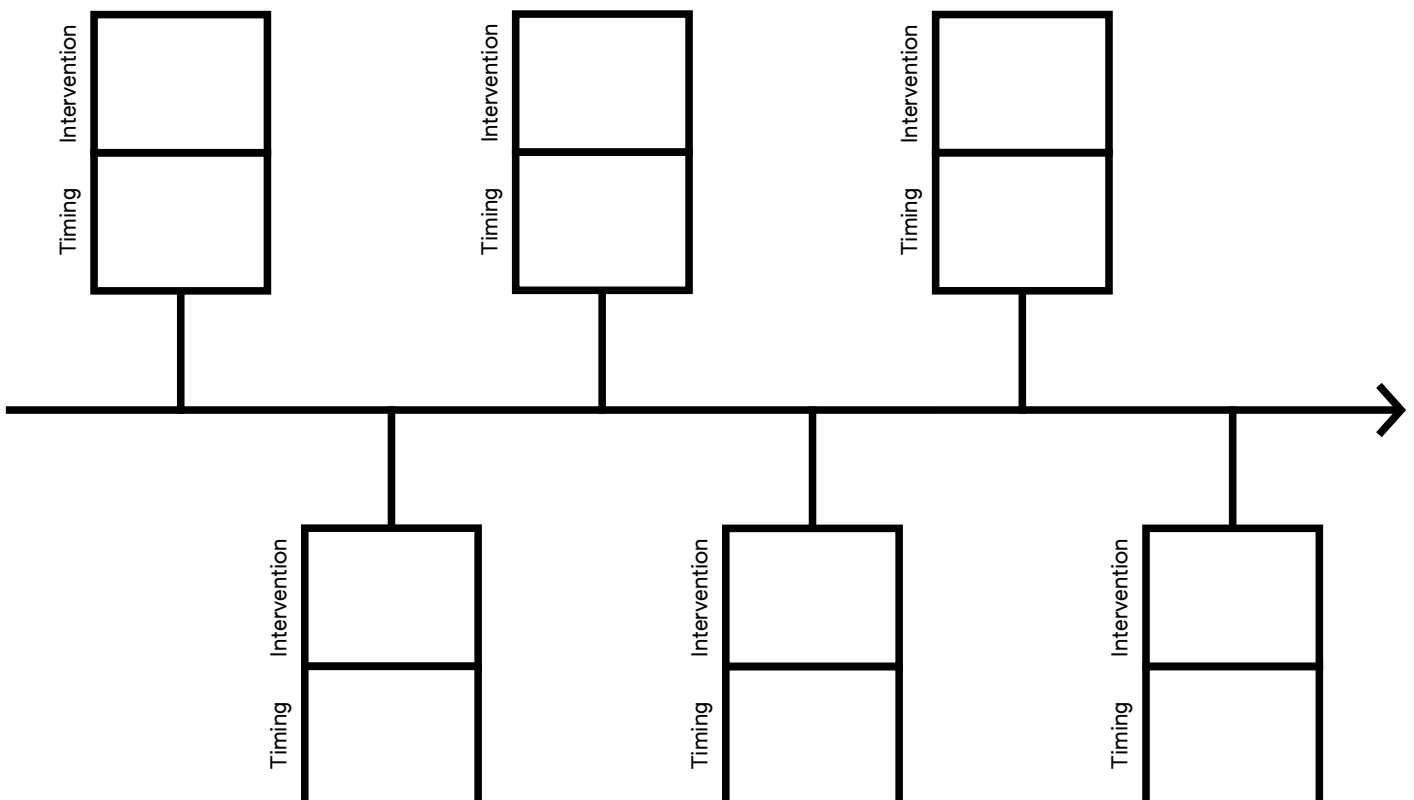


Distribution

Newspapers, Online Platforms, Museums, Media Companies, Conferences, Universities, etc.



2.6 Create a roadmap for launching all interventions that considers when actors are most receptive

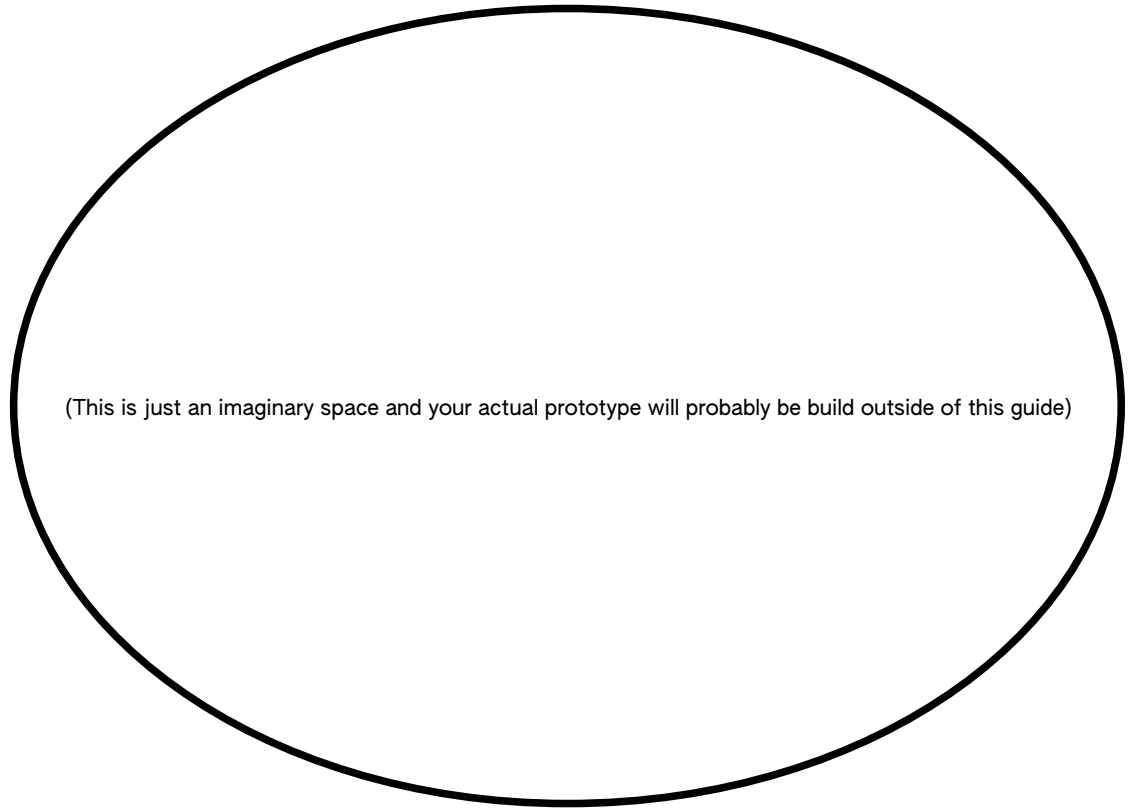


PROTOTYPE

3.1 Prototype each intervention as quickly as possible

Prototypes

Materials:
Hand-Drawn Sketch
Mobile Phone Video
Paper Model
Social Situation
Role Play
Storytelling
Fictional Essay
Speculative Product
etc.



3.2 Test all your prototypes with a real audience and take notes of your observations

Test Audience	Observations
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Test Audience	Observations
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Test Audience	Observations
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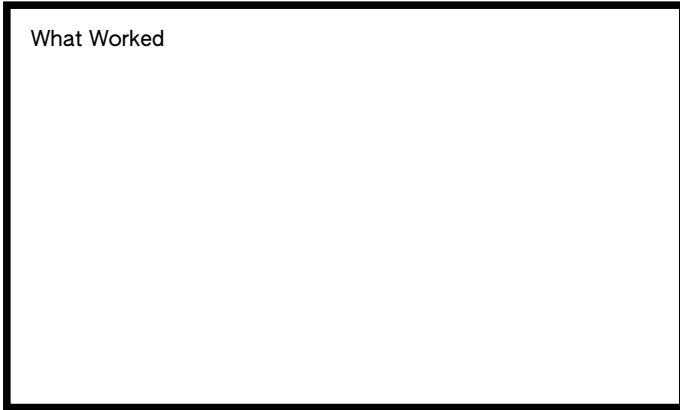
Test Audience	Observations
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Test Audience	Observations
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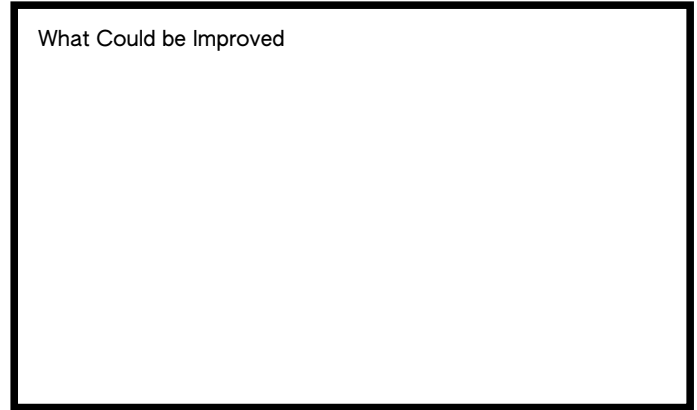
Test Audience	Observations
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3.3 Structure your notes and assess each prototype

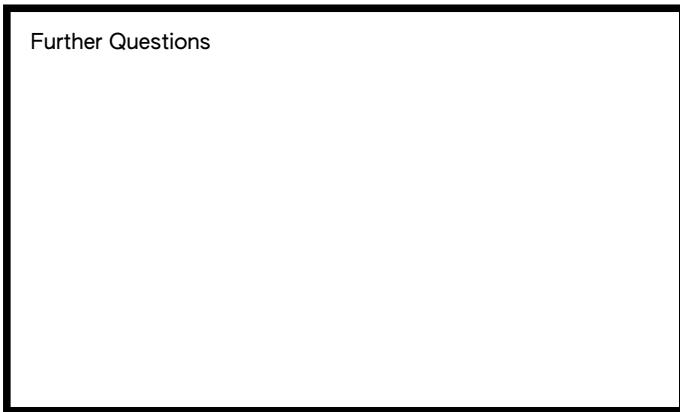
What Worked



What Could be Improved



Further Questions

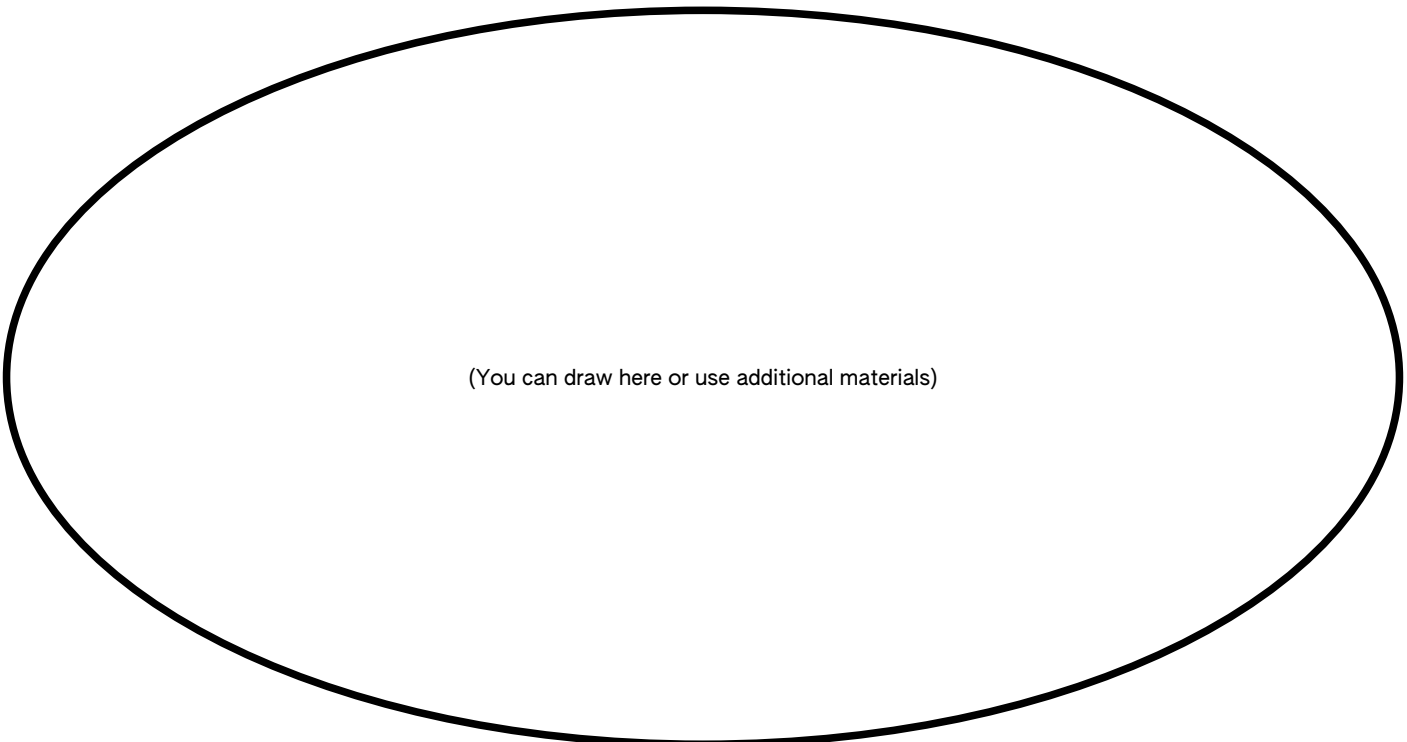


Further Ideas



3.4 Redesign each communicative intervention based on the insights from prototyping

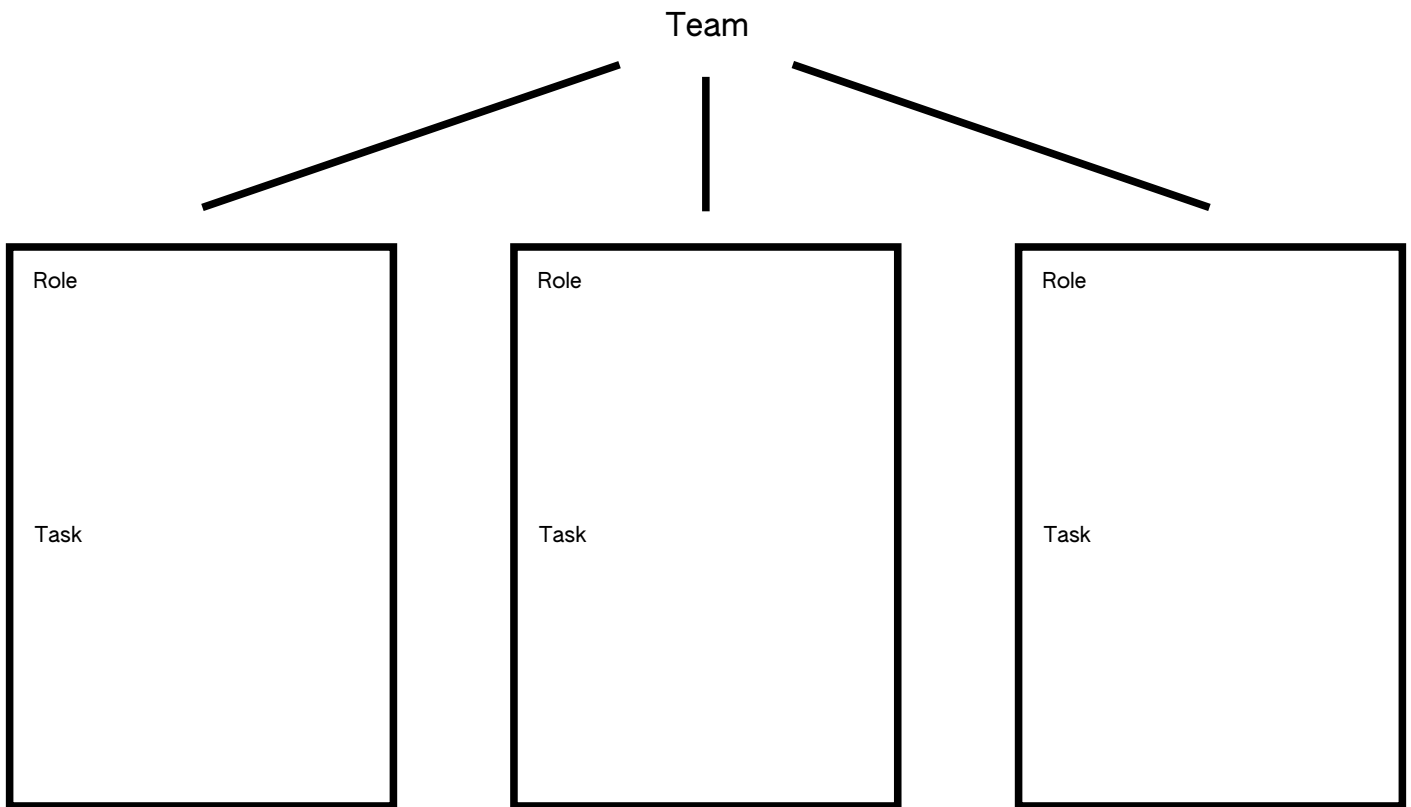
Redesign



(You can draw here or use additional materials)

BUILD

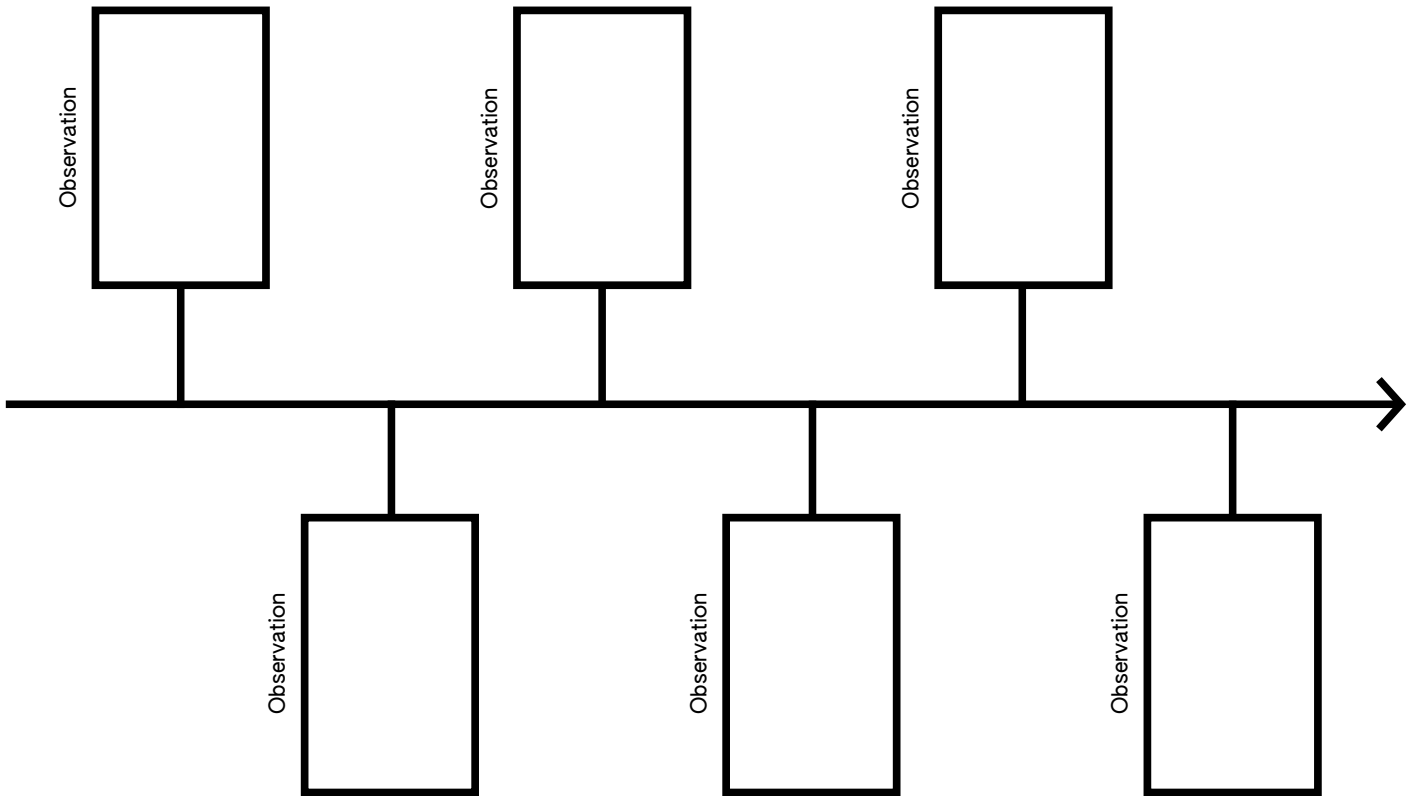
4.1 Reach out to possible collaborators, build a project team and define tasks



4.2 Develop the interventions

(You can document your final interventions here)

4.3 Publish each intervention on the basis of your roadmap and observe their impact



4.4 Map possibilities to scale each of the interventions and act accordingly

Network Effects

Create a network of people you could collaborate with to bring the interventions into relevant contexts

Reproducibility

Sketch a transferable template of your intervention that can be reproduced across contexts

2024

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