

ACADEMIC COMPONENT – INTERNATIONAL

INTERNATIONAL 3 – INVOLVEMENT IN THE INTERNATIONAL PANEL FOR BEHAVIOURAL CHANGE (IPBC)

CONTEXT

GENERAL CONTEXT

The International Panel for Behavioural Change (IPBC) was created by members of the International Panel for Climate Change (IPCC) to address issues in behaviours linked with climate change and biodiversity drop. The aim is to understand what drives changes in behaviours that need to evolve in order to solve the crisis, why some changes are more difficult than others and how to implement the necessary changes.

On their website, the IPBS description tells:

Our planet is undergoing major changes in its environment and climate, directly induced by our development and behavior (anthropocene). To reverse the trend, we also know that informing and raising awareness is not enough.

Like the IPCC for the climate, we must understand and model our human ecosystem in all its complexity, in order to better anticipate (trajectories), orient and coordinate our actions and investments.

To this end, the IPBC has set itself a double mission:

- integrate all the knowledge acquired, fundamental and applied, on individual, social and organizational behavior;
- share and make accessible key knowledge, attitudes and levers for action, universal or contextualizable, as to facilitate the emergence of a more structurally and spontaneously sustainable, desirable and equitable world.

INSIDE THE PROJECT

In the context of the project, a partnership with a major international panel that is willing to make scientific results into concrete solutions for one of the most urgent issues is exactly one of the goals, regarding the exploitation of the findings.

INTERNATIONAL STRATEGY

CHOICE OF PARTNER

The IPBC contacted the French Society of Zoosemiotics (SfZ) for their expertise. Due to the previous partnership and exchanges about the project with them (see Document I1), it was proposed to associate the Semiotic Department of the University of Tartu with this collaboration.

POTENTIAL OF THE PARTNERSHIP

The IPBC is a long-term initiative, gathering many scholars from various fields. A collaboration between the group and the Semiotics Department could be a long-term collaboration, that will also enhance the possibility of a partnership between the Department and other participants in the IPBC.

COLLABORATION

FORMAT OF THE COLLABORATION

The collaboration is at its first step. A proposition of report was submitted, to match the needs of the IPBC, co-written between the SfZ and the Semiotic Department. The proposition can be found in the Documents section.

SUBJECTS OF THE COLLABORATION

The proposal aims to gather different aspects, represented in the project:

- Zoosemiotics
- Eco-semiotics
- Societal and behavioural changes
- Biodiversity crisis and emergency solutions

SCHEDULE OF THE COLLABORATION

The proposal for the first volume (Monodisciplinary state-of-the-art literature review) was sent on 13th February. CFP for the second volume (Multidisciplinary macro, meso and micro literature review) is expected in late 2023, and for the third (Transversal and transdisciplinary chapters) volume in late 2024.

FEEDBACKS

PERSONAL FEEDBACK

This collaboration is a major step in the exploitation of the results of the project, as it allows them to be integrated into a large and potentially widely-spread work. The collaboration is also interesting in the long-time aspect, since it will continue for a long time after the current project will have ended.

PARTNERS' FEEDBACK

Both the SfZ and the department of semiotics showed high interest in this partnership.

The answer of the IPBC regarding the proposition is still awaited, but it received already several favourable comments, about the number of authors involved, the structure of the proposition and the subjects introduced in it, and about the potential of the involvement of zoo- and Eco-semiotics in the general perspectives of the IPBC project.

GENERAL PROJECT – CURRENT STATE OF PLAY

IMPLICATIONS OF THE CURRENT STEP

The current step's major interest is the way the results of the project are now being put to use in "real life", by collaborating with other scholars and specialists, to help civil society, in order to solve biodiversity issues in a global crisis.

PROPOSITIONS FOR OTHER ASPECTS OF THE PROJECT

RESEARCH ASPECTS

This collaboration is an opportunity to diffuse the methodology of the research project and let multiple teams use it in various contexts. In this way, replication of the results, or new inputs from new conditions, will enrich the research value of the project and the reliability of the results.

POPULARIZATION ASPECTS

As the partner is focused on behavioural changes, the collaboration is an opportunity to develop the different aspects of the popularization component and put them into use for a global challenge involving various types of audiences.

NEXT STEPS

The existence of this collaboration will be introduced in communication events, both for the general audience (see Document COM4) and the academic audience (see Document C2).

ANNEXES

REFERENCES AND LINKS

IPBC website: <https://www.ipbc.science/>

French Society of Zoosemiotics website (in French): <https://societefrancaisedezoosemiotique.fr/>

ACKNOWLEDGEMENTS

Stéphane Labranche, of IPBC, for comments, exchanges and assistance with the proposal submission.

Georges Chapouthier, Pauline Depierrefixe and Astrid Guillaume, of the SfZ, for their participation in the zoosemiotics part of the proposal.

Timo Maran and Nelly Maëkivi, of the Semiotics Department of Tartu, for their participation in the Ecosemiotics part of the proposal.

DOCUMENTS

IPBC proposition (docx – 09/02/23 version)