

# WORLD CAFÉ PEOPLE AND PLANET CONFERENCE

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**Location:** Lahti, Finland  
**Date:** 14/02/2023  
**Time:** 16.30–17.15  
**Facilitator:** Dr Cale Lawlor

**Title:** Creative workshop on crafting innovative, interdisciplinary Planetary Health narratives

## **Facilitator Details**

Dr Cale Lawlor

MBBS (UNE), MPH (UNSW), MIPH (UNSW)

Independent Environmental Health Consultant

Formerly:

- European Public Health Alliance, Brussels, Belgium
- Department of Public Health, Dublin, Ireland
- New South Wales Health, Lismore, Australia

## **Brief Overview of Workshop**

This workshop will look to create diverse interdisciplinary groups, at random, to work through an iterative creative process to develop novel, innovative Planetary Health narratives. The sequence will be based around a creative process devised by Damien Rudd, a climate change communication researcher in Brussels, Belgium, 2023, and will use a number of visual and tactile cues to stimulate each table to come up with an iterative, changing narrative through each round of the World Café. The purpose is to illustrate the potential for creativity in scientists and researchers in Planetary Health and inspire to potential to create narratives through various formats.

# Sequence of Workshop

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## Agenda

- Opening and introduction – 6 minute
- Quick discussion on Planetary Health needs for narratives, the differences between art and creativity, and the role of creativity in communication and science – 2 minutes
- Description of the creative process and how the workshop will run – 2 minutes
- Round 1: Gather – 10 minutes
- Round 2: Sort – 10 minutes
- Round 3: Play and Create – 10 minutes
- Quick presentations and discussions – remaining time

## The Creative Process

- Create a superorganism
- Question
- Gather
- Sort
- Play
- Refine
- Create

# Details of sequence and needs

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## **Round 1: Gather**

Participants will be asked to give a 30 second introduction to the table, and then to brainstorm 5 ideas as fast as possible of keywords that are of importance to them in Planetary Health. These can be from any related field or concept, and variety and diversity should be encouraged, and should be kept in a list on paper. Participants will be asked to expand on these concepts in a few words so that someone not in the conversation would be able to understand the meaning.

## **Round 2: Sort**

The group will be asked to look at the words on the paper on the table, and to discuss, group and rank concepts, with a vision as to how combinations of these concepts could create new narratives to communicate Planetary Health messages. It is hoped there will be some flux in the participants to allow new ideas to come and go.

## **Round 3: Play and Create**

The final group will be asked to take the key output or ranked story, and brainstorm a way to present the top idea in a story format. They will be asked to take inspiration from the random picture and items that have been placed on the tables. They will be advised that these stories can be of any format.

## **Equipment and logistical needs**

- Random physical items such as scissors, pictures, a ball of cotton, completely unrelated and objects picked at random
- Large paper to write on, markers