

# The Art of Data

*Harnessing creativity to  
maximise the impact of  
biodiversity data*

**Lisa Chilton**

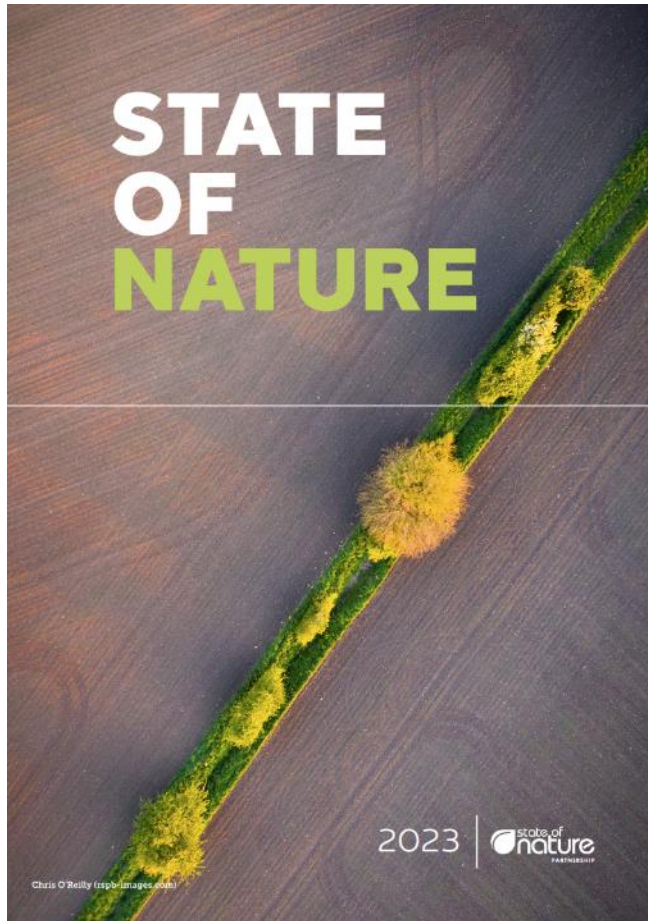
**23 November 2023**



**Or, more accurately:  
*Semi-coherent but hopefully  
thought-provoking musings on  
the role of creativity and emotion  
in evidence-based nature  
recovery. With music.  
And audience participation.***

**Wifi: NMS Public**





## The UK's biodiversity is in trouble


state of nature  
PARTNERSHIP

More species have seen their populations decrease than increase

- 38% have decreased
- 34% little change
- 27% have increased

The abundance of 753 terrestrial and freshwater species has on average fallen by

# 19%



16% of species are threatened with extinction from Great Britain.  
151 of 10,008 assessed have already become extinct.

# The importance of creativity

**Nurturing  
creativity in  
ourselves  
(INPUT)**



**Creativity in  
how we  
communicate**



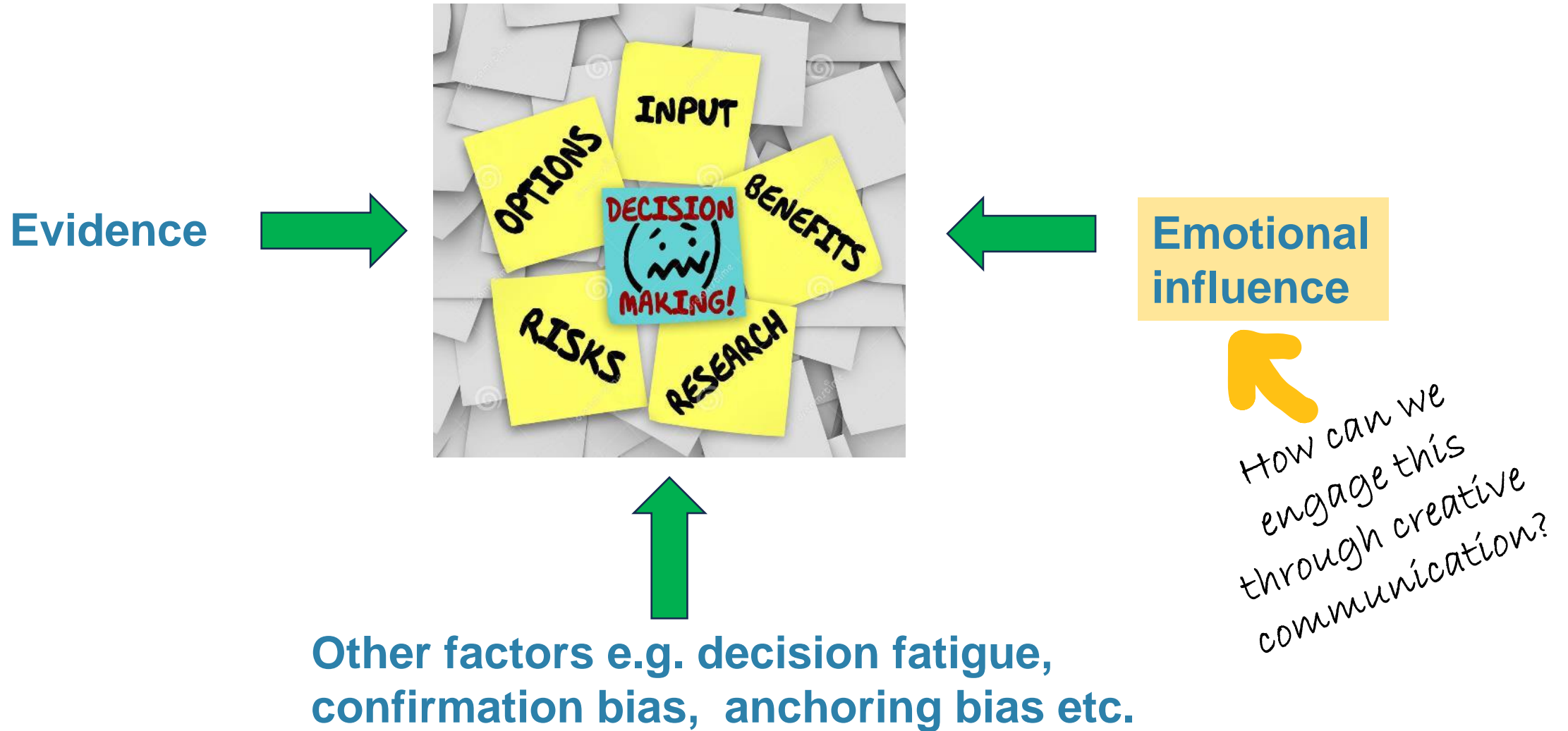
**Greater engagement  
Better decisions for  
nature  
(OUTPUT)**



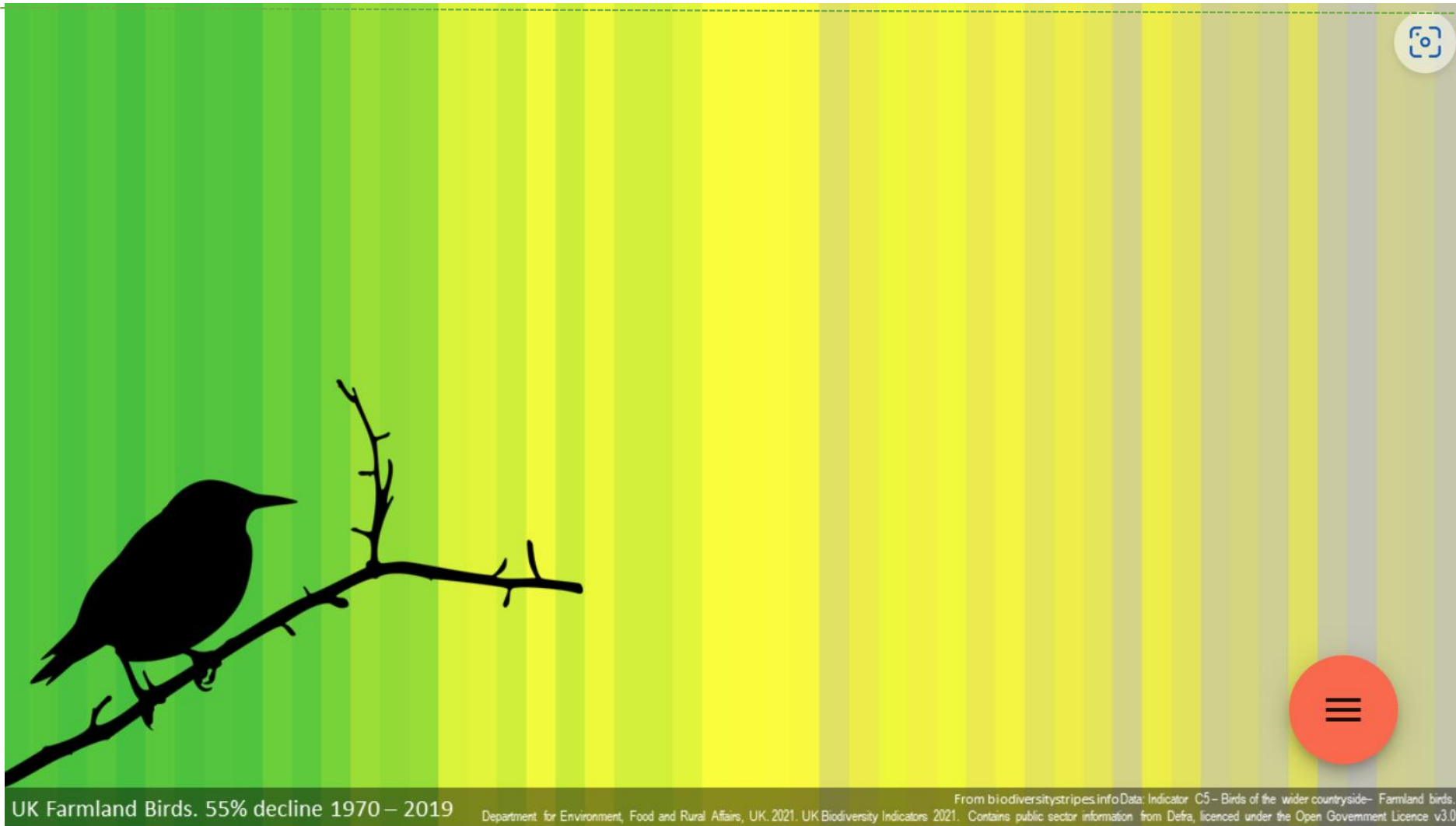
[This is what happens when you ask Bing AI to create an illustration representing Scottish biodiversity data] 😂



# What do we know about influences in decision making?



# Examples of creative data storytelling







- [The Dataset's Dream, Biological Records Centre](#)

“If data could talk, what would it say to us in this time of declining populations of our beautiful butterflies & moths?”

“a curious, sorrow-full, hope-full, data-full installation”

- [Hot Poets' Haiku Futures project – haiku for COP28](#)



**HOT POETS**  
h a i k u f u t u r e s

# What is creativity?

- Not just a social or cultural construct
- A psychological and cognitive process
- Creates novel connections
- Uses both hemispheres and multiple regions of the brain
- It requires:
  - working memory
  - openness
  - inhibition of our ‘anchoring bias’
  - disinhibition of the flow of new and radical ideas and connections





# Making space for...creativity for nature

*We need to use every tool at our disposal to tackle the biodiversity crisis, including our creativity. The challenges are too big for 'Business as Usual' thinking alone.*

*So, how can we better nurture our own creativity in the workplace to influence better decisions for nature?*

*Let's prioritise creativity and make changes to support it, as organisations and as individuals.*

- [Learning scientific creativity from the arts | Humanities and Social Sciences Communications \(nature.com\)](#)
- [3 science-based strategies to increase your creativity | \(ted.com\)](#)



Gannet sounds here: [www.erlandcooper.com/gannet](http://www.erlandcooper.com/gannet)





[Erland Cooper - Solan Goose \(Official Video\) - YouTube](#)



**Thank you!**

**Go forth and create!**

