

# **STORYTELLING FOR SCIENTISTS WITH KATHRYN SHERIDAN**

WORLD BIO MARKETS  
11 MAY 2023



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# WHAT KIND OF SCIENTIST ARE YOU?



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# THE MAD SCIENTIST



© Dave Cooney, Torn Pictures

**New  
Scientist**



**Physics**

**The real science behind Rick and  
Morty**

# THE MAD SCIENTIST

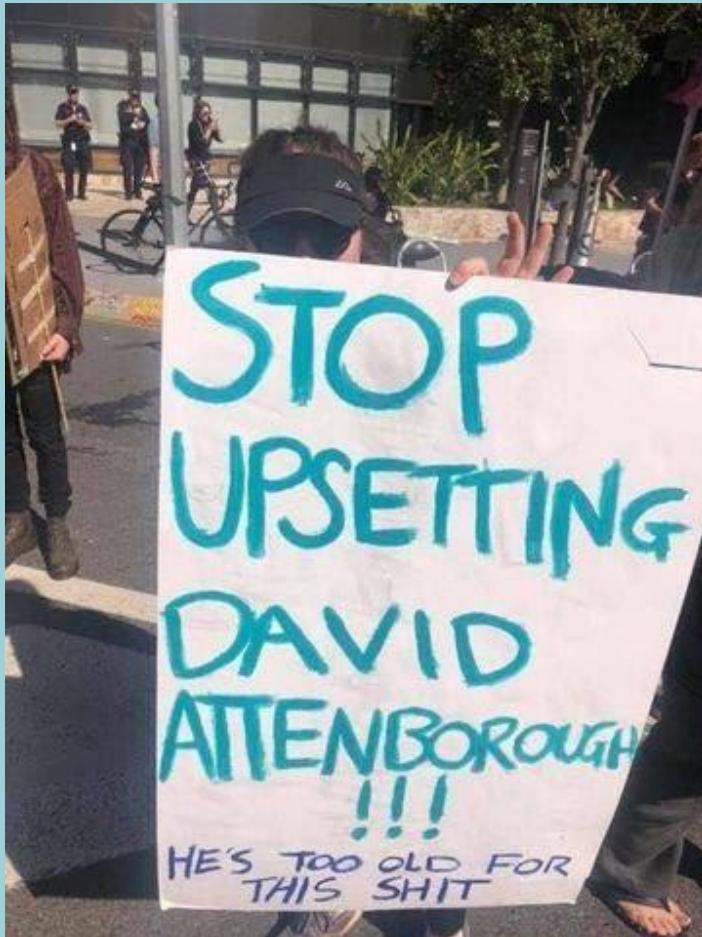


## The image of scientists in *The Big Bang Theory*

Margaret A. Weitekamp

“The mad scientist indulges in antisocial behavior, staying isolated and working apart from the rest of society.”

# THE NATURE SCIENTIST



© Joe Fereday, WWF website

© School Strike 4 Climate Facebook

# THE CLIMATE CYCLE

MITIGATION – EMERGENCY – COLLAPSE

ACT NOW – HOUSE ON FIRE – GRIEF

# OR AN ACTIVIST?



© Photo Anders Hellberg  
Greta Thunberg Foundation website



# NO-ONE IS LISTENING?

- LISTENING OR ACTING?
- WAITING FOR SOMEONE ELSE TO DO THE WORK\*
- TAKEAWAY – WE NEED TO DO THE WORK FOR THEM
- *\*THE WORK – change the way products are made and ultimately change the system*

# STORYTELLING FOR (ACTIVIST) SCIENTISTS



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# MY BIO IN BIO

- 15 years in the industry
- Former EU environment journalist
- Set up Sustainability Consult (2008)
- TEDx on Bioplastics (2016)
- What Brands Want study (2017)
- Conscious Business Leader (2018)

# WHY BIO?

From sustainability communications  
to bioeconomy communications

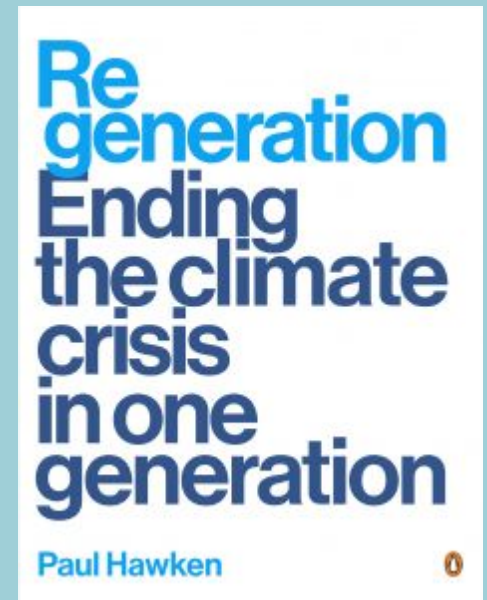
WHY???

# WHY BIO?

- Bio is part of the solution
- A real opportunity to make change
- Concrete not abstract
- People understand substitution

# PAUL HAWKEN

“One of the errors made by climate scientists was emphasizing that climate change would be a future existential threat...”



# NOT EXISTENTIAL

“Bio is real. Bio is not abstract. Bio is happening.”

– *Kathryn Sheridan*

# FIVE COMMANDMENTS FOR THE BIO REVOLUTION (2013)

## Five commandments for the bio revolution

**Kathryn Sheridan**, CEO of **Sustainability Consult**, points the way forward for the bioeconomy

The push towards the 'bioeconomy', one favouring products made from biomass and other renewable, bio-based materials, is being driven both by policymakers and the market. In the chemicals sector, the last few years have seen significant growth and interest in the bio-based sector and this shows no sign of stopping.

As sustainability communicators, we are proud to work with companies to help communicate and market bio-based products. Here are the five key take-home messages I would like to share based on this experience.

1. If we can't consume less, we need to consume better.



**“Not only are bio-based chemicals and plastics able to replace their petroleum-based equivalents as drop-ins, they are making new materials possible through the creation of a whole new chemistry set”**

knock-on effect and every material choice has an impact. With bio-based chemicals and fuels, the knock-on effect can be land use or competition for food crops.

The food v. fuel conundrum is not new and was partly responsible for the policy U-turn that changed biofuel targets retroactively. Industry's most compelling argument here is that today's chemicals and plastics made from sugars from

the plant protein are just the first generation. The next generation of bio-based chemicals and plastics will be made from waste or biomass.

4. Work out where the 'waste' is coming from. It should be more sustainable to

Speciality  
Chemicals  
Magazine,  
May 2013



# FIVE COMMANDMENTS

- 1. If we can't consume less, we need to consume better.
- 2. Just because it is 'bio' does not mean a material is sustainable.
- 3. Back up your sustainability claims with data.
- 4. Work out where the 'waste' is coming from.
- 5. Be more transparent on GMOs.

# EMAIL ME

- Email me for the article
- Plus an offer for a 1-hour consult
- WBM exclusive – trying something new

ks@sustainabilityconsult.com

# GREENWASHING

- Legislation is coming
- Fine line between greenwashing and greenhushing
- Cancel culture not helping
- VISIBILITY AND CREDIBILITY

# “GREEN HYPOCRISY EXISTS”



NEWS

## **72% of North American Execs Admit Their Own Corporation Engages in Greenwashing, New Study Finds**

A survey gives a peek at top business leaders' commitment to environmental sustainability

APRIL 13, 2022

2022 survey, Google  
Cloud

# PARALYSIS

- When we are afraid to get it wrong, we often freeze and do nothing
- We move out of paralysis by ACTION
- We build our ability to act by LEARNING, getting HELP, going STEP BY STEP

# SPOILER ALERT

It's not as hard as it looks.

# GUIDELINES

1. Be honest
2. Be clear
3. Be inclusive
4. Inspire hope

# JUST REMEMBER

Hope without action is  
delusion.



# OK, SO HOW?

- AUDIENCE – Get specific. Who needs to hear your message? Be prepared to lower the bar.
- COVER YOUR BASES – Don't be too clever.
- TAKE CARE OF YOUR STORY – Reflect your values and vision.
- COLLECTIVE – We make change together. It's not about individual companies anymore.

# THOUGHTLEADERSHIP

- Don't forget thoughtleadership that centers change
- Speak for the industry, a shared voice
- Inspire collective action

# **ANOTHER CLIMATE CYCLE**

Inspire – hope – action

# MY STORYTELLING TODAY

- Humour, also self-deprecating
- Demonstrate expertise
- Empathy and togetherness
- Call to action (email me)
- Scarcity (exclusive WBM offer)
- Make it personal
- Hope and inspiration

# BE HUMAN



# TRAIN WITH ME

- Upcoming live, interactive online workshop, including Q&A
- Friday 9 June, 3–5pm CET



Jun 9

## Storytelling for Scientists workshop

Get to grips with storytelling for scientists in this 2-hr, interactive, online workshop with sustainability communicator, Kathryn Sheridan

By Kathryn Sheridan [Follow](#)

**When and where**

<b>Date and time</b> Fri, 9 Jun 2023 15:00 - 17:00 CEST	<b>Location</b> Online <a href="#">Access link</a>
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# FINAL THOUGHT

Storytelling is for EVERYONE.

# THE HIDDEN RELATIONSHIP

<https://vimeo.com/818338074>

<https://makemymoneymatter.co.uk/>





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