

## BACKGROUND

WHY DO YOU WANT TO CONDUCT THIS RESEARCH?

# RESEARCH MODEL CANVAS

## RESEARCH METHODS

THE HOW?

To gain holistic insight, triangulate your research by using at least three different methods:

### METHOD 1

SECONDARY RESEARCH METHOD

## ISSUE(S)

LIST BROADER KEY ISSUE(S) YOUR RESEARCH EXPLORES

## RESOURCES

LIST RESOURCES YOU NEED:

## COSTS

ESTIMATE COSTS FOR EACH:

## DATA ANALYSIS

HOW WILL YOU MAKE SENSE OF THE DATA?

## AIM

WRITE ONE SENTENCE ABOUT WHAT ARE YOU HOPING TO ACHIEVE?

### METHOD 2

PRIMARY RESEARCH METHOD

### METHOD 3

CHOOSE ONE ADDITIONAL RESEARCH METHOD

## AUDIENCE

WHO ARE YOU TRYING TO REACH?

## OUTPUTS

HOW WILL YOU REACH YOUR AUDIENCE?

## WHO

LIST THE TYPES OF PEOPLE WHO WILL PARTICIPATE IN YOUR RESEARCH:

## ETHICS

HOW WILL YOU ENSURE ETHICAL CONDUCT?

## RISK & BENEFITS

WHAT ARE THE POTENTIAL RISKS AND BENEFITS?

## NEXT STEPS

HOW WILL YOU APPLY THE RESEARCH?

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**RENEWABLE ENERGY & LAND USE**

BARRIERS TO JUST TRANSITION IN THE GLOBAL SOUTH

Adapted from the 'Business Model Canvas'  
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**Friends of  
the Earth  
International**

## BACKGROUND

THE 'WHY'?

The research phase of a project or campaign is about divergently exploring an issue to generate new insights and possibilities.

Consider what led you here? If this is a new issue that you are investigating what are your motivations for exploring this? Or are you building on past projects, experiences and campaigns? If so, use this space to briefly describe the context and your reasons for further exploration.

# RESEARCH MODEL CANVAS

## RESEARCH METHODS

THE HOW?

To gain holistic insight, triangulate your research by using at least three different methods:

### METHOD 1

SECONDARY RESEARCH METHOD

A secondary research method (e.g. literature or policy review) helps situate primary data in wider contexts.

Specify the scope of collecting this data.

### ISSUE(S)

LIST BROADER KEY ISSUE(S) YOUR RESEARCH EXPLORES

Use key words to identify key issues you are exploring e.g. 'energy poverty'

## RESOURCES

LIST RESOURCES YOU NEED:

What resources (physical, software, human) do you need to carry out data collection, analysis and development of research outputs

## COSTS

ESTIMATE COSTS FOR EACH:

How much do each of these cost?

## DATA ANALYSIS

HOW WILL YOU MAKE SENSE OF THE DATA?

How will you analyse your data? E.g. will you group findings into 'themes'? Do these themes adequately reflect experience of different people e.g. 'women in decision making'

## AIM

THE 'WHAT'?

You don't know what your findings will be and therefore it is too early to specify the content of different outputs. Instead, consider what you are trying to achieve more broadly. E.g. understand women's lived experience of energy poverty in town x to develop a new campaign.

### METHOD 2

PRIMARY RESEARCH METHOD

Use a primary qualitative research method to gain first hand insight into people's everyday experiences (e.g. semi-structured interviews).

Specify how many people will be involved when and where.

### METHOD 3

CHOOSE ONE ADDITIONAL RESEARCH METHOD

Choose one more method to help build a more holistic picture e.g. mapping land use; a workshop to hear from different stakeholders; observations, etc.

## AUDIENCE

THE 'FOR WHOM'?

Who needs to know about your findings?

## OUTPUTS

HOW WILL YOU REACH YOUR AUDIENCE?

What communication outputs will help you to reach them?

## WHO

THE 'WHO'?

Thinking about your primary research methods, who do you envision your participants to be? Instead of simply 'extracting' data, can you build a lasting relationship with them? Who are the 'usual' suspects, who is missing? E.g. are women in the community adequately represented?

## ETHICS

HOW WILL YOU ENSURE ETHICAL CONDUCT?

Ethics are the moral principles that govern how we conduct research. In practice, consider how you can ensure participants' informed consent and protect their identity whilst telling a powerful story about people's lived experiences?

## RISK & BENEFITS

WHAT ARE THE POTENTIAL RISKS AND BENEFITS?

What are the potential risks to you and your participants when carrying out the research?

What are the benefits to sustainable development in terms of society, policy, environment, economy, etc.

## NEXT STEPS

HOW WILL YOU APPLY THE RESEARCH?

The 'so what' & 'now what'?

How will you use the research to develop projects, campaigns and/or collaborate with others?

