



THE INSTITUTIONAL DIALOGUE PROJECT OF THE GREEN LIVING AREAS MISSION

Integrating Behavioural & Cultural Nudges into Mediterranean Climate Governance

POLICY BRIEF

ABSTRACT

Behavioural and cultural nudges offer a strategic, low-cost, and citizen-centred complement to traditional climate governance across the Mediterranean. Evidence generated through the NUDGES project, including **six multisensory pilots**, a consolidated methodological framework, and cross-Mediterranean institutional learning, demonstrates that **culturally grounded and sensory-based interventions** can significantly reduce the psychological distance of climate change, enhance emotional and identity-based engagement, and increase citizens' readiness to adopt sustainable behaviours.

By embedding **behavioural design** within daily routines, cultural narratives, educational environments, and public spaces it strengthens the **social foundations of climate action** and enhances acceptance, legitimacy, and long-term ownership of municipal and regional climate policies.

This policy brief **recommends targeted policy measures** to improve the effectiveness, **institutionalisation, and scalability of behavioural and cultural nudges**. These measures seek to bridge the gap between small-scale pilots and long-term integration of behavioural approaches within Mediterranean climate governance frameworks.

Keywords: Behavioral and Cultural Nudges, Climate Governance, Citizen sEngagement, Sustainable Behaviour, Policy Innovation, Mediterranean Cities

KEY TAKE AWAYS FROM POLICY RECOMMENDATIONS

- **Integrate behavioural and cultural nudges into local and regional climate strategies** to make sustainable choices easier, more intuitive, and socially reinforced.
- **Enable modular, low-cost behavioural experimentation** across schools, neighbourhoods, and public spaces to facilitate rapid testing, learning, and gradual scaling.
- **Invest in institutional capacity-building** so municipalities, educators, cultural mediators, and technical staff can competently design, deliver, and evaluate behavioural interventions.
- **Anchor behavioural design in local cultural contexts**, leveraging artistic practices, heritage, and community narratives to deepen emotional engagement and strengthen policy acceptance.
- **Promote inclusiveness and replicability** through co-creation with community actors, youth engagement, Living Lab partnerships, and flexible adaptation to different territorial and cultural conditions.

DISCLAIMER: This policy brief is pending final approval by the Managing Authority of Interreg Euro-MED, and it might still be slightly revised.



INSTITUTIONAL DIALOGUE: SUPPORTING POLICY TRANSFER ACROSS THE MEDITERRANEAN

The NUDGES Policy Brief has been developed within the framework of the Institutional Dialogue Project of the Green Living Areas Mission. This initiative brings together policymakers, regional authorities, and thematic experts from across the Mediterranean to exchange experience on scalable and high-impact sustainability solutions. Through peer learning sessions, policy transfer activities, and collaborative analysis, the project supports the identification of frontrunner policy instruments with strong potential for replication in different territorial contexts.

NUDGES was selected as one of these frontrunner approaches due to its demonstrated ability to strengthen climate engagement through behavioural and cultural mechanisms, its high adaptability to diverse socio-cultural settings, and its capacity to complement existing municipal and regional climate strategies. The insights and recommendations in this brief reflect contributions from Mediterranean partners and policy actors engaged in the Institutional Dialogue process

INTRODUCTION

The NUDGES project was designed to address this **behavioural dimension of the climate transition**. It introduces a model in which **behavioural insights and cultural practices** are systematically applied as part of climate governance. Nudges understood as subtle, non-coercive modifications to the choice environment, help individuals adopt more sustainable behaviours while preserving freedom of choice. In **NUDGES, this approach is expanded through multisensory and culturally grounded interventions** that activate **sight, sound, smell, touch, and taste** to reduce the psychological distance of climate change and make it more concrete, relatable, and emotionally meaningful.

Across six pilots implemented in Bosnia and Herzegovina, Bulgaria, Greece, Italy, Slovenia, and Spain, the project demonstrated the **potential of culturally embedded sensory interventions to strengthen emotional engagement and trigger early behavioural shifts**. The project also identified the enabling conditions necessary for **integrating behavioural design into climate governance**, including political openness to experimentation, trusted cultural mediators, Living Lab cooperation structures, and community-centred co-creation processes. At the same time, it revealed barriers such as limited municipal capacity, administrative rigidity, resource constraints, and the absence of shared behavioural indicators and long-term monitoring mechanisms. These challenges underline the need for institutionalised behavioural governance frameworks that allow cities to move beyond isolated pilots toward sustained, strategic deployment of behavioural and cultural insights.

This Policy Brief synthesises the insights gathered throughout NUDGES and proposes **a structured approach for embedding behavioural and cultural nudges within Mediterranean climate policy**. It outlines the context, core mechanisms, enablers, barriers, and transfer pathways of the NUDGES model, and concludes with actionable recommendations for municipalities, regional authorities, and policymakers.

By reframing climate engagement through behavioural design, cultural participation, and multisensory experience, **NUDGES offers a human-centred, low-cost, and scalable approach capable of strengthening local climate strategies**, broadening public participation, and deepening community ownership of the transition. Ultimately, it demonstrates that climate action is not only a technological or regulatory endeavour but also a cultural and behavioural one and that effective governance must work with human nature rather than against it.



WHY BEHAVIOURAL & CULTURAL INSIGHTS MATTER FOR CLIMATE ACTION

Effective climate action in Mediterranean cities depends not only on infrastructure or regulation but also on citizens' everyday habits, perceptions, and cultural identities. Although most people express concern about climate change, this concern often does not translate into sustained behavioural change—a well-known attitude–behaviour gap. Understanding how people make decisions in real contexts is therefore essential.

Climate impacts are frequently perceived as distant or abstract, which reduces motivation to act. Behavioural and cultural approaches help overcome this psychological distance by making climate issues more concrete, relatable, and emotionally resonant. Multisensory cues—such as sound, smell, taste, touch, or visual storytelling—support this shift by providing simple, intuitive triggers that help people connect climate choices to their daily routines.

Cultural practices also shape how communities interpret environmental challenges. Interventions anchored in local identity, heritage, and creative expression strengthen relevance and legitimacy, making climate action feel familiar rather than imposed. When messages align with cultural meaning, they build shared responsibility and deeper engagement.

However, these opportunities remain underused. Many municipalities lack behavioural expertise, structured experimentation pathways, or tools to monitor behavioural change. Engagement also varies across groups: children respond strongly to sensory formats, while adults may face time, motivation, or emotional barriers.

Together, these insights show that behavioural science and cultural framing are not optional add-ons, but foundational elements of effective climate governance. They enable cities to close the gap between awareness and action, making sustainable choices easier, more intuitive, and more socially embedded.

POLICY IN THE SPOTLIGHT: INTEGRATING BEHAVIOURAL & CULTURAL INSIGHTS INTO CLIMATE ACTION

NUDGES draws on the evidence generated across **six pilots** in Bosnia and Herzegovina, Bulgaria, Greece, Italy, Slovenia, and Spain, each illustrating **how sensory channels** (sound, smell, touch, taste, and visual cues) **can transform climate change from a distant, abstract concept into a lived, relatable experience**. In Spain, sound-based mobility interventions fostered anticipation and joy in daily school routes; in Slovenia, smell-based workshops strengthened place-based environmental identity; in Italy, tactile artistic creation reduced climate abstraction; in Greece, taste-based nudges activated cultural memory; in Bulgaria, visual storytelling deepened climate awareness; and in Bosnia and Herzegovina, multisensory child-focused activities generated strong intergenerational spillover effects. Collectively, these pilots confirm that cultural and multisensory pathways are powerful drivers of behavioural intent.

The NUDGES approach shows that **climate engagement becomes deeper and more durable when behavioural cues are embedded within culturally meaningful practices and daily routines**. Unlike awareness campaigns or information-heavy interventions, multisensory nudges directly influence how people perceive and emotionally respond to climate issues. This reduces psychological distance, increases personal relevance, and enhances the motivation to adopt more sustainable habits.

NUDGES further emphasises the **strategic value of combining behavioural and cultural approaches within existing municipal policy frameworks**. It highlights the need for cities to move beyond information-based communication and incorporate behavioural methods into climate



mitigation, adaptation, mobility, food, waste, and public-space strategies. This requires structured experimentation, capacity-building, and cross-sector collaboration to ensure that behavioural design becomes a sustained component of urban climate governance rather than an isolated project activity.

NUDGES also demonstrates that effective **behavioural policy requires co-creation**. By working with children, families, educators, artists, NGOs, municipal teams, and cultural institutions, interventions acquire legitimacy, social diffusion potential, and long-term anchoring. Living Lab cooperation models enable this collaborative dynamic and underpin the replicability and adaptability of the NUDGES approach. Moreover, intergenerational channels, particularly through school-based activities, provide powerful pathways for expanding behavioural impact across households and communities.

CORE FUNCTIONS / MECHANISMS OF THE NUDGES APPROACH

The NUDGES approach is built around a set of core behavioural, cultural, and governance mechanisms that collectively support the shift from climate awareness to sustained climate-aligned behaviour. These mechanisms emerged consistently across the six pilots and are reinforced by the project's methodological, strategic, and participatory frameworks. They demonstrate how behavioural insights can be operationalised within municipal systems, educational environments, and cultural settings to improve the effectiveness and reach of climate governance.

At the heart of the NUDGES model lies **behavioural design**, subtle, non-coercive adjustments to the choice environment that help citizens adopt more sustainable behaviours while preserving full freedom of choice. These interventions include sensory cues, spatial prompts, framing techniques, and emotionally resonant stimuli that make desired behaviours easier, more convenient, or more appealing.

Across the pilots, behavioural design translated climate concepts into tangible experiences:

- musical cues encouraged active mobility in Spain,
- tactile activities in Italy made environmental themes physically relatable,
- smell-based cues in Slovenia strengthened nature connectivity.

These mechanisms helped reduce cognitive effort, increase the salience of climate-friendly options, and support habit formation while avoiding prescriptive approaches.

A defining feature of NUDGES is its use of **multisensory design**, engaging sight, sound, smell, taste, and touch to reduce psychological distance and create embodied experiences of climate change. Multisensory interventions consistently strengthened emotional relevance and improved comprehension of climate issues more effectively than information alone.

Pilot evidence shows that sensory triggers help participants feel climate impacts rather than merely understand them. This improves long-term retention and strengthens behavioural intention. For example, taste-based activities in Greece made sustainable food concepts more personally meaningful, while visual storytelling in Bulgaria increased emotional connection to climate themes.

Cultural narratives, artistic creation, and place-based heritage practices are central to the NUDGES approach. By drawing on local culture, humour, storytelling, symbolic rituals, and artistic methods, NUDGES interventions build emotional resonance and align sustainable behaviour with personal and collective identity. When climate action is framed, through cultural meaning such as creative missions, community storytelling, or heritage-linked cues, participants develop stronger attachment, pride, and willingness to engage. This mechanism supports deeper



internalisation of climate values and contributes to behaviour becoming part of citizens' lived identities rather than a temporary or externally motivated action.

NUDGES interventions are designed and delivered through **participatory processes** that engage educators, families, cultural institutions, NGOs, municipal teams, and youth. This Living Lab-based co-creation approach provides legitimacy, strengthens trust, and ensures that interventions reflect the social and cultural realities of each territory. **Co-creation** proved particularly important for mobilising community actors and generating widespread engagement. Collaboration with schools and families resulted in strong intergenerational spillover effects, while partnerships with artists and cultural institutions helped embed climate action within cultural routines. These participatory structures not only expanded reach but also created shared ownership and long-term anchoring of sustainable practices.

Each NUDGES pilot was structured as a set of modular components—sound walks, sensory workshops, creative missions, heritage activities, and public-space triggers that can be implemented independently or combined according to local needs. This modularity supports:

- rapid, low-risk experimentation,
- flexible adaptation across different cultural and territorial contexts,
- cost-effective scaling,
- integration into existing programmes (e.g., school curricula, cultural events, mobility initiatives).

NUDGES underscores the importance of **embedding behavioural design within municipal governance structures** to ensure lasting impact. Key enabling conditions:

- cross-departmental cooperation,
- political openness to experimentation,
- staff training in behavioural and sensory methods,
- alignment with existing climate and spatial planning tools,
- structured processes for evaluation and iteration.

Cities that integrated nudges within policy frameworks (such as mobility, food, and climate strategies) achieved stronger continuity and more reliable behavioural outcomes. Capacity-building is therefore essential to transition from isolated projects to stable behavioural governance models.

One of the strongest mechanisms identified in the pilots was the **role of children and youth** as behavioural multipliers. Young participants not only changed their own habits but also influenced parents, siblings, peers, and community members through enthusiasm, storytelling, and shared sensory experiences. This natural diffusion of behavioural change increases the reach of interventions without requiring additional resources. It supports long-term cultural shifts and reinforces the value of school-based and youth-centred behavioural strategies.

Emotions, curiosity, joy, pride, humour, creativity, empathy, play a crucial role in shaping climate-aligned behaviour. Emotional engagement helps citizens form stronger cognitive associations, reduces resistance to new habits, and increases the likelihood of long-term adoption. Interventions that evoked positive emotions or fostered reflective storytelling were especially effective. Cultural and sensory experiences created memorable climate moments that anchored behaviour in meaningful personal and collective narratives.



LIMITATIONS, NEEDS & CHALLENGES

Despite the strong potential demonstrated by NUDGES across six Mediterranean territories, the pilots and strategic analysis reveal limitations and contextual challenges that must be addressed for behavioural and cultural approaches to be fully embedded in climate governance. These challenges are not obstacles to implementation, but rather conditions that policymakers must actively manage in order to scale behavioural interventions effectively and equitably.

1. Limited Municipal Capacity for Behavioural Innovation

A central challenge identified across the NUDGES pilots is the limited behavioural capacity within municipal administrations. Many cities lack dedicated staff trained in behavioural insights, sensory design, evaluation methodologies, and co-creation practices. As a result, they often depend on external partners to design or adapt nudges, which restricts ownership and hampers long-term institutionalisation. Without structured training and internal capacity-building, municipalities will struggle to integrate behavioural approaches into strategic policy frameworks such as SECAPs, adaptation plans, or mobility and food strategies..

2. Administrative Rigidity and Fragmented Governance

Even when behavioural interventions are well-designed, rigid administrative processes can limit their deployment. Fragmented responsibilities, lengthy internal procedures, and siloed decision-making often prevent nudges from being incorporated into routine operations. Behavioural governance requires procedural flexibility, cross-departmental coordination, and clear mandates that allow staff to test, iterate, and evaluate interventions within real planning cycles. Without these enabling conditions, behavioural interventions risk remaining isolated demonstrations rather than systematic policy tools.

3. Resource Constraints and Logistical Limitations

Although nudges are designed to be low-cost compared to infrastructure interventions, the pilots revealed that sensory and cultural activities still require coordination, materials, facilitation, and sometimes specialised expertise. Several pilots faced challenges in procuring sensory materials, staffing workshops, or sustaining engagement over time, illustrating that even modest resource needs can inhibit continuity in smaller municipalities or in areas with limited administrative capacity. This underscores the need for small, predictable funding streams that support ongoing behavioural work rather than short-term project cycles.

4. Lack of Shared Behavioural Indicators and Monitoring Tools

Long-term behavioural change requires systematic monitoring. However, across the pilots, evaluation was constrained by small sample sizes, short timeframes, and the reliance on qualitative feedback or perception-based data. Absence of common behavioural indicators, shared measurement tools, and longitudinal tracking mechanisms can be a significant barrier to scaling nudges across Mediterranean cities. Without comparable data, it is difficult to assess impact, justify investment, or gain political support for behavioural integration.

5. Cultural and Territorial Variability

Behavioural and cultural interventions must be adapted to local identities, traditions, social norms, and sensory landscapes. The pilots demonstrated that interventions resonate differently across territories due to diverse cultural references, habits, and community dynamics.

While this cultural specificity is a strength, it also presents a challenge since nudges cannot be transferred as fixed products. They require iterative adaptation through co-creation with local actors, educators, youth, families, and cultural mediators. Without careful contextualisation, interventions risk being perceived as superficial, externally imposed, or out of alignment with local experience.



6. Uneven Engagement Across Demographic Groups

Pilot results show that children and youth respond exceptionally well to sensory and cultural interventions, generating strong intergenerational spillover effects. Adults, however, engage more variably due to time constraints, competing obligations, or unfamiliarity with creative or sensory formats. This demographic variability highlights the need for targeted behavioural strategies adapted to different age groups, cultural backgrounds, and social contexts.

7. Dependency on Strong Community Partnerships

Because behavioural and cultural nudges rely on co-creation, Emotional engagement, and cultural legitimacy, they require robust collaboration with schools, cultural institutions, NGOs, artists, and community organisations. Such partnerships are essential for legitimacy and ownership, but sustaining them beyond project cycles can be challenging without formalised structures or long-term support.

8. Need for Institutional Recognition and Long-Term Governance Structures

For behavioural and cultural approaches to move from pilots to policy, they must be embedded in formal governance frameworks. Without explicit recognition in policy guidance, planning documents, or funding instruments, nudges risk being treated as temporary or “soft” components rather than strategic climate tools. Formalisation through strategies, mandates, and governance incentives is essential for the evolution of NUDGES from isolated experiments to behavioural governance systems.

REPLICABILITY & UPSCALING POTENTIAL

The NUDGES model demonstrates a **high degree of replicability and scalability** across Mediterranean territories due to its **modular design, cultural adaptability, and alignment with existing municipal governance structures**. Evidence from the six pilots confirms that behavioural and cultural nudges can be transferred effectively to new contexts when supported by appropriate institutional capacities, community partnerships, and mechanisms for cultural adaptation. The project’s methodological, strategic, and participatory frameworks collectively outline clear pathways for expansion, ensuring that behavioural insights can be systematically embedded within regional and local climate governance.

NUDGES identifies four complementary pathways through which behavioural and cultural interventions can be replicated and expanded:

- Replication: Direct implementation of an existing sensory or cultural intervention in a similar socio-cultural setting.
- Contextual Adaptation: Redesigning elements such as narratives, sensory cues, artistic practices, or cultural references, to fit the local context.
- Scaling-Up: Extending interventions from individual schools, streets, or neighbourhoods to city-wide programmes, educational systems, or cultural initiatives.
- Mainstreaming: Embedding behavioural and cultural approaches into municipal and regional planning frameworks, including SECAPs, mobility plans, public-space strategies, and cultural policies.

These pathways enable Mediterranean cities with different sizes, administrative cultures, and resource levels to integrate behavioural approaches at a pace suitable to their capacities.

A central enabler of replicability is the **modular structure of NUDGES interventions**. Each pilot was composed of discrete components such as sound walks, creative missions, sensory workshops, tasting sessions, visual installations, or tactile activities that can be implemented independently or combined according to municipal needs. This modularity allows cities to initiate small-scale, low-risk experiments, to progressively refine and expand interventions, to adapt



components to new cultural and territorial conditions, and integrate behavioural tools into existing climate and education programmes. The pilots showed that while the behavioural logic of nudges is transferable, their cultural expression must be adapted to local values, sensory traditions, heritage references, and social dynamics. This adaptability ensures that nudges feel authentic and resonate with local communities.

Living Lab collaboration, with schools, cultural institutions, NGOs, families, researchers, and municipal teams, is a **structural enabler for replication**. Pilots demonstrated that when behavioural interventions are co-created with local actors, they gain legitimacy, cultural acceptance, and strong pathways for community ownership.

NUDGES highlighted that successful replication requires **strengthening municipal capacity** in behavioural design, sensory and cultural methods, data collection, and intervention evaluation. Cities need training in behavioural insights, they needed the skills in sensory facilitation and cultural mediation, practical toolkits for monitoring, as well as cross-departmental cooperation mechanisms. Without these capacities, behavioural interventions remain dependent on external experts and cannot transition to long-term governance tools.

Children and youth proved to be powerful behavioural multipliers across all pilots. Their participation resulted in strong intergenerational diffusion, influencing parents, siblings, peers, and community networks. This natural social scaling mechanism expands the reach of interventions at no additional cost and supports broader cultural shifts around climate action. This finding positions educational environments and youth engagement as strategic levers for widespread replication.

As well. NUDGES interventions rely primarily on creative, sensory, narrative, and participatory tools rather than costly infrastructure. As a result, behavioural **nudges can be implemented in municipalities with limited budgets or administrative capacity**, including smaller rural towns and underserved communities. This cost-effectiveness makes behavioural approaches particularly suitable for scaling across the diverse economic landscape of the Mediterranean.

Also, there is a strong opportunity to **integrate behavioural and cultural nudges into existing governance instruments**, including SECAPs, adaptation strategies, mobility and food policies, cultural strategies, public-space plans, education and youth programmes. Embedding nudges within these frameworks facilitates formal recognition, increases policy continuity, and supports long-term adoption beyond the project lifecycle.

RECOMMENDATIONS FOR CITIES & POLICYMAKERS

The NUDGES project demonstrates that integrating behavioural and cultural insights into climate governance requires a structured combination of political commitment, institutional capacity, cultural adaptation, and citizen-centred co-creation. Based on evidence from the six pilots and the project's strategic deliverables, the following policy recommendations support the effective adoption, scaling, and long-term institutionalisation of the NUDGES approach within Mediterranean territories.

1. Integrate Behavioural & Cultural Approaches into Local Climate Strategies

Municipalities should embed behavioural and cultural nudges within existing climate governance frameworks, including SECAPs, adaptation plans, mobility strategies, food policies, cultural programmes, and public-space design. Embedding nudges in formal strategies increases policy coherence, strengthens continuity, and ensures that behavioural design becomes a routine element of climate action rather than a project-based activity.



2. Establish Spaces for Modular, Low-Risk Experimentation

Cities should invest in small-scale, low-cost behavioural experiments that can be tested, monitored, and refined before scaling. Modular interventions (sensory walks, creative missions, taste-based workshops, tactile activities, or visual installations) allow for agile implementation and iterative learning. This approach supports quick adoption, reduces risk, and enables broader scaling once interventions prove effective.

3. Use Cultural Anchoring to Strengthen Relevance and Acceptance

Authorities should prioritise interventions that draw on local cultural assets, such as heritage sites, artistic practices, community rituals, botanical identity, or food traditions. When nudges resonate with local cultural meaning, they generate deeper emotional engagement and stronger social legitimacy. This enhances policy acceptance and supports longer-term behaviour change. Evidence across the six pilots demonstrates that cultural framing is a decisive factor in achieving behavioural impact.

4. Invest in Behavioural Capacity-Building Across Institutions

To support long-term adoption, cities should build internal capacity for behavioural governance. This includes training municipal staff, educators, cultural mediators, and technical teams in behavioural insights, sensory design, evaluation methods, and co-creation techniques. Capacity-building ensures that interventions can be adapted, delivered, and scaled independently, reducing reliance on external project cycles.

5. Establish Living Labs as Multi-Stakeholder Engagement Platforms

Local authorities should create or strengthen Living Lab structures involving schools, families, NGOs, cultural institutions, artists, scientists, and municipal departments. These collaborative ecosystems provide the participatory foundation necessary for culturally grounded behavioural design. Living Labs amplify impact through shared ownership, cross-sector collaboration, and continuous citizen-centred innovation.

6. Prioritise Youth Engagement and Intergenerational Spillover Pathways

Because children are powerful behavioural multipliers, municipalities should integrate behavioural nudges into educational programmes, school routes, youth clubs, and cultural centres. Intergenerational spillover effects observed in the pilots show that youth engagement can significantly influence household and community behaviour, making this an essential component of scaling strategies.

7. Develop Shared Behavioural Indicators and Long-Term Monitoring Systems

Municipalities and national authorities should jointly establish behavioural indicators and monitoring frameworks to assess progress, compare results across territories, and demonstrate long-term impact. Consistent data collection is essential for evidence-based scaling, policy integration, and securing long-term funding. Without shared indicators, behavioural interventions risk being undervalued or overlooked.

8. Embed Behavioural Governance into Funding Instruments and Policy Guidance

Regional and national authorities should formally recognise behavioural and cultural nudges as eligible actions within climate funding programmes, innovation schemes, cultural strategies, and public-space plans. Including behavioural design in calls, guidance documents, and regulatory frameworks will accelerate uptake and provide municipalities with the financial and institutional stability required for long-term implementation.

9. Support the Development of Cultural “Boosts” for Long-Term Agency

Cities and national authorities should advance beyond short-term nudges toward cultural “boosts”—approaches that equip citizens with lasting cognitive, emotional, and collective capacities to act on climate issues. Such boosts include climate literacy, creative problem-solving,



reflective engagement, artistic facilitation, and participatory governance tools. They strengthen citizens' long-term ability to make informed, autonomous decisions aligned with climate resilience.

10. Promote Regional Peer Learning and Knowledge Exchange

Authorities should engage in transnational networks, exchange programmes, and the NUDGES Community of Interest to facilitate mutual learning and accelerate policy transfer. Peer learning allows cities to adapt successful behavioural models, troubleshoot implementation challenges, and share practical methods for sensory and cultural interventions.

Together, these measures offer a practical roadmap for embedding NUDGES within policy systems and accelerating a more inclusive, culturally grounded climate transition across the region.

CONCLUSIONS AND NEXT STEPS

The NUDGES project demonstrates that **behavioural and cultural insights are essential components of effective climate governance in the Mediterranean**. NUDGES provides compelling evidence that climate engagement strengthens significantly when interventions resonate emotionally, culturally, and experientially with citizens. By working with sensory perception, cultural identity, and everyday routines, nudges help transform climate change from an abstract concept into a tangible, meaningful part of daily life.

At the governance level, NUDGES shows that behavioural design achieves its greatest impact when integrated into municipal and regional policy frameworks. Embedding behavioural approaches into SECAPs, adaptation plans, mobility strategies, food policies, public-space programmes, and cultural initiatives increases continuity, improves policy acceptance, and aligns behavioural interventions with long-term climate objectives.

The methodological analysis confirms that scaling behavioural interventions requires clear transfer pathways, municipal capacity-building, flexible administrative processes, and cultural adaptation. This guidance ensures that behavioural and cultural nudges can be replicated responsibly across diverse Mediterranean contexts.

Looking ahead, NUDGES advocates a shift from one-off behavioural experiments to long-term behavioural governance. This involves establishing institutional spaces for continuous behavioural innovation, such as Living Labs, school partnerships, cultural collaborations, and interdepartmental working groups, where behavioural design is routinely tested, refined, and embedded.

NUDGES offers a **human-centred, culturally grounded, and governance-ready model for strengthening climate action across Mediterranean territories**. By integrating behavioural insights into policy frameworks, cultural life, and everyday practices, the project demonstrates that climate engagement can be made more intuitive, more meaningful, and more widely shared.



PROJECT SUMMARY

The Institutional Dialogue Project of the Green Living Areas Mission seeks to enhance policy transfer through dialogue among policy-makers and public stakeholders. It focuses on continuous policy improvement and transformation and aims to establish long-term cooperation on public policy instruments at the Euro-Mediterranean level, ultimately improving citizens' quality of life.

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