

NUDGES



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Novel Support tools to Mediterranean Governments Exploiting Behavioural Incentives

NUDGES - or more precisely, "climate nudges" - are defined as intentional modifications of the people's choice architectures that aim to alter citizen behaviours towards climate-friendly actions while maintaining their earlier alternatives. The NUDGES study project aims at demonstrating the feasibility of leveraging the territorial diversities and cultural commonalities of Mediterranean countries for the successful integration of "nudging" strategies into the urban climate change mitigation and adaptation policies of local, regional and national public authorities. It will do so by delivering six proofs of concept, grounded on the results of 6 experimental pilots, each located in a different country of the programme area, whereby a PP and AP duo secure the active engagement of local public administration alongside citizens and communities. **Five of the six experimental pilots will be focused on the potential behavioural influence of collective sensorial experiences using Sight, Hearing, Smell, Taste and Touch; the sixth one will be transversal and focused on new generations.** The Living Lab approach will serve as framework to ensure the needed level of realism and depth of engagement in experimentations by Quadruple Helix stakeholders. In so doing Project Partners expect to fill in three main gaps in the current scenario: 1) between climate responsible attitudes and behaviours within the MED population, 2) the lack of knowledge at policy level, on the potential of climate nudges as alternative tools to regulatory changes and financial incentives to reach ecosystemic change and community resilience, and 3) the lack of evidence on the intertwining of cultural and behavioural aspects as relevant for the effectiveness, and efficiency, of nudging strategies. A new and innovative, MED-wide community of interest will be created, paving the way to additional research action in this domain, in the framework of a dedicated Transferability Plan.

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Overall objective: The overall objective of the NUDGES project is to undertake a feasibility study — grounded on the results of six experimental pilots and leveraging the territorial diversities and cultural commonalities of Mediterranean countries — for the successful integration of “nudging” strategies into the urban climate change mitigation and adaptation policies of MED local, regional, and national public authorities. Additionally, the Project aims to create a new and innovative community of interest and develop a transferability plan, paving the way for further research in this domain.



Main deliverables:

- Two policy briefs
- NUDGES blueprints (1 for each pilot)
- NUDGES Action Research Agenda for 2027



Pilot activities: There will be six pilot actions in the NUDGES project, each designed around one of the five senses (sight, sound, smell, taste, and touch), with an additional transversal action focused on the next generation. Five partners, supported by their associated partners, will conduct local experiments to study the impact of cultural and nudging interventions in their respective environments. While the partners responsible for the pilot actions have already initiated some activities, concrete results and outputs will be detailed later on the NUDGES website as the project progresses.



Partners:

- **Larnaca and Famagusta Districts Development Agency - ANETEL, Cyprus**
- MUSOL Foundation, Spain
- E-institute Slovenia – eZAVOD, Slovenia
- University "G. d'Annunzio" of Chieti and Pescara, Italy
- Aristotle University of Thessaloniki, Greece
- Knowledge Network Ltd., Croatia
- Development Agency of City of Prijedor "PREDA ", Bosnia and Herzegovina
- Museum of Humor and Satire, Bulgaria



Territories:
Urban

