Transferable Solution Sheet

Identification of a Transfer Opportunity for the ETU Call · Key information for potential takers

Green living areas | Interreg Euro-MED | Co-funded by the European Union | ECOSYSTEMIC TRANSITION HUB ETU

PROJECT ACRONYM
NUDGES
Behavioural and Cultural Nudges for Climate Engagement

TOP SOLUTION TITLE
From Behavioural Nudges to Cultural Boosts for Climate Action
Behavioural-cultural methodology to turn climate awareness into action

THEMATIC AREA
Green Community engagement

SOLUTION TYPE
Methodology and transferability plan

CHALLENGE ADDRESSED
Gap between climate awareness and action

SPECIFIC OBJECTIVE
2.4 · Climate change adaptation and risk prevention

1 Solution Overview

Territorial challenge addressed
Climate awareness rarely turns into lasting behaviour; information-based messages have limited effect and interventions do not travel easily between cultures.

Description of the solution
Behavioural-cultural methodology: Blueprint (D1.3.1) to design, run and evaluate nudges; pilot Blueprints (D2.1); Transferability Plan (D3.1.1), from nudges to 'cultural boosts'; Action Research Agenda (O3.1).

Documents and links
NUDGES – Behavioural and Cultural Nudges for Climate Engagement

Primary target users
Local and regional authorities, cultural bodies, NGOs, schools, research bodies.

2 Replicability and Adaptation Potential

Potential applications
Four pathways: replication, adaptation, scaling-up, mainstreaming. Six pilots tested one sense each, with control groups and 6-month follow-up: Gabrovo (BG), Madridejos (ES), Slovenska Bistrica (SI), Pescara (IT), Thessaloniki (EL), Prijedor (BA). Key lesson: one-off nudges fade without reinforcement.

Suitable territorial contexts
Territory-agnostic: cities, peri-urban and rural areas, islands, coastal and mountain areas. Transfer needs the full NUDGES package, not a single deliverable.

3 Mentoring and Technical Support Offered

Giver ticks the schemes offered

FULL TAKER MENTORING SCHEME [X] *Offered by the giver (type X)*

Potential mentoring activities and materials
Mentoring, capacity building and technical support to transfer and adapt the NUDGES methodology:
- Guidance on the Blueprint (D1.3.1), pilot Blueprints (D2.1), Transferability Plan (D3.1.1) and Action Research Agenda.
- Capacity building on behavioural and cultural approaches; stakeholder mapping, citizen engagement and co-creation methods.
- Support to adapt interventions to local needs; monitoring and evaluation tools and templates.
- Regular mentoring meetings with technical feedback; peer learning and knowledge exchange.
- Project resources, communication materials and lessons from the pilots; study visits to pilot territories where relevant.

Indicative outcomes and outputs
- Local transfer and implementation roadmap
- Adapted NUDGES intervention concept or pilot design
- Stakeholder engagement and co-creation plan
- Monitoring and evaluation framework
- Recommendations to integrate the approach into local climate, sustainability or policy strategies

SOFT TAKER MENTORING SCHEME [X] *Offered by the giver (type X)*

Potential mentoring activities and materials
- Introduction to the NUDGES methodology, pilot experiences and key outputs.
- Access to the Blueprint, pilot Blueprints, Transferability Plan and Action Research Agenda.
- Exchange with partners and practitioners on lessons learned and good practices.

Indicative outcomes and outputs
- Better understanding of behavioural-cultural approaches to climate engagement
- Potential applications identified in the taker's territory
- First ideas for replication or policy uptake

4 Requirements for Transfer

Requirement	Information for full takers	Information for soft takers	Stage
Technical profiles and baseline competencies	Staff involved in climate action, sustainability, environmental management, citizen engagement, culture, education, urban planning or related fields.	Staff or stakeholders interested in climate action, citizen engagement, behavioural change or cultural approaches.	*Start*
Data and information	Basic understanding of local climate challenges, target groups and relevant stakeholder landscape Pre/post surveys and follow-up capacity	Same as full takers	*Mentoring*
Digital resources	Good-practice database (D1.2.1) and all NUDGES deliverables	Same as full takers	*Mentoring*
Stakeholder involvement	Early involvement of schools, families and cultural actors	Interest in engaging local stakeholders and identifying opportunities for the future application of NUDGES-inspired in their territory.	*Mentoring*
Operational conditions	Partner venue; recurrent reinforcement	Commitment to actively engage in discussions and exchange experiences with peer	*Mentoring*
Regulatory aspects	Informed consent and data protection	compliance with applicable local regulations, where relevant.	*Later*
Other relevant requirements	Political and administrative openness; alignment with SECAPs	Willingness to explore future opportunities for replication or policy uptake in their territory.	*Later*

Soft-taker column: fill only if the soft scheme is offered. Stage: Start = essential to initiate transfer · Mentoring = can be developed during mentoring · Later = needed only for subsequent implementation