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**PROMOTING GREEN LIVING AREAS**



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## **1.3.1 Methodology Blueprint**

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## Executive summary

*NUDGES Methodology Blueprint* focuses on outlining a comprehensive approach to applying *behavioural nudges* and *cultural interventions*. This blueprint acts as a roadmap for designing and implementing strategies that encourage individuals and communities to adopt more sustainable practices, specifically targeting climate action. The core concept revolves around the application of **nudges**, a term originating from the work of Richard Thaler and Cass Sunstein (2008), which refers to subtle, non-coercive adjustments to the environment that influence behaviour in predictable ways without limiting freedom of choice. The *NUDGES* project, however, specifically focuses on **climate nudges**—behavioural interventions designed to promote environmentally friendly actions, such as reducing energy consumption or adopting sustainable transport methods, with the ultimate goal of reducing the negative impacts of climate change. A distinctive aspect of *NUDGES* project, however, is the emphasis on integrating **cultural interventions**, by recognizing that cultural identity and emotional connections are powerful drivers of human behaviour.

The *NUDGES* project implements this through **six pilot programs** across different countries, each focusing on a specific sensory experience—visuals, sound, smell, touch, and taste—to drive climate action:

1. **PREDA** in Bosnia and Herzegovina uses **multi-senses stimuli** to engage children and parents in environmental protection through creative workshops in a coworking area or, if the weather allows, outside in an open space.
2. **MUSOL** in Spain focuses on **auditory cues** to reduce carbon footprints by promoting walking over driving.
3. **eZAVOD** in Slovenia emphasizes the **sense of smell**, connecting citizens to nature and sustainable behaviours through herbal gardening.
4. **UdA** in Italy explores **tactile experiences** to encourage sustainable practices in marginalized communities.



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5. **AUTH** in Greece highlights the **sense of taste**, promoting climate-friendly food choices linked to the Mediterranean diet.
6. **MHS** in Bulgaria utilizes **visual arts**, engaging young artists to inspire climate-friendly behaviours through art and satire.

Each pilot is tailored to its local context, ensuring cultural relevance and maximizing community engagement. By using sensory experiences to promote sustainability, the *NUDGES* project not only aims to raise awareness about climate change but also to foster long-term behavioural change that is deeply integrated into daily life and community practices. Additionally, a **step-by-step methodology** is provided for the implementation, monitoring, and evaluation of these interventions. It details how participants should be selected, how interventions should be structured (nudges versus cultural interventions), and how behavioural changes should be assessed through pre- and post-intervention surveys. Control groups are used to measure the efficacy of these interventions and compare the impact of nudges against cultural interventions. The evaluation framework is grounded in established research on climate change perceptions, aiming to quantify the impact of these interventions on public attitudes and behaviours regarding climate action.

Eventually, Deliverable 1.3.1 also includes a strong focus on **ethical considerations and data privacy**, ensuring that all participant data is collected and processed in compliance with GDPR regulations. This ensures transparency, informed consent, and respect for participants' privacy, which is critical when dealing with behavioural data.



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## 1. Introduction

*NUDGES* project seeks to explore the potential of *climate nudges* to promote pro-environmental behaviour across the Euro-Mediterranean region. Stemming from the behavioural economics work popularized by Thaler & Sunstein (2008), the project focuses on "nudges" as subtle modifications in choice architecture that guide individuals toward more climate-friendly actions without restricting their options or heavily altering incentives.

The key focus is on **climate nudges**—those specifically aimed at fostering behaviours that benefit the climate. Importantly, these nudges are characterized by two criteria: they must be both motivated by climate concerns and directly enhance behaviours that positively impact the environment. For example, a nudge encouraging cycling to work qualifies as a climate nudge only if motivated by environmental goals rather than for personal health benefits, even if both outcomes result in positive change.

This project leverages Mediterranean culture to explore the connection between cultural experiences and the transition from climate awareness to individual and collective pro-environmental behaviours. By engaging the five senses—visuals, music, taste, and other sensorial experiences—this initiative seeks to harness local cultural practices to drive climate action. The expected output includes practical tools, methods, and capacity-building resources tailored for use by governments and citizens in Euro-Mediterranean regions.

Deliverable 1.3.1 core goal is **to provide detailed strategies, guidelines, and resources for implementing these *climate nudges* within a regional context**, making them accessible for both decision-makers and local communities to enhance climate action efforts across the region.



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## 2. Key principles: Nudges, Cultural Interventions, Literature on Culture and Climate Change

This section outlines the key principles of nudges, cultural interventions, and their relevance in the context of climate change. It delves into the theoretical background and practical applications, drawing on existing literature and examples.

### 2.1 Nudges

Nudges is a concept popularised by Richard Thaler and Cass Sunstein in their seminal work "Nudge: Improving Decisions about Health, Wealth, and Happiness" (2008) that refers to subtle changes in the environment that are designed to influence behaviour in a predictable way without restricting options or significantly altering economic incentives. The essence of nudges lies in their ability to guide people towards more beneficial behaviours while preserving freedom of choice.

Through the application of some nudge's techniques, such as the "default option" individuals are more likely to engage in the desired behaviour simply because it takes less effort to accept the default than to change it. For example, setting default thermostat settings to energy-saving temperatures can significantly reduce household energy consumption. Simplification is another important technique of nudging. By making choices easier to understand and act upon, people are more likely to make choices that are in line with sustainable practices. This can be seen in the design of user-friendly recycling bins that clearly indicate which materials can be recycled, reducing confusion and increasing recycling rates. Social norms play a powerful role in shaping behaviour as well. Highlighting what most people do in a given situation can encourage others to follow suit. For example, informing hotel guests that the majority of previous guests reused their towels can increase towel reuse rates, thereby reducing water and energy consumption. Feedback mechanisms provide individuals with information about the outcomes of their actions, which can reinforce positive behaviour. Smart metres that show real-time energy usage can help households monitor and reduce their electricity



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consumption. Eventually, making information salient, or more noticeable and accessible, can significantly impact decision-making. Ensuring that energy-efficient appliances are prominently labelled and positioned in stores can encourage more consumers to purchase them.

## **2.2 Cultural interventions**

Culture could be seen a set of beliefs, values and expectations shared by members of a social group generates an intangible cultural capital that takes relevance for some groups of individuals (Throsby, 2005), moving from an aesthetic dimension for people who "consume" it (Goldman, 2001). By embracing this perspective, it can be assumed that cultural participation and consumption play an important role in shaping identity and reinforcing community ties and social norms (Hutter, 1996). As a vehicle for social inclusion or active citizenship, indeed, (Campagna et al. 2020), culture has a strong local dimension that contributes to the overall 'way of life' and relevant socioeconomic features such as happiness (Hand, 2018) and well-being (Gómez-Zapata et al., 2021; Wheatley & Bickerton, 2017). Experiences associated with cultural activities can be a source of social capital, contributing to individuals' social connection and civic engagement (Hyyppä et al., 2006; Tavano & Correspondence, 2016; Wheatley & Bickerton, 2019; Campagna et al., 2020; Ateca-Amestoy et al., 2021). In this sense, individuals who consume or participate in cultural activities are more sensitive to issues such as environmental concerns, showing pro-social and proactive behaviours (Crociana et al., 2015; Quagliione et al., 2019). Cultural interventions, in other words, could leverage the influence of norms, values, and cultural practices to promote behavioural changes. Scholars show that these interventions are particularly effective in the context of climate change, as they create a deeper and more lasting impact by resonating with people's identities and values, especially when it comes to participatory arts.

## **2.3 Literature on Culture, Nudges and Climate Change**

The primary distinction between cultural interventions and nudges lies in their intent and approach to behavioural change. Nudges are specifically designed to



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subtly guide individuals toward making choices that align with a desired behaviour, often in areas such as health, finance, or sustainability (Thaler & Sunstein, 2008). Their primary objective is to influence decision-making by altering the environment in ways that promote certain outcomes without restricting freedom of choice. In contrast, cultural interventions operate on a broader scale and engage emotional and symbolic dimensions of experience (Kagan, 2014).

While they may inadvertently lead to behavioural changes, their primary focus is not to steer individuals toward specific actions but **to shape collective meaning, identity, and values**. Particularly in the realm of sustainability, cultural interventions may foster deep emotional connections to environmental issues, resulting in emergent, self-motivated behavioural shifts, rather than prescriptive outcomes (Shove et al., 2012). Therefore, cultural interventions offer a more organic and diffuse route to behavioural change, arising from internalized values and emotions rather than external prompts.



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## 3. Description of The Six Pilot

### 3.1. Pillar 1: PREDA (Development Agency of City of Prijedor)

#### “Next generation citizens”

The pilot is coordinated by PREDA (Prijedor, Bosnia and Herzegovina). The intervention will target school children and their parents, by identifying the most appropriate “nudges” to be used with children. They will try to impact children's parents' communication, aiming to attract and engage both adults and children in common activities for the improvement of the urban environment.

PREDA plays a pivotal role in the NUDGES project by coordinating the first work package (WPI) "State of the art and study directions" and the activity "Creating a good practice database." Leveraging its extensive experience in international cooperation and environmental protection, PREDA aims to integrate energy efficiency measures and sustainable practices within the Prijedor region. The primary focus of PREDA's pilot involves engaging local schools to influence climate-related attitudes and behaviours through the involvement of children and their parents.

**Role and Activities:** PREDA will implement multi-sensory stimuli such as sight, sound, smell, and touch to promote ecological behaviours during workshops involving children and their parents. The initiative will start with the screening of the environmentally themed film, followed by a discussion designed to raise awareness of key environmental issues such as pollution and sustainability. Children will then take part in a creative workshop where they design and create their own "Eco-heroes," characters with powers related to environmental protection. In addition, they will learn how to craft objects from recycled materials, including a 3D printing demonstration that transforms plastic bottles into useful items. PREDA will also facilitate simple ecological experiments, allowing children and parents to explore sustainable technologies and encourage eco-friendly habits in everyday life. The pilot also includes a 'Nature Ambassadors' small campaign as



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the final stage of the activity. This campaign involves children and parents creating eco-messages (lessons learned through workshops) and videos to promote environmentally friendly habits, which will be shared on social media.

#### **Pilot Description:**

- **Target Group:** Children (6-14 years) and their parents.
- **Activities:** Educational sessions, interactive workshops, and community engagement events.
- **Objective:** PREDA aims to change the awareness of children and parents about the importance of environmental protection through educational and creative activities. It will focus on developing ecological habits and behaviours in children through interactive workshops and joint activities with their parents. Additionally, the project seeks to strengthen the bond between children and parents by encouraging their collaborative efforts to protect the planet.

### **3.2. Pillar 2: MUSOL (MUSOL Foundation)**

#### **“Sound inspiration”**

The pilot is coordinated by MUSOL (Valencia, Spain). They will try to raise citizen awareness on the effect that climate change induces on the “sounds” of the City, with the focus on reducing the carbon footprint of human activities.

MUSOL leads a local pilot in the City of Madridejos, focusing on the sense of Hearing to influence environmental attitudes. This pilot uses auditory stimuli to create cultural nudges that encourage citizens to adopt more climate-friendly behaviours. MUSOL's approach includes expanding the project's community of interest to include organizations from the Southern and Eastern Mediterranean regions.

**Role and Activities:** MUSOL will establish a local stakeholder committee to supervise the pilot, attracting participation from the community. The pilot will emphasize the role of sound in raising awareness about climate change, using



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special visits to local points of interest to highlight the impact of auditory stimuli on environmental consciousness.

The intervention is aimed at promoting the habit of walking to school by reducing the number of cars that arrive at the municipal school during entry and exit times. In the last block of streets near the school, sound devices (speakers, instruments) will be placed with sounds culturally related to the municipality. The idea is to motivate children to want to walk to school. In this way, parents will bring them to a point and in the final block, they will walk, reducing the number of cars. Additionally, for the sustainability of the project, it is planned to turn this area into a “safe route to school,” which is an initiative that has proven effective in other municipalities in Spain.

As discussed during the meeting, our project focuses on the creation of a walking route near the school, featuring sound installations. These sound devices aim to encourage children to use this alternative route, thereby motivating parents to reduce their reliance on cars for school drop-offs and pick-ups.

The sound installations will be available once a week at the start and end of the school day, over a period of 2 to 3 months, starting in November. Although the children will actively engage with this initiative, the primary behaviour change we intend to assess is that of the parents. Therefore, both the pre- and post-intervention questionnaires should be directed at mothers and fathers. The experimental group for the cultural intervention will be drawn from the Garcilaso de la Vega school (a public institution). The location of the school can be accessed [here](#). The control group will be from Colegio Amor de Dios (a semi-public school), and its location is provided [here](#) as well. Additionally, a second experimental group will be formed from Colegio Santa Ana (a public school), where a rational intervention will take place, using posters or talks on environmental sustainability. The location of this school can be found [here](#).

The Madridejos Council has confirmed that all three schools share a similar profile in terms of parent demographics and school conditions. In each school, the parents



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whose behaviour we will measure have children aged 3 to 5 years. Furthermore, it is feasible to distribute the questionnaires to parents through existing communication channels between the schools and families.

#### **Pilot Description:**

- **Target Group:** Adults (30-50 years) and children (3-11 years).
- **Activities:** The activities would foster a sense of community, enhance the cultural relevance of the project, and make the intervention more appealing to both children and their parents
- **Objective:** Promoting sustainable behaviours through raising awareness about climate change and reducing car use near schools by encouraging the habit of walking the last stretch to school. This will be achieved through the use of sound stimuli, linked to local culture, to make the walking experience more enjoyable and engaging for children.

### **3.3. Pillar 3: eZAVOD (E-institute)**

#### **“A smell of change”**

The pilot is coordinated by eZavod (Ptuj, Slovenia). The project aims to raise citizen awareness of the effects that climate change induces on the "smells" of the city and its surroundings, with the goal of reducing the carbon footprint of human activities.

eZAVOD coordinates a local pilot in Žička Kartuzija (Municipality of Slovenske Konjice), focusing on the sense of smell to engage citizens in climate action. The institute's expertise in European R&D and innovation supports the project's goal of using olfactory stimuli to create cultural nudges that promote sustainable behaviors.

**Role and Activities:** In May 2025, a nudge intervention will be implemented based on specific stimuli aimed at encouraging more environmentally responsible behaviors through rationality. Participants will be invited to visit the historical herb garden of the Žička Carthusian Monastery. A guided tour of the monastery will be



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organized, where participants will walk through the monastery herb garden and visit the herbal pharmacy in the monastery complex. Informative posters with fun facts will be displayed at the venue.

At the same time, a cultural intervention will be implemented, using the sense of smell to promote environmentally responsible behaviors by leveraging emotions and culture. The project poster, along with others featuring nudge messages (e.g., "Choose local!", "Smells like summer", "Remember last summer? (floods)", "Can you smell climate change?", "Climate change stinks"), will be placed in locations visible to the public. In addition, herbal decorations will be set up in community spaces. The intervention will include three workshops.

The first workshop will be a smell walk. Participants will walk through the monastery garden of the Žička Carthusian Monastery, being introduced to herbs and their rhythm of growth and care according to the movement of the planets. They will smell the herbs and pick them to make tea later. Participants will write down their observations of the smell.

The second workshop, titled "Smelling before tasting," will provide participants with samples of different herbs, which they will then use to make herbal spreads in the Žička Carthusian Herb Garden (three spreads). The herbalism of the Carthusians will also be presented. Participants will write down their observations of smell and taste. Additionally, there will be a tea-drinking ceremony in Gastuž, the oldest working inn in Slovenia, dating back to 1467. Each participant will receive three types of tea from the Majnik Herb Garden. Participants will again write down their observations of the smell and taste.

The third workshop, "Give it a try!" will be about making hydrolates. Participants will be introduced to how to create and use hydrolates. Participants will write down their observations of the scent. They will take the hydrolates home. At the end of the workshop, there will be a reflection on how people perceive different nuances of smell and how the scent of herbs changes depending on how they are prepared.



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## Pilot Description:

- **Target Group:** Individuals aged 10-60.
- **Activities:** Smell walks, workshops
- **Objective:** To foster a deeper understanding of climate issues through olfactory engagement and community dialogue

The pilot is coordinated by eZavod (Ptuj, Slovenia). They will try to raise citizen awareness on the effect that climate change induces on the “smells” of the City and its surroundings, with the focus on reducing the carbon footprint of human activities.

eZAVOD coordinates a local pilot in Škofja Loka, focusing on the sense of Smell to engage citizens in climate action. The institute's expertise in European R&D and innovation supports the project's goal of using olfactory stimuli to create cultural nudges that promote sustainable behaviours.

**Role and Activities:** After October, a nudge intervention will be implemented, based on specific stimuli aimed at encouraging more environmentally responsible behaviours through rationality. Participants will be invited to visit a historical urban herb garden or a planter with aromatic herbs placed in front of the municipality. They will also be invited to watch some videos about herb gardening and to view a cooking show focused on cooking with herbs. After receiving a recipe, they will be encouraged to prepare their own meal using local ingredients. Informative posters with fun facts will be displayed at the organization or community venues.

At the same time, a cultural intervention will be implemented, using the sense of smell to promote environmentally responsible behaviours by leveraging emotions and culture. The project poster, along with others featuring nudge messages (e.g., "Choose local!", "Smells like summer", "Remember last summer? (floods)", "Can you smell climate change?", "Climate change stinks"), will be placed in locations visible



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to the public. In addition, herbal decorations will be set up in community spaces. The intervention will include three workshops.

The first workshop will be a smell walk, during which participants will visit local points of interest such as organic matter residues and sludge along the riverbanks after the floods, park plantings with linden trees (in autumn, they will receive dried linden flowers harvested in the spring to smell them under the shade of the trees), and the historical urban herb garden, where the care and planting of a small herb bed will be demonstrated, along with a presentation of the species. The second workshop, titled "Smelling before tasting," will provide participants with samples of fresh or dried herbs to identify through their sense of smell. They will also try simple dishes such as mint juice, fresh cottage cheese spread with mint, and honey butter with mint, all produced by local suppliers using local ingredients. The sensory experience will be enhanced by olfactory and gustatory tastings of tea and wine in the dark.

The third workshop, titled "Give it a try!", will allow participants to choose an activity, such as the preparation of essential oils, hydrosols, or a culinary workshop. Detailed instructions for working with 2-3 herbs will be provided. Participants will also receive 2-4 herb plants in pots from a local supplier for home use. In addition, herbal recipes will be collected and distributed. During the workshops, the air in the room or surrounding areas will be infused with natural fragrances.

#### **Pilot Description:**

- **Target Group:** Individuals aged 10-40.
- **Activities:** Smell walks, workshops
- **Objective:** To foster a deeper understanding of climate issues through olfactory engagement and community dialogue



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### **3.4. Pillar 4: UdA (University "G. d'Annunzio" of Chieti and Pescara)**

#### **“Touching the untouchable”**

The pilot is coordinated by UdA (Pescara, Italy). The intervention will target the socio-economically deprived neighbourhood in Pescara, known for high criminality and drug dealing rates, as well as a significant Roma community. Cultural mediators will facilitate activities to ensure the intervention's ecological validity.

UdA supervises the project's experimental methodology and leads a local pilot in Pescara, emphasizing the sense of Touch to inspire environmental behaviours. This pilot aims to explore how tactile experiences can influence public engagement with climate issues.

In particular the evaluation will be carried out on the Deposito Dei Segni Onlus Association (cultural intervention). It will offer two main workshops that leverage artistic and theatrical practices as tools for education and personal development, with a strong emphasis on tactile experiences.

The first, titled "IF I WERE THE OTHER," is a theatrical pedagogy workshop designed to create an immersive, hands-on environment where participants can explore new forms of communication and cooperation. Through physical theater techniques, young people will have the opportunity to literally step into others' shoes, using their bodies to express emotions and experiences. This tactile approach to empathy-building will involve activities such as creating human sculptures, using touch to guide blind-folded partners, and engaging in mirroring exercises. These physical interactions will not only foster group cohesion but also help participants reflect on their own identity and role in the community through a visceral, embodied experience.

The second workshop, "ART AND CRAFTS," focuses on the practical exploration of various artistic techniques, emphasizing the sensory experience of working with different materials. Participants will have the opportunity to get their hands dirty,



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feeling the coolness and malleability of clay, the texture of papier-mâché, the resistance of wood in xylography, and the fluidity of paint. This hands-on approach will stimulate young people's creativity through direct, tactile engagement with materials. They'll experience the transformation of raw materials into finished artworks, developing not only practical skills but also a deeper, physical understanding of artistic processes. The workshop will include activities like blind clay modeling to enhance tactile sensitivity, texture rubbings to explore surface qualities, and collaborative murals that require physical coordination and teamwork.

Both workshops are designed to go beyond simply teaching artistic techniques, using the power of touch and physical engagement to promote personal development, social awareness, and a sense of community belonging.

The methodologies used in these workshops are based on a participatory approach where young people are encouraged to be co-creators of the learning process, using their bodies and senses as primary tools for exploration and expression.

**Role and Activities:** UdA, in collaboration with local stakeholders, will implement the evaluation of the two tactile-based interventions in the socio-economically deprived neighborhood of Rancitelli in Pescara. Activities will be facilitated by cultural mediators to ensure ecological validity and community acceptance.

#### **Pilot Description:**

- **Target Group:** Young Residents of Rancitelli, including marginalized communities.
- **Activities:** Tactile workshops, interactive installations, community events.
- **Objective:** To promote sustainable lifestyles and measure behavioural changes through tactile engagement.



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### 3.5. Pillar 5: AUTH (Aristotle University of Thessaloniki)

#### “Tasting the transformation”

The pilot is coordinated by AUTH (Thessaloniki, Greece). They will try to raise citizen awareness on the connections between the products and recipes of the MED diet and the risks and challenges of global warming and climate change. Local restaurants and traditional food sellers will be involved in the pilot following the Living Lab approach.

AUTH define and supervise the project's experimental approach, leading a local pilot in Thessaloniki focused on the sense of Taste and the Mediterranean Diet. This pilot integrates health and wellbeing into environmental nudging strategies using the Living Lab approach.

**Role and Activities:** AUTH will establish a local stakeholder committee to oversee the pilot, involving local restaurants and food producers. The pilot will highlight the connections between Mediterranean dietary practices and climate change, encouraging citizens to adopt sustainable eating habits.

#### Pilot Description:

- **Target Group:** Local residents and food industry stakeholders.
- **Activities:** Taste workshops, sustainable cooking classes, food festivals.
- **Objective:** To raise awareness about the environmental impact of dietary choices and promote sustainable eating practices.

### 3.6. Pillar 6: MHS (Museum of Humour in Gabrovo)

#### “The power of visuals”

The pilot is coordinated by the Museum of Humor in Gabrovo. They will engage young artists to help them to “nudge” people with drawings and cartoons towards climate friendly behaviour.



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**Role and Activities:** MHS has a significant history of presenting cartoons, contemporary art and culture making use of irony, comedy and satire by thousands of artists from all over the world. They are also oriented towards the modernization of its architectural spaces, actively present in the virtual realm, and focused on showcasing and supporting young contemporary artists while crafting bold plans for the future.

MHS, in collaboration with its Associated Partner for organization and dissemination, will launch an artistic contest focused on creating billboard designs and other outdoor materials aimed at nudging citizens to rethink how we reuse and recycle materials, particularly fabrics. The contest will have two age categories: adults and teenagers.

Upon registration, participants will engage in three cultural interventions designed to inspire and inform their work. First, they will take part in "Climate Fresk" at the Museum—a guided card game that uses visuals and thought-provoking questions to explore different aspects of climate change. Second, they will go on a guided tour of the Regional Waste Management System in Gabrovo, where they will gain insight into local recycling practices. Finally, before beginning their designs, participants will attend a workshop led by ecology experts, local artists, and curators who have experience in climate-related and anti-pollution projects, providing them with creative and practical inspiration.

For more information: [Climate Fresk](#), [Regional Waste Management System](#).

#### **Pilot Description:**

- **Target Group:** Policy makers, non-expert audiences, and community members.
- **Activities:** Stakeholder workshops, public forums, dissemination events.
- **Objective:** To facilitate knowledge exchange and promote the adoption of effective environmental nudges across the Mediterranean region



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By leveraging the unique strengths and expertise of each pillar, the project aims to implement a comprehensive strategy for using cultural interventions and nudges to address climate change. Each partner's contributions will be crucial in achieving the project's objectives and ensuring its success.

## 4. Evaluation methodology

### 4.1 Groups

In each pilot, **participants are divided into three groups**: one receiving a nudge intervention (described in the previous section), one receiving a cultural intervention (described in the previous section), and a control group. The control group will act as a baseline and will not receive any intervention, allowing the effects of the nudge and cultural interventions to be compared. It is important that all groups have similar demographic characteristics to ensure valid comparisons. If it is not possible to create three groups, the study can be run with just one intervention group (either nudge or cultural) and the control group. The aim is to assess whether nudge interventions are more or less effective than cultural interventions, a comparison not extensively addressed in the existing literature.

### 4.2 Evaluation scale

While most people agree that climate change is real (Steg, 2018), people may hold different beliefs about the extent to which climate change is caused by humans and what consequences it will have, where, and when. Such perceptions of climate change play a role in whether people support climate policies and take action to mitigate and/or adapt to climate change (Brügger, Morton, & Dessai, 2015; Lorenzoni, Nicholson-Cole, & Whitmarsh, 2007). Many studies have examined people's climate change perceptions (e.g., Clayton et al., 2015; Hornsey, Harris, Bain, & Fielding, 2016; Weber, 2010, 2016). Yet, these studies vary greatly in which types of climate change perceptions they assessed and how they assessed them (Motta, Chapman, Stecula, & Haglin, 2019).

It has been theorised that three types of climate change perceptions can be distinguished: **beliefs about the reality of climate change** (i.e., the extent to which



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people believe that climate change is happening), **causes of climate change** (i.e., the extent to which people ascribe human versus natural causes to climate change), and **consequences of climate change** (i.e., the extent to which people perceive the consequences of climate change as negative or positive) (Bostrom et al., 2012; Guy, Kashima, Walker, & O'Neill, 2014; Heath & Gifford, 2006; Poortinga, Whitmarsh, Steg, Böhm, & Fisher, 2019). This tripartite framework is based on theorizing in the domain of climate change denial/scepticism. Based on analyses of climate denial tactics over time, it has been proposed that the arguments used by interest groups that deny climate change have developed over time. While denial strategies would at first focus on outright denial of the reality of climate change, this position became untenable due to mounting scientific evidence. Denial strategies then moved towards denying that humans caused climate change and to downplaying the extent to which climate change would bring about negative consequences (Bjornberg, Karlsson, Gilek, & Hansson, 2017; Mann, 2014; McCright, 2016; Rahmstorf, 2004; Van Rensburg, 2015). This theoretical distinction between perceptions related to reality, causes, and consequences of climate change has been validated in the literature, with studies showing that the extent to which people perceive climate change as real, human-caused, and as having negative consequences can be distinguished from each other and that they contribute unique variance in explaining outcomes such as mitigation behaviours and support for climate policy (Bostrom et al., 2012; Ding, Maibach, Zhao, Roser-Renouf, & Leiserowitz, 2011; Guy et al., 2014; Heath & Gifford, 2006; Milfont, Milojev, Greaves, & Sibley, 2015; Poortinga, Spence, Whitmarsh, Capstick, & Pidgeon, 2011; Zawadzki, Bouman, Steg, Bojarskich, & Druen, 2020).

It has been further theorised that besides the perceived valence of the consequences of climate change (i.e., positive versus negative), the **perceived proximity of these consequences** is another important dimension of people's beliefs about climate change (McDonald, Chai, & Newell, 2015; Spence, Poortinga, & Pidgeon, 2012). Specifically, on the basis of Construal Level Theory (Trope & Liberman, 2010), it has been theorised that **two key dimensions of psychological distance** are relevant for climate change perceptions: whether people perceive



consequences of climate change as occurring nearby or far away (i.e., **perceived spatial distance**), and as occurring soon or in the distant future (i.e., **temporal distance**) (McDonald et al., 2015). Theoretically, it has been argued that these dimensions are distinct from the perceived negative consequences of climate change, as people who think that climate change is real, human caused, and that it will have negative consequences, may still not engage in climate change mitigation and adaptation if they believe that these consequences will occur far away in time and/or space (e.g., Jones, Hine, & Marks, 2017; van der Linden, Maibach, & Leiserowitz, 2015). Studies have confirmed this theoretical framework, showing that perceptions of the spatial and temporal distance of consequences of climate change can be distinguished from other climate change perceptions and that they add unique variance in explaining relevant outcomes of interest (Bloodhart, Maibach, Myers, & Zhao, 2015; Hine et al., 2013; Rosentrater et al., 2013; Singh, Zwickle, Bruskotter, & Wilson, 2017; Spence et al., 2012). The evaluation scale that NUDGES project proposes, i.e **Climate Change Perceptions Scale (A.M. van Valkengoed, L. Steg, G. Perlaviciute, 2021)** is in line with this theoretical framework.

### **Climate Change Perceptions Scale (A.M. van Valkengoed, L. Steg, G. Perlaviciute, 2021)**

For each item on the scale, respondents are asked to rate their agreement using a 7-point Likert scale, where:

- 1 indicates "strongly disagree"
- 7 indicates "strongly agree"

#### **Reality**

1. I believe that climate change is real.  
*(1 = strongly disagree, 7 = strongly agree)*
2. Climate change is NOT occurring. (r)  
*(1 = strongly disagree, 7 = strongly agree)*



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3. I do NOT believe that climate change is real. (r)

*(1 = strongly disagree, 7 = strongly agree)*

### **Causes**

1. Human activities are a major cause of climate change.

*(1 = strongly disagree, 7 = strongly agree)*

2. Climate change is mostly caused by human activity.

*(1 = strongly disagree, 7 = strongly agree)*

3. The main causes of climate change are human activities.

*(1 = strongly disagree, 7 = strongly agree)*

### **Valence of Consequences**

1. Overall, climate change will bring more negative than positive consequences to the world.

*(1 = strongly disagree, 7 = strongly agree)*

2. Climate change will bring about serious negative consequences.

*(1 = strongly disagree, 7 = strongly agree)*

3. The consequences of climate change will be very serious.

*(1 = strongly disagree, 7 = strongly agree)*

### **Spatial Distance**

1. My local area will be influenced by climate change. (r)

*(1 = strongly disagree, 7 = strongly agree)*

2. The region where I live will experience the consequences of climate change. (r)

*(1 = strongly disagree, 7 = strongly agree)*

3. Climate change will also influence the place where I live. (r)

*(1 = strongly disagree, 7 = strongly agree)*

### **Temporal Distance**



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1. It will be a long time before the consequences of climate change are felt.  
(1 = *strongly disagree*, 7 = *strongly agree*)
2. The consequences of climate change will only be experienced in the far future.  
(1 = *strongly disagree*, 7 = *strongly agree*)

Note: Items marked with (r) are reverse-coded.

### 4.3 Interpretation of results

Data shows that the more people perceived climate change as real, human caused, and having negative consequence that occur already now and close by, the more they experienced negative affect related to climate change, and perceived risks from climate change (i.e. *convergent validity*).

Moreover, the more people perceived climate change as real, human caused, and having negative consequences that occur already now and close by, the more they engaged in mitigation and adaptation behaviours, and the more they supported mitigation and adaptation policies (i.e. *predictive validity*). Especially correlations between climate change perceptions and mitigation and adaptation policy support were strong.



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## 5. Step-by-step methodology for pilot implementation, monitoring and evaluation

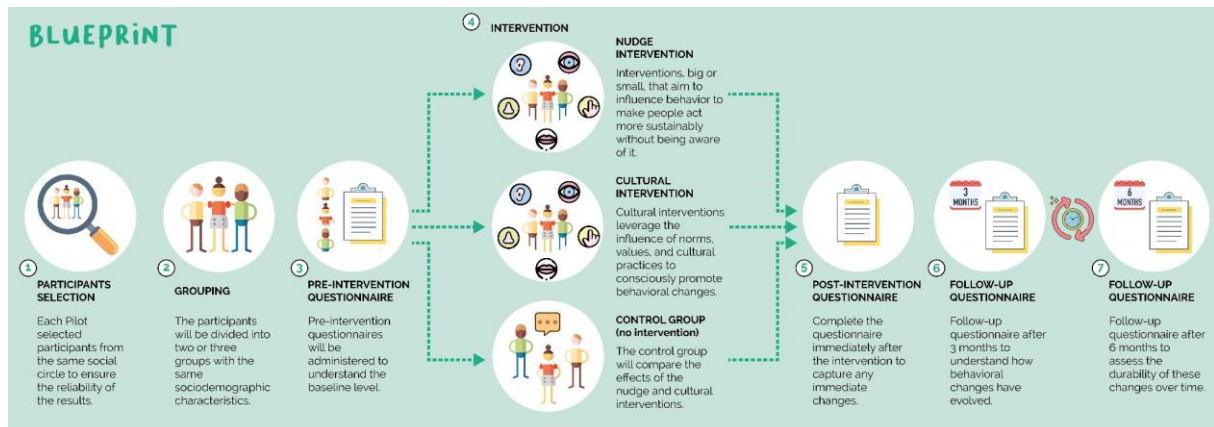


Figure 1. Step-by-step methodology

Each pilot should follow the instructions below step-by-step to ensure the reliability of the result.

### 1. SELECTING PARTICIPANTS



Each pilot should identify and select participants with similar characteristics (shared traits or features that can be observed in a specific region or group).

### 2. CREATE THE GROUPS



Once identified, participants should be divided into two or three homogeneous groups. One of these group is the control group: these people will not participate in any activity and will only fill in the questionnaire.



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### 3. ADMINISTER THE PRE-INTERVENTION QUESTIONNAIRES.



Administer the consent form and the questionnaire to understand the starting level of each group.

### 4. CARRY OUT THE INTERVENTION

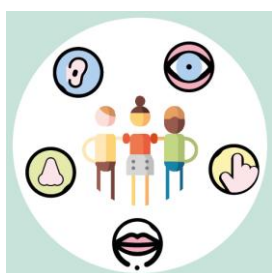
Each pilot should carry out the intervention with their target group by carrying out the predetermined activities with the help of the chosen senses.

#### 4.1 Nudges Intervention



Interventions, big or small, that aim to influence behaviour to make people act more sustainably without being aware of it.

#### 4.2 Cultural Intervention



Cultural interventions leverage the influence of norms, values, and cultural practices to consciously promote behavioural changes.



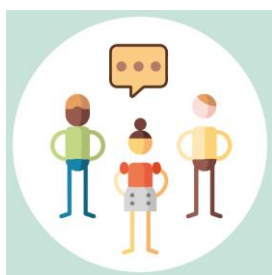
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### 4.3 Control Group



The control group will compare the effects of the nudge and cultural interventions. The control group will **not participate in any activity** and will only fill in the questionnaire.

## 5. ADMINISTER THE QUESTIONNAIRE IMMEDIATELY AFTER THE INTERVENTION



At the end of the intervention, it will be necessary to administer the questionnaires to capture any immediate changes.

## 6. REPEAT THE QUESTIONNAIRE 3 MONTHS AFTER THE INTERVENTION



Three months after the intervention it will be necessary to administer the questionnaire again to see how behavioural changes have evolved.

## 7. REPEAT THE QUESTIONNAIRE 6 MONTHS AFTER THE INTERVENTION



Repeat the questionnaire six months after the intervention to assess the duration of changes over time.



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## 6. Ethics and privacy

The collection of data plays a crucial role in understanding and analyzing human behaviour, enabling organizations to make informed decisions and drive innovation. However, as data collection becomes increasingly prevalent, it is essential to adhere to ethical standards and privacy regulations. Following these guidelines ensures that individuals' rights and dignity are respected, fostering trust and confidence in the data collection process. Compliance with regulations, such as the General Data Protection Regulation (GDPR), not only safeguards personal information but also mitigates the risk of legal repercussions and reputational damage. By adhering to these standards, organizations demonstrate their commitment to ethical practices and responsible data management.

### *6.1 Ethical and Privacy Requirements for Collecting Data for Behavioural Evaluation*

#### 6.1.1 Ethical Requirements

- **Informed Consent:** Individuals must be clearly and comprehensibly informed about the purposes of data collection, the ways the data will be used, and must give their explicit and voluntary consent.
- **Transparency:** Participants should be aware of who is collecting the data, how it will be used, how long it will be retained, and who will have access to it.
- **Respect for Human Dignity:** The collection and use of data must not violate the dignity, privacy, or rights of individuals.
- **Beneficence and Non-Maleficence:** Studies should be designed to maximize benefits for participants and minimize risks of harm or discomfort.
- **Justice:** Studies should ensure that the benefits and risks are equitably distributed among all participants.

#### 6.1.2 Privacy Requirements



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- **Protection of Personal Data:** Data must be processed in accordance with data protection laws, such as the GDPR (General Data Protection Regulation) in the European Union. This includes the collection, storage, processing, and sharing of data.
- **Data Minimization:** Only data necessary to achieve the study's objectives should be collected.
- **Data Security:** Appropriate technical and organizational measures must be taken to protect personal data from unauthorized access, loss, alteration, or disclosure.
- **Pseudonymization and Anonymization:** Where possible, personal data should be processed in a pseudonymized form (replacing identifying information with a pseudonym) or anonymized (removing identifying information entirely) to protect participants' identities.
- **Access and Control:** Participants must have the right to access their data, correct any inaccuracies, and, if necessary, request the deletion of their data.
- **Data Transfer:** If data needs to be transferred to other jurisdictions, it must be ensured that data protection is maintained at the levels required by applicable regulations.

### 6.1.3 Special Considerations

- **Sensitive Data:** If the behavioural data collected includes sensitive information (e.g., health data, sexual orientation, political opinions), additional precautions must be taken to ensure their security and privacy.
- **Ethics Committee:** For many studies, especially academic or clinical ones, it is necessary to obtain approval from an ethics committee that assesses the risks and benefits of the project. This procedure follows national regulations

## 6.2 The rules on personal data protection

When stakeholders are involved in the project, it is necessary to process some of their personal data in compliance with the EU and national rules on data protection.



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The most important legislation is the EU General Data Protection Regulation, <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32016R0679&from=En>.

Moreover, other useful information are available here:

[https://ec.europa.eu/justice/smedataprotect/index\\_en.htm](https://ec.europa.eu/justice/smedataprotect/index_en.htm), with a general overview.

Personal data:

- are exclusively those of natural persons, not of legal persons,
- include both “common” data, such as name, telephone, address, as well as “sensitive” data (e.g. data concerning religious or sexual orientation, ethnic origin or health). You should pay special attention when processing these latter.

*It is necessary to always validate the form provided with the national legislation on data protection, which may provide specific rules to be applied.*

### **6.3 How to manage the involvement of participants**

#### **First contact**

If a participant is contacted for the first time (for example via e-mail):

*Legal person (company, public body)*

The name and type of a legal person, as well as contact details of a company or institution are not considered personal data (e.g. info@company.com), so, as a general rule, they can be used

*Natural person (individual)*

If the person's contact has been found on the Internet it must be provided also a brief description of data processing containing the fundamental information (e.g. who will process the data, what data will be collected, for what purposes, for how long, who may have access to them, what are the person's rights). Also, a link to full



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text privacy information must be provided, which may also be on the partner web site. This may be placed, for example, at the bottom of the contact e-mail.

### **Participation to events**

The first aspect that must be considered is **transparency**: participants should be informed about what is going to happen with their data before their involvement, before their data are recorded, not after.

The very first time that a person registers at an event (e.g. via an on-line form, or directly at the meeting), must be provided with a data protection information. This may be quite lengthy and complex, so it can also be provided a stratified information: a brief information with all the relevant details and a link to the full information. The whole information must be always available for participants by printing some copies of the consent. Besides, particular attention must be given to the consent to the use of the participant's image: they have expressly provided their consent to be reproduced.

**Note:** *the examples of informed consent and data collection authorization provided are for illustrative purposes. It must be validated and adapted in consultation with the organization's designated data protection officer and in accordance with national regulations.*



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## 7. Conclusion

The *NUDGES Methodology Blueprint* presents a comprehensive framework for leveraging behavioral nudges and cultural interventions to promote climate-friendly actions across the Euro-Mediterranean region. By focusing on sensory experiences and culturally relevant practices, the project aims to drive sustainable behavioral changes that are both impactful and long-lasting.

The six pilot programs serve as key examples of how targeted interventions—ranging from visual arts and music to food and tactile experiences—can effectively engage diverse communities in the fight against climate change. These pilots not only raise awareness but also demonstrate the potential for everyday actions, shaped by cultural and sensory influences, to contribute to broader environmental goals.

Through this blueprint, Euro-Mediterranean governments and stakeholders are provided with actionable strategies, tools, and resources for implementing climate nudges. Importantly, the project highlights the need for ethical data management, ensuring that all interventions respect participants' privacy and adhere to data protection regulations.

In conclusion, the deliverable offers a novel, culturally sensitive approach to climate action, underscoring the potential of behavioral nudges to support the EU's climate goals. By combining scientific rigor with cultural relevance, the *NUDGES* project sets a pathway for fostering both individual and collective climate resilience in the region.



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# ANNEX I

## INFORMED CONSENT TO PARTICIPATE IN THE NUDGES PROJECT

Mr/Ms/Dr/Prof ....., e-mail .....

After having carefully read and understood the document "DATA PROTECTION INFO", I hereby declare that:

I have had enough time to examine the information and the opportunity to ask questions and obtain clear explanations and answers from the [PARTNER NAME] team;

I have understood that participation in the NUDGES project is completely voluntary and free, and I can withdraw at any time, without giving explanations and without having any disadvantage;

I understand the nature of my participation in the project and its purposes;

I have understood that my participation in the NUDGES project will not imply the recognition of any direct or indirect economic benefit [PLEASE INSERT THE FOLLOWING TEXT IF IT IS TRUE AND APPLICABLE!!] [and that I will only have the right of reimbursement of travel, food and lodging expenses to attend NUDGES meetings and events];

I declare that I have been able to solve any doubts with the help of the [PARTNER NAME] team, who has provided all the explanations I have requested.

I understand how my personal data will be used, by whom and for how long and how my personal data will be stored and kept;

I have understood that personal data can be processed by personnel involved in the research and by the other subjects indicated, including control authorities (bodies appointed to control the project).

### CONSEQUENTLY, I GIVE MY EXPRESS CONSENT TO:

1	participate in the NUDGES project as described in the document "DATA PROTECTION INFORMATION SHEET" and give my contacts to be further informed around project activities	<input type="checkbox"/>
2	have my image and voice recorded in the NUDGES project videos (e.g. at local events, meetings, workshops, interviews, etc.) and that such videos be published on the project's and on the partners' websites.	<input type="checkbox"/>

Consent to point No. 1 above is essential for your participation in the project.

Consent to point No. 2 above is essential if you wish to be in the project pictures as described.

Place, Date

Signature

\_\_\_\_\_

\_\_\_\_\_



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## ANNEX II

# Data protection information in compliance with Art. 13 Regulation (EU) 2016/679

As described in the NUDGES Information sheet, your involvement in the NUDGES project for [please specify] will imply the processing of some information concerning you. [NAME OF PARTNER ACTING AS DATA CONTROLLER] will collect some information concerning you that can be considered 'personal data', such as [please specify].

Thus, in compliance with Regulation (EU) 2016/679, we provide you the following information.

### DATA CONTROLLER

PARTNER NAME, ADDRESS, CITY, STATE, CONTACTS

### DATA PROTECTION OFFICER

The [PARTNER NAME] Data Protection Officer (DPO) can be reached at: ADDRESS, E-MAIL

### PROVIDING YOUR DATA

You are not obliged to provide your personal data, however in the absence of such communication, you will not be able to participate in the NUDGES project.

### PURPOSES OF DATA PROCESSING

Your personal data will be processed in the context of [SHORTLY DESCRIBE PROJECT ACTIVITY]

These data will be processed exclusively by [PARTNER NAME] authorized personnel.

### LEGAL BASIS FOR THE PROCESSING

The legal basis of this data processing is to be found in your consent, pursuant to art. 6., 1st paragraph, lett. a) and art. 9, paragraph 2, lett. a) of Regulation (EU) 2016/679. You can freely withdraw your consent at any time without prejudice to data processing up to that point.

### STORAGE PERIOD OF THE PERSONAL DATA

Your personal data will be stored for [EXAMPLE: 5 (five) years after project end].

### RECIPIENTS OF THE PERSONAL DATA



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Your data may be provided to specific recipients, insofar as it is needed for the NUDGES project. These subjects include: Technology providers (i.e. providers of hosting services); Competent authorities in charge of monitoring the project (i.e. the European Commission).

## **PROFILING**

Your data will not be used for profiling purposes. No automated decision will be made on the basis of your personal data collected for the NUDGES project.

## **YOUR RIGHTS**

As data subject you have the right to obtain from [PARTNER NAME], where foreseen by the law, access to personal data, their correction or cancellation, or the limitation of the processing or you can oppose to processing. You also have the right to data portability. You can exercise such rights by contacting the DPO. If you believe that the processing of your personal data violates Regulation (EU) 2016/679 or [INSERT REFERENCE TO NATIONAL DATA PROTECTION LAW, WHERE APPLICABLE] you have the right to lodge a complaint with the competent Supervisory Authority, as foreseen by art. 77 of the Regulation, or to take legal action.



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## ANNEX III

# Information on the processing of personal data for pictures and videos in compliance with Regulation (UE) 2016/679 (GDPR)

This document contains information on your personal data processing in the context of the NUDGES project (as described in “**NUDGES project Information sheet**”).

**DATA CONTROLLER:** The data controller is [PARTNER NAME, POSTAL ADDRESS, PHONE NUMBER, E-MAIL, POSSIBLE REGISTERED E-MAIL]

**DPO:** The data controller has appointed a DPO, who can be contacted at [INSERT DPO CONTACTS]

**PURPOSES OF THE PROCESSING:** Your personal data will be processed to take **pictures** and **video-recordings** in the occasion of project events and activities in which you are involved (meetings, workshops).

**LEGAL BASIS:** The legal basis for the processing is your **explicit consent**. You are free to withdraw your consent in any case and at any time without affecting the lawfulness of processing carried out until that moment, sending an e-mail to [INSERT E-MAIL].

**TRANSFER:** Your data will be transferred to [INSERT THE CATEGORIES OF RECIPIENTS, EXAMPLE: technicians, tv operators etc.] and partners of NUDGES project (full list available at <https://nudges.interreg-euro-med.eu/>) EXAMPLE: the project web site, social media, etc.].

**WHERE:** Your personal data will be processed and stored in the European Union. [ALTERNATIVE TEXT: Your personal data will be processed in the EU and in relation to the use of XYZ applications, XYZ cloud, services, they could be transferred to non-EU countries. This will only happen in presence of a lawful condition, such as your express consent, or an adequacy decision by the European Commission or appropriate or suitable safeguards as foreseen by the GDPR.

**CONSEQUENCES OF REFUSAL:** Your consent to be taken in pictures and videos is absolutely free and voluntary. However, without your consent it will be impossible for you to participate in pictures and videos, including recorded interviews related to the NUDGES project.

**STORAGE DURATION:** Your personal data will be stored only for the time needed in relation to NUDGES project activities, in any case no longer than [PLEASE INSERT



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A TIME IF YOU ARE SURE THAT AFTER THAT MOMENT THE DATA WILL BE DELETED].

**PROFILING AND AUTOMATED DECISION-MAKING:** Your data will not be processed for profiling purposes or to make automated decisions concerning you.

**YOUR RIGHTS:** You can exercise all your rights as foreseen by the GDPR and applicable national laws, in particular: right of access, rectification, erasure ('right to be forgotten'), restriction of processing, data portability, right to object, to file a complaint with the national Supervisory Authority. To exercise your rights, withdraw your consent or request further information, you can simply send an e-mail to **[INSERT E-MAIL ADDRESS]**.

### CONSENT FOR THE PROCESSING OF PERSONAL DATA



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(name, surname)

---

**I declare that I have read and understood** the information on data protection and that I have been able to solve any doubts with the help of the NUDGES team, who has provided all the explanations I have requested and **I give my explicit consent** to the processing of my personal data including image, video and voice recordings as explained in the data protection information, in relation to my involvement in the NUDGES project

Signature \_\_\_\_\_

**I declare that I have understood** that video-recordings, photographs and interviews could be processed, stored and published in non-EU countries without adequacy decision by the European Commission and appropriate or suitable safeguards as described in the GDPR and **I give my explicit consent**.

Signature \_\_\_\_\_

**I declare that I have understood** that my participation is absolutely voluntary, free of charge and that I am totally free to withdraw at any time without giving any reason. **I agree** that **[PARTNER NAME]** will use my image, video and voice recordings for free without any royalty or commission

Signature \_\_\_\_\_



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## ANNEX IV

# DATA PROTECTION INFORMATION SHEET FOR DATA SUBJECTS NUDGES PROJECT

In compliance with articles 12, 13 and 14 of Regulation  
(EU) 2016/679

Dear Participant,

your involvement in the NUDGES project as participant to the [XXX] implies the need for [PARTNER NAME] to process some of your personal data.

The EU General Data Protection Regulation (hereinafter GDPR) imposes on data controllers an obligation of transparency, which is to provide data subjects with detailed information on the processing of their personal data.

Therefore, in compliance with the GDPR, we inform you that your data will be processed by [PARTNER NAME] lawfully and fairly, only where necessary, using paper and electronic means, adopting adequate technical and organisational security measures, for purposes related to your participation in the NUDGES project.

Your data will be processed by duly authorised [PARTNER NAME] employees and collaborators, and some external suppliers (e.g. providers of hosting/cloud services), and will not be used for sending commercial communications or for profiling purposes.

Your data could be transferred to other NUDGES partners only in aggregated/pseudonymised form and will be used for [EXAMPLE] statistical purposes.

You may exercise your rights at any time in accordance with the GDPR, such as requesting access to data, correcting them if there are errors, deleting them (e.g. if they are no longer necessary), processing limitation and



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portability, as well as filing a complaint with your national Supervisory Authority [HERE YOU CAN INSERT THE NAME AND CONTACTS OF YOUR NATIONAL DATA PROTECTION AUTHORITY].

Before freely expressing your consent in a conscious manner, we invite you to read carefully the following detailed information.

Should you have any doubt, please do not hesitate to contact us: we will provide you with all the necessary clarifications.

Best regards

[Name and surname of the person in charge of the partner (PARTNER NAME)]

## **WHO WILL BE IN CHARGE OF DATA PROCESSING? IDENTITY AND CONTACT DETAILS OF THE CONTROLLER**

The controller is:

**[PARTNER NAME]**

Address: .....

E-mail: .....

Registered e-mail: .....

## **WHO IS THE CONTROLLER'S REFERENCE PERSON FOR DATA PROTECTION ISSUES? CONTACT DETAILS OF [PARTNER NAME] DATA PROTECTION OFFICER (DPO)**

The **[PARTNER NAME]** DPO contacts are:

E-mail: .....

Registered e-mail: .....

## **WHAT DATA WILL BE COLLECTED?**

Your name, surname, function in your organisation, e-mail and phone number.



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Your image and voice may also be recorded during workshops, meetings and interviews, with photos and videos, only with your express consent.

## **WHAT WILL HAPPEN WITH MY DATA? PURPOSES OF THE PROCESSING FOR WHICH THE PERSONAL DATA ARE INTENDED**

Your personal data will only be processed for the purposes of the NUDGES project, in particular to manage your participation to the activities of [INSERT ACTIVITY], consisting of [INSERT THE ACTIVITIES THAT YOU FORESEE, HERE SOME EXAMPLES TO BE CUSTOMISED! the attendance to local events, meetings, workshops/ involvement in on-line discussions, webinars, blogs within a digital environment] within the NUDGES project.

Your image and voice may be recorded during NUDGES meetings, workshops and interviews, with your express consent. The recordings may be published on the NUDGES website and on the partners' websites. You are totally free to withdraw consent at any time. In that case, the recordings will be removed, or your image and voice will be blurred in order to make you non-recognisable.

## **WHAT IS THE LEGAL BASIS FOR THE PROCESSING?**

The legal basis for the processing of your personal data is your express consent, as foreseen by art. 6, par. 1, lett. a) of the GDPR.

## **WHO WILL HAVE ACCESS TO MY DATA? RECIPIENTS OR CATEGORIES OF RECIPIENTS OF YOUR PERSONAL DATA**

Beside [PARTNER NAME], some other subjects will have access to your personal data, insofar as it is needed for the NUDGES project. This will happen in full compliance with applicable laws and regulations at EU and national level.

These subjects include:

Technology providers (i.e. providers of hosting services)



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In compliance with the data minimisation principle, any time that identifying data are not necessary, the other NUDGES partners will not receive your personal data, but will only receive anonymous aggregated data, which will be entered into the NUDGES database without any personal data, for statistical purposes.

## **WILL MY DATA BE TRANSFERRED OUTSIDE THE EU? OR TO INTERNATIONAL ORGANISATIONS?**

No, your personal data will not be transferred outside the European Union.

## **HOW LONG WILL MY PERSONAL DATA BE KEPT? PERIOD FOR WHICH THE PERSONAL DATA WILL BE STORED**

Your personal data will be kept by [PARTNER NAME] for 5 (five) years after project end; it is the period during which there is an obligation by [PARTNER NAME] to demonstrate to the European Commission that the project tasks have been fully carried out. In any case, your data will be stored for no longer than necessary in consideration of the purposes for which they have been processed.

## **WHAT ARE MY RIGHTS? RIGHTS OF THE DATA SUBJECT**

As data subject, you have all the rights specified in sections 2, 3 and 4 of Chapter III of the GDPR.

In particular, you have the following rights:

- to request from the controller access to and rectification or erasure of personal data or restriction of processing;
- to object to processing;
- to request data portability;
- to withdraw consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal;
- to lodge a complaint with the competent Supervisory Authority.



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You also have the right to withdraw from the NUDGES project at any time without any prejudice. However, the data collected and processed up to that moment will remain available to the [PARTNER NAME] researchers in compliance with the rules and storage periods indicated above.

These rights can be exercised by writing/sending an e-mail to .....

## **AM I OBLIGED TO PROVIDE MY PERSONAL DATA? CAN I REFUSE?**

Providing the requested personal data is necessary for your participation in the NUDGES ..... [INSERT ACTIVITIES FOR WHICH DATA WILL BE COLLECTED AND PROCESSED].

If you fail to provide the required data, or only provide part of them, it will be impossible for you to be involved in the NUDGES project [INSERT ACTIVITY].

## **AUTOMATED DECISION-MAKING**

No automated decision will be made on the basis of your personal data collected for the NUDGES project.

Your data will not be used for profiling purposes.



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