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PROMOTING GREEN LIVING AREAS



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Transferability Plan

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Author(s)	Sara Uboldi, Alice Conti, Lorenzo Lancisi, Fabio Di Matteo, Ilaria Matta, Giulia Candeloro, Luciana Mastrodonardo
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Table of Contents

List of Abbreviations	3
Introduction.....	4
Executive summary	6
1 Foundational Framework and Rationale for Transferability.....	8
2 What Is Transferred: NUDGES Transferable Assets	8
2.1 Strategic and Methodological Assets.....	8
2.2 Pilot-Based Transferable Solutions.....	9
3 Core and Adaptable Elements of Transfer	9
3.1 Core Elements (Non-Negotiable).....	9
3.2 Adaptable Elements.....	10
4 Target Groups for Transfer and Uptake.....	10
5 Transfer Pathways.....	10
6 Enabling Conditions and Barriers.....	11
6.1 Enabling Conditions.....	11
6.2 Barriers and Risk Mitigation	11
7 Transfer Support Package.....	11
8 Action Plan for Transferability.....	12
9 Monitoring of Transfer.....	12
10 Sustainability, Cultural Impact and Strategic Outlook.....	13
10.1 From Behavioural Nudges to Cultural Nudges.....	13
10.2 Describing and Measuring the Impacts of Culture	13
10.3 From Steering Choices to Building Capabilities.....	14
10.4 Beyond Nudging: Cultural Boosts as an Evolutionary Path.....	14
10.5 Implications for Future Projects and Policy Uptake	15



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11 Ethical and Legal Considerations.....15
12 References 16
13 Project Deliverables 17

Table of Tables

Table 1. Action Plan for Transferability 12



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List of Abbreviations

EU | European Union

LP | Lead Partner

MED | Mediterranean

NGO | Non-Governmental Organisation

OECD | Organisation for Economic Co-operation and Development

PPs | Project Partners

PP | Project Partner

SECAP | Sustainable Energy and Climate Action Plan



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Introduction

Climate change represents one of the most urgent challenges facing Mediterranean societies, requiring coordinated action across multiple scales and policy domains. While regulatory frameworks and financial incentives remain essential tools for climate governance, evidence increasingly shows that closing the gap between climate awareness and actual behaviour requires complementary approaches that work with, rather than against, human psychology and cultural contexts.

The NUDGES project was conceived to address this challenge by **exploring and demonstrating the potential of behavioural incentives as practical, scalable tools for climate action** in the Euro-Mediterranean area. Defined as intentional modifications of people's choice architectures that promote climate-friendly behaviours while respecting freedom of choice, "**climate nudges**" offer a promising complement to traditional policy instruments.

However, the project recognizes that behavioural interventions cannot simply be transplanted across contexts. Cultural diversity, institutional differences, and varying levels of civic engagement across the Mediterranean require solutions that are both **methodologically rigorous and contextually adaptive**. This is why transferability was embedded as a core design principle from the project's inception, rather than treated as an afterthought.

This Transferability Plan serves multiple purposes. First, it systematizes the methodological framework and practical solutions developed through NUDGES, making them accessible to public authorities, cultural institutions, and community organisations beyond the partnership. Second, it establishes clear pathways for replication, adaptation, and scaling-up, recognizing that different contexts require different transfer strategies. Third, it documents the enabling conditions, barriers, and support mechanisms that determine whether transfer attempts succeed or fail.

Importantly, this plan goes beyond technical replication guidelines. Based on evidence from the project's six experimental pilots across Bulgaria, Spain, Slovenia, Italy, Greece, and Bosnia and Herzegovina, it articulates **a conceptual evolution from standard behavioural nudges toward "cultural nudges" and "cultural**



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boosts"—approaches that embed behavioural mechanisms within meaningful cultural processes and build collective capabilities for autonomous climate action. The document is structured to serve both immediate practical needs and long-term strategic development. It identifies what can be transferred (methodological assets and pilot-based solutions), which elements must remain constant versus which can be adapted, who the primary beneficiaries are, and how transfer can be monitored and sustained over time. It also situates NUDGES within broader policy trends toward citizen empowerment, participatory governance, and cultural sustainability—positioning the project not as an isolated experiment, but as a contribution to an emerging paradigm in climate governance.

This Transferability Plan thus provides both **a roadmap for practitioners** seeking to implement NUDGES solutions in new contexts and **a conceptual foundation for researchers and policymakers** interested in advancing the integration of behavioural science, cultural action, and climate policy across the Mediterranean and beyond.



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Executive summary

This Transferability Plan defines the strategic framework for replicating, adapting, and mainstreaming the solutions developed by the NUDGES project across the Euro-Mediterranean area and beyond. **NUDGES addresses a critical gap in climate governance** by demonstrating how behavioural incentives—"climate nudges"—can complement traditional regulatory and financial instruments in promoting climate-friendly behaviours.

The plan identifies the **project's core transferable assets**: an integrated methodological framework combining behavioural science, cultural mediation, multisensory engagement, and participatory approaches (Living Labs). Six experimental pilots provide concrete proofs of concept across different sensory channels (sight, sound, smell, touch, taste) and territorial contexts, each designed to be adapted to new environments while maintaining methodological fidelity.

Key findings reveal that behavioural change is significantly strengthened when nudging mechanisms are embedded within cultural processes, leading to the concept of "cultural nudges"—interventions that generate social norms through participation and shared meaning-making. The project demonstrates that culture acts as a multiplier of behavioural effects, producing cognitive, emotional, social and temporal impacts that extend beyond immediate behaviour change.

Four transfer pathways are supported: replication, contextual adaptation, scaling-up, and mainstreaming into standard climate policies. Target groups include public authorities, municipalities, cultural institutions, and community organisations across the Euro-MED region. A comprehensive Transfer Support Package provides blueprints, evaluation tools, training workshops, and communication materials to facilitate uptake.

The plan also outlines a strategic evolution from steering choices to building capabilities, positioning cultural interventions as vehicles for empowerment rather than manipulation. This opens pathways toward "cultural boosts"—approaches that enhance communities' competences and decision-making capacities for long-term autonomy in climate action.

Monitoring mechanisms track the number of adopting organisations, policy integration, evidence of behavioural change, and post-project sustainability. **All**



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transfers respect EU ethical standards, data protection rules, and the non-manipulative nature of nudging, ensuring solutions remain accessible for public-interest use and non-commercial replication.



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1 Foundational Framework and Rationale for Transferability

This Transferability Plan is grounded in the approved Application Form of the NUDGES project and builds directly on its mission, objectives, outputs and methodological choices. NUDGES is conceived as a study and action-research project aiming to demonstrate the feasibility and relevance of behavioural incentives, - “climate nudges” -, as complementary tools to regulatory and financial instruments in climate governance across the Mediterranean area.

According to the Application Form, climate nudges are defined as intentional modifications of people’s choice architectures that aim to alter citizen behaviours towards climate-friendly actions while maintaining freedom of choice. The project explicitly addresses three structural gaps in the Euro-MED context:

1. the gap between climate-responsible attitudes and actual behaviours;
2. the limited policy-level knowledge on nudges as tools for climate action;
3. the lack of evidence on the interaction between behavioural mechanisms and cultural contexts in shaping behavioural change.

Transferability is therefore not an ancillary dimension of NUDGES, but a core design principle: the project was conceived from the outset to generate solutions, evidence and learning that can be taken up, adapted and mainstreamed by public authorities and other stakeholders beyond the partnership.

2 What Is Transferred: NUDGES Transferable Assets

2.1 Strategic and Methodological Assets

The primary transferable asset of NUDGES is not a single tool, but an **integrated methodological framework** combining:

- behavioural science (nudging theory);
- cultural mediation (arts, heritage, humour, storytelling, play);
- multisensory engagement (sight, hearing, smell, taste, touch);



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- Living Lab and Quadruple Helix approaches.

This framework is codified in two key project outputs defined in the Application Form:

- **Output 2.1 – NUDGES Blueprints:** six jointly developed solutions derived from experimental pilots, designed to be taken up or up-scaled by organisations;
- **Output 3.1 – NUDGES Action Research Agenda for 2027:** a joint strategy/action plan providing policy-oriented directions for future uptake and research.

2.2 Pilot-Based Transferable Solutions

The six experimental pilots constitute *proofs of concept* intentionally designed for transferability:

- sight-based visual nudges (Bulgaria – Museum of Humour and Satire);
- sound-based mobility nudges (Spain – MUSOL);
- smell-based urban interventions (Slovenia – eZAVOD);
- tactile and cultural co-creation (Italy – University of Chieti-Pescara);
- taste-based nudges related to food systems (Greece – AUTH);
- transversal, multi-sensory interventions targeting children and intergenerational behaviour change (Bosnia and Herzegovina – PREDA).

Each pilot shares a common architecture while allowing contextual adaptation, making them inherently transferable.

3 Core and Adaptable Elements of Transfer

3.1 Core Elements (Non-Negotiable)

The following components must be preserved in any transfer process to maintain fidelity to the NUDGES approach:

- a clearly defined climate-related behavioural objective;
- non-coercive behavioural design respecting freedom of choice;
- integration of cultural and experiential elements;



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- engagement of citizens within real-life contexts (Living Lab logic);
- involvement of public authorities as active partners.

3.2 Adaptable Elements

The following dimensions are designed to be adapted to local contexts:

- sensory channel(s) activated;
- artistic languages and cultural references;
- scale and duration of the intervention;
- target groups (children, families, commuters, citizens, public servants);
- institutional embedding (education, mobility, waste, food, urban regeneration policies).

4 Target Groups for Transfer and Uptake

Consistent with the Application Form, the main target groups for transferability include:

- local, regional and national public authorities;
- municipalities and associated organisations within Euro-MED;
- policy-makers involved in climate mitigation and adaptation;
- cultural institutions and NGOs acting as intermediaries;
- education systems and community organisations.

The project’s design anticipates uptake by organisations beyond the partnership, as reflected in the Programme Result Indicator “Solutions taken up or up-scaled by organisations”.

5 Transfer Pathways

NUDGES supports four complementary transfer pathways:

1. **Replication:** direct implementation of a pilot blueprint in a similar territorial and institutional context;
2. **Contextual Adaptation:** redesign of the solution to fit different socio-cultural or administrative environments;



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3. **Scaling-Up:** extension from pilot scale to city-wide, regional or national programmes;
4. **Mainstreaming:** integration of nudging and cultural approaches into standard climate policies, strategies or action plans.

These pathways align with the project's ambition to complement existing climate governance instruments rather than replace them.

6 Enabling Conditions and Barriers

6.1 Enabling Conditions

- political and administrative openness to innovation;
- availability of cultural mediators and facilitators;
- alignment with existing climate strategies (e.g. SECAPs);
- community trust and participatory culture;
- modest but stable organisational capacity.

6.2 Barriers and Risk Mitigation

Identified barriers include limited resources, evaluation complexity, and contextual sensitivity. Mitigation strategies include:

- modular intervention design;
- qualitative and mixed-method evaluation;
- early stakeholder involvement;
- integration into existing programmes and funding streams.

7 Transfer Support Package

To operationalise transfer, NUDGES provides:

- pilot blueprints and methodological guidelines;
- evaluation tools and questionnaires;
- training and capacity-building workshops;



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- communication materials tailored to policy audiences;
- a Euro-MED Community of Interest as a long-term exchange platform.

8 Action Plan for Transferability

Table 1. Action Plan for Transferability

Overview of key transfer actions, responsible actors, target groups and implementation timeline

Action	Responsible	Target	Timing
Identification of potential adopters	Lead Partner (LP) & Project Partners (Ps)	Public authorities	Short-Term
Adaptation workshops	Partners	New territories	Short-mid term
Facilitator training	Academic & cultural PPs	Practitioners	Mid-term
Replication pilots	Adopters	Citizens	Mid-long term
Policy integration	LP & policy partners	Decision-makers	Long-term

9 Monitoring of Transfer

Transferability will be monitored through:

- number of organisations adopting or testing NUDGES solutions;
- integration into policy documents or action plans;
- evidence of behavioural change;
- continuation of actions beyond project duration.



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10 Sustainability, Cultural Impact and Strategic Outlook

10.1 From Behavioural Nudges to Cultural Nudges

The results of the NUDGES project clearly indicate that behavioural change is significantly strengthened when nudging mechanisms are embedded within cultural processes, rather than being delivered as isolated choice-architecture interventions. Across the pilots, culture did not function merely as a communication vehicle, but as a structuring environment in which behavioural cues became meaningful, legitimate and socially shared.

This leads to a conceptual shift towards cultural nudges: interventions where behavioural incentives are mediated through artistic practices, heritage, collective rituals, humour, play, and sensory experience. Cultural nudges differ from standard nudges in three key ways:

- they operate at both individual and collective levels;
- they rely on shared meanings rather than micro-frictions alone;
- they generate social norms through participation rather than passive exposure.

Within the Transferability Plan, this implies that what is transferred is not only a behavioural mechanism, but a culturally embedded behavioural environment that can be reactivated and reinterpreted in different contexts.

10.2 Describing and Measuring the Impacts of Culture

One of the most relevant outcomes of NUDGES concerns the ability of cultural interventions to produce impacts that extend beyond immediate behavioural change. Cultural impacts observed across the pilots include:

- Cognitive impacts: increased understanding of climate issues through experiential learning rather than information transmission;
- Emotional impacts: affective engagement, reduced resistance, and increased openness to change;



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- Social impacts: reinforcement of collective identities, emergence of shared norms, and intergenerational dialogue;
- Temporal impacts: higher likelihood of habit formation due to repetition embedded in meaningful routines.

From a transferability perspective, these impacts suggest that culture acts as a multiplier of behavioural effects, increasing durability and legitimacy. Consequently, future transfer should explicitly document not only behavioural indicators, but also cultural process indicators (participation, engagement, narrative resonance, collective ownership).

10.3 From Steering Choices to Building Capabilities

A central learning from NUDGES is the limitation of approaches that focus exclusively on steering choices through subtle environmental modifications. While effective in the short term, such approaches may not sufficiently empower individuals and communities to sustain change autonomously.

The pilots demonstrate the potential of shifting the focus from directing behaviour through external cues, to **build internal and collective resources** that enable people to make informed and meaningful choices.

Culture plays a decisive role in this transition. Cultural practices:

- expand interpretative frameworks;
- strengthen agency and confidence;
- support reflexivity rather than compliance.

In this sense, cultural interventions do not replace nudges but **reframe them within a capability-building logic**.

10.4 Beyond Nudging: Cultural Boosts as an Evolutionary Path

Building on recent behavioural science literature, the results of NUDGES open a clear pathway towards cultural boosts. Unlike nudges, which modify external choice architectures, boosts aim to enhance individuals' and communities' competences, skills and decision-making capacities.

Cultural boosts operate by:



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- strengthening cognitive and emotional resources;
- enabling long-term learning and autonomy;
- fostering collective problem-solving abilities.

The NUDGES pilots show that culture is a particularly effective vehicle for boosting, as it:

- integrates knowledge with experience;
- aligns individual learning with collective meaning-making;
- avoids ethical concerns related to manipulation.

From a transferability standpoint, this positions NUDGES not only as a set of transferable solutions, but as a conceptual bridge towards new project designs focused on empowerment, cultural capability-building and democratic climate governance.

10.5 Implications for Future Projects and Policy Uptake

The emphasis on cultural nudges and cultural boosts has direct implications for future initiatives:

- it supports the design of follow-up projects that move from experimentation to structural change;
- it aligns with EU priorities on citizen empowerment, participatory governance and cultural sustainability;
- it enables the integration of behavioural approaches into long-term cultural and educational policies.

In this perspective, the Transferability Plan does not merely support replication, but provides a *theoretical and operational foundation* for a new generation of culture-based climate projects.

11 Ethical and Legal Considerations

All transfers respect EU ethical standards, data protection rules and the non-manipulative nature of nudging. Solutions are designed for public-interest use and non-commercial replication.



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13 Project Deliverables

Work Package Number	Work Package Title	Activity number	Activity name	Deliverable number	Deliverable title
1	State of the art and study directions	1.1	Overviewing existing knowledge	D.1.1.1	State of the art analysis of cultural nudges to pro- environmental behaviour
		1.2	Creating a good practice database	D.1.2.1	NUDGES database of good practice examples
		1.3	Defining a study methodology	D.1.3.1	Action research methodology and operational protocols
		1.4	Sharing the project's substance	D.1.4.1	NUDGES policy brief
		1.5	Activating target policy communities	D.1.5.1	Community of interest database
2	Feasibility proofing	2.1	The power of visuals	D.2.1.1	Outputs and outcomes from the NUDGES pilot in Bulgaria
		2.2	Sound inspiration	D.2.1.1	Outputs and outcomes from the NUDGES pilot in Spain
		2.3	A smell of change	D.2.3.1	Outputs and outcomes from the NUDGES pilot in Slovenia
		2.4	Tasting the transformation	D.2.4.1	Outputs and outcomes from the NUDGES pilot in Greece
		2.5	Touching the untouchable	D.2.5.1	Outputs and outcomes from the NUDGES pilot in Bulgaria



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Work Package Number	Work Package Title	Activity number	Activity name	Deliverable number	Deliverable title
		2.6	Next generation citizens	D.2.6.1	Outputs and outcomes from the NUDGES pilot in Bosnia and Herzegovina
3	Assessment and stock taking	3.1	Scaling up, out and deep potentials	D.3.1.1	NUDGES Transferability Plan
		3.2	Building a Euro-MED community of interest	D.3.2.1	NUDGES Manifesto
		3.3	Looking to the South of Mediterranean	D.3.3.1	Extended community of interest database
		3.4	Packaging the results and lessons learned	D.3.4.1	NUDGES policy blueprints
		3.5	Organising a final conference	D.3.5.1	Final conference proceedings
4	Compulsory activities	4.1	Monitoring and offsetting the project's carbon footprint	D.4.1.1	Report on the calculation of project's carbon footprint and evidence of carbon offsetting
		4.2	Coordination with TCP and IDP	D4.2.1	Collection of outputs from the collaboration with TCP and IDP



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