



NUDGES

Interreg  
Euro-MED



Co-funded by  
the European Union

July 2025



## What is NUDGES?

NUDGES is an Interreg Euro-MED study project that is exploring how Mediterranean countries can utilize behavioral science to shape more effective urban climate policies. At the heart of the project is "nudging" — a strategy that subtly steers people toward sustainable choices without restricting their freedom. Over the course of the study, six proofs of concept have been rolled out, offering a side-by-side comparison of nudging techniques and traditional cultural approaches. What sets NUDGES apart is its focus on the sensory dimension of behavior — how sight, sound, smell, taste, and touch influence decision-making in urban environments.

[Visit our website!](#)

## CONTENTS

- About NUDGES..... 1
- The meetings ..... 2
- Our partners ..... 3

## Our partners:





# THE MEETINGS

NEWSLETTER #1

July 2025



## 2nd Gathering of the GLA Thematic Community in Barcelona

From May 28 to 29, 2025, the Green Living Areas Community came together in Barcelona for their second meetup. As the NUDGES project belongs to the GLA Mission, our representatives joined the gathering: Eudokia Balamou, Francesco Filippi, Gabriela Dujarric-Bermúdez, and Ivana Mihaljevic, along with our Project Officer Judith Cazas. It was an important step forward in our shared goal of making the Euro-MED region greener, more inclusive, and better prepared for the future. This event was co-hosted by the Euro-Mediterranean Economists Association (EMEA) and MedCities, and co-organised by the partners of Community for Living Areas project. It brought together over 120 participants from 24 projects, under the GLA mission of the Interreg Euro-MED Programme. It was held at the historic Sant Pau Recinte Modernista and provided a platform to exchange knowledge, discuss the Euro-MED projects and their impact and

also focus on future strategies. Through different group tasks, sessions and workshops participants learned about successful result transfer, effective communication of sustainable policies and innovative financing. The gathering concluded with an interactive quiz, involving all participants, offering an engaging way to recap all the core aims and functions of the Green Living Areas Community. The Barcelona gathering was a powerful reminder of what can be achieved when communities unite around a shared goal of building a greener, more resilient tomorrow. The NUDGES project demonstrated a solid foundation and high replicability, as synergies with other Euro-MED projects were extensively discussed among participants.

## The EU Green Week 2025 conference

The EU Green Week 2025 conference took place in Brussels on 3-5 June to get everyone talking about how circularity can become a new economic reality. NUDGES was also present participating to the parallel session on "Engage for change: Exploring ways to engage citizens towards circular actions". The concept of NUDGES project was presented as well as the pilot activities showcasing how nudging and cultural interventions can create citizens with climate responsible attitudes and behaviours.



## Pescara Meeting:

### What We Learned and Where We're Headed

As the NUDGES project moves into its final phase, partners are actively working on consolidating results and planning for the future. In mid-June 2025, the partners gathered in Pescara, Italy, for a productive meeting hosted by Ud'A, where they discussed the successfully implemented pilot actions as well as the lessons learned. The focus now shifts to building a long-term legacy through the establishment of a Community of Interest (CoI). This network of over 120 Mediterranean stakeholders - open to wider participation - will serve as a platform for knowledge exchange, showcasing good practices, and fostering new collaborations. Stay tuned as we prepare to launch this vibrant community in the lead-up to the project's final conference, planned for early December 2025 and hosted by AUTH in beautiful Thessaloniki.





NUDGES

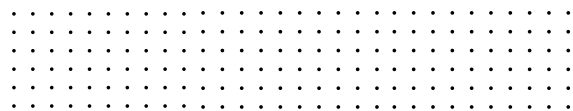
Interreg  
Euro-MED



Co-funded by  
the European Union



## Our partners:



NEWSLETTER #1

July 2025



ANETEL is a district development agency, which aims to support stakeholders in utilizing European resources and participating in European programs. It provides information on EU matters, supports local self-government development, and manages various national and communal funds. Additionally, it offers technical support in education, quality of life, and socio-economic development, while fostering relationships with EU member states and other regions. [Visit ANETEL.](#)

MUSOL is a non-governmental organization dedicated to promoting sustainable development and strengthening regional and local governments, as well as civil society, in Europe, Africa, and Latin America. It focuses on enhancing the capacities of these entities to ensure dignified living and sustainable development for disadvantaged populations. [Visit MUSOL.](#)



E-ZAVOD is a non-profit institute dedicated to sustainable development, innovation, and business support. Its mission is to integrate European policies and improve citizens' quality of life through practical projects, focusing on sustainable economy, innovation, clean energy, and rural development. Key areas of excellence include sustainable development, social innovation, living labs, low carbon society, smart cities, circular economy, and bioeconomy. [Visit E-ZAVOD.](#)

The University G. D'Annunzio in Chieti-Pescara fosters multicultural environment for students, faculty, and staff to exchange academic and life experiences. The University participates in several international projects with an interdisciplinary approach, enabling comprehensive and innovative solutions through departmental collaboration. The departments involved in the NUDGES project are the Department of Neurosciences, Imaging and Clinical Sciences (DNICS), the Architecture Department (DdA) and the Economics and Finance of Business and Ecosystems (EFIMEC). [Visit Ud'A.](#)



Lab of Medical Physics and Digital Innovation at AUTH excels in training and multi-disciplinary research in a setting that fosters creativity and synergy. The Lab pioneers in research fields such as assistive technologies for health and wellbeing, living labs, applied neuroscience, medical education technology, medical imaging, semantic web, affective computing and other contemporary thematic areas related to neuroscience and robotics. [Visit AUTH.](#)

MZ is a Croatian SME with extensive experience in strategic consultancy for local and national authorities, as well as private sector actors. The company has contributed to numerous national and international strategies, roadmaps, and policies in areas such as climate change mitigation, health, and medicine. Through its work, MZ actively facilitates sustainable development and supports both the digital and green transition in Croatia and beyond. [Visit MZ.](#)



PREDA performs professional and operational tasks related to the application and promotion of the principles of sustainable development, which are based on a balanced approach to the areas of economic and social development and environmental protection. The company's mission is to foster local economic development through business incubation, start-up support, and SME assistance. [Visit PREDA.](#)

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. [Visit MHS.](#)



MUSEUM  
OF HUMOUR  
AND SATIRE  
Gabrovo, Bulgaria

## Our Associated Organisations:

● Kykloikodromio ● Madridejos Municipality ● Valencian Federation of Municipalities and Provinces (FVMP) ● Municipality of Škofja Loka ● Municipality of Pescara ● Municipality of Thessaloniki ● EU Centre Adriatic ● City of Prijedor ● Regional Association of Municipalities "Central Stara Planina"