PRO-CLIMATE

Proactive community adaptation to climate change through social transformation and behavioural change

PRO-CLIMATE Project Presentation

Proactive community adaptation to climate change through social transformation and behavioural change

| November 2025 |

Funded by the European Union

Starting date: *1 Jan 2024*

End date: *31 December 2026*

Project overview

Project number:	101137967
Project name:	Proactive community adaptation to climate change through social transformation and behavioural change
Project acronym:	PRO-CLIMATE
Call topic:	HORIZON-CL5-2023-D1-01-09 - Behavioural change and governance for systemic transformations towards climate resilience
Granting Authority:	European Climate, Infrastructure and Environment Executive Agency *(CINEA)*
Project officer:	Karsten Godderz
Type of action:	HORIZON-RIA
Budget (100% funded):	3,666,685.00 EUR *(excl. 539,625.00 - UKRI Co-funded)*
Project starting date:	1 January 2024
Project duration:	36 months

Scope of the Presentation

- Vision and main objectives
- Methodological approach & Structure
- Expected Outcomes
- Target groups
- Living Labs
- Partnership

Pro-Climate Vision

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Vision

Support communities to **proactively adapt to climate change** through **social transformation and behavioural change**!

Focus

Foster **behavioral, institutional, and systemic transformation** in climate governance and local adaptation.

"A strong vision becomes actionable through measurable, SMART-aligned KPIs — turning climate ambition into accountable transformation."

Objectives

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Objective 1: Develop a Living Lab framework to enable real-life environments across six (6) European countries for designing, implementing, testing, and monitoring systematic transformation to achieve climate resilience through behaviour changes and governance strategies.

Objective 2: Identify the key components of each climate adaptation system, their interactions, systemic interdependencies and trade-offs.

Objective 3: Increase the behavioural change capacity of the case study communities to design and implement sustainable, integrated, inclusive solutions to accelerate climate resilience, so that more effective coping for stakeholders within communities is promoted, and sustained and effective solutions within the communities to support climate resilience are delivered.

Objective 4: Develop a multi agent computer model (MACM) of key dimensions of the European socio-ecological system based on data and knowledge generated within the project and designed to enable the identification of social tipping points and leverage points which enable systemic transformations towards climate resilience. Develop from the MACM a policy sandbox tool which allows a realistic prospective analysis of existing and future policy scenarios likely to produce systemic transformations towards climate resilience.

Objective 5: Provide concrete and tailored recommendations of operational nature, in cooperation with a wide spectrum of stakeholders, to accelerate systemic transformation in the six selected case studies and beyond. To do so, the results of the living labs, key drivers and mapping as well as behavioural change workshops along with the Obj. 4 digital tool will be evaluated and the fields of action will be identified.

Methodological approach

PRO-CLIMATE will adopt an approach guided by the concept of systems thinking, which views communities as complex systems that are interconnected and influenced by multiple factors, socio-economic and environmental. By understanding and leveraging their dynamics, it will then develop strategies and interventions that promote social transformation and behavioural change.

WP2: Different contextual case studies will provide information, insights and solutions to allow the information of adaptation policy

WP3: Map baseline and provide information in relation to governance structures

WP4: Operational framework for the analysis of complex SES to facilitate proposed methodology

WP5: MACM & online digital tools to allow social simulation on key system indicators

WP6: Evidence-based recommendations resulting from the project's work

Target Groups

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Policymakers and Funding Organisations at European, national or regional level, local/regional public authorities

NGOs and other local groups and local communities dealing with environmental and social aspects as well as relevant citizen groups

SMEs, Civic Society and local industries representatives that influence climate policy actions or are directly affected by the climate conditions in their area

Researchers, innovators and practitioners working in universities, research and technology centers, etc.

General public and anyone interested in the project

Business support organisations: Chambers of Commerce and Cluster Networks

Expected Outcomes

a. A **Living Lab framework** to enable real-life environments for designing, implementing, testing, and monitoring systematic transformation to achieve climate resilience through behaviour changes and governance strategies.
b. **Key drivers and barriers of social transformation and behavioural change** in the context of climate change adaptation at the community level.
c. **Behavioural change process manual** for systemic transformations to climate resilience.
d. **Web-based policy sandbox tool** includes the Multi Agent Computer Model (MACM) and the TransCliR tool.
e. **Evidence-based policy recommendations** resulting from project work and from the case studies, distilled in succinct policy guidelines that can be further adopted by other European communities.

Living Labs

CS (#)	Location	Description
LL #1	Sligo, Ireland (ATU)	Lack of resources/funding, inefficient recording of data, work on the citizen involvement is needed, climate-vulnerable groups not involved in the climate action planning
LL #2	Leipzig, Germany (ULEI)	Financial resources. Climate adaptation strategies cost a lot, private investors are often not willing to participate. Tight city budgets enlarged through the lack of a strategy to resolve conflicts.
LL #3	Badajoz, Spain (BAD, CAR)	Lack of financial resources. lack of awareness, need to involve private sector in adaptation policies, improve knowledge transfer among stakeholders and citizens in order to boost co-creation processes and community engagement.
LL #4	Bergen, Norway (UiB)	Difficulties in moving away from key industry: oil, outlier in climate change skepticism, high income country faces problems of excess, political resistance.
LL #5	Gdansk, Poland (UG)	Lack of funding/resources, raise awareness on climate, adaptation and engage stakeholders, involve private sector in adaptation policies
LL #6	Zakynthos, Greece (Co-op)	Insufficient information about investment opportunities, lack of awareness about the importance of adaptation, lack of trained personnel and expertise in organizations, conflicts between communities and stakeholders.

Partnership (1/3)

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Tero Consulting

Ollscoil Teicneolaíochta an Atlantaigh
Atlantic Technological University

Co-opAbility INSTITUTE

UNIVERSITAS BERGENSIS
UNIVERSITY OF BERGEN

UNIVERSITÄT LEIPZIG

NORCE

[TECHNOLOGY CENTRE] CARTIF

DIPUTACIÓN DE BADAJOZ

University of Gdańsk

Coventry University

Partnership (2/3)

ID	Participant name	Involvement
1	Tero PC (GR)	Leads **WP1 Project Management & Coordination** (all tasks) and **WP7 Dissemination, Communication & Exploitation** (T7.1, T7.3, T7.4, T7.5)
2	Atlantic Technological University (IE)	Leads **WP2 Living lab approach for co-creation** (all tasks) as well as T7.2 Dissemination activities
3	Co-opability Institute (GR)	Leads **WP3 Mapping of Climate adaptation systems** (T3.2, T3.3, T3.4, T3.5) as well as Task 4.2 Identifying and developing the change vision within the living labs/case studies
4	Universitetet I Bergen (NO)	Leads **WP5 Modelling and stress testing the system** (T5.1 & T5.4)
5	Universitaet Leipzig (DE)	Leads **WP6 Policy recommendations** (all tasks)

Partnership (3/3)

ID	Participant name	Involvement
6	Norce Norwegian Research Centre AS (NO)	Leads **Task 5.2** MACM development, customisation, analysis and assessment of system resilience and **Task 5.3** MACM upscaling and development of experiments and policy scenarios.
7	Fundacion Cartif (ES)	Participates mainly in WP2, WP3 and WP4 and smaller contribution to WP5 & WP6.
8	Diputación Provincial de Badajoz (ES)	Main participation in WP3 & WP4 and smaller contribution to WP2, WP5 and WP6.
9	Universytet Gdanski	Main participation in WP2, WP3 and WP4.
10	Coventry University (UK)	Leads **WP4 Good governance and behavioural change** (T4.1, T4.3, T4.4, T4.5, T4.6)

PRO-CLIMATE Framework

- Establish the six Living Labs (Sligo, Leipzig, Badajoz, Bergen, Gdansk, Zakynthos)
- Co-creation model integrating behavioural insights, policy design, and systems thinking.
- Iterative engagement cycle: awareness → collaboration → experimentation → adoption → policy integration.
- Behavioural change monitored through a dedicated KPI framework measuring awareness, engagement, collaboration, and behavioural shifts.
- Outcome: Mindset shifts from ‘’adaptation as obligation’’ to ‘’adaptation as shared opportunity’’

Outcomes up untill now

- WP2: Living Lab framework and establishment
- WP3: Stakeholder mapping and analysis
- WP4: Behavioural change process, KPIs framework
- WP5: MACM model test and validation
- WP6: Preparation for the development of policy recommendations

‘’Behavioural and institutional transformation must evolve together – Living Labs provide the environment where trust, participation and learning converge to make adaptation socially embedded and enduring’’

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