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Partner search

Date (DD-MM-YY)

- **(1) Indicate numbers of relevant topics for Green Deal call:**

LC-GD Behavioural, social and cultural change for the Green Deal

- **Quick description of the project**

(describe the objectives, activities, partners requested and their skills)

The research group *Values, Welfare and Health* at the Department for the Study of Culture, University of Southern can contribute to the *Green Deal* call by investigating how the substantial changes in lifestyle that will be necessary for the transition to a greener economy can be brought about without impeding quality of life. It proposes to study and develop methods for achieving lifestyle changes in ways that support sustainability, ensure genuine subjective wellbeing and are practically feasible and ethically acceptable. Such methods must be at once imaginative and realistic, breaking with old habits, but also taking into account the limitations of human nature. The group can contribute to this task by combining philosophical theorizing on the nature of wellbeing and the idea of cultivating one's personality with psychological research on the mechanisms that may prevent or support behavioural changes and/or studies of literary fiction that describe affordances and obstacles for societal transitions and lifestyle changes. The group also proposes to employ user-involvement methodologies in order to probe pre-theoretical beliefs about the relationship between material living conditions and wellbeing and attitudes towards behavioral change, explore ideas about alternative forms of living and testing and refining specific conceptions for pro-environmental behavior change. It further proposes to study what makes interventions and changes acceptable, exploring the idea that bending to social pressures and adopting societal norms can be not just compatible with, but even strengthen one's autonomy, provided that the process is agency-driven, subjectively rewarding and fosters identification with the new norms and habits. These contributions can be given either individually or jointly, depending on the structure of the overall project and the allocation of resources.

- **(*) Do you intend to apply as ? :**

Coordinator: No
Participant: Yes

(*) Either Description of the expertise requested (up to 1000 characters) - specify which points of the "expected impact" of the call you are targeting

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Or Description of the expertise proposed (up to 1000 characters) - specify which points of the "expected impact" of the call you are targeting

Xxxxxxxxxx

+key words : Wellbeing theory and empirical wellbeing studies (especially qualitative, but also survey-based research)



- Philosophical and psychological research on the mechanisms and conditions for self-control and behavioural change
- Ethics, including discussions of paternalism and alternative conceptions of autonomy
- User-involving methodologies (deliberative workshops, focus group discussions and interviews)
- Science communication about wellbeing, values and different ways of living
- Literary studies of fiction that explores different ways of living, different ways of achieving wellbeing, different societal organizations and relationships between humans and the rest of nature

We are targeting expected impact-points of the call like:

- A more nuanced view of mindset and behavioural change mechanisms through the lens of transdisciplinary research that integrates historical, cultural, societal, economic and psychological perspectives
- New strategies to induce behaviour change and long-term commitment, trust and buy-in from people, communities and organisations.
- Innovative recommendations and incentives that consider differences between EU regions and social groups e.g. in terms of urgency perceptions
- Behaviour change at both individual and collective levels, among citizens, communities, workplace, decision makers and institutional actors, also contributing to systemic change at the level of political and economic structures, culture and society.

Organisation information

Organisation and country: University of Southern Denmark
Type of organisation: <input type="checkbox"/> Enterprise <input type="checkbox"/> SME <input checked="" type="checkbox"/> Academic <input type="checkbox"/> Research institute <input type="checkbox"/> Public Body <input type="checkbox"/> Other: Association
Former participation in FP European projects? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Web address:
Description of the organisation: Department for the Study of Culture, University of Southern Denmark

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