

Press release

Strasbourg, 15 February 2022

## Launch of ACCTING, AdvanCing behavioural Change Through an Inclusive Green deal

**ACCTING, an EU-funded research project, will produce knowledge and innovations to advance behavioural change at individual, group, and societal levels, for an inclusive and equal European Green Deal. This new project has been kicked off on 15 and 16 February 2022 in Strasbourg and will last 40 months.**

The global climate crisis has devastating impacts on individuals, families, collectives of people, economies, and societies. The impacts are not only ecological, but they are also economic, social, and political. People are disproportionately affected, with poorer, marginalised, and vulnerable groups bearing the brunt. Yet Green Deal policies not only often fail to respond to these inequalities; they can even increase them. Averting, or even mitigating this crisis requires transformative change; changes in the behaviour of individuals, communities, and organisations, that leave no one behind.

For the next 40 months, ACCTING will mobilise research experimentation and innovation based on an interdisciplinary methodological framework to advance a gender equal, inclusive and socially-just European Green Deal.

Specifically focusing on inequalities produced and reproduced in the context of Green Deal policies, ACCTING will collect new data on Green Deal policy interventions at individual, community, organisational, and societal levels. Research activities are defined along eight interdisciplinary research lines and start with an extensive mapping and comparative analysis of bottom-up environmental initiatives in 34 countries, then move on to the collection of 410 narratives followed by 41 experimental studies. These results will feed the multi-sectoral “Open Studios” which will co-create ideas and concepts for innovative solutions, then used for further research experimentation, the development of pilot actions with mass implementation, and operational recommendations and an agenda for future research.

*“ACCTING stands out by delivering an interdisciplinary combination of different issues across multiple areas of Green Deal interventions and with its strong focus on reducing gendered and intersectional inequalities produced and reproduced by green deal interventions. We conduct exploratory and explanatory research, cocreate solutions, pilot actions and produce operational recommendations across biodiversity, clean energy, climate action, farm to fork, and sustainable mobility. Many previous projects have studied drivers, social practices and factors that stabilise them, enabling and inhibiting factors, best practice platforms, collective*



*learning tools, etc., many of them by the ACCTING consortia partners. But the great innovative strength of ACCTING is to look at the greater picture where people make trade-offs between the different issues and across areas of interventions.” Sofia Strid, ACCTING scientific coordinator*

The project relies on a strong multi-disciplinary consortium of twelve European partners as well as some hundred researchers from 30+ countries.

**For further info on the project please contact us at [accting-eu@esf.org](mailto:accting-eu@esf.org)  
and follow us on Twitter [@ACCTING\\_EU](https://twitter.com/ACCTING_EU) and LinkedIn at [company/accting-eu/](https://www.linkedin.com/company/accting-eu/)**

