

Press release
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Insights and recommendations to reduce inequalities caused or worsened by the European Green Deal

The European Green Deal aims to make Europe the first climate-neutral continent by 2050, while “leaving no one behind.” For 40 months, ACCTING has explored the impact of Green Deal policy initiatives on individual and collective behaviours, providing evidence and empowering policymakers and stakeholders to anticipate policy responses and potential negative influences, and mitigate such impacts in decision-making.

Concluding its second project cycle, with research spanning 34 countries, ACCTING has developed a new set of operational recommendations to help anticipate and mitigate the potential negative impacts of policies.

These seven factsheets include insights into the impact of green policies on marginalised communities and offer practical recommendations to promote inclusivity and social justice in key sectors such as mobility, wellbeing, and access to commons. All factsheets also include inspiring bottom-up initiatives showcasing good practices of inclusion and sustainability. Explore the factsheets:

- [**Towards safer mobility**](#)
Safe public transport is key to an inclusive green transition. Yet, violence remains widespread, disproportionately affecting women, vulnerable groups, and transport staff. This factsheet applies the UniSAFE 7P framework to guide policymakers and operators in shaping safer, more inclusive public transport.
- [**Wellbeing as a trigger for behavioural change**](#)
ACCTING research shows that wellbeing-focused initiatives not only improve health but also strengthen communities, but barriers like cost and infrastructure limit access for marginalised groups. By integrating wellbeing into policies, we can make sustainability more accessible for all.
- [**Transformative resistance for a just and inclusive European Green Deal**](#)
Marginalised populations are disproportionately affected by the global climate crisis. However, these groups are not merely victims; they are key drivers of transformative change. Their practices of resistance, resilience, and sustainability provide vital,

untapped resources for addressing the climate crisis and fostering social and behavioural shifts toward sustainability.

- **[Resisting a narrow vision of public interest](#)**
The term "public interest", often used in policy and decision-making, remains vague and politically charged. To ensure a fair and inclusive transition under the European Green Deal, we need to move away from top-down definitions and create more democratic, transparent processes that allow diverse voices to shape collective priorities.
- **[Promoting policy innovations that promote commons](#)**
ACCTING research highlights how commons can foster inclusion and resilience, especially for marginalised groups. Yet, policies that actively promote and support commons remain rare.
- **[Public civil society partnerships for behavioural change](#)**
Local authorities often struggle with limited resources, while community initiatives face bureaucratic barriers. Strategic public-civil society partnerships can bridge this gap, fostering collaboration for climate action and social inclusion.
- **[Commons for all](#)**
From urban gardens to shared mobility, commons offer solutions for a just transition, but ACCTING research reveals barriers that exclude marginalised groups from commons, such as resource constraints and social inequalities. This factsheet explores how to unlock the full potential of commons and maximise their social impact.

All factsheets are available on the ACCTING project website:
<https://accting.eu/recommendations/>

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