ForestAgri
GREENNUDGE
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D6.8 Practice Abstracts - batch 1

M18/APRIL 2026

Funded by the European Union

ForestAgriGreenNudge project has received funding from the European Union's Horizon Europe research and innovation programme (grant agreement 101133987) and UK Research and Innovation (grant agreement 10133630).
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Acronym	**ForestAgriGreenNudge**
Project Full Title	**GREEN NUDGEs for sustainable FORESTry and AGRIcultural practices post 2027**
GA number	**101133987**
Topic	**HORIZON-CL6-2023-GOVERNANCE-01-3**
Type of Action	**HORIZON-RIA**
Project Duration	**42 MONTHS**
Project Start Date	**1.11.2024.**
Project Website	**https://greennudge.eu/**
Deliverable Title	**Practice Abstracts - batch 1**
Delivery Time (DOA)	**M18**
Deliverable Submission Date	**30.04.2026**
Status	**Final**
Dissemination Level	**Public**
Deliverable Lead	**BSB**
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Work Package	**WP6**
Keywords	**Green nudges; co-design nudge; Green Nudges Resource Library; multi-actor network; social norms; behavioural biaises; Green Nudges Conference**
Abstract	**This deliverable compiles 10 practice abstracts addressed to practitioners (farmers, foresters and advisors), resulting from the main ForestAgriGreenNudge activities conducted in WP1 to WP3during the project's first 18 months.**

Disclaimer

All the practice abstracts are accessible to the practitioners on the EU CAP Network website: https://eu-cap-network.ec.europa.eu/projects/practice-abstracts_en

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Practice Abstract n°1

Video: Using Green Nudges to Support Sustainable Choices in Agriculture and Forestry

Green nudges are subtle interventions that guide decision-makers toward environmentally-friendly behaviour. They rely on cues or messages embedded in the moment of choice, without monetary incentives, legal restrictions, or misleading information. Some nudges act through automatic reactions (System 1), such as colour signals that highlight the "greener" option. Others mobilise conscious reflection (System 2), for example by prompting individuals to consider the wider impact of pesticide use. The Index of Biodiversity Potential or the IPM Decisions Platform are practical tools based on System 2. In the ForestAgriGreenNudge project, green nudges must be easy to apply and capable of producing long-lasting behavioural change. The approach also values the “conscious nudgee” principle: involving farmers, foresters and advisors in co-creating nudges.

As direct actors, you play a central role in shaping the transition toward sustainable practices in agriculture and forestry. Green nudges offer practical, low-effort and low-cost ways to support that shift by simplifying choices, reducing uncertainty, supporting long-term productivity through healthier ecosystems, and easing alignment with future environmental requirements. You can participate to create or integrate these approaches directly into your work by reorganising information at key decision moments, making sustainable choices more visible, or setting sustainable behaviours as the easiest default, allowing small adjustments to generate lasting improvements.

Video link: https://www.youtube.com/watch?v=U7mUSIK4obg&t=3s

Practice Abstract n°2

What a Green Nudge is, alongside other approaches for behavioural change towards sustainable agriculture and forestry

1) Main result

Many activities are used to encourage sustainable practices, including Green Nudges.

GREEN NUDGES working definition from the ForestAgriGreenNudge project: Interventions in farmers' or foresters' decision-making "choice architecture" that favour in a systematic and predictable way the adoption of sustainable practices, without modifying the economic incentives, nor reducing the decision-makers' choice set, thus preserving their freedom of choice.

Other intervention types include regulatory interventions that regulate or restrict choices, commercial interventions that change costs or payments, community interventions that require commitment to join a group, and campaign interventions that promote general principles without targeting specific decisions. Dissemination and communication activities, such as raising awareness or sharing research results, are valuable but are not interventions and therefore are not Green Nudges.

2) Practical recommendations

Green Nudges should be understood and designed within the wider context of communication and dissemination activities, and interactions with other interventions. Green Nudges are most effective when integrated with a wider mix of interventions, alongside regulatory, commercial, community or campaign approaches. Combining approaches allows meaningful and lasting behavioural change towards environmentally sustainable practices in agriculture and forestry, while respecting farmers' and foresters' freedom of choice.

Practice Abstract n°3

What is a co-designed nudge?

What is it?

- In a nudge, like in any signal, there is (a minimum of) one person designing it and one person receiving it.
- In our project, a co-designed nudge, is also called a “Co-Par Nudge” (Co-created Participatory Nudge). The receiver ("nudgee") takes also part in the design of the nudge, beyond simple acceptance to participate in the process.

How does it work?

- We expect the designer and the nudgee to collaborate in the choice of the nudge type.
- The nudgee will be asked to imagine how the nudge would work among people with a similar role in farming or forestry, suggesting improvements in the nudge or its implementation, to reach the desired change in behavior.

Why will it work?

A person who participates in the design of a self-regulating intervention is more open-minded towards the message and more likely to adopt the desired strategy.

How will we work together to implement this?

The project will provide implementation guidelines for practitioners and will update our knowledge on what works and what may be problematic.

What benefits can you expect?

- Some decision mistakes will be identified, making you aware of possible sources of error in farming and forestry decisions.
- Adjusting behavior to the best green practices will save you input, reduce cost, increase profitability and minimize the negative impact of your activity on the surrounding socio-ecological environment.

Practice Abstract n°4

GreenNudge Resource Library

The GreenNudge Resource Library is an **open digital repository** designed to translate behavioural science into practical support for sustainable decision-making in agriculture and forestry. It brings together Green Nudge resources, including case studies, reviews, and practical guidance, to help users understand how subtle changes in choice architecture can encourage environmentally beneficial practices while preserving freedom of choice.

Positioned as a first step toward the broader iNUDGE Academy, the library offers examples of nudges, emerging evidence on their effectiveness, and guidance for adapting them to different contexts and stakeholder groups. Its aim is both informative and practical: to make relevant knowledge easier to access, compare, and apply for farmers, foresters, advisors, researchers, and policymakers. By organising project outputs into a searchable and user-friendly resource, the library supports learning, replication, and the future co-creation of behaviourally informed sustainability interventions.

The library also serves as a bridge between research and practice, helping translate conceptual insights into accessible knowledge that can inform everyday decisions and longer-term strategies. As it continues to grow, it will incorporate new materials and insights, contributing to a shared knowledge base for greener practices and more effective policy design across agricultural and forestry value chains.

Library link: https://greennudge.eu/in-action/

Practice Abstract n°5

Green Nudge Evaluation Grid: how to design a good green nudge

The Green Nudge Evaluation Grid is being developed as a practical tool for advisors, project teams, and other practitioners who design or apply green nudges in agriculture and forestry. Green nudges may include reminders, labels, advisory messages, workshop activities, digital platforms, or other simple measures that encourage more sustainable choices without removing the freedom to decide.

The grid is intended to help users consider three practical questions before an intervention is used more widely: Is it ethical? Is it efficient? Is it effective? In practice, this involves asking whether the nudge is clear and fair for end-users, whether it is realistic to implement in terms of time, effort, skills, and cost, and whether it is likely to support real change in decisions or behaviour. This is important because an intervention may appear promising at first, but still be too unclear, too demanding, or too weak to work well in practice.

The main added value of the grid is that it is designed not only to assess a green nudge, but also to improve it. It can help identify where an intervention is still weak and what should be changed to make it a good green nudge. This could involve making the message clearer, making the intervention easier for end-users to follow, or improving its fit with real farming needs. The expected benefit for farmers and other end-users is a better-designed intervention that is easier to understand and more likely to support sustainable decisions in practice.

Practice Abstract n°6

Green Nudge Case Studies - Agriculture

As part of the ForestAgriGreenNudge project, interviews were conducted with 12 forestry and agricultural projects, from across Europe, that sought to foster behaviour change towards more sustainable actions. Case studies were created from the interviews, asking the question of if interventions used within the projects could be considered green nudges. This was achieved through following a flow-chart that was created to establish if green nudges were utilised - asking questions such as if it aimed to foster sustainable behaviour change, was free to access, it didn't restrict choice and was embedded within the target audience's decision-making process.

Within this work, nine case studies were created from agricultural projects. The interventions targeted areas such as the adoption of more sustainable management practices (such as integrated pest management or fertiliser reduction), climate-smart farm management adoption, yield enhancement, and fostering networks that help to promote sustainability and adopt better practices. To make the changes, a range of different interventions were identified that sought to frame information differently, gamify choices, create decision-support tools, cross-comparison with peers, and peer learning. Many of the interventions within projects used system 2 nudges – those nudges which aimed to have farmers consciously evaluate and change their decision-making processes.

The output from this work will be the publication of a research paper during the second half of 2026.

Practice Abstract n°7

Green Nudge Case Studies - Forestry

As part of the ForestAgriGreenNudge project, interviews were conducted with 12 forestry and agricultural projects, from across Europe, that sought to foster behaviour change towards more sustainable actions. Case studies were created from the interviews, asking the question of if interventions used within the projects could be considered green nudges. This was achieved through following a flow-chart that was created to establish if green nudges were utilised- asking questions such as if it aimed to foster sustainable behaviour change, was free to access, it didn't restrict choice and was embedded within the target audience's decision-making process.

Within this work, three case studies were created from forestry projects. The aim of these projects included supporting carbon sequestration, enhancing the value of forestry in longer-term ecological practices (such as biodiversity, and soil management), alongside increasing the overall resilience of foresters across Europe. In doing this, the forestry projects aimed to raise awareness of the benefits of sustainable practices, whilst providing the freedom for forestry owners to make changes. Across the projects reviewed, interventions looked to provide site-specific information, facilitate reflection from demonstrations, and support foresters in understanding different choices available to them. A couple of the interventions used system 2 nudges – those nudges which aimed to have farmers consciously evaluate and change their decision-making processes and one was found to have the capacity to do so in the future.

The output from this work will be the publication of a research paper during the second half of 2026.

Practice Abstract n°8

Establishment of a multi-actor Green Nudging network

The ForestAgriGreenNudge project set up a multi-actor network to encourage the uptake of sustainable agricultural and forestry practices through behavioural approaches (“green nudges”). The network connects farmers, foresters, policymakers and national coordination bodies, ensuring that practical needs from the field directly inform policy design and innovation processes.

National Focal Points in each partner country coordinated the creation of national networks by identifying relevant stakeholders, organizing meetings and formalizing participation through membership agreements. This approach ensured balanced representation across sectors and countries, while building trust and long-term engagement.

The network provides a structured platform for dialogue, knowledge exchange and co-creation of solutions linked to real challenges faced by farmers and foresters. It forms the basis for an EU-wide Policy Forum and the iNUDGE Academy, where experiences from practice are shared, compared and translated into practical guidance and policy recommendations.

By connecting local actors with European-level initiatives, the network strengthens knowledge flows across the EU, avoids duplication of efforts and supports the development of realistic, practice-oriented solutions aligned with CAP and Green Deal objectives.

Practice Abstract n°9

Leveraging Social Norms and Peer Influence to Address Behavioural Biases in Farming and Forestry

Social comparison, social norms, and herding are behavioural biases that shape how farmers, foresters, and advisors judge and adopt sustainable practices. Evidence from the ForestAgriGreenNudge project shows that practitioners often rely on peer behaviour as a cue to reduce uncertainty, especially when evaluating practices with unclear or delayed benefits. Seeing others adopting a sustainable practice increases confidence and perceived feasibility, illustrating the role of descriptive norms (what others do) and injunctive norms (what others approve).

However, social influence does not replace professional autonomy: many farmers and advisors are still willing to adopt or recommend a new practice even if few peers have done so, showing that social influence operates as a supporting factor rather than a controlling one. Positive social proof—such as visible peer success, community-level achievements, and trusted local examples—helps counteract ambiguity and risk aversion by providing credible, relatable evidence.

In contrast, strategies that resemble peer pressure or enforced conformity are ineffective, as practitioners express limited susceptibility to coercive norms.

Main Results

- Peer behaviour increases confidence and reduces uncertainty.
- Social proof lowers ambiguity and early loss concerns.
- Informal peer networks guide decisions.
- Autonomy remains strong despite social cues.
- Peer success stories and demonstrations are the most effective social norm tools.

Practical Recommendations

- Use local leaders, demos, and real examples.
- Highlight group achievements.
- Support peer-to-peer learning networks.
- Combine social norm nudges with simple, evidence based tools.

Practice Abstract n°10

Key Takeaways from the 1st Green Nudges Conference

The **first Green Nudges in Agriculture & Forestry Conference** was held on **May 21, 2025** at the European Economic and Social Committee (EESC) in Brussels. The event brought together 64 stakeholders, including farmers, foresters, advisors, researchers, policymakers, and sector organisations from across Europe.

Below, the key messages are summarised in practical terms for farmers and forestry actors.

1. **Green nudges help you change practices without constraining your choices.**
Green nudges are changes in how information or choices are presented, without new rules, penalties, or loss of freedom.

2. **Knowing the right thing is not always enough to make a change.**
Even with good information, change is hard. Green nudges help turn intentions into real action on the ground.

3. **Green nudges support existing CAP measures and incentives.**
They do not replace subsidies or regulations, but make them work better in daily decisions.

4. **What works best is what you find useful and acceptable**
Nudges are more effective when they are co-designed with farmers, foresters, and advisors, based on real needs.

5. **Practical examples already exist in farming and forestry.**
Nudges have helped reduce pesticide use, support reforestation, and improve management decisions, at low cost.

6. **There is no one-size-fits-all solution.**
What works depends on countries, regions, farm types, and forest systems. Adaptation to local context is essential.

7. **The transition only works if the whole value chain moves together.**
Farmers, foresters, advisors, supply chains, and policymakers must work together to create trust, fairness, and win–win solutions.

The full recording of the day can be found on YouTube:
https://www.youtube.com/watch?v=B1y3YFSsbtk