WP5: DISSEMINATION, COMMUNICATION AND EXPLOITATION

D5.12: Practice Abstracts – Batch 1

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Document Information

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Document History

Version	Issue Date	Stage	Description	Contributors
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List of abbreviations

EC – European Commission

GA – Grant Agreement

GDPR – General Data Protection Regulation

UC – Use Case

WP – Working Package

PA – Practice Abstract

EIP-AGRI - European Innovation Partnership 'Agricultural Productivity and Sustainability'

1. Executive summary

This document constitutes Deliverable D5.12 – Batch 1 of Practice Abstracts developed within the PRUDENT project.

PRUDENT is a Horizon Europe Innovation Action that aspires to change the way agriculture and forestry systems currently operate, accelerating the transition to more sustainable practices and the uptake of smart farming technologies via the use of green nudges. The project aims to identify and evaluate the most effective green nudges that can enable behavioural change in farming and forestry, through carefully designed behavioural and experimental interventions.

In line with PRUDENT's Dissemination and Communication strategy, this deliverable compiles the first batch of Practice Abstracts (PAs) prepared in the EIP-AGRI Common Format.

Practice Abstracts are concise, practitioner-oriented summaries of project results or insights that are relevant for farmers, foresters, advisors, or other stakeholders. They are an essential part of PRUDENT's knowledge exchange and stakeholder engagement strategy.

This first batch consists of five Practice Abstracts submitted by project partners during the first project period (up to M18). It includes:

- An overview of the coordination and quality assurance process used to develop and collect the abstracts;
- A summary of the contributions by partners involved in Batch 1;
- Full texts of all submitted Practice Abstracts
- A description of next steps in the Practice Abstract production process, including timelines for Batch 2 and Batch 3.

This deliverable lays the foundation for continuous collection and dissemination of practical knowledge throughout the PRUDENT project. It also contributes to the project's Key Performance Indicators (KPIs) on stakeholder-targeted materials and supports the broader dissemination of project outcomes across the EU and beyond.

2. Introduction

The PRUDENT project will identify and evaluate the most effective green nudges, in the context of appropriate behavioural and experimental settings, that can enable farmer and forester behavioural change towards more sustainable agriculture and forestry. Nudges are also tested in natural contexts to evaluate their interactive effect with actual policy changes during the transition to sustainability. Innovative nudging tools, including web and mobile applications, are employed to enhance self-regulatory capacity among farmers and foresters and strengthen the durability of nudging effects.

The project focuses on four major systems representing diverse agricultural and forestry conditions in Europe: arable crops (wheat), perennial crops (grapevines), livestock (bovines), and forests (boreal). These systems are studied across Northern, Southern, and Central European regions to reflect the heterogeneity of EU farming and forestry contexts. The behavioural insights generated through PRUDENT are used to develop transformative pathways in the form of social innovations, business models, and policy recommendations to drive the shift toward fair, healthy, and environmentally sustainable systems.

This deliverable, D5.12 – Practice Abstracts Batch 1 was developed within the framework of Task 5.2: Dissemination of project's key insights, scientific results and policy recommendations (M4 – M48), under Work Package 5: Dissemination, Communication, and Exploitation. It presents the first batch of Practice Abstracts (PAs) produced under the PRUDENT project, following the EIP-AGRI Common Format, to ensure their usability by practitioners, advisors, and policymakers across Europe.

The aim of this deliverable is to:

- Compile the first five Practice Abstracts submitted by project partners;
- Demonstrate PRUDENT's commitment to the development of policy recommendations, stakeholder engagement and knowledge exchange;
- Facilitate the practical uptake of project results by clearly communicating key practices, insights, and approaches emerging from project activities.

To this end, the document outlines the process of coordination and quality control behind the production of the abstracts, presents the final content of each PA, and provides an outlook on the next two batches planned for submission in M36 and M46.

This deliverable is structured as follows:

Chapter 3 provides an overview of the coordination and review process for PA development and lists the submitted abstracts, with partner attribution and topic information;

Chapter 4 presents the full text of each Practice Abstract in English;

Chapter 5 outlines the next steps for the remaining batches of Practice Abstracts.

3. Practice Abstracts – Overview

This chapter provides an overview of the five Practice Abstracts submitted by PRUDENT partners as part of the first batch (M18). These abstracts were developed using the PRUDENT Draft Template for Contributors and reviewed by the Communication and Dissemination team (ABE) prior to formatting in both the EIP-AGRI Common Format and a dedicated Communication Format.

Each abstract reflects a practical insight, approach, or activity from PRUDENT's first 18 months and contributes to the project's broader knowledge exchange objectives. The abstracts cover topics across four key Work Packages and include contributions from research, experimentation, coordination, and stakeholder engagement.

The table below summarises the key information for each abstract.

No	Partners	WP/Task	Title
1	AUA	WP1	Effective coordination and management of Use Case pilots across diverse geographical regions and agricultural/forestry contexts
2	POLIMI / CMCC / UNITN / JRC / AUA	WP1	Best practices for nudging sustainable farming, a literature review and conceptual framework
3	UNITN / POLIMI / CMCC / ILVO	WP1	Farmers' Acceptability and Perceived Efficacy of Green Nudges: A Best-Worst Scaling experiment in Europe
4	Q-PLAN	WP1	Management, preparation, and leadership of co-creation workshops with farmers and foresters
5	ILVO	WP3	Changing Farmer's Behaviour: A Structured Tool to Select Techniques - The BCIO Explained

Table 1: Overview of Batch 1 Practice Abstracts

Each abstract is presented in full in the following chapter.

3.1. Coordination and review process

The first batch of Practice Abstracts was coordinated by ABE under Task 5.2: Dissemination of project's key insights, scientific results and policy recommendations (M4 – M48), under Work Package 5: Dissemination, Communication, and Exploitation. A dedicated process was designed to ensure quality, clarity, and consistency of the abstracts, while facilitating timely contributions from partners.

The coordination process included the following steps:

- Preparation of templates and guidelines: A draft template for contributors and author guidelines were developed to support partners in structuring and writing their Practice Abstracts, following the EIP-AGRI Common Format requirements.
- Selection of contributing partners: Based on the agreed distribution of Practice Abstracts across the project (30 total), five partners with a total of three PAs assigned over the lifetime of the project were selected to contribute to Batch 1: AUA, UNITN, POLIMI/CMCC, ILVO, and Q-PLAN.

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- Submission and support: Partners submitted draft texts in English and in their local language. The Communication team provided support during topic definition, reviewed all texts, and ensured alignment with EIP-AGRI format and PRUDENT messaging.
- Formatting and finalization: All approved texts were formatted by ABE in two versions:
    - The EIP-AGRI Common Format for submission to the European Commission;
    - A Communication Format with visual branding for public dissemination via the PRUDENT website and social media channels.

Practice Abstracts were tracked using a dedicated SharePoint system, with folders and version control for each submission. Final versions are included in the next section of this deliverable.

PRUDENT Practice Abstracts - Progress Tracker

No	Partner	WP/Task	PA Title (Draft)	Draft Received	In English	In Local lang	ABE Review Done	Final version ready	Inserted in Common Format	Inserted in Comm Format	Included in D5.12	Notes
1	AUA	WP1	Effective coordination and management of Use Case pilots across diverse geographical regions and agricultural/forestry contexts	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
2	POLIMI / CMCC / UNITN / JRC / AUA	WP1	Best practices for nudging sustainable farming, a literature review and conceptual framework	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
3	UNITN / POLIMI / CMCC / ILVO	WP1	Farmers' Acceptability and Perceived Efficacy of Green Nudges: A Best-Worst Scaling experiment in Europe	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
4	Q-PLAN	WP1	Management, preparation, and leadership of co-creation workshops with farmers and foresters	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
5	EV ILVO	WP3	Changing Farmer's Behaviour: A Structured Tool to Select Techniques - The BCIO Explained	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	

Figure 1: PRUDENT Practice Abstract Progress Tracker

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4. Practice Abstracts

For the first batch of PA, PRUDENT has produced 5 Pas in the Common EIP-AGRI format and PRUDENT Communication template for publication and broader dissemination purposes.

All abstracts will be submitted to EIP-AGRI in the specific template and will be accessible through the PRUDENT website.

4.1. PA1: Effective coordination and management of Use Case pilots across diverse geographical regions and agricultural/forestry contexts

Authors: Michael Koutsiaras, Agricultural University of Athens (AUA)

Developed under WP1 – T1.4 led by the Agricultural University of Athens (AUA)

Challenge

Fragmented pilot implementation across Use Cases can lead to inconsistent actions, misalignment with the project/research objectives and goals, inconsistent data and limited transferability of interventions and best practices across pilots and in the agricultural and forestry contexts.

Solution

Task T1.4 focuses on the structured coordination and management of PRUDENT's Use Case pilots across diverse agro-ecological and geographical contexts. A unified pilot management and action plan was developed, including guidelines, common templates, standardised indicators, and monitoring protocols. The UC management leader (AUA) oversees the implementation and organises regular meetings with UC leaders to share progress, resolve challenges, and maintain methodological consistency. Local partners (UC leaders) support on-the-ground adaptation and stakeholder engagement. Task T1.4 also enables harmonisation of actions across pilots, timely feedback loops between involved partners (researchers, UC partners, UC stakeholders/practitioners), and collective learning through joint meetings and review mechanisms. This ensures all pilot activities align with project objectives.

Benefit

Improved pilot implementation quality, greater comparability of research results, enhanced stakeholder coordination, and a stronger basis for EU-wide upscaling of successful interventions.

4.2. PA2: Best practices for nudging sustainable farming, a literature review and conceptual framework

Authors: Julien Picard, Politecnico di Milano & CMCC, Francesca Romana Barba, University of Trento, Jesus Barreiro-Hurle, Joint Research Centre, Jacopo Bonan, University of Milan & CMCC, Simone Cerroni, University of Trento, Michael Koutsiaras, AUA

Developed under WP1 – T1.1 led by Polimi & CMCC

Challenge

The dissemination report addresses the lack of a systematic understanding of how different types of behavioural nudges influence the adoption of sustainable agricultural and forestry practices, aiming to identify effective nudge-practice combinations and guide policy design.

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Solution

The report adopts a systematic literature review to analyse how behavioural nudges influence the adoption of sustainable agricultural and forestry practices. It categorizes nudges into eight types – such as defaults, social norms, reminders, and moral appeals – and links them to specific sustainability goals outlined in the EU CAP (e.g., climate mitigation, soil conservation, biodiversity). By mapping nudge types to targeted practices, the paper identifies which combinations are most effective and under what behavioural conditions they work best. It also emphasizes the importance of aligning nudge strategies with the behavioural traits of farmers and the characteristics of each practice. The study offers a conceptual framework to match nudges with practices based on behavioural mechanisms, contributing both to policy design and academic research by highlighting best practices and gaps in current knowledge.

Benefit

The paper adds value by providing a systematic framework that links nudge types to specific sustainable practices based on behavioural insights. This helps policymakers, researchers, and practitioners design more targeted, cost-effective, and acceptable interventions. It improves policy effectiveness, supports farmer adoption of green practices, fills key research gaps, guiding future studies and real-world applications.

4.3. PA3: Farmers' Acceptability and Perceived Efficacy of Green Nudges: A Best-Worst Scaling experiment in Europe

Authors: Francesca Romana Barba, University of Trento, Julien Picard, Politecnico di Milano & CMCC, Jacopo Bonan, University of Milan & CMCC, Jesus Barreiro-Hurle, Joint Research Centre, Erwin Wauters, Flanders research institute for agriculture, fisheries and food, Alexander Spriet, Flanders research institute for agriculture, fisheries and food, Simone Cerroni, University of Trento

Developed under WP1 – T1.1 led by Polimi & CMCC

Challenge

While the effectiveness of green nudges in agriculture is widely studied, little is known about farmers' views on these interventions. This study explores farmers' acceptance and perceived efficacy of various nudges designed to promote sustainable practices, while also investigating how behavioural factors influence their preferences.

Solution

The study employed a Best-Worst Scaling (BWS) online experiment involving over 500 farmers and foresters from Belgium, Italy, Lithuania, and Finland, covering diverse agricultural systems. Results reveal that not all green nudges are equally accepted or perceived as effective. Reminder-based nudges consistently ranked highest in both acceptance and perceived efficacy, whereas nudges based on social norms were among the least preferred. Preferences for the default nudge polarized the sample, and views on other nudges appeared mixed. Moreover, we found a strong and positive correlation between acceptance and perceived efficacy alongside some evidence linking nudge preferences to key behavioural factors. By exploring farmers' acceptance and perceived efficacy for green nudges, the study offers valuable insights for both academic research and policymakers in designing more accepted agri-environmental behavioural policies.

Benefit

The study provides novel insights into farmers' preference for green nudges in agriculture and links these to underlying behavioural factors. The results help identify gaps between farmers' perceptions and both existing research and policymakers' views. Overall, the study enhances understanding of the farmers' perspective and informs the design of more accepted and perceived effective policies.

4.4. PA4: Management, preparation, and leadership of co-creation workshops with farmers and foresters

Authors: Christos Politis, Elli Roma-Athanasiadou, Q PLAN INTERNATIONAL PC

Developed under WP1 – Task 1.3 led by Q PLAN INTERNATIONAL PC (Q-PLAN)

Challenge

Organising participatory, multi-actor co-creation workshops across diverse agricultural and forestry environments is complex because you need to consider differing local needs and various local stakeholders. To that end, a clear and adaptable methodology is needed.

Solution

To design, coordinate, and support the implementation of multi-actor co-creation workshops engaging local communities of farmers and foresters, as well as advisors, industry representatives, investors, researchers, consumers, and policymakers, a comprehensive and well-structured methodology is essential. Such a methodology should: i) include guides for preparing and deploying the workshop, ii) include clear stakeholder identification criteria and invitation guidelines, iii) provide a session structure with recommended co-creation and brainstorming techniques, iv) indicate the action plan, v) offer tools for effective facilitation and templates for documentation. This approach ensures a structured process, focuses on building trust among participants, draws out local knowledge and offers structured documentation of results. The methodology used in the frame of PRUDENT's co-creation workshops is available here. For more information, please contact Q PLAN INTERNATIONAL PC here.

Benefit

Easy to follow, structured and replicable roadmap with steps and checkpoints along the organisation and deployment of workshops, consistent, good-quality workshops tailored to local needs; stakeholder engagement in research for grounded insights from practice; co-creation of practical, more likely to be adopted solutions grounded in real-life challenges in forestry and farming; stronger local ownership of solutions; trust, mutual learning, and knowledge exchange within communities.

4.5. PA5: Changing Farmer's Behaviour: A Structured Tool to Select Techniques - The BCIO Explained

Authors: Alexander Spriet, ILVO; Erwin Wauters, ILVO

Developed under WP2 – Task 2.1 led by University of Trento (UNITN)

Challenge

Various stakeholders use behavioural change techniques (BCT's) to influence the choices and behaviour of farmers and foresters, for instance to stimulate adoption of more sustainable practices. However, selecting the appropriate techniques can be challenging. It is vital to follow a

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systemic approach that supports and facilitates the selection of BCT's that are usable and effective in their context.

Solution

The Behaviour Change Intervention Ontology (BCIO) provides a structured list of 93 clearly defined behaviour change techniques (Michie et al., 2013; Marques et al. 2024). It uses consistent language to avoid confusion caused by overlapping or unclear terms. These techniques cover a wide range of strategies, such as financial incentives, providing information, and nudging. When combined with the APEASE criteria (Acceptability, Practicability, Effectiveness, Affordability, Side-effects, and Equity), BCIO helps change agents choose the most suitable techniques in a systematic way (Michie et al., 2014).

For example, in the PRUDENT project the BCIO was used to select techniques for a randomized controlled trial promoting an eco-scheme. To do this, we created a table with all 93 techniques listed in rows and the APPEASE criteria in columns. By rating each technique against each criterion, we developed a clear overview of which techniques were most appropriate for our context.

The BCIO is freely available online. Stakeholders can use this structured approach – organising the techniques and criteria in a spreadsheet – to guide their selection process.

Benefit

Using the BCIO and APEASE criteria helps implementers of behaviour change interventions to systematically identify and select techniques from a comprehensive list. Implementers can be researchers, advisors or policymakers. This structured approach supports clear, consistent, and transparent decision-making when designing behavioural change interventions in different contexts.

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5. Conclusion

This deliverable presents the first set of Practice Abstracts produced within the PRUDENT project. The five abstracts compiled in this document reflect practical outcomes and insights developed during the initial 18 months of the project and demonstrate PRUDENT's commitment to practitioner-focused dissemination and stakeholder engagement.

Each abstract follows the EIP-AGRI Common Format and communicates key practices, approaches, and learnings in a concise and accessible manner. The topics covered range from coordination of Use Case pilots and behavioural intervention design to co-creation workshops and field-level research.

This first batch represents the foundation for a continuous process of knowledge sharing and result dissemination. Two additional batches of Practice Abstracts are planned:

- Batch 2 (15 PAs) – to be submitted by Month 36
- Batch 3 (10 PAs) – to be submitted by Month 46

Future batches will reflect more advanced project results, including field-tested interventions, digital tools, and policy recommendations, very useful for targeting policy makers. All Practice Abstracts will continue to be disseminated through the PRUDENT website, social media, and the EIP-AGRI knowledge platform, ensuring accessibility to farmers, foresters, advisors, and policymakers across Europe.

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6. Annexes

6.1. Practice Abstract Draft template for Partners contribution

PRUDENT – Practice Abstracts – Draft template for contributors

Title of the Practice Abstract
(Max 150 characters – use clear, concise language for practitioners)

[Insert title here]

Author(s)
(Name(s), organisation(s) of the people involved in developing PA)

[Insert authors]

Related Work Package(s) and Task(s)
(e.g. WPX – Task X.X led by [partner organization])

[Insert here]

Practice Abstract Content Sections
(Please respect the character limits – do not exceed them)

Main problem/challenge addressed
(Max 300 characters, no spaces)

[Insert problem description here]

Main practice/approach/solution
(Max 1,000 characters, no spaces)

[Describe what is being done, developed, tested]

Expected benefits/added value
(Max 500 characters, no spaces)

[What are the practical benefits and for whom?]

Target audience
(Tick all that apply)

☐ Farmers
☐ Foresters
☐ Advisors
☐ Researchers
☐ Policymakers
☐ Industry
☐ NGOs
☐ Other: __________

Figure 2: Printscreen of the draft template provided for Partners contribution

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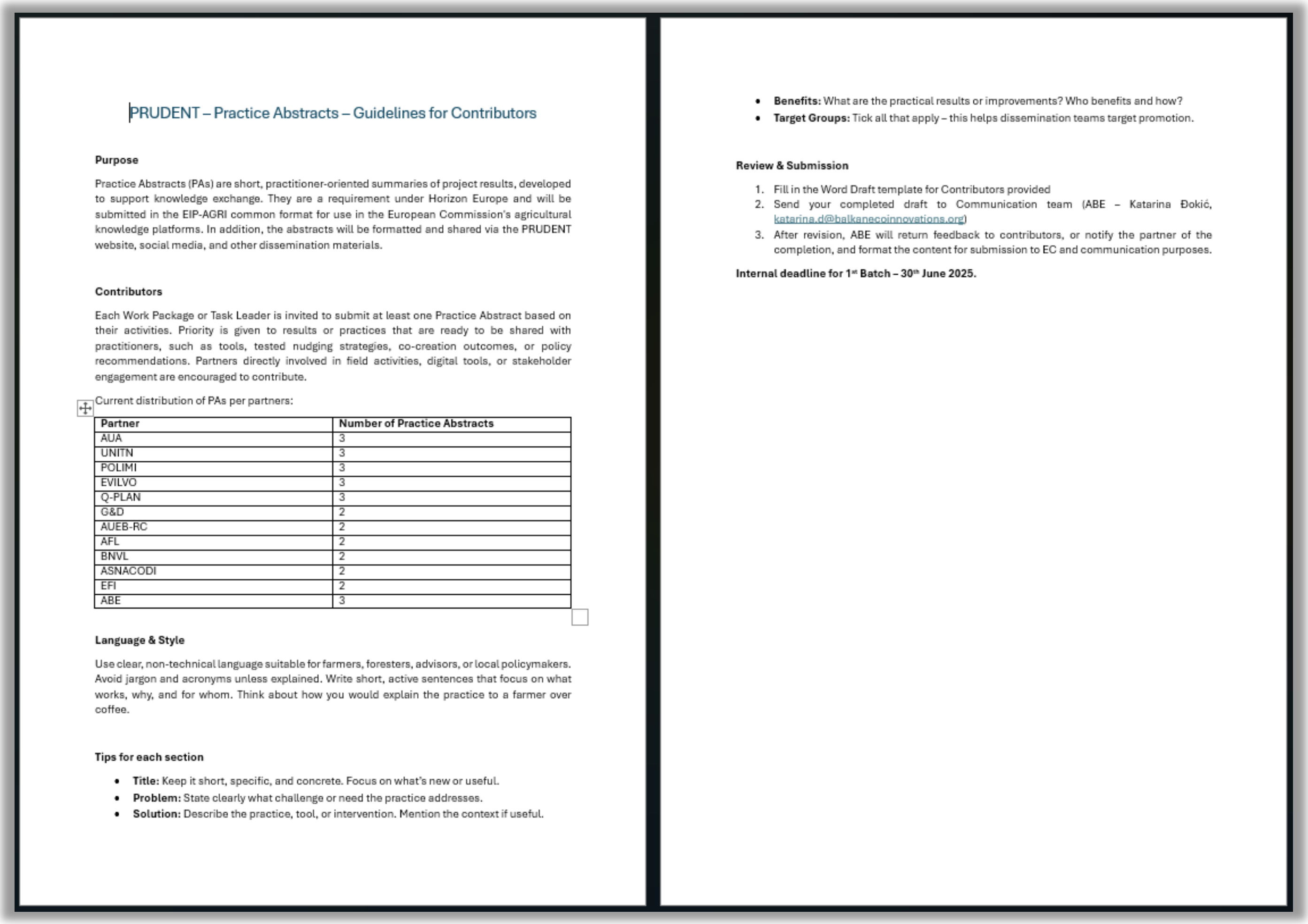
6.2. PRUDENT - Practice Abstracts - Guidelines for Contributors



PRUDENT – Practice Abstracts – Guidelines for Contributors

Purpose

Practice Abstracts (PAs) are short, practitioner-oriented summaries of project results, developed to support knowledge exchange. They are a requirement under Horizon Europe and will be submitted in the EIP-AGRI common format for use in the European Commission's agricultural knowledge platforms. In addition, the abstracts will be formatted and shared via the PRUDENT website, social media, and other dissemination materials.

Contributors

Each Work Package or Task Leader is invited to submit at least one Practice Abstract based on their activities. Priority is given to results or practices that are ready to be shared with practitioners, such as tools, tested nudging strategies, co-creation outcomes, or policy recommendations. Partners directly involved in field activities, digital tools, or stakeholder engagement are encouraged to contribute.

Current distribution of PAs per partners:

Partner	Number of Practice Abstracts
AUA	3
UNITN	3
POLIMI	3
EVILVO	3
Q-PLAN	3
G&D	2
AUEB-RC	2
AFL	2
BNVL	2
ASNACODI	2
EFI	2
ABE	3

Language & Style

Use clear, non-technical language suitable for farmers, foresters, advisors, or local policymakers. Avoid jargon and acronyms unless explained. Write short, active sentences that focus on what works, why, and for whom. Think about how you would explain the practice to a farmer over coffee.

Tips for each section

- **Title:** Keep it short, specific, and concrete. Focus on what's new or useful.
- **Problem:** State clearly what challenge or need the practice addresses.
- **Solution:** Describe the practice, tool, or intervention. Mention the context if useful.
- **Benefits:** What are the practical results or improvements? Who benefits and how?
- **Target Groups:** Tick all that apply – this helps dissemination teams target promotion.

Review & Submission

1. Fill in the Word Draft template for Contributors provided
2. Send your completed draft to Communication team (ABE – Katarina Đokić, katarina.d@balkanecoinnovations.org)
3. After revision, ABE will return feedback to contributors, or notify the partner of the completion, and format the content for submission to EC and communication purposes.

Internal deadline for 1st Batch – 30th June 2025.

Figure 3: Printscreen of the Guidelines provided for Contributors

6.3. Communication template for Practice Abstracts

Figure 4: Printscreen of the Communication template for Practice Abstracts

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6.4. Practice Abstracts in Communication template format

6.4.1. PA1

PRUDENT Practice Abstract No 1.

Effective coordination and management of Use Case pilots across diverse geographical regions and agricultural/forestry contexts

Authors: Michael Koutsiaras, Agricultural University of Athens (AUA)

Developed under WP1 – T1.4 led by the Agricultural University of Athens (AUA)

Challenge

Fragmented pilot implementation across Use Cases can lead to inconsistent actions, misalignment with the project/research objectives and goals, inconsistent data and limited transferability of interventions and best practices across pilots and in the agricultural and forestry contexts.

Solution

Task T1.4 focuses on the structured coordination and management of PRUDENT's Use Case pilots across diverse agro-ecological and geographical contexts. A unified pilot management and action plan was developed, including guidelines, common templates, standardised indicators, and monitoring protocols. The UC management leader (AUA) oversees the implementation and organises regular meetings with UC leaders to share progress, resolve challenges, and maintain methodological consistency. Local partners (UC leaders) support on-the-ground adaptation and stakeholder engagement. Task T1.4 also enables harmonisation of actions across pilots, timely feedback loops between involved partners (researchers, UC partners, UC stakeholders/practitioners), and collective learning through joint meetings and review mechanisms. This ensures all pilot activities align with project objectives.

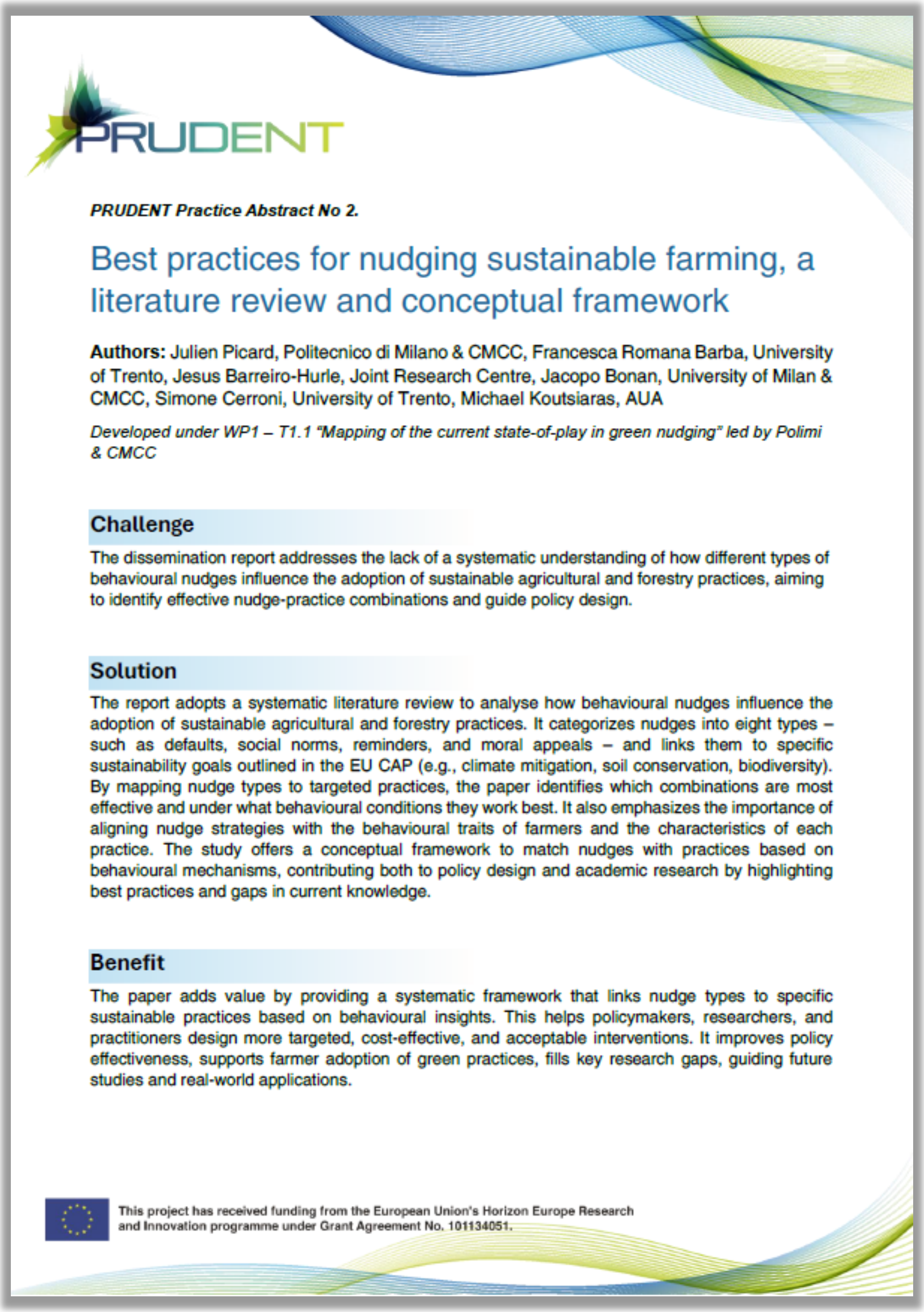
Benefit

Improved pilot implementation quality, greater comparability of research results, enhanced stakeholder coordination, and a stronger basis for EU-wide upscaling of successful interventions.

This project has received funding from the European Union's Horizon Europe Research and Innovation programme under Grant Agreement No. 101134051.

Figure 5: PA1 in Communication template

6.4.2. PA2



PRUDENT

PRUDENT Practice Abstract No 2.

Best practices for nudging sustainable farming, a literature review and conceptual framework

Authors: Julien Picard, Politecnico di Milano & CMCC, Francesca Romana Barba, University of Trento, Jesus Barreiro-Hurle, Joint Research Centre, Jacopo Bonan, University of Milan & CMCC, Simone Cerroni, University of Trento, Michael Koutsiaras, AUA

Developed under WP1 – T1.1 "Mapping of the current state-of-play in green nudging" led by Polimi & CMCC

Challenge

The dissemination report addresses the lack of a systematic understanding of how different types of behavioural nudges influence the adoption of sustainable agricultural and forestry practices, aiming to identify effective nudge-practice combinations and guide policy design.

Solution

The report adopts a systematic literature review to analyse how behavioural nudges influence the adoption of sustainable agricultural and forestry practices. It categorizes nudges into eight types – such as defaults, social norms, reminders, and moral appeals – and links them to specific sustainability goals outlined in the EU CAP (e.g., climate mitigation, soil conservation, biodiversity). By mapping nudge types to targeted practices, the paper identifies which combinations are most effective and under what behavioural conditions they work best. It also emphasizes the importance of aligning nudge strategies with the behavioural traits of farmers and the characteristics of each practice. The study offers a conceptual framework to match nudges with practices based on behavioural mechanisms, contributing both to policy design and academic research by highlighting best practices and gaps in current knowledge.

Benefit

The paper adds value by providing a systematic framework that links nudge types to specific sustainable practices based on behavioural insights. This helps policymakers, researchers, and practitioners design more targeted, cost-effective, and acceptable interventions. It improves policy effectiveness, supports farmer adoption of green practices, fills key research gaps, guiding future studies and real-world applications.

This project has received funding from the European Union's Horizon Europe Research and Innovation programme under Grant Agreement No. 101134051.

Figure 6: PA2 in Communication template

6.4.3. PA3

PRUDENT

PRUDENT Practice Abstract No 3.

Farmers' Acceptability and Perceived Efficacy of Green Nudges: A Best-Worst Scaling experiment in Europe

Authors: Francesca Romana Barba, University of Trento, Julien Picard, Politecnico di Milano & CMCC, Jacopo Bonan, University of Milan & CMCC, Jesus Barreiro-Hurle, Joint Research Centre, Erwin Wauters, Flanders research institute for agriculture, fisheries and food, Alexander Spriet, Flanders research institute for agriculture, fisheries and food, Simone Cerroni, University of Trento

Developed under WP1 – T1.1 "Mapping of the current state-of-play in green nudging" led by Polimi & CMCC

Challenge

While the effectiveness of green nudges in agriculture is widely studied, little is known about producers' views on these interventions. This study explores farmers' and foresters' acceptability, and perceived efficacy of various nudges designed to promote sustainable practices, while also investigating how behavioural factors influence their preferences.

Solution

The study employed a Best-Worst Scaling (BWS) online experiment involving farmers and foresters from Belgium, Italy, Lithuania, and Finland, covering diverse agricultural systems. Results reveal that not all green nudges are equally accepted or perceived as effective. Reminder-based nudges consistently ranked highest in both acceptability and perceived efficacy, whereas nudges based on social norms were among the least preferred. Preferences for the default nudge divided the sample, and views on other nudges appeared mixed. Moreover, we found a strong and positive correlation between acceptability and perceived efficacy alongside some evidence linking nudge preferences to key behavioural factors. By exploring farmers' and foresters' preferences for green nudges, the study offers valuable insights for both academic research and policymakers in designing more accepted agri-environmental behavioural policies.

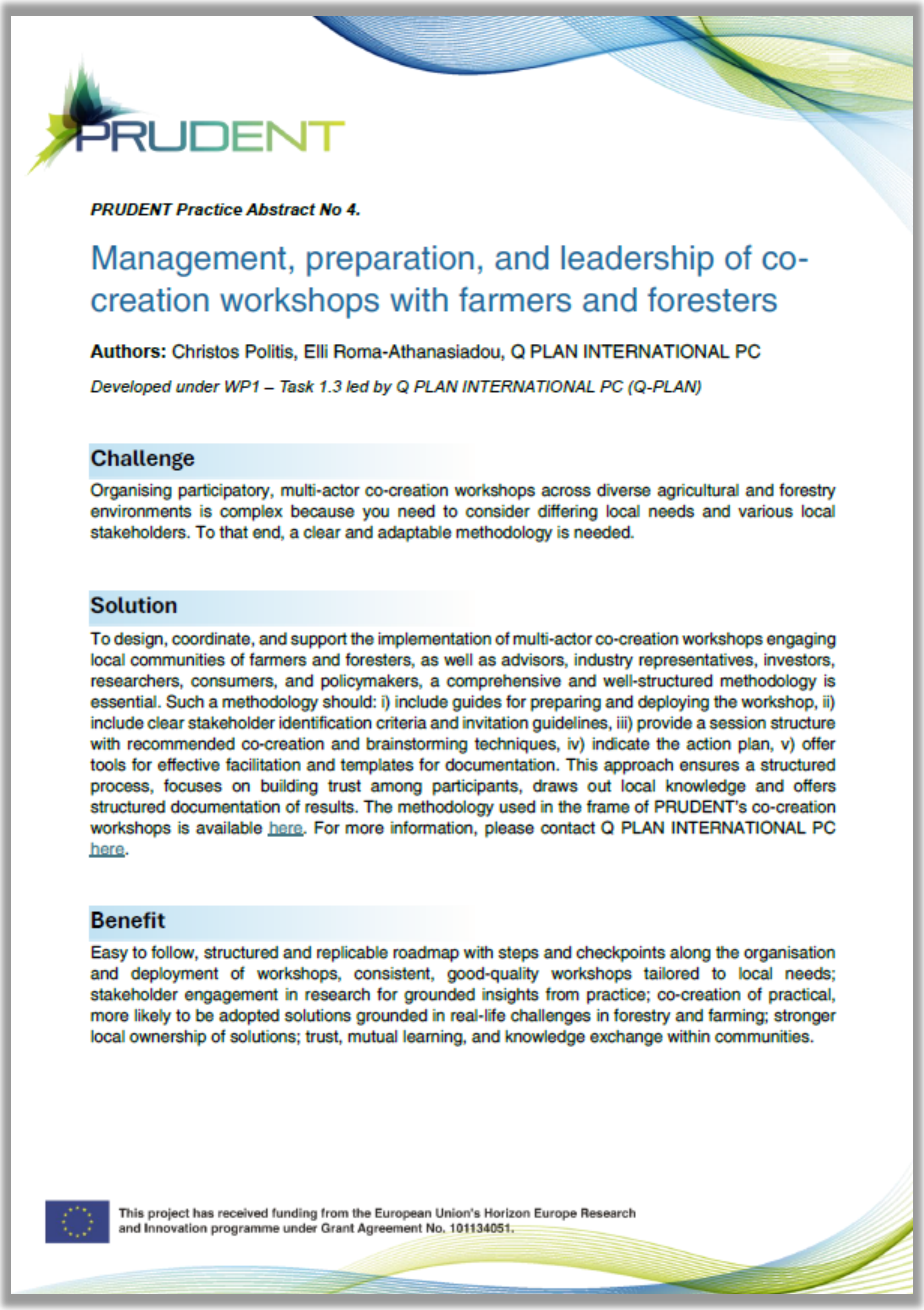
Benefit

The study provides novel insights into farmers' and foresters' preference for green and links these to underlying behavioural factors. The results help identify gaps between farmers' and foresters' perceptions and both existing research and policymaker's view. Overall, the study enhances understanding of the farmers' perspective and informs the design of more accepted and effective policies.

This project has received funding from the European Union's Horizon Europe Research and Innovation programme under Grant Agreement No. 101134051.

Figure 7: PA3 in Communication template

6.4.4. PA4



PRUDENT

PRUDENT Practice Abstract No 4.

Management, preparation, and leadership of co-creation workshops with farmers and foresters

Authors: Christos Politis, Elli Roma-Athanasiadou, Q PLAN INTERNATIONAL PC

Developed under WP1 – Task 1.3 led by Q PLAN INTERNATIONAL PC (Q-PLAN)

Challenge

Organising participatory, multi-actor co-creation workshops across diverse agricultural and forestry environments is complex because you need to consider differing local needs and various local stakeholders. To that end, a clear and adaptable methodology is needed.

Solution

To design, coordinate, and support the implementation of multi-actor co-creation workshops engaging local communities of farmers and foresters, as well as advisors, industry representatives, investors, researchers, consumers, and policymakers, a comprehensive and well-structured methodology is essential. Such a methodology should: i) include guides for preparing and deploying the workshop, ii) include clear stakeholder identification criteria and invitation guidelines, iii) provide a session structure with recommended co-creation and brainstorming techniques, iv) indicate the action plan, v) offer tools for effective facilitation and templates for documentation. This approach ensures a structured process, focuses on building trust among participants, draws out local knowledge and offers structured documentation of results. The methodology used in the frame of PRUDENT's co-creation workshops is available here. For more information, please contact Q PLAN INTERNATIONAL PC here.

Benefit

Easy to follow, structured and replicable roadmap with steps and checkpoints along the organisation and deployment of workshops, consistent, good-quality workshops tailored to local needs; stakeholder engagement in research for grounded insights from practice; co-creation of practical, more likely to be adopted solutions grounded in real-life challenges in forestry and farming; stronger local ownership of solutions; trust, mutual learning, and knowledge exchange within communities.

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Figure 8: PA4 in Communication template

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6.4.5. PA5

PRUDENT

PRUDENT Practice Abstract No 5.

Changing Farmer's Behaviour: A Structured Tool to Select Techniques - The BCIO Explained

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Developed under WP2 – Task 2.1 led by University of Trento (UNITN)

Challenge

Various stakeholders use behavioural change techniques (BCT's) to influence the choices and behaviour of farmers and foresters, for instance to stimulate adoption of more sustainable practices. However, selecting the appropriate techniques can be challenging. It is vital to follow a systemic approach that supports and facilitates the selection of BCT's that are usable and effective in their context.

Solution

The Behaviour Change Intervention Ontology (BCIO) provides a structured list of 93 clearly defined behaviour change techniques (Michie et al., 2013; Marques et al. 2024). It uses consistent language to avoid confusion caused by overlapping or unclear terms. These techniques cover a wide range of strategies, such as financial incentives, providing information, and nudging. When combined with the APEASE criteria (Acceptability, Practicability, Effectiveness, Affordability, Side-effects, and Equity), BCIO helps change agents choose the most suitable techniques in a systematic way (Michie et al., 2014).

For example, in the PRUDENT project the BCIO was used to select techniques for a randomized controlled trial promoting an eco-scheme. To do this, we created a table with all 93 techniques listed in rows and the APPEASE criteria in columns. By rating each technique against each criterion, we developed a clear overview of which techniques were most appropriate for our context.

The BCIO is freely available online. Stakeholders can use this structured approach – organising the techniques and criteria in a spreadsheet – to guide their selection process.

Benefit

Using the BCIO and APEASE criteria helps implementers of behaviour change interventions to systematically identify and select techniques from a comprehensive list. Implementers can be researchers, advisors or policymakers. This structured approach supports clear, consistent, and transparent decision-making when designing behavioural change interventions in different contexts.

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Figure 9: PA5 in Communication template

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