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**Presentation Title:** Behavioural Insights for the European Green Deal

**Abstract:** This presentation provides an overview of behavioral research conducted at the European Commission (EC) contributing to the European Green Deal (EGD). The EGD is the European Union's (EU) new growth strategy. It sets out to make Europe the first climate-neutral continent by 2050. This plan will affect almost half a billion people from 27 states through all sectors of the economy. It will affect transport, energy, agriculture, buildings, industries, as well as individual lifestyles. Highlighting the importance of a just transition, the EC stresses that everyone has to play their part. The Competence Centre on Behavioural Insights (CCBI) is part of the Joint Research Centre (JRC), the Commission's science and knowledge service. It will conduct multiple research projects to inform the initiatives outlined in the EGD. It focuses on the various cognitive and behavioural aspects underlying environmental problems. It uses these insights to inform existing policies and suggest new policy instruments. It strives to inform timely challenges in behavioural sciences, such as the potential of behavioural spillovers reducing or even reversing the effects of behavioural interventions. This presentation outlines the approach of the CCBI and presents major projects informing the EGD. Candidates for the presentation are (1) a planned project in multiple Member States testing behavioural instruments to foster individual sustainable financial investments, as well as (2) an outline of how behavioural insights can contribute to EU Energy Policy. This presentation will benefit the audience by providing detailed insights to the CCBI's approach to contribute to policy. The audience will gain an overview of the related work and major points of interest to the CCBI and the scientific community. Author information: Dr. Hendrik Bruns is a Policy Analyst at the JRC. Before starting at the Foresight, Modelling, Behavioural Insights and Design for Policy Unit, at the Competence Centre on Behavioural Insights, Hendrik was a Research Associate (Postdoc) at the Department of Socioeconomics of the University of Hamburg. He is interested in various aspects of behavioural instruments to foster climate-protection behaviour, as well as the reasons and factors underlying scepticism towards climate change.