



Funded by
the European Union



PRO-CLIMATE

Proactive community adaptation to climate change
through social transformation and behavioural change

PRO-CLIMATE Horizon Europe project kicked-off

On the 1st of January 2024 the Horizon Europe project called PRO-CLIMATE officially kicked-off. The full name of the 3-years duration project is “Proactive community adaptation to climate change through social transformation and behavioural change” and it was approved for funding in the frame of the Horizon Europe Research Programme (call topic “[HORIZON-CL5-2023-D1-01-09: Behavioural change and governance for systemic transformations towards climate resilience](#)”).

PRO-CLIMATE aims to **support communities to proactively adapt to climate change through social transformation and behavioural change**. To achieve this, PRO-CLIMATE will identify social tipping points and policy actions that enable systemic transformation to be achieved across social systems. PRO-CLIMATE will adopt an approach guided by the concept of systems thinking, which views communities as complex systems that are interconnected and influenced by multiple factors, socio-economic and environmental. By understanding and leveraging their dynamics, it will then develop strategies and interventions that promote social transformation and behavioural change. This will result in a robust framework for designing effective methodologies and tools to foster proactively adaptive behaviours and facilitate transformative changes.

A set of diverse (in terms of climate change problems and socio-economic contexts) case studies across Europe will be an instrumental tool for the co-creation, validation, and upscaling of this framework by running living labs and bringing stakeholders together to understand community governance and institutional structures, and to also pilot and validate the project's behaviour change activities.

The PRO-CLIMATE consortium consists of 10 partners from 7 countries, with excellent experience in all the tasks defined for PRO-CLIMATE. It represents a unique and true interdisciplinary group of highly competent and experienced research teams composed specifically for the project.

To learn more about our project you can visit our [website](#) and you can [subscribe](#) to our newsletter.

Key facts		Online presence
 1	Starting date: 1/1/2024	 https://pro-climate.eu
 8	Duration: 36 months	 @PRO_CLIMATE_EU
 €	EC funding: €3,666,685	 @proclimate.project
 10	10 partners / 7 EU countries	 pro-climate-project

Disclaimer: Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the European Research Executive Agency can be held responsible for them.