



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

PUBLIC ENGAGEMENT, SOCIAL RESILIENCE AND BEHAVIOR CHANGE

Public engagement implies the establishment of participatory multi-actor dialogues and exchanges to foster mutual understanding, co-create research and innovation outcomes, and provide input to policy agendas. Public engagement processes enable multiple actors to establish a common language, arrive at joint understandings, learn from each other, explore controversies, and co-create ideas, knowledge or solutions.



Public engagement

End-users engagement, consultation and participation; Tools and techniques for multi-stakeholder approaches; Evaluation of training programs on behavioral and non-technical skills; Social media analysis, positive and negative roles of social media in crisis situations; Involvement in checking and validating proposed tools, technologies and processes; Analysis of public sentiment; Deliberative democracy, citizen participation and public engagement; Community-based participatory research.

Social resilience

Psychosocial mechanisms of community and organizational resilience; Adoption of adaptation and mitigation measures; Urban resilience; Sustainable reconstruction of historic cities; Societal perception of security; Decision tools for policy makers; Diversity in risk perception, vulnerabilities and responses to crises; Vulnerability and traumas in war contexts.

Behaviour change

Behavior change strategies and methods; Evaluation of awareness raising campaigns; Development and evaluation of behaviors/attitudes change programs; Persuasive design and persuasive technology; Promotion of active and healthy lifestyles; Counteracting negative perceptions leading to threats or security issues; Nudging and social marketing techniques; Gamification and serious games; Demand analysis; analysis of consumer behavior; Roles of producers and consumers; prosumerism.

HIGHLIGHTS

European Projects

Horizon 2020 **e-SAFE** – *Energy and Seismic Affordable rEnovation solutions* aims at developing a deep retrofitting system. It uses a multidisciplinary approach integrating experimental research and participatory design applied to pilot projects. The system will be linked to the development of a new value chain aimed at pursuing its market uptake while boosting public awareness on the importance of building decarbonisation and seismic safety.

Horizon 2020 **GRETA** – *Green Energy Transition Actions* aims to improve understanding on the conditions and barriers for energy citizenship emergence. Energy citizenship has come to represent a form of active participation within energy systems that ultimately supports local and global decarbonisation goals.