

GREEN TIPPING – Junior Fellow in Coordination, Cooperation and Social Change

Research Project

GREEN TIPPING is a project that is funded by the European Research Council (ERC). It aims to tackle the drivers behind an urgent climate challenge: achieving net-zero greenhouse-gas emissions. This will require not only technological innovation and market reforms, but also profound changes in individual and collective behaviour. The fossil-fuel lock-in is supported by entrenched social norms and habits — and these norms can hinder the effectiveness of policy measures. Recognising this, GREEN TIPPING sets out to explore how behavioural and social change can be triggered in ways that have systemic impact.

Specifically, the project asks: *How common must a behaviour be, before a reluctant person decides to conform?* And: *Can information campaigns and behavioural interventions push the system past a threshold, so that further uptake becomes self-reinforcing?* The project focuses on the concept of **social tipping interventions**: targeted actions aimed at provoking a cascade of sustainable behaviours, thus achieving change in a cost-effective way and precipitating a broader societal shift. The ambition is to go beyond small-scale experiments or purely theoretical work, to design interventions that can scale and generate real diffusion of sustainable norms and practices.

In doing so, the project bridges social sciences (behavioural economics, experimental methods, diffusion theory) and the environmental transition challenge. It aims to pinpoint the conditions under which sustainable behaviours can spread from a niche to become a social norm, and ultimately contribute to the transformation required for a greener future.

Work plan

The predoctoral fellow is expected to support the GREEN TIPPING team in:

- conducting literature reviews
- drafting and conducting online survey experiments on Prolific Academic
- coding experiments in Python and Otree softwares
- coding surveys in Qualtrics

- scraping data
- using LLM-assisted methods for quantitative and qualitative data bunching
- screening survey companies to conduct experiments on large representative samples
- sorting logistical issues relating to the deployment of randomized controlled trials in the field
- analysing data

Tentative timeline for the activities

First 3 months: mapping of the literature and refinement of design

Months 4-6: Piloting

Months 7-9: stage 1 deployment

Months 10-12: stage 2 deployment