

GREEN TIPPING – 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 GREEN TIPPING fellow is expected to take a leadership role in designing and implementing projects related to the above-detailed research. Furthermore, under the supervision of the PI and in collaboration with other team members, s/he will provide support and engage in several among the following activities:

- modelling social change through economic theory, relying on threshold models, game theory and simulations

- preregistering hypotheses and writing pre-analysis plans for RCTs
- drafting forms for review of the experimental protocol by the ethics committee (IRB)
- sorting logistical issues and deploying randomized controlled trials in the field
- conducting literature reviews
- coding experiments in Python and Otree softwares
- drafting and conducting online survey experiments
- coding surveys in Qualtrics and deploying them on Prolific Academic or similar
- scraping data
- using LLM-assisted methods for quantitative and qualitative data bunching
- screening survey companies to conduct experiments on large representative samples
- analysing data
- drafting ensuing academic papers
- engaging with the GREEN TIPPING team and with the broader academic community

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