



# SHIFT

## Shaping Habits for Innovative Future Transformations

### LJUBLJANA, SOLVENIA

#### Emissions domains adressed by the Pilot Activity



Consumption of non-electricity energy for thermal uses in buildings & facilities



Multi-sector waste management & disposal



Land use (agriculture, forestry & other land uses)



All vehicles & transport (mobile energy)

#### Key Terms

Circular economy | Digital Participation | Green Infrastructure | Innovation Hub | Behavioural Change | Governance Silos

#### Levers of Change

Democracy and participation | Governance and policy | Learning and capabilities | Social innovation

#### Context & Challenges

Ljubljana is pushing beyond sectoral silos to foster a more integrated, participatory approach to climate neutrality. The SHIFT project bridges stakeholder engagement through circular economy and green infrastructure building a strong cross-departmental collaboration. It addresses gaps in data, citizen participation, and municipal coordination by expanding the program of the well-established Ljubljana Innovation hub to a Mobile unit by utilizing real-time behavioural science approaches. This initiative aims to create a replicable engagement model that empowers citizens and city departments alike to co-lead the urban transformation.

##### Objectives

- Enhance stakeholder and citizen engagement
- Build cross-departmental collaboration
- Promote behaviour change through research and gathered citizen data
- Share transferable tools and methodologies

#### Expected Impact & Outcomes

- Integrated climate decision-making processes
- Broader community ownership of climate goals
- Scalable digital and behavioural tools
- Stronger alignment of services and sustainability

#### Activities & Innovations

- Innovation Hub and Mobile Unit activation
- Stakeholder training and peer-learning
- Data collection and evaluation methods
- Replication toolkit and international exchange

