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# Greening Urban Lifestyles through Nudging and Participation (NAP)

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## PROJECT SUMMARY

- NAP studies how city planning can advance sustainable urban lifestyles. Focus is on two governance strategies, namely nudging and participatory processes. While participation is based on citizen engagement, nudging is directly targeting behavior. The strategies are conventionally seen as incompatible.
- NAP investigates the (in)compatibility of nudging and participation, the role of power and ethics in the two strategies, and their change potential for sustainable urban lifestyles
- This is done through living labs in Uppsala and Malmö in close cooperation with businesses, policymakers and inhabitants.
- NAP is relevant for citizens, planners and architects as it aims to co-create practice-based, action-oriented and scientifically justified knowledge about the advancement of sustainable urban lifestyles



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