

Expression of interest in collaborating as a partner on Horizon Europe calls

On behalf of **research group Behaviour Change and Wellbeing** of the Behavioural Science Institute of Radboud University, we would like to express interest to cooperate as **a partner** in the following areas of Horizon Europe. More information about researcher and institute can be found below. For questions or remarks, please email collaborate@ru.nl.

Clusters: 1. Health; 2. Culture, Creativity and Social Inclusion; 6. Food, Bioeconomy, Natural Resources, Agriculture and Environment.

Horizon Europe calls and topics:

- 1) HORIZON-HLTH-2022-STAYHLTH-01-05-two-stage: Prevention of obesity throughout the life course
- 2) HORIZON-HLTH-2022-DISEASE-07-03: Non-communicable diseases risk reduction in adolescence and youth
- 3) HORIZON-HLTH-2022-STAYHLTH-01-01-two-stage: Boosting mental health in Europe in times of change
- 4) HORIZON-CL6-2021-FARM2FORK-01-15: Transition to healthy and sustainable dietary behavior
- 5) HORIZON-CL6-2022-FARM2FORK-01-07: Building alternative protein-friendly sustainable and healthy food environments
- 6) HORIZON-CL6-2021-FARM2FORK-01-13: Evidence-based decision-making to change social norms towards zero food waste
- 7) HORIZON-CL2-2022-TRANSFORMATIONS-01-06: Overcoming discrimination for an inclusive labour market
- 8) HORIZON-CL2-2022-TRANSFORMATIONS-01-08: Strengthening racial, ethnic and religious equality

Brief description of contribution as a partner:

Who we are: The *Behaviour Change and Well-Being (BCW)* group is a diverse group of researchers that conducts theoretically innovative research on basic regulation processes that underlie behaviour change and wellbeing. We emphasize the crucial role of the social context in behaviour change. Furthermore, we seek to understand the role of fundamental processes (e.g., inhibition, self-control, mindfulness) on behaviour and wellbeing in various domains of daily life, including health, sustainability, food choices, prejudice, and social and romantic relationships.

Our expertise: The group employs a wide array of behavioural, cognitive, and neuroscientific measures, using a combination of experimental laboratory and field studies. We develop and test behaviour change inventions.

How we can contribute: **Development of a theoretically innovative behaviour change interventions** in one of our key domains (e.g., food choice, sustainability). **Translating the intervention into a tool**

for a wide and diverse public. **Monitoring the effectiveness of the intervention** over time in different demographic samples. **Communicating the results** to a scientific audience.

Looking to join a Consortium:

We are looking for a consortium that has already been established or is under development where Radboud University, and the BCW group in particular, could join as a core partner.

Relevance of expertise/previous research:

Selection of awarded grants:

AFAS Software / AFAS Foundation, project funding: €297.370 (2021-2025), Toward a multi-coloured future: A longitudinal study of intervention strategies to sustainably reduce discrimination. Awarded to *Gijs Bijlstra*

Marie Skłodowska-Curie Action Individual Fellowship - MSCA-IF- 2020 (€253,052.16) to examine the role of automatic partner attitudes in relationship functioning and explore possible interventions. Awarded to *Ruddy Fauré*, with Jim McNulty (Florida State University) and *Johan Karremans*.

Risk-Factory/Municipality Limburg-North: €245,000 Research project to examine the impact of an experience center, the Risk-Factory, on health and safety behaviors among school children, funded by the local government. Awarded to *Harm Veling*.

Participation in projects:

NIH Translational neuroscience grant: \$2,580,000 (2017-2022): Response training for obesity treatment. Project together with Eric Stice, Stanford University (USA), Natalia Lawrence, University of Exeter (UK), and Eva Kempf, Flinders University (Australia), to examine how motor response can impact people's body weight and brain responses to food. *Harm Veling* as Co-PI/Consultant.

Official partner of [FC VERS](#), an initiative from the **KNVB (Royal Dutch Football Association)** to help people make healthier choices in Dutch football canteens through innovative behaviour change interventions. *Daniela Becker* and *Harm Veling* are partners.

Relevant publications:

Sierksma, J., Lansu, T. A. M., Karremans, J. C., & Bijlstra, G. (2018). [Children's Helping Behavior in an Ethnic Intergroup Context: Evidence for Outgroup Helping](#). *Developmental Psychology*, 54(5), 916-928.

Faure, R., Righetti, F., Seibel, M., & Hofmann, W. (2018). [Speech is Silver, Nonverbal Behavior is Gold: How Implicit Partner Evaluations Affect Dyadic Interactions in Close Relationships](#). *Psychological Science*, 29(11), 1731-1741.

Karremans, J. C., Kappen, G., Schellekens, M., & Schoebi, D. (2020). [Comparing the effects of a mindfulness versus relaxation intervention on romantic relationship wellbeing](#). *Scientific Reports*, 10(1), 1-10.

Chen, Z., Holland, R. W., Quandt, J., Dijksterhuis, A., & Veling, H. (2019). [When mere action versus inaction leads to robust preference change](#). *Journal of Personality and Social Psychology*, 117(4), 721-740.

Becker, D. (2021). [Feeling right about doing right, even if it was difficult? Emotional and behavioral consequences of conflict during ethical consumer decision-making](#). *Journal of Consumer Behaviour*, 20(3), 817-826.

Tijs, M. S., Karremans, J. C., Veling, H., de Lange, M. A., van Meegeren, P., & Lion, R. (2017). [Saving water to save the environment: contrasting the effectiveness of environmental and monetary appeals in a residential water saving intervention](#). *Social Influence*, 12(2-3), 69-79.

Researchers:

Dr. Daniela Becker studies behaviour regulation and behaviour change in the area of self-control, motivation, and decision making. In her work she not only studies the benefits of long-term goal pursuit (e.g., making healthy choices) but also explores the importance of hedonic goal pursuit (e.g., enjoying a piece of cake) for a balanced lifestyle and well-being. *Link:* <https://www.ru.nl/english/people/becker-d-daniela/>

Dr. Gijs Bijlstra studies how stereotypes and prejudices affect social cognition and behavior. His current research focuses on fundamental processes such as attention for faces and person perception, and on how discrimination can be understood and changed in society. *Link:* [gijsbijlstra.nl](https://www.ru.nl/english/people/bijlstra-gijs/)

Dr. Ruddy Faure studies how people learn and why behave they behave the way they do, particularly in the context of romantic relationships. Currently, his research focuses on the role of automatic processes and implicit evaluations in promoting both the formation and the maintenance of well-functioning relationships. *Link:* www.ru.nl/english/people/faure-r/

Dr. Johan Karremans studies the factors that promote and undermine the functioning and wellbeing of close relationships (e.g. romantic and friendship relationships). Currently, his research focuses on how including close relationship partners in behaviour change interventions can substantially improve their effectiveness. *Link:* <https://www.ru.nl/english/people/karremans-j/>

Dr. Harm Veling examines how to promote choices for healthy and sustainable products by influencing automatic or unconscious psychological processes. Currently, his research focuses on developing tools that people can use to train their brain to reduce the value of temptations, and on uncovering robust ways to durably influence people's preferences via learning mechanisms. *Link:* [harmveling.nl](https://www.ru.nl/english/people/veling-harm/)

Behavioural Science Institute: *short description of the institute with link to website*

The mission of the BSI is to conduct top level research on human behaviour. In addition to this fundamental aim ('to understand behaviour') we aim at societal relevance ('to influence behaviour'). BSI researchers investigate the nature and development of human behaviour. We study the ways in which human behaviour is influenced by (i) individual factors (cognitive, affective, motivational and psycho-physiological processes), (ii) social-contextual factors (home, school, peer group or work organisation), and (iii) the dynamic interplay between such individual and situational factors. (retrieved from <https://www.ru.nl/bsi/about-bsi/information/>)

Radboud University:

Radboud University and Radboudumc have been actively involved in EU Framework Programmes, having coordinated 260 projects (including FP7, H2020, Erasmus+ and 3HP programmes).

The organisations together secured funding for 268 FP7 projects (including individual and collaborative research) from 2007 to 2014. Between 2014 and 2020, Radboud University and Radboudumc received more than 200 million EUR from the European Commission for 278 research and innovation projects, making it to top three Dutch organisations with highest net EU contribution in Horizon 2020.

Radboud researchers are particularly successful in ERC and MSCA grants as well as projects with European consortia covering the topics of Health, Climate Action, Future and Emerging Technologies, ICT, Food Security, Biotechnology, Transport, Energy, Space and Security, Inclusive and Reflective Societies, Nanotechnologies, Advanced Materials and Research Infrastructures. [More information.](#)

For more information or questions: collaborate@ru.nl.