



17 PARTNERS



8 EU COUNTRIES



48 MONTHS



3 DEMO SITES



7 MILLION EURO  
FUNDING



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### Project Media



<https://www.linkedin.com/company/deco2-horizon-europe-project/>



<https://www.youtube.com/@DeCO2HorizonEuropeProject>



<https://www.deco2-project.eu/>



[DeCO2 Newsletter](#)



<https://x.com/DeCO2Horizon>

## DECO2 ADVANCES SOCIAL ADOPTION MODELS FOR DECARBONISATION

The DeCO2 project, funded under Horizon Europe, announces the successful achievement of Milestone 1: Social adoption models for decarbonisation. This milestone marks a key step towards integrating social innovation into the transition to sustainable renovation practices across Europe.

Milestone 1 delivers a people-centred, data-driven framework for social innovation that supports the development, implementation, and assessment of sustainable renovation solutions and circular business models. This framework uses participatory and creative methods to engage stakeholders and ensure that decarbonisation pathways reflect real user needs and societal expectations.

Led by NOVA under Work Package 2, the milestone builds on stakeholder engagement, behavioural analysis, and user-centric research to identify key drivers and barriers to adoption. The outcomes support improved decision-making and contribute to reducing investment risks linked to circular renovation practices.

*“Milestone 1 highlights the importance of placing people at the centre of decarbonisation efforts. By understanding user behaviour and engaging stakeholders, DeCO2 ensures that sustainable renovation solutions are both effective and widely accepted.”*

This milestone supports DeCO2's broader ambition to create inclusive, scalable, and market-ready decarbonisation solutions, contributing to EU climate neutrality targets and the ongoing renovation wave.



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