



FOR IMMEDIATE RELEASE

RethinkAction Launches Groundbreaking Platform to Empower Climate Action through Smarter Land Use

Brussels, [16/06/2025] – Today marks the official launch of the RethinkAction Integrated Assessment Platform, an innovative digital tool designed to empower citizens, stakeholders, and policymakers to take informed climate action by integrating land use-based solutions into decision-making at local, national, and global scales.

Developed by a multidisciplinary consortium of 13 partners from nine countries and funded under the European Union’s Horizon 2020 Programme (GA No 101037104), the RethinkAction Platform represents a major step forward in participatory climate adaptation and mitigation.

“Land use plays a central role in the climate crisis – as both a source of emissions and a critical part of the solution. Our platform provides users a simulation environment to explore the effects of climate change and take immediate action by engaging with adaptation and mitigation policies,” said Iván Ramos Díez, RethinkAction Project Coordinator.

What the Platform Offers

The user-friendly platform offers:

- A **LAMS Catalogue** of over 60 Land use-based Adaptation and Mitigation Solutions across key sectors like agriculture, forestry, energy, urban development, and water management.
- Access to **high-resolution climate data and land use maps** tailored to six diverse European case study regions.
- A **scenario simulation engine** that allows users to model and evaluate the impacts of land use-based adaptation and mitigation policies at local scale.
- The ability to **explore the main climate risk and test climate solutions** at NUTS 2 and NUTS 3 levels, ensuring relevance for regional planning and local action.

From Local Insights to Global Impact

Using dynamic modeling and upscaling tools, the platform enables users to evaluate how local land use decisions contribute to broader EU and global climate goals. Powered by local SD models in combination with WILIAM Integrated Assessment Model, this multiscale approach helps to illustrate the consequences of action – or inaction – on climate resilience, economic outcomes, and societal wellbeing.

Engage and Co-Create Solutions

A defining feature of RethinkAction is its **End User Community**, a collaborative network of citizens, stakeholders, and decision-makers who have played a key role in shaping the platform through co-creation.

“By fostering collaboration, RethinkAction supports the implementation of effective adaptation and mitigation strategies that benefit the environment, farmers, and the broader community.” said Daniel Gansky, Case Study Leader, Hungary.

Scale Up Impact in Your Region – Join as an Early Replicator

With the platform now live, RethinkAction invites local and regional authorities, planners, and practitioners to become early replicators who will pioneer the application of platform insights in new territorial contexts.

Through a dedicated webinar series, early replicators will learn how to identify comparable regions, explore adaptable policy tools, and tailor solutions for maximum local impact.

Becoming an early replicator means more than just using a platform – it’s about engaging in a hands-on learning process that turns high-level knowledge into practical, on-the-ground action. Join us to bring land use-based climate solutions to your region!

About RethinkAction

RethinkAction is a Horizon 2020-funded project (GA No 101037104) uniting experts in social science, policy, environmental science, modeling, climatology, and communication. Through six representative European case studies, the project develops practical pathways for climate adaptation and mitigation that connect science, policy, and society.

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