NUDGING TO SUSTAINABILITY

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Today

kl 17.45

Hello
kl 17.55 - 18.30

Nudging to sustainability
kl 18.40 - 19.00

Designing to nudge
kl 19.00 - 19.30

Exercises
kl 19.30

Thank you
Nudging

“Creating measurable changes in behaviour, without limiting choices… make following our good intentions easy”
Reducing the use of fossil fuel

Increasing the consumption of sustainable energy
THE RATIONAL AGENT

RATIONAL

ANALYTICAL

WELL-DEFINED GOALS

MAXIMIZING

STATISTIC RISK ASSESSMENT
THE ENERGY REPORT
100% RENEWABLE ENERGY BY 2050
We want to be green!
Here we go!
BUT...
Solarpanels
Behaviour is irrational
WHY?
BEHAVIOUR IS CONTROLLED BY ..
Choice architecture
INSTINCTS
November Neighbor Comparison

- **Efficient Neighbors**: 1,450
- **You**: 1,851
- **All Neighbors**: 2,751

You used 28% more than the efficient neighbors.
Taking human errors into consideration when designing...
Services  

Systems  

Products
Behaviour is irrational
“but can be nudged!”
Break...
DESIGNING TO NUDGE
When citizens choose the car over public transportation xx times a week

When citizens buy a plastic bag 9 out of 10 times they go grocery shopping
Behavioural mapping

Design

Situations

Test

NUDGE DESIGN

Behavioural mapping
Defining situations
Mapping behaviour
Principals
Reducing the complexity
Give visual instructions
WeTransfer Plus

61%

Transferring...

Under anonymous remaining

Get WeTransfer Plus

Transfer complete

Get WeTransfer Plus
Right info at right time
Predict human error
Watch out for the expert trap
Test .. did we nudge/create an effect?
Case:

Reduce food waste
Situation:
When Danish college students waste food in the cafeteria
Behavioural mapping:
More than 23 kg a week
Design:
Change defaults
Test:
19% reduction
EXERCISE!
When people don't shop sustainable products

Changing to sustainable products

When people waste plastic

Choose the car over public transportation

Eat to much meat

Don't recycle or sort their trash
List 3 behavioural situations that you could nudge!
Thank you!