



SUSTAINABLE CHOICES MADE EASY



Nudge for the future – Use behavioral science to improve educational outcomes – CONDENSED VERSION

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NUDGD 



**MAKING SUSTAINABLE
CHOICES EASY**

NUDGD 

WHY DO WE NEED NUDGING?



35,000

DECISIONS PER DAY



THIS ISN'T GOING AWAY

**So we need to work with the
brain, not against it**



A FRIENDLY PUSH IN THE RIGHT DIRECTION

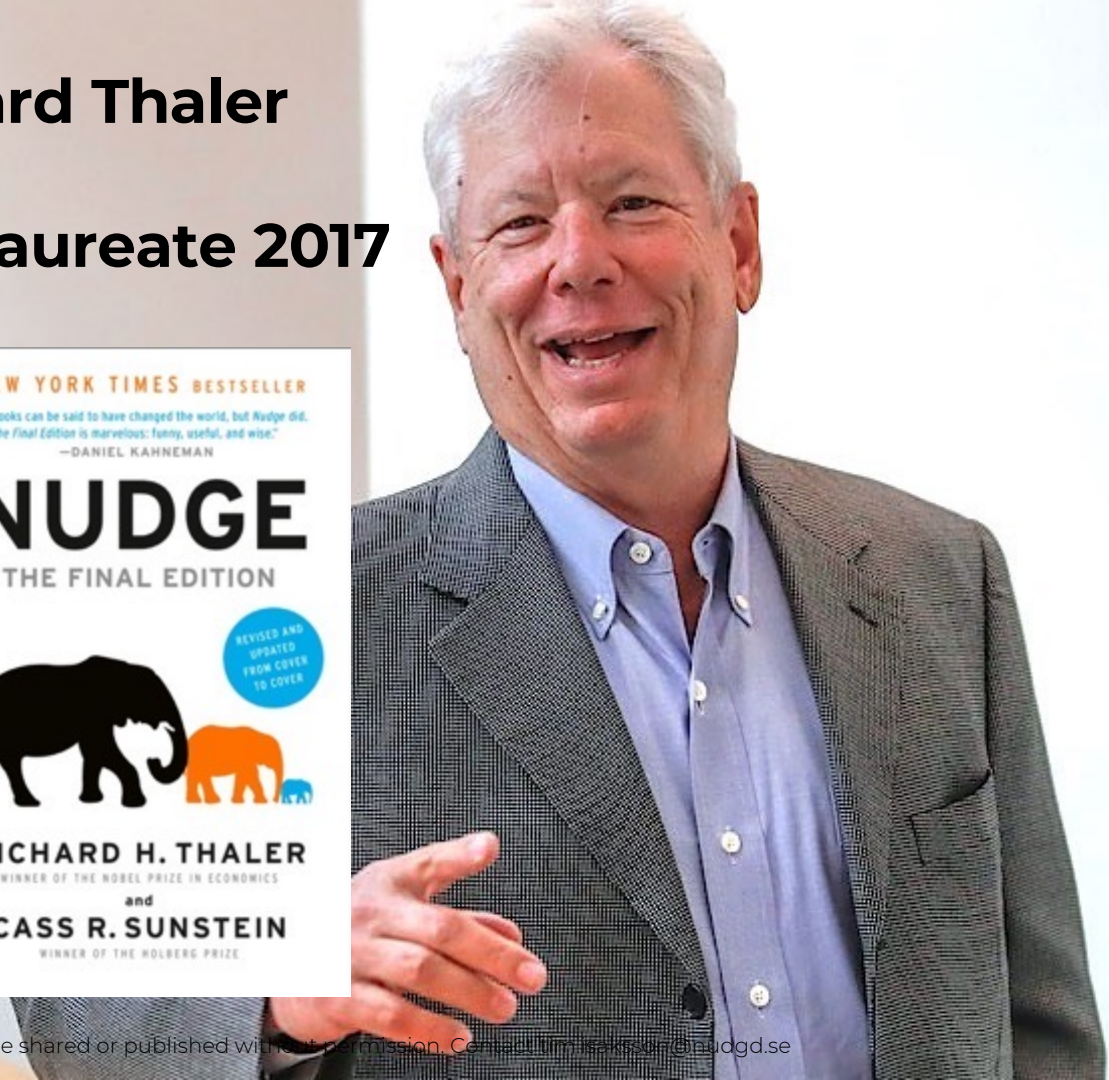
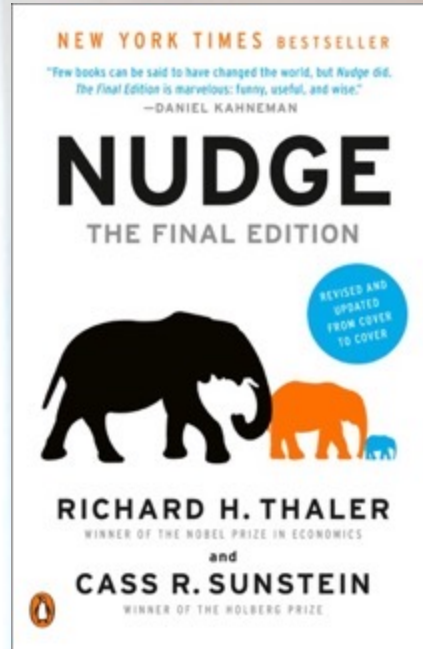
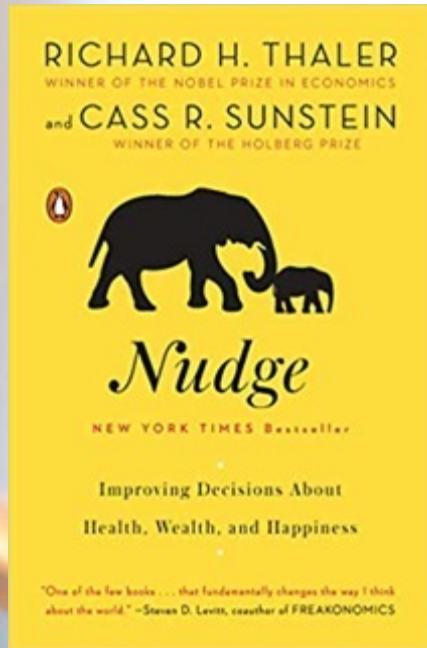
Nudging

- Behavioral science
- Social psychology
- Human-centered design
- Etc.



Professor Richard Thaler


Nobel Economics laureate 2017



WHAT IS NUDGING?



THE DEFINITION OF A NUDGE



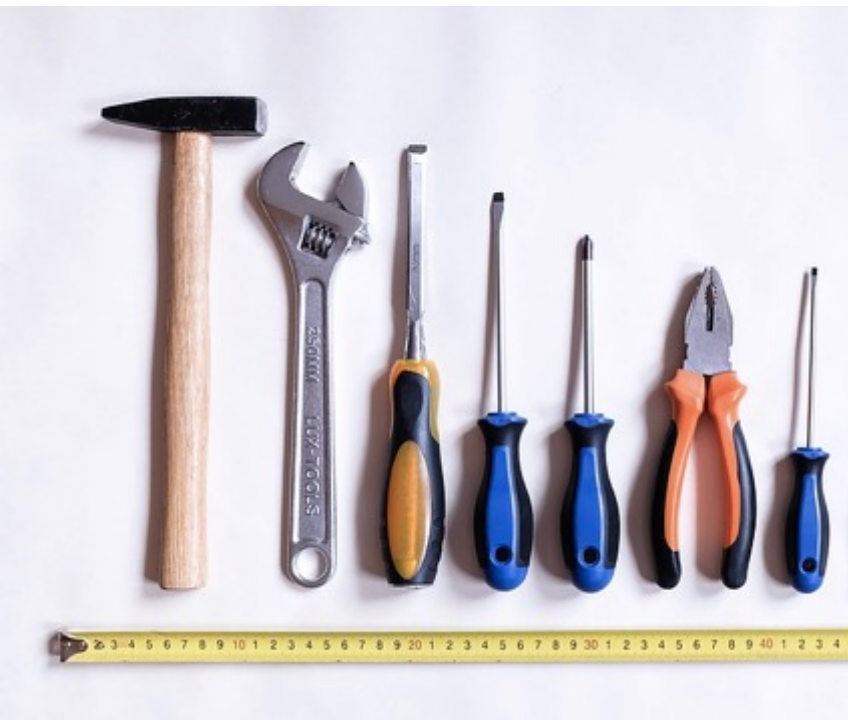
A friendly push that **makes it easier for individuals** to behave in ways that **promote their wellbeing** without changing the available options or altering incentives.

Again: Should be easy to disregard! Freedom of choice

DIFFERENT NUDGING TECHNIQUES



MAIN NUDGING TECHNIQUES



- Good defaults
- Reduce friction (incl. visualization)
- Communicate social norms/proof
- Friendly reminders/prompts
- Salience/placement (incl. optical illusions)
- Better framing (incl. humour)
- Feedback (incl. gamification)
- Good timing

IN SUMMARY:

- ✓ We need to work with the brain

RESOURCES IF YOU WANT TO LEARN MORE





Group: Nudging Sweden

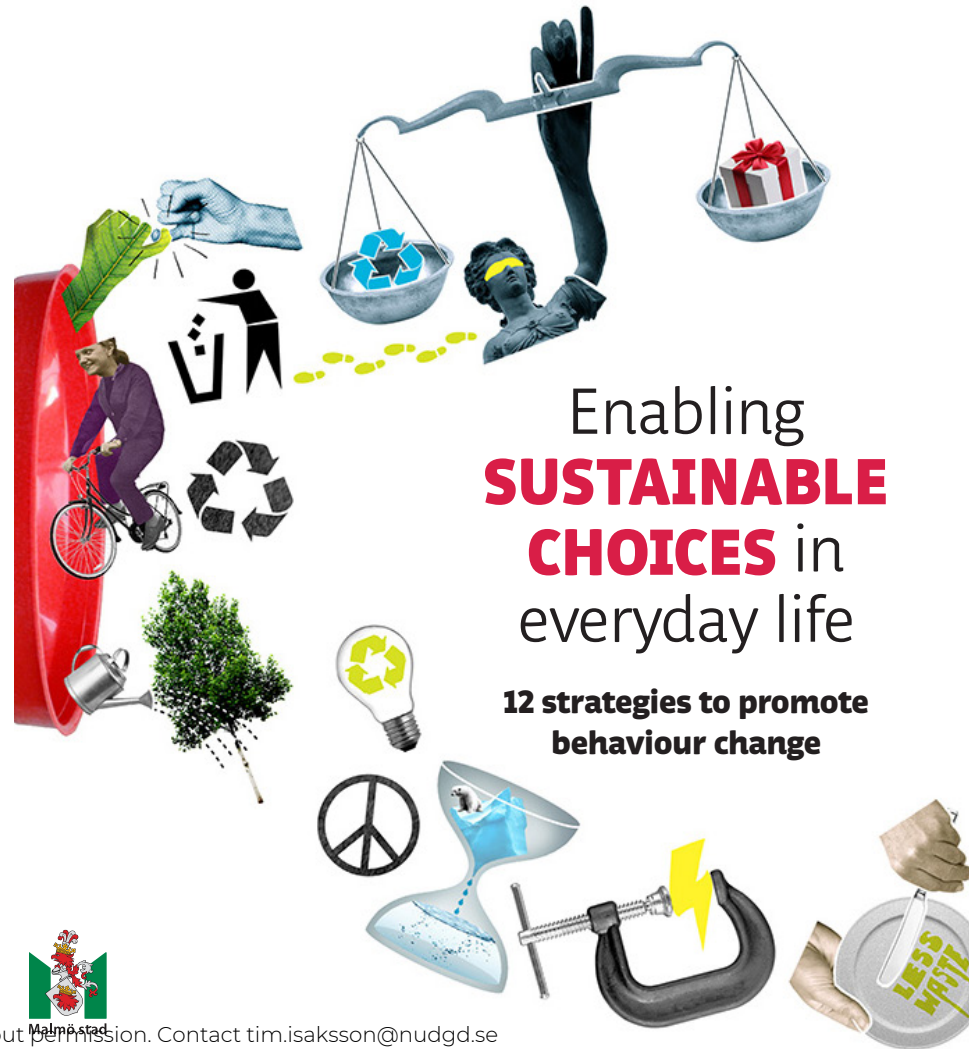


FREE E-BOOK

- ✓ 12 hands-on strategies
- ✓ Free to share
- ✓ Just write me:



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Enabling
SUSTAINABLE CHOICES in
everyday life

**12 strategies to promote
behaviour change**