NUDGES | Interreg Euro-MED | Co-funded by the European Union

NUDGES

1.2.1 NUDGES database of good practices examples

The project is co-funded by European Union under the Interreg Euro-MED Programme. The stated opinions reflect the opinions of the authors and not the opinion of the EC.

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Project Acronym	NUDGES
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List of Abbreviations

EC: European Commission

EU: European Union

WP1: Work Package 1

Executive summary

The NUDGES project, co-funded by the European Union under the Interreg Euro-MED Programme, aims to promote sustainable behavior through the use of green nudges. These are subtle behavioral interventions designed to encourage environmentally friendly decisions by leveraging human psychology and decision-making patterns. Unlike traditional regulations or incentives, green nudges operate by altering the context in which choices are made, making sustainable options more appealing or accessible without restricting freedom of choice.

Deliverable D.1.2.1 focuses on creating a comprehensive database of good practice examples, showcasing innovative and effective green nudges implemented across various sectors. This database is intended to serve as a practical tool for policymakers, organizations, and stakeholders, offering inspiration and guidance for implementing nudges that align with sustainability goals.

The database documents a diverse array of green nudges, categorizing them by sensory experience, type of intervention, and measurable effects. It is designed to be a user-friendly digital platform, fostering collaboration and knowledge sharing among Euro-MED partners and beyond. By leveraging the insights from this deliverable, stakeholders can better understand and replicate successful green nudges, thus contributing to the broader goals of the NUDGES project and the European Green Deal.

The purpose of the NUDGES database is to collect and showcase effective examples of green nudges that promote environmentally sustainable behavior. The main objectives include documenting best practices, categorizing interventions, and facilitating knowledge sharing. The database includes several key components to ensure that all information is easily accessible and clearly presented, allowing users to quickly navigate through the wealth of information and find the examples that best suit their needs.

The database is available as an interactive and user-centered online tool, accessible through the https://nudge4green.com/ platform. The tool combines the functionality of the database with additional features designed to enhance user engagement and collaboration. The interface is organized into the ‘Home’ page, "Nudge with Us" page, and administration panel.

The comprehensive and user-friendly platform facilitates the exchange of best practices, fostering collaboration and innovation in the field of environmental sustainability. As the database continues to evolve and expand, it will play a crucial role in advancing the objectives of the NUDGES project and supporting the European Green Deal's commitment to a more sustainable future.

1. Introduction

The NUDGES project embodies a forward-thinking approach to fostering sustainable behavior by integrating behavioral science and sensory-driven strategies. Funded under the Interreg Euro-MED Programme, the project leverages "green nudges"—subtle behavioral interventions that encourage environmentally conscious choices by enhancing the contexts in which decisions are made. Unlike traditional methods that rely on regulations or economic incentives, green nudges inspire voluntary actions aligned with sustainability goals.

Central to the project's philosophy is the understanding that human behavior is deeply influenced by sensory experiences. By engaging the senses—sight, sound, smell, taste, and touch—the NUDGES project creates impactful and memorable interventions. These sensory-driven nudges not only reshape individual behaviors but also contribute to broader cultural shifts toward sustainability.

As part of Work Package 1 (WP1), Deliverable D.1.2.1 focuses on creating a comprehensive database of good practice examples, showcasing innovative and effective green nudges specifically designed to promote environmentally sustainable behavior. The database is intended to serve as a practical tool for policymakers, organizations, and stakeholders, offering inspiration and guidance for implementing nudges that align with sustainability goals.

The main objectives of this deliverable are:

- To collect and document diverse examples of nudges that promote ecological behavior.
- To categorize these examples by sensory experience, type of intervention, and measurable effects.
- To create a user-friendly digital platform for accessing and exploring these examples.

This database is designed not only as a repository of information but also as a dynamic resource that fosters collaboration and knowledge sharing among Euro-

MED partners and beyond. By leveraging the insights from this deliverable, stakeholders can better understand and replicate the mechanisms of successful green nudges, thus contributing to the broader goals of the NUDGES project and the European Green Deal.

2. Purpose, Objectives, and Structure of the NUDGES Database

The NUDGES project seeks to address the pressing issue of climate change by promoting environmentally sustainable behavior through the use of green nudges. Green nudges are subtle behavioral interventions designed to encourage environmentally friendly decisions by leveraging human psychology and decision-making patterns. Unlike traditional regulations or incentives, green nudges operate by altering the context in which choices are made, making sustainable options more appealing or accessible without restricting freedom of choice.

The comprehensive database developed within the NUDGES project builds on this concept, encompassing a wide range of examples, including projects, products, services, policies, and studies that demonstrate the effectiveness of green nudges in promoting sustainable behavior. By organizing these diverse examples into a structured, user-friendly format, the database serves as a valuable resource for stakeholders seeking to adopt or replicate similar strategies.

This section outlines the purpose, objectives, and structural components of the database, emphasizing its role as a practical and dynamic tool for fostering sustainable change.

2.1. Purpose and objectives of the Database

The database aims to serve as a practical tool that collects and showcases effective examples of green nudges, promoting environmentally sustainable behavior. It provides policymakers, organizations, and stakeholders with access to creative strategies and actionable insights for implementing behavioral interventions that align with sustainability goals.

The main objectives of the database are:

- **Documenting best practices:** Gathering a wide variety of projects, products, services, policies, and studies that successfully encourage ecological behavior.
- **Categorizing interventions:** Structuring examples based on intervention type, sensory experience, and measurable effects.
- **Facilitating knowledge sharing:** Providing a platform that enables collaboration and the exchange of best practices.

2.2. Structure and Functionalities

The database developed within the NUDGES project is designed to be a highly flexible and dynamic resource, offering an extensive collection of examples and insights into green nudges and related interventions. By providing multiple criteria for filtering and searching, the database allows users to easily navigate through the wealth of information and find the examples that best suit their needs, interests, or specific requirements.

The database includes several key components that make it a valuable resource for users. These components are organized to ensure that all information is easily accessible and clearly presented. The structure has been designed to provide both a comprehensive overview and detailed insights into individual interventions, allowing for both quick exploration and deeper analysis. Below is a detailed description of the key elements and structure of the database:

1. Type of Information

   The first key element of the database is the categorization of the information into five main types:

   - Projects
   - Products
   - Policies
   - Studies
   - Services

Each of these categories represents different kinds of interventions or activities that contribute to promoting sustainable behavior. Projects and policies may provide insights into larger-scale initiatives and their impact, while products, studies, and services offer specific examples of tools, technologies, or research findings that can be directly applied or adapted. This diversity of information allows users to approach the database from various angles and explore the types of interventions most relevant to their goals.

2. Description of Information

   For each example included in the database, a detailed description is provided. This section highlights:

   - Purpose: The core objective of the intervention or example, explaining what it aims to achieve and why it was developed.
   - How it works: A clear explanation of the intervention based on a sensory approach.
   - Impact: The documented or expected outcomes of the intervention. This includes measurable data on behavioral change, environmental benefits, or the long-term sustainability effects of the intervention. If specific impact data is not available, the description will provide insights into how the intervention is expected to contribute to ecological behavior or sustainability goals.

   This section provides users with a comprehensive understanding of each example, allowing them to assess the feasibility and potential applicability of the intervention in different contexts.

3. Link to Source of Information for More Detailed Information

   Each entry in the database includes a direct link to the original source of information, allowing users to access further details or supplementary materials. These links may lead to project reports, academic studies, policy documents, product descriptions, or official websites, where users can learn more about the intervention and explore additional resources for implementation. By providing these links, the database ensures that users

have access to credible, in-depth information that can support their decision-making process.

4. Categories of Information

The structure of the database is organized around several key categories that help to group and filter the examples according to specific criteria. These categories allow users to easily find interventions that match their interests, objectives, or the particular context in which they are working. The categories included in the database are:

- Types of Interventions **-** The database categorizes interventions into two main types:
  a) Nudge Interventions: These interventions are designed to gently influence behavior without imposing significant restrictions or obligations. Nudge interventions rely on the principles of behavioral science to alter decision-making environments and encourage individuals to make more sustainable choices. Examples include changes in default options (such as defaulting to a green energy plan), the use of social norms to encourage eco-friendly behaviors, or altering the layout of products in stores to promote more sustainable options.
  b) Cultural Interventions: These interventions focus on changing social norms, values, and cultural practices to promote sustainable behavior. Cultural interventions aim to reshape societal attitudes and collective behaviors over time through education, awareness campaigns, or the promotion of sustainable lifestyles. They may involve initiatives such as public art campaigns, cultural festivals, or community-driven sustainability projects that aim to shift public perceptions of sustainability.

The distinction between nudge and cultural interventions lies in the scale and method of influence — while nudges tend to be more individual-focused and context-specific, cultural interventions are often broader and target societal-level change.

- Sensory Experiences

Sensory experiences play a crucial role in influencing behavior and perceptions. The database categorizes interventions based on the sensory stimuli they use to engage individuals. Sensory experiences can include:

a) Sight: Visual elements such as colors, images, signs, and visual cues that attract attention, provide information, or alter perceptions. For example, using green colors to signify environmentally friendly options or placing visual reminders about sustainability can encourage individuals to choose more sustainable behaviors.
b) Sound: Auditory cues such as sounds, music, or voice messages that guide behavior or enhance experiences. Sound-based interventions could include using nature sounds in public spaces to promote eco-friendly behavior or auditory reminders in waste management systems.
c) Smell: Olfactory cues that evoke emotional responses and influence behavior. Smell-based interventions might involve the use of pleasant scents in public spaces to enhance the perception of environmental quality or promote eco-friendly products.
d) Taste: Sensory experiences involving food and flavor, often used in interventions aimed at promoting sustainable food choices or reducing waste in food consumption. For example, offering tastings of sustainably sourced products can help shift consumer preferences toward more eco-friendly options.
e) Touch: Physical sensations or textures that can influence behavior or perceptions. Touch-based interventions may include using biodegradable materials in product packaging or designing eco-friendly product textures to encourage consumers to make sustainable choices.

- Intervention Areas

The database organizes interventions based on the specific area of impact they aim to address. These areas include:

a) Behavioral Change: Interventions designed to modify existing behaviors or promote the adoption of new, sustainable behaviors. This may include

nudges that encourage energy conservation, waste reduction, or sustainable transportation choices.

b) Increasing Awareness: Interventions focused on educating and informing the public about environmental issues, sustainable practices, and the benefits of green behavior. These may include public information campaigns, workshops, or media initiatives aimed at raising awareness about climate change, biodiversity loss, and other sustainability issues.

c) Long-term Sustainability: Interventions targeting lasting, enduring changes in behavior that contribute to long-term environmental sustainability. These interventions focus on creating lasting cultural shifts or embedding sustainability into everyday practices, policies, or business models. Examples include establishing sustainable urban planning policies, promoting the use of renewable energy sources, or supporting circular economy models that reduce waste and maximize resource efficiency.

5. Functionalities of the Database

To maximize the usability and effectiveness of the database, it includes a range of interactive features that allow users to search, filter, and explore the available examples based on their specific needs and interests. The database is designed with a user-friendly interface that makes it easy to navigate through different categories, access detailed descriptions, and explore links to additional resources.

3. Online tool

Data base is publicly available on the **https://nudge4green.com/** .
It is more than a simple repository of data—it is an interactive and user-centered platform that combines the functionality of the database with additional features designed to enhance user engagement and collaboration. This section provides an overview of the tool's design, structure, and supplementary functionalities.

3.1. Interface structure

The platform is organized into several key components to ensure easy access to its features and content:

1. **Header:** The header section is consistent across all pages and includes:
   - The program's logo, representing the NUDGES project and its branding.
   - Links to the project's social media profiles, allowing users to stay updated with the latest news and activities.
   - A login button for accessing the administrative panel, enabling project administrators to manage content and updates efficiently.

Figure 1 – Nudge4green.com platform Header and Menu tab

2. **Main Menu:**

The main navigation menu consists of three core pages, providing users with a clear and logical structure to explore the platform:

- Home page: The landing page that introduces users to the platform's purpose and key features.
- Nudge with Us: A section inviting users to engage with the platform, contribute examples, and collaborate.

3. **Footer:**

The footer includes a disclaimer detailing the terms of use and data policies of the platform.

Figure 2 - Nudge4green.com platform footer

3.2. Homepage

Figure 3 – Homepage of nudge4green.com Platform

The homepage serves as the starting point for users, offering a welcoming and informative introduction to the platform. Key elements include:

- Introduction to the Tool - An engaging text block briefly explains the purpose of the tool, highlighting its benefits for using the tool. The text is designed to familiarize users with the concept of green nudges and the advantages of using the platform.
- Video Presentation - A prominently displayed video introduces the concept of nudge theory, explaining its relevance and application in promoting environmental sustainability. The video provides an accessible way for users to understand the principles behind the interventions featured in the database.
- Access to the Database

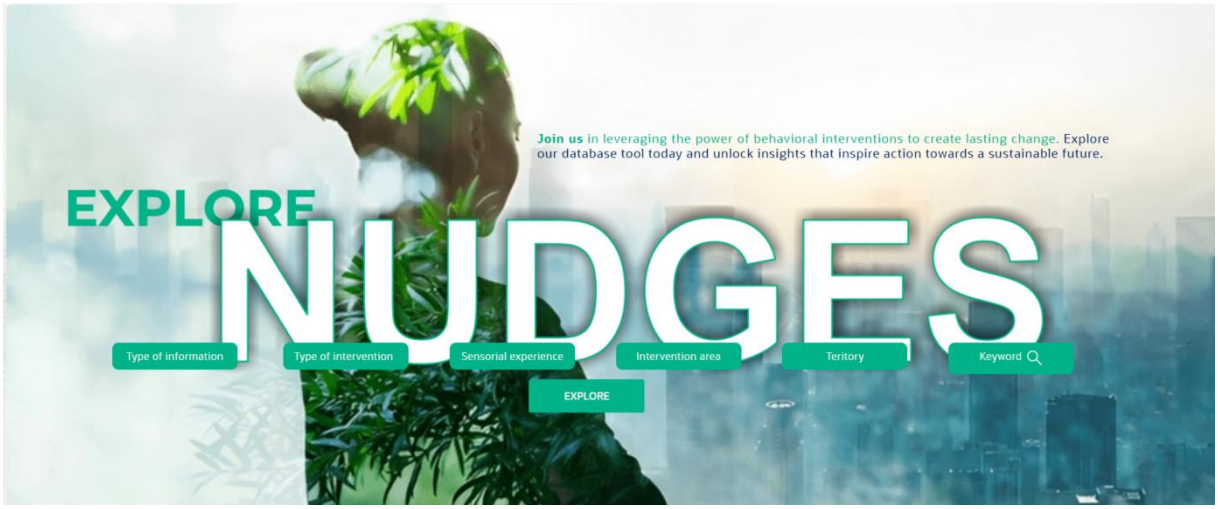

Figure 4 – Nudges online tool

This tool allows users to quickly find relevant examples of projects, studies, products, services, and policies used in behavioral interventions around the world, tailored to specific interests and criteria. It contributes to a growing repository of best practices and learnings in the field of environmental behavior change. Upon selecting a category and submitting a query, the tool provides detailed information, such as the following example:

Name:	*A Sip of the Future: AJE's Bordeaux 2050 Initiative Raises Climate Awareness*
Type of information:	*Project*
Description:	*To raise awareness about the impact of climate change on agriculture, the French Association of Journalists for the Environment (AJE) collaborated with wine experts, climate scientists, and specialists to simulate the future taste of Bordeaux wine based on climate projections for 2050. The initiative showcased how warmer and drier conditions, as well as extreme weather events like hailstorms, flooding, and drought, would alter the wine's sensory profile, resulting in a dense, less refined, and tannic product. By creating Bordeaux 2050, AJE turned*

	an abstract environmental issue into a tangible experience, motivating people to protect the legacy of French wine. This campaign demonstrates how cultural nudges can connect present and future experiences, making the effects of climate change more relatable and compelling.
Intervention area:	*Increasing awareness*
Type of intervention:	*Smell, Taste*
Geographical location:	*France*
For more information follow link.	

3.3. Nudge with us

The "Nudge with Us" page is designed to actively involve users in the NUDGES project's mission to promote sustainable behaviors through behavioral science.

The primary objectives of the "Nudge with Us" page are to:

- Invite Participation: Encourage stakeholders, including policymakers, businesses, and the general public, to engage with the project's activities and adopt nudge-based strategies in their own contexts.
- Share Examples: Provide an opportunity for individuals and organizations to share their examples of good practices in the field of behavioral interventions.

  This is a two-step process:
  - Interested parties can fill out a form available on this page to submit their example.
  - After review by the administrator, the example will either be approved and made publicly visible in the database or declined with feedback provided.

By offering a clear pathway for involvement, the "Nudge with Us" page empowers users to become active contributors to the NUDGES project's goals, amplifying the impact of collective efforts toward a more sustainable future.

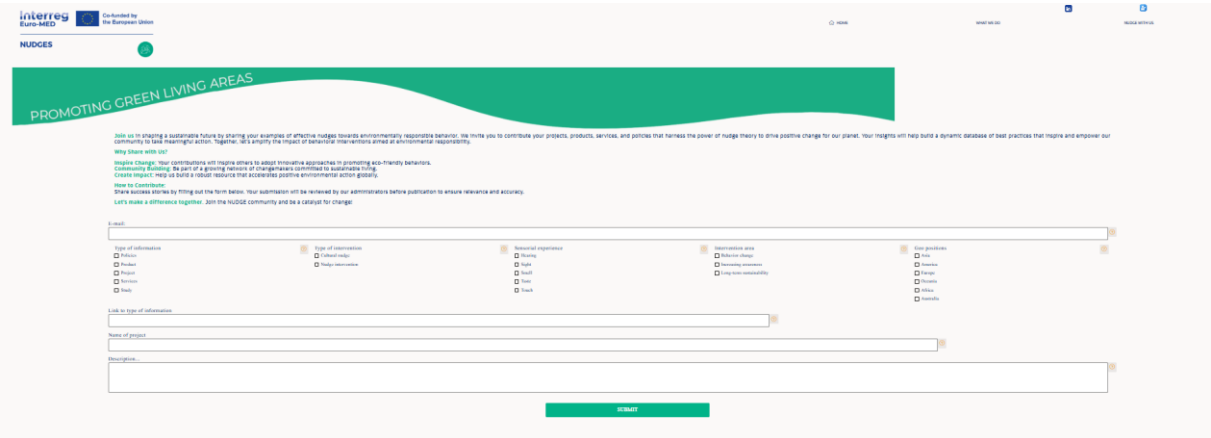

Figure 5 – Nudges with us page

3.4. Administration panel

The Administration Panel is a dedicated interface for project administrators, providing them with essential tools to manage and maintain the NUDGES database and related functionalities. This panel is integral to ensuring the smooth operation and up-to-date content of the platform.

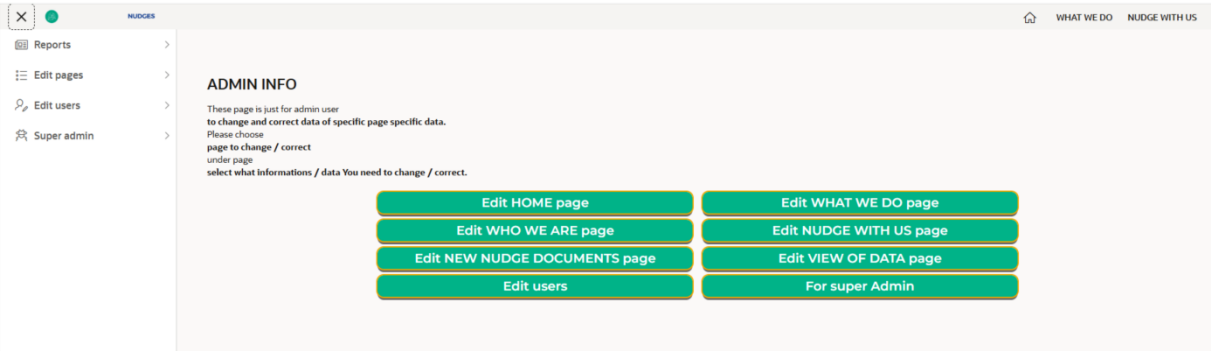

Figure 6 - Administration panel

Key Features of the Administration Panel:

- **Database Management:** Administrators can add new examples of good practices to the database. The panel allows for the removal of outdated or irrelevant entries to maintain the quality and relevance of the content.

- **Request Approval:** Administrators review submissions from external users who have filled out the form on the "Nudge with Us" page. Each request undergoes a verification process, after which the administrator can:
  - Approve the submission, making it publicly visible in the database.
  - Decline the submission, with the option to provide feedback to the contributor.
- **Content Editing:** The panel enables administrators to edit specific elements of the platform, such as text on various pages, ensuring that the information remains accurate and engaging.
- **User-Friendly Interface:** The administration panel is designed for ease of use, allowing administrators to efficiently navigate and perform tasks without technical complexity.

By providing robust tools for managing content and user contributions, the Administration Panel plays a crucial role in maintaining the integrity, functionality, and user engagement of the NUDGES platform.

3.6. Database

In parallel with the development of the online tool, a comprehensive database was created to organize and showcase examples of good practices in promoting sustainable behaviors through nudging.

The current database overview includes 105 examples, categorized as follows:

- Projects: 52
- Products: 12
- Services: 3
- Policies: 4
- Studies: 37

Figure 7 - Type of information

By sensory experience, the examples are categorized as:

- Sight: 60
- Sound: 20
- Smell: 10
- Taste: 5
- Touch: 5

Figure 8 - Sensory Experience

In terms of intervention areas, the examples focus on:

- Behavioral Change: 40
- Increasing Awareness: 35
- Long-term Sustainability: 25

Figure 9 - Intervention Area

Regarding the type of intervention, the examples are divided into:

- Nudge Interventions: 70
- Cultural Interventions: 30

Figure 10 - Type of Intervention

The database will be continually updated by the project team to ensure it remains a relevant and dynamic resource. This living repository provides valuable insights and actionable strategies for policymakers, organizations, and stakeholders, enabling them to adopt or replicate effective green nudges tailored to their specific needs.

As the NUDGES project progresses, the database will expand to include even more examples, continually enriching its value as a tool for fostering sustainable behavioral changes across different sectors and regions.

4. Conclusion

The NUDGES database of good practices serves as a dynamic and practical resource for promoting sustainable behavior. By categorizing and documenting a wide range of green nudges, the database, available on the https://nudge4green.com platform, provides valuable insights and actionable strategies for policymakers, organizations, and stakeholders. This comprehensive and user-friendly platform facilitates the exchange of best practices, fostering collaboration and innovation in the field of environmental sustainability. As the database continues to evolve and expand, it will play a significant role in advancing the objectives of the NUDGES project and supporting the European Green Deal's commitment to a more sustainable future.

ANNEX: Database Content

1. Example 1

1. **Name:**
   A Sip of the Future: AJE's Bordeaux 2050 Initiative Raises Climate Awareness
2. **Type of information:**
   Project
3. **Description:** To raise awareness about the impact of climate change on agriculture, the French Association of Journalists for the Environment (AJE) collaborated with wine experts, climate scientists, and specialists to simulate the future taste of Bordeaux wine based on climate projections for 2050. The initiative showcased how warmer and drier conditions, as well as extreme weather events like hailstorms, flooding, and drought, would alter the wine's sensory profile, resulting in a dense, less refined, and tannic product. By creating Bordeaux 2050, AJE turned an abstract environmental issue into a tangible experience, motivating people to protect the legacy of French wine. This campaign demonstrates how cultural nudges can connect present and future experiences, making the effects of climate change more relatable and compelling.
4. **Intervention area:**
   Increasing awareness
5. **Type of intervention:**
   Cultural nudge
6. **Sensorial experience:**
   Taste

   Smell
7. **Geographical location:**
   France
8. **Keywords:** Climate change, Agriculture, Sensory experience, Wine industry, Awareness campaign
9. **WEB:** https://www.decanter.com/wine-news/bordeaux-chateau-simulate-2050-vintage-climate-476160/

2. Example 2

1. **Name:**
   Reducing product returns through enriched digital footprints & causal machine learning
2. **Type of Information:**
   Project
3. **Description:**
   This project explores how a large German fashion retailer used causal machine learning to precisely target customers with green nudges aimed at reducing online product returns. By distinguishing between 'real returns' and 'opportunistic returns,' the retailer sought to minimize the environmental impact caused by frequent returns, such as increased fossil fuel usage and greenhouse gas emissions. The green nudge consisted of informational prompts showing the environmental costs of returns on the basket page and follow-up reminders after checkout, asking customers about their commitment to reducing returns. Machine learning algorithms helped identify the best customer segments to target based on basket data, digital footprints, and public data. The smart green nudge resulted in a 3.8% reduction in product returns compared to a standard nudge and a 6.7% decrease compared to no nudge, generating significant environmental and financial savings.
4. **Intervention Area:**
   Behavior Change

   Long-term Sustainability
5. **Sensory Experience:**
   Sight (informational prompts displayed on the website)
6. **Type of Intervention:**
   Nudge Intervention
7. **Geographical Location:**
   Germany
8. **Keywords:**
   green nudge, machine learning, product returns, online shopping, sustainability, consumer behavior
9. **WEB:**
   https://pubsonline.informs.org/doi/10.1287/mksc.2022.0393

3. Example 3

1. **Name:**
   Value-Activation Nudge: Encouraging Meat-Eaters to Reflect on Animal Welfare
2. **Type of Information:**
   Study
3. **Description:**
   Researchers from Wageningen University and the University of Groningen developed a ‘value-activation’ nudge aimed at reducing meat consumption by encouraging meat-eaters to reflect on their concern for animal welfare. This nudge asks individuals a simple question: "Do you consider animal welfare important?" before they make food choices. The question triggers cognitive dissonance, causing discomfort as people realize the inconsistency between their values and their actions. This discomfort motivates self-regulatory behaviors, such as opting for vegetarian meals. The nudge was tested both online and in a restaurant setting, with results showing that it increased the likelihood of choosing vegetarian meals, particularly among those who strongly identify with environmental values. In the field study, the percentage of vegetarian burgers ordered nearly doubled as a result of the intervention.
4. **Intervention Area:**
   Behavior Change
5. **Sensory Experience:**
   Sight

   Hearing
6. **Type of Intervention:**
   Nudge Intervention
7. **Geographical Location:**
   Netherlands
8. **Keywords:**
   meat consumption, animal welfare, vegetarian options, cognitive dissonance, behavior change, environmental values
9. **WEB:**
   https://www.sciencedirect.com/science/article/pii/S0272494422001165

4. Example 4

1. **Name:**
   From Disposal to Donation: How Winchester University is Redefining Waste Management
2. **Type of Information:**
   Project
3. **Description:**
   The University of Winchester's Environment Team implemented the "Bag it up" campaign to address the issue of waste management, particularly homeware items, on campus. The campaign encourages students to donate reusable items to charity instead of discarding them. Donation bags are regularly provided to students, along with sorting stickers, making it easier to donate than to throw items away. By employing this nudge, the university simplifies the donation process and changes the default option for students from disposal to donation. Public communication about the campaign's success further reinforces positive social behaviors, creating a sense of social responsibility among students. This initiative has contributed to the diversion of over a ton of reusable goods each year, including clothing, kitchenware, bedding, and unopened non-perishable food, all of which are donated to local charities.
4. **Intervention Area:**
   Increasing Awareness

   Behavior Change

   Long-term Sustainability
5. **Sensory Experience:**
   Sight
6. **Type of Intervention:**
   Nudge Intervention
7. **Geographical Location:**
   United Kingdom
8. **Keywords:**
   waste management, university, donation, homeware, sustainability, social responsibility
9. **WEB:**

https://www.winchester.ac.uk/About-Us/Sustainable-Campus-and-Community/Green-campus/Staff-and-student-engagement/

5. Example 5

1. **Name:**
   Sound Bites: Using Relaxing Soundscapes to Nudge Sustainable Food Choices
2. **Type of information:**
   Study
3. **Description:**
   Dr. Sophie Attwood's research explores how introducing relaxing soundscapes in restaurants, cafes, and canteens can encourage sustainable food choices. Given the significant CO2 emissions tied to meat and dairy products, the global food system urgently needs interventions that nudge people towards eating more plant-based meals. The study hypothesizes that calm, natural sounds—such as waves or birdsong—can influence food preferences by creating a relaxing atmosphere that reduces cognitive fatigue, leading diners to make more thoughtful, value-driven decisions. While imagery and descriptions are commonly used to prime food choices, this research highlights sound as an overlooked sensory cue that can subtly shift eating habits. Experimenting with soundscapes in food service settings could be a low-cost, unobtrusive way to promote plant-based diets and contribute to global sustainability efforts.
4. **Intervention area:**
   Behavior change
5. **Sensory Experience:**
   Hearing
6. **Geographical Location:**
   USA
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   Sound, sustainable, eating, plant-based, restaurants.
   WEB: https://www.green-nudges.com/soundscapes/

6. Example 6

1. **Name:**
   How children's drawings can reduce illegal waste dumping
2. **Type of information:**
   Study
3. **Description:**

Dordrecht's “Green Nudge” initiative sought to address the problem of illegal dumping by implementing a series of community-oriented interventions. The initiative tackled the frequent improper disposal of bulky waste near underground containers, which had adversely affected the neighborhood's livability and waste collection efficiency. Key strategies included utilizing children’s artwork to decorate containers, which created a sense of ownership among local residents. Informational signs expressed gratitude to the community for maintaining cleanliness in the areas, reinforcing a sense of civic duty. Additionally, sidewalk instructions provided straightforward access to information about scheduling waste pickups, while flyers in various languages informed residents about disposal options. A WhatsApp trial enabled residents to arrange bulky waste pickups simply by sending a message, further reducing barriers to proper waste management. As a result of these efforts, illegal dumping of bulky waste fell by an impressive 85%, and incidents of illegally discarded residual waste decreased by 54%, showcasing a significant positive shift in community behavior.

4. **Intervention area:**
   Behavior change
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   Netherlands
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   Illegal dumping, community intervention, waste management, civic responsibility, behavioral change
9. **WEB:** https://shiftgedrag.nl/themas_projecten/minder_bijplaatsing_dordrecht/

7. Example 7

1. **Name:**
   The Power of Defaults: Project Power Shift's Impact on Energy Efficiency
2. **Type of Information:**
   Project
3. **Description:**
   Project Power Shift is an energy-saving initiative designed to help organizations reduce energy consumption and operational costs by automating the power-down of staff computers after office hours. The project addresses the common behavior of leaving computers in

sleep mode or completely powered on, which results in unnecessary energy use. By implementing an automatic shutdown feature as the default setting, organizations can ensure that devices are powered off every night without relying on employees to remember to do so manually.

This intervention leverages the concept of "default settings," a powerful nudge technique that influences behavior by making the desired action (powering down computers) the automatic option. Unlike traditional approaches such as sending reminder emails or posting sustainability messages, which proved less effective, the automated shutdown ensures consistent energy savings.

The impact of Project Power Shift has been notable. For example, Portland Community College (PCC) implemented the project by setting up an automated shutdown at 11 pm every night for all campus computers. This initiative has saved the institution over $80,000 annually and reduced electricity consumption by several thousand kilowatt-hours. These savings not only benefit the environment by decreasing carbon emissions but also lead to significant financial savings for the organization.

By making sustainable behavior the path of least resistance, Project Power Shift demonstrates how a one-time, automated nudge can have a long-lasting impact, creating a more sustainable workplace environment and promoting energy efficiency for years to come.

4. **Intervention Area:**
   Behavior Change

   Long-term Sustainability
5. **Sensory Experience:**
   Sight
6. **Type of Intervention:**
   Nudge Intervention
7. **Geographical Location:**
   United States

8. **Keywords:**
   power-down, energy efficiency, workplace sustainability, default setting, cost savings
9. **WEB:**
   https://www.green-nudges.com/default-power-down/

8. Example 8

1. **Name:**
   Nudging Towards Sustainability: The Impact of Alexa on Home Energy Behavior
2. **Type of Information:**
   Project
3. **Description:**
   Alexa Nudges Towards Smart Home Energy Efficiency is an initiative aimed at reducing energy consumption in residential buildings through behavioral nudging. Residential buildings contribute to over a quarter of total energy consumption in the US, mainly due to reliance on fossil fuels. While structural measures such as better insulation and efficient HVAC systems can help, residents' behaviors still have a significant impact on energy use. This project targets behavioral barriers such as the lack of awareness about energy usage and a lack of actionable information on how to optimize energy efficiency while maintaining personal comfort. It leverages smart home assistants, like Amazon's Alexa, to encourage homeowners to adopt more energy-efficient habits by using proactive conversational prompts, real-time feedback, and autonomous actuation.The initiative works by providing energy usage updates, recommendations, and personalized tips through Alexa. Homeowners are informed of their current energy consumption and presented with suggestions to optimize usage, such as lowering heating temperatures or adjusting the lighting. If homeowners respond neutrally or negatively to the initial suggestion, Alexa provides additional information and tailored feedback to increase the likelihood of compliance.This project was tested through an interactive online experiment with 307 US participants, who were given context-based scenarios and initial suggestions. If responses were neutral or slightly negative, further information and tips were

offered. Results showed a statistically significant 16% increase in acceptance of the final suggestions compared to the initial ones. This demonstrates that proactive smart home assistants can significantly influence homeowners' energy-related decisions, leading to long-term energy savings and reduced carbon footprints.

4. **Intervention Area:**
   Behavior Change
   Long-term Sustainability
5. **Type of Intervention:**
   Nudge Intervention
6. **Sensorial Experience:**
   Hearing
   Sight
7. **Geographical Location:**
   United States of America
8. **Keywords:**
   Energy Efficiency, Smart Home, Proactive Assistant, Behavioral Change, Energy Consumption, Sustainability
9. **WEB:**
   https://www.green-nudges.com/smart-home-alexa/

Example 9

1. **Name:**
   Eco-Friendly Rides: The Transformative Power of BluSmart in Urban India
2. **Type of information:**
   Service
3. **Description:**
   India is home to 22 of the world's most polluted cities, and road transport is the biggest accelerator of global carbon emissions in these urban areas. Commuting in India's rapidly urbanising landscape significantly contributes to air, noise, and sound pollution. Despite growing awareness of the environmental impact, many people continue to use their personal vehicles or less eco-friendly transportation options, primarily due to the status quo bias — the tendency to stick with familiar modes of transport — and the

perception that electric or greener alternatives are inconvenient or expensive.

BluSmart, India's first all-electric ride-hailing mobility service, aims to change this perception and promote a shift towards sustainable commuting. Within a year, BluSmart has claimed to save over 5,500 tonnes of CO2 in the Delhi-NCR region and continues to save 25 tonnes of CO2 daily, equivalent to planting 1,000 trees each day. While the service provides a clean commuting option, encouraging people to opt for it consistently required a different approach. BluSmart effectively uses behavioral science to encourage zero-emission commutes and reinforce eco-friendly actions:

- Concretization: BluSmart prioritizes showcasing concrete benefits over abstract features. By prominently displaying metrics like "CO2 saved in kilograms" and "fuel avoided in litres" at the top of their platform, BluSmart helps users easily see the tangible impact of their ride choices. These real-time, personalized metrics resonate more with users, making them aware of the benefits of their eco-friendly commuting decision.
- Ego Bias: The service leverages ego bias by empowering users to see themselves as active contributors to reducing CO2 emissions. By displaying users' names and photos alongside their contributions, BluSmart personalizes the impact and cultivates a sense of accomplishment and environmental responsibility. This ego-boosting approach reinforces the perception that each user is making a difference, encouraging repeated eco-friendly choices.
- Social Norms: BluSmart highlights a growing community of eco-conscious commuters, inspiring others to join in. By emphasizing that other people are already making the switch to zero-emission rides, BluSmart taps into the power of social norms, encouraging people to adopt similar behaviors. The platform enables users to share their eco-friendly choices on social media, leveraging the desire for social recognition and status, and allowing users to feel like trendsetters and environmental influencers.

By employing these nudges, BluSmart is not only saving thousands of tonnes of CO2 emissions annually but also creating a community of engaged users who take pride in their contribution to a cleaner environment. Their platform makes it easier for people to choose zero-emission transportation, showcasing the combined power of technology and behavioral science in driving sustainable change. The impact of BluSmart's intervention extends beyond individual rides. By shifting the transportation habits of thousands of commuters in polluted Indian cities, BluSmart is contributing to significant environmental benefits and inspiring similar initiatives across the region.

4. **Intervention area:**
   Behavior Change

   Long-term Sustainability
5. **Sensory Experience:**
   Sight

   Hearing
6. **Type of intervention:**
   Nudge Intervention

   Cultural nudge
7. **Geographical Location:**
   India
8. **Keywords:**
   Eco-friendly transportation, Zero-emission commutes,Behavioral science, CO2 reduction, Ride-hailing
9. **WEB**: https://www.blu-smart.com/en-IN/

9. Example 10

1. **Name**:

   Nudge+: Revolutionizing Sustainable Eating with Ethical Reflection

2. **Type of information**:
   Study
3. **Description**:
   The variety of food available worldwide is appealing, but it often leads to increased consumption of resource-intensive foods like meat, which significantly contributes to global carbon emissions. Shifting towards more eco-friendly diets is essential for achieving sustainable climate goals, yet traditional methods such as rules and price increases can be met with resistance.

   To encourage better food choices without coercion, researchers have turned to nudges—subtle prompts that guide people toward healthier options. However, large-scale application of nudges raises ethical concerns, as individuals may feel manipulated if they are unaware of the influence on their eating habits.

   A recent innovation, known as “nudge+,” addresses these concerns by integrating a reflective component into traditional nudges. A nudge+ not only prompts individuals to consider better choices but also encourages them to reflect on their decisions, maintaining their autonomy while guiding them towards sustainable behaviors.

   A study published in “Nature Sustainability” involving 3,074 UK participants tested four nudge+ interventions:

   Green Default Nudge + Information Disclosure: Participants were presented with sustainable food options as defaults, accompanied by transparent information about carbon impact.

   Pledging for Sustainability: Participants were asked to pledge to adopt sustainable behaviors before or after encountering the green defaults.

   Results showed that all nudge+ interventions effectively increased intentions to choose sustainable foods. The most significant impact occurred when participants reflected on their dietary preferences prior to being nudged. Notably, combining a pledge with the green default nudge resulted in a 40% reduction in carbon emissions from intended meal selections.

   This demonstrates that incorporating reflection into nudging can ethically transform dietary habits and enhance individual agency. The nudge+ approach proves to be a promising method for supporting sustainable dietary choices, ultimately contributing to

climate goals and reducing the carbon footprint of food consumption.

4. **Intervention area**:
   Behavior Change
   Long-term Sustainability
5. **Sensory Experience**:
   Sight
6. **Type of intervention**:
   Nudge Intervention
7. **Geographical Location**:
   United Kingdom
8. **Keywords**:
   Sustainable diets, Behavioral science, Nudge+, Food consumption, Carbon emissions reduction
9. **WEB**:
   https://www.nature.com/articles/s41893-023-01235-0

10. Example 11

1. **Name:**
   Encouraging Contributions: A Nudge Approach to Protect Gili Trawangan's Ecosystem
2. **Type of information:**
   Study
3. **Description:**
   Gili Trawangan, a popular Indonesian island, attracts over 2,000 tourists daily. While tourism contributes significantly to the local economy, the high volume of visitors poses a threat to marine biodiversity. Currently, scuba divers visiting the island pay a mandatory conservation fee to support the Gili Eco Trust's coral reef preservation efforts. However, divers make up only 15% of total tourists. Despite the remaining 85% of visitors expressing concerns about environmental impact and waste generation, the island has struggled to find an effective donation strategy to encourage their contributions.
   To address this challenge, researchers partnered with Gili Eco Trust to conduct an experimental study to identify the most effective methods of encouraging tourists to donate. The study involved 790

tourists between April 2017 and April 2018 and tested six different ways of requesting donations.

Tourists were randomly assigned to one of the six experimental groups, each featuring different donation request options:

- Open-ended option, allowing tourists to specify their donation amount.
- An “anchor points” option, offering preset amounts with space for "Other."
- Two default opt-in options, suggesting contributions of Rp.10,000 ($0.75 USD) or Rp.20,000 ($1.50 USD).
- Two default opt-out options, where the suggested contribution amounts of Rp.10,000 or Rp.20,000 were pre-selected unless participants opted out.

The study results revealed that the default opt-out options were the most successful, as tourists preferred not to go through the extra effort to uncheck the pre-selected donation. This research demonstrates that even minor interventions can significantly increase contributions and support environmental conservation. By employing a simple nudge, the study illustrated that activating default mechanisms can encourage sustainable behavior without being intrusive or coercive.

With an estimated 1 million visitors annually, implementing this approach has the potential to substantially increase funding for the Gili Eco Trust, contributing to long-term conservation efforts and the sustainability of Gili Trawangan’s unique ecosystem.

4. **Intervention area:**
   Behavior Change
   Long-term Sustainability
5. **Sensory Experience:**
   Sight
6. **Type of intervention:**
   Nudge Intervention
7. **Geographical Location:**
   Indonesia

8. **Keywords:**
   Tourism Environmental Conservation Default options Donation behavior Marine biodiversity
9. **WEB:**
   https://www.green-nudges.com/visitor-donations/

11. Example 12

1. **Name:**
   Green Campaign of The Gili Eco Trust
2. **Type of Information:**
   Project
3. **Description:**
   The Green Campaign of The Gili Eco Trust aims to raise public awareness about environmental protection on Gili Trawangan, working towards achieving a "zero waste" status. The campaign involves educational workshops, beach clean-up initiatives, and the promotion of eco-friendly materials to reduce plastic usage. By engaging the community in hands-on activities and fostering a sense of responsibility, the campaign strives to create sustainable practices among residents and visitors alike. The Green Campaign of The Gili Eco Trust employs various nudges to encourage environmentally friendly behavior among the community and visitors of Gili Trawangan. Here's how some of these nudges work:

   Social Norms:

   - By showcasing community involvement in clean-up activities and educational workshops, the campaign creates a social norm where participating in environmental initiatives is seen as a positive and expected behavior.

   Public Commitments:

   - Engaging participants in pledging to reduce plastic use or to participate in clean-up events can encourage them to follow through, as public commitments often lead to a greater likelihood of behavior change.

   Simplifying Choices:

- The campaign promotes the use of eco-friendly alternatives by making them easily accessible, reducing the complexity of decision-making. For example, providing clearly labeled biodegradable products at events encourages their use over single-use plastics.

Feedback:

- Providing feedback on the impact of participants' actions, such as the amount of waste collected during clean-up events, reinforces positive behavior and encourages continued engagement.

Framing:

- The campaign frames messages around environmental protection in a positive light, emphasizing the benefits of a clean environment and the joy of participating in community activities, rather than focusing solely on negative consequences.

Incentives:

- Offering incentives for participation, such as discounts at local businesses for those who engage in eco-friendly practices, nudges individuals towards adopting more sustainable behaviors.

Sensory Experiences:

- Engaging individuals through sensory experiences (sight, touch, etc.) during workshops and events, such as handling biodegradable materials, helps create a personal connection to the cause.

4. **Intervention Area:**
   Increasing awareness

   Behavior change
5. **Sensory Experience:**
   Sight

   Hearing

   Touch
6. **Geographical Location:**
   Indonesia
7. **Type of Intervention:**

Nudge intervention

Cultural nudge

8. **Keywords:**
   Zero waste, environmental awareness, eco-friendly, community engagement
9. WEB:
   https://www.researchgate.net/publication/375636263_Green_Campaign_of_The_Gili_Eco_Trust_in_Forming_Public_Awareness_about_The_Environment_to_Realize_Gili_Trawangan_Zero_Waste

12. Example 13

1. **Name**:

   Farming with a Smile: The Impact of Humor on Pro-Environmental Behavior Change"

2. **Type of information**:
   Study
3. **Description**:
   The excessive use of anthelmintic drugs in livestock farming by farmers poses significant risks, including drug resistance in livestock and soil contamination. This unsustainable practice is particularly prevalent in dairy farms and contributes to broader environmental issues associated with traditional agricultural methods. Although alternative, environmentally friendly farming approaches exist to address challenges such as biodiversity loss, dry-land salinity, and water conservation, their adoption remains low. Factors contributing to this reluctance include a lack of awareness and resistance to change, often fueled by rational education that focuses solely on the negative consequences of unsustainable practices.

   Negative emotions, such as fear and anxiety, can trigger defensive reactions that hinder farmers' willingness to act on sustainability messages. To counteract these responses, researchers Fiona Vande Velde, Liselot Hudders, Verolien Cauberghe, and Edwin Claerebout conducted a study exploring the use of humour as a communication strategy. Their research aimed to determine whether humour could enhance the effectiveness of sustainability messages by making farmers more receptive to alternative farming methods.

The study involved testing two types of messages in static ads: one-sided messages that solely discouraged undesired behaviour and two-sided messages that not only discouraged harmful practices but also acknowledged their advantages. Each message type was presented both with and without humour. Researchers evaluated the influence of these messages on farmers' intentions to change behaviour, considering both cognitive and affective pathways of persuasion.

The findings indicated that two-sided messages lacking humour generated negative cognitive reactions, resulting in a lesser shift in behavioural intention. However, when humour was employed as a framing device in the ads, the two-sided messages significantly increased pro-environmental behavioural intentions. This study underscores the potential of humour to enhance the receptiveness of farmers to sustainability messages and foster a shift towards more environmentally friendly farming practices.

4. **Intervention area**:
   Behavior Change
   Increasing Awareness
5. **Sensory Experience**:
   Sight
6. **Type of intervention**:
   Nudge Intervention
7. **Geographical Location**:
   Netherlands
8. **Keywords**:
   Anthelmintic Drugs, Livestock Farming, Drug Resistance, Soil Contamination, Sustainable Agriculture, Dairy Farms, Environmental Issues, Biodiversity Loss, Water Conservation, Humor in Communication, Sustainability Messages, Behavioral Intentions, Cognitive Reactions, Affective Pathways, Two-Sided Messaging, Farmers' Awareness, Resistance to Change, Pro-Environmental Practices
9. **WEB**:
   https://www.sciencedirect.com/science/article/abs/pii/S0272494417301688

13. Example 14

1. **Name:**

From Click to Carbon: How Behavioral Nudges Can Guide Sustainable Delivery Choices**Type of information:**

Study

2. **Description:**

The rise of e-commerce has significantly contributed to increasing CO2 emissions from deliveries, posing a serious environmental challenge. Research indicates that if consumers opted for delivery to a pick-up point instead of home delivery, CO2 emissions could be reduced by up to 33%. However, consumer decision-making is often hindered by mental overload and habitual patterns associated with online shopping. With many consumers multitasking—checking social media, email, or news—during their shopping experience, they tend to default to the easiest or most familiar choice.

To address this issue, a team of researchers developed four nudges and conducted a randomized controlled trial with 1,204 participants to identify the most effective strategies for encouraging sustainable delivery choices.

The study implemented one default nudge and three informational nudges to facilitate consumer decision-making. The default nudge automatically selected the most sustainable delivery option at the checkout page. The three informational nudges communicated the CO2 impact of the delivery choices in varying degrees of complexity:

- Low Complexity: A green leaf icon next to the most sustainable option.
- Medium Complexity: The percentage of CO2 reduction associated with the most sustainable choice.
- High Complexity: The actual CO2 emissions in grams for each delivery option.

The results showed that the default nudge was over five times more effective in directing consumers toward the most sustainable delivery method (delivery to a pick-up point) compared to the control condition. While the most complex informational nudge did not significantly promote the most sustainable option, it effectively dissuaded consumers from selecting the two most polluting delivery

choices, thereby potentially reducing greenhouse gas emissions more effectively than the other nudges.

A follow-up study involving more than 35,000 consumers replicated these findings, confirming that combining a default nudge with information about CO2 impact was more than twice as effective as the control condition in promoting sustainable delivery choices.

3. **Intervention area:**
   Behavior Change
   Increasing Awareness
4. **Sensory Experience:**
   Sight
5. **Type of intervention:**
   Nudge Intervention
6. **Geographical Location:**
   Global
7. **Keywords:**
   Sustainable Delivery, CO2 Emissions, E-commerce, Consumer Behavior
8. WEB:
   https://aisel.aisnet.org/ecis2023_rip/28/

14. Example 15

1. **Name:**
   Boiling It Down: A Simple Nudge to Cut Water and Energy Waste
2. **Type of information:**
   Study
3. **Description:**
   Many people use water kettles multiple times a day for various purposes, such as making tea, coffee, or cooking. However, it is common to pour more water than necessary, leading to significant waste of both water and energy. In the Netherlands alone, over 5.3 million cups of tea are brewed daily, resulting in substantial waste. Boiling a liter of water consumes as much energy as keeping a light bulb on for an entire day, highlighting the environmental impact of this seemingly minor behavior.

To tackle this issue, the behavioral agency "Unravel Behaviour" implemented a Green Nudge aimed at encouraging precise water usage by creating custom stickers for kettles that indicate the optimal amount of water needed for individual cup sizes. Most kettles typically provide quantity charts ranging from 1.5 to 2 liters, omitting precise measurements for a single cup. To enhance accuracy, the experiment involved two nearly identical kettles—one with the personalized sticker and one without, serving as the control.

The custom kettle stickers were designed to guide users to boil just the right amount of water for their preferred cup size. The findings revealed that kettles with the stickers resulted in an average of 195 ml of unused water remaining after each boiling. This means that without the customized stickers, users wasted an extra glass of water every time they made tea.

The broader implications are significant: this nudge leads to substantial energy savings and reduces water waste by one glass per person. In the Netherlands alone, this equates to a total reduction of 97 liters of water per individual, amounting to an impressive 1.4 billion liters saved annually.

4. **Intervention area:**
   Behavior Change
   Increasing Awareness
5. **Sensory Experience:**
   Sight
6. **Type of intervention:**
   Nudge Intervention
7. **Geographical Location:**
   Netherlands
8. **Keywords:**
   Water Conservation Energy Savings Nudge Theory Kettle Stickers
9. **WEB:**
   https://www.unravelbehavior.com/blog/hoe-een-eenvoudige-sticker-in-de-keuken-ons-1-4-miljoen-liter-per-jaar-kan-besparen

15. Example 16

1. **Name:**
   Witty Signs for a Fragile Ecosystem: Nudging Tourists Away from Swimming
2. **Type of information:**
   Study
3. **Description:**
   The high-altitude lakes in the French Savoy Mountains are pristine ecosystems that have been cherished for their natural beauty. However, mass tourism poses a significant threat, as visitors often swim in these delicate waters, disrupting the fragile balance of local flora and fauna. Human activity introduces pollutants, disturbs aquatic habitats, and can cause erosion around the shorelines, leading to ecological degradation. To address this issue, local authorities in the Savoie region partnered with the "NUDGE ME" agency in the summer of 2023 to implement a creative solution. Two humorous green nudge sign designs—a shark and a mermaid—were deployed around four of the region's mountain lakes to discourage swimming while preserving the ecosystem. These signs cleverly merged wit with environmental conservation, aiming to engage visitors through instinctual "System 1 thinking."
   The shark sign, rather than instilling fear, intrigued visitors with the question: "Why is there a shark warning in a mountain lake?" The accompanying message cleverly read: "Of course, no shark here! But this lake has a fragile ecosystem. Please don't swim, thank you!" This lighthearted approach effectively nudged visitors towards desired behavior by leveraging surprise and humor. Observations conducted by local stakeholders—including Regional Natural Park agents, shepherds, and professional hikers—indicated a notable decrease in swimming activities. The humorous nudge signs successfully conveyed the importance of protecting these delicate ecosystems, encouraging visitors to respect and conserve the mountain lakes.

4. **Intervention area:**
   Behavior Change
   Increasing Awareness
5. **Sensory Experience:**
   Sight
6. **Type of intervention:**
   Nudge Intervention
7. **Geographical Location:**
   France
8. Keywords:
   High-altitude lakes, French Savoy, ecosystems, mass tourism, pollution, erosion, environmental conservation, nudge strategies, creative signage, shark, mermaid, visitors, humor, nature protection, ecosystem preservation.
9. WEB:
   https://www.nudgeme.fr/nudge-building/

16. Example 17

1. **Name**:
   Promoting Greener Driving: Google Maps' Fuel-Efficient Routes
2. **Type of information:**
   Service
3. **Description:**
   Google Maps introduced a green nudge in October 2021 to encourage fuel-efficient driving by automatically selecting eco-friendly routes as the default option for users. This initiative addresses the ongoing issue of carbon emissions in transportation, where convenience often overshadows the need for fuel efficiency. Psychological factors like inertia and present bias contribute to this unsustainable behavior, as individuals tend to stick with familiar routes and prioritize short-term gains over long-term environmental benefits. Google's innovative routing model calculates eco-friendly routes based on variables such as road incline and traffic conditions, optimizing them for reduced fuel consumption. Users can easily

compare fuel savings and time differences between the eco-friendly route and the fastest option, promoting informed decision-making. Since its launch in the U.S. and Canada, this feature has led to an annual reduction of over 1 million metric tons of carbon emissions, equating to the environmental impact of over 200,000 fuel-powered cars. The eco-conscious routing feature has since expanded to more than 40 European countries, allowing users to specify their vehicle's engine type for even more precise eco-friendly route estimations.

4. **Intervention area:**
   Behavior Change

   Increasing Awareness
5. **Sensory Experience:**
   Sight
6. **Type of intervention:**
   Nudge Intervention
7. **Geographical Location:**
   Global
8. **Keywords:**
   Eco-Friendly Navigation, Carbon Emissions, Fuel Efficiency, Driving Behavior
9. **WEB:**
   https://support.google.com/maps/answer/11470237?hl=en&co=GENIE.Platform%3DAndroid

17. Example 18

1. **Name:**
   Informational Nudges to Encourage Pro-environmental Behavior: Examining Differences in Message Framing and Human Interaction
2. **Type of information:**
   Study
3. **Description:**
   Tourism's environmental impact is significant, particularly in marine

environments. Activities like snorkelling can lead to harmful interactions with coral reefs and marine life, often resulting in unintentional damage. Disruptive behaviors, such as touching coral formations or disturbing sediments, can suffocate these delicate ecosystems. Additionally, encounters with marine wildlife, such as turtles, require mindfulness to avoid disrupting their natural behaviors. To mitigate these issues, researchers have explored how positive and negative framing in messaging can influence snorkelling behavior. Positive framing encourages responsible practices by highlighting the benefits of conservation, while negative framing emphasizes the consequences of harmful actions. By employing these strategies, snorkelling operators can effectively reduce underwater incidents, ensuring a more sustainable interaction with marine life.
The study showed that using positive language and energy in snorkelling briefings tends to work best. But here's the cool part: both the „happy" and „serious" instructions helped reduce bumping into stuff while snorkelling. So, providing a pleasant atmosphere about it is the way to go, but even a serious talk can make a difference in protecting the underwater world.

4. **Intervention area:**
   Behavior Change
   Increasing Awareness
5. **Sensory Experience:**
   Sight
   Sound
6. **Type of intervention:**
   Nudge Intervention
7. **Geographical Location:**
   Coastal Tourism Destinations
8. **Keywords:**
   Sustainable Tourism, Marine Conservation, Snorkelling Practices, Behavioral Framing
9. **WEB:**
   https://www.researchgate.net/publication/349145387_Informational_Nudges_to_Encourage_Pro-

environmental_Behavior_Examining_Differences_in_Message_Framing_and_Human_Interaction

18. Example 19

1. **Name:**
   What Kind of Landlord Are You? Nudging for Better Insulation Practice
2. **Type of information:**
   Project
3. **Description:**
   Many landlords in New Zealand hesitate to insulate their properties due to cognitive barriers, such as “hyperbolic discounting,” where the lack of immediate rewards for insulation leads to procrastination. Other factors include “confirmation bias,” which creates a need for positive reinforcement, unclear framing of potential savings, and urgency due to limited subsidies.
   To address these issues, a digital campaign was launched with the headline: “What kind of landlord are you?” The campaign utilized the EAST framework—making actions Easy, Attractive, Social, and Timely—to create tailored messages for landlords. The campaign emphasized expert assistance (Easy), highlighted potential savings (Attractive), showcased that other caring landlords were insulating their properties (Social), and stressed the urgency of acting quickly to access subsidies (Timely).
4. **Intervention area:**
   Behavior Change
   Increasing Awareness
5. **Sensory Experience:**
   Visual
   Sound
6. **Type of intervention:**
   Nudge Intervention
7. **Geographical Location:**
   New Zealand

8. **Keywords:**
   Landlord Insulation, Behavioral Messaging, Energy Efficiency, Digital Campaigns
9. **WEB:**
   https://www.green-nudges.com/house-insulation/

19. Example 20

1. **Name:**
   Tourism with a Conscience: The Palau Pledge for Eco-Friendly Visitors
2. **Type of information:**
   Project
3. **Description:**
   Palau, a Polynesian island nation, heavily relies on tourism (85% of its GDP), with over 160,000 tourists arriving annually. However, this influx poses a threat to the island's delicate ecosystem, as many visitors engage in harmful behaviors like littering and disrespecting the environment. Despite initial communication strategies promoting the island's beauty, the underlying issue remained unaddressed.
   In response, a group of local activists collaborated with Host/Havas to create the "Palau Pledge," a mandatory passport stamp requiring tourists to promise to preserve the island's natural wonders. This pledge, crafted by local children, emphasizes cultural respect and environmental care, urging visitors to leave only footprints that will wash away. The stamps are available in five major visitor languages: Japanese, Korean, English, Chinese, and Taiwanese.
   While specific behavioral data is lacking, 96% of tourists reported increased awareness of their actions, and 65% used the pledge's principles during their stay. The signing creates psychological commitment, aligns tourists with responsible traveler identities, and fosters a social norm around environmental preservation.
4. **Intervention area:**
   Behavior Change
   Increasing Awareness

5. **Sensory Experience:**
   Sight
   Sound
   Touch
6. **Type of intervention:**
   Cultural nudge
7. **Geographical Location:**
   Palau
8. **Keywords:**
   Sustainable Tourism, Environmental Pledge, Cultural Respect, Eco-Friendly Practices
9. **WEB:**
   https://palaupledge.com/

20. Example 21

1. **Name:**
   From Guests to Guardians: Boosting Towel Reuse in the Hotel Industry
2. **Type of information:**
   Project
3. **Description:**
   The hotel industry faces considerable challenges related to water consumption, largely due to the high volume of towels requiring daily washing. With growing environmental awareness among guests and increased pressure on the industry to adopt sustainable practices, many hotels have introduced towel reuse programs. In 2008, researchers Goldstein, Cialdini, and Griskevicius explored how to boost participation in these programs by placing strategic messages in hotel rooms. One card read: "75% of the guests who stayed in this room opted to reuse their towels." Their findings were compelling. The standard environmental message resulted in a 37.2% towel reuse rate. However, when social influence was emphasized through the phrase "Join your fellow guests in helping to save the environment," participation rose to 44%. The most successful message, which stated that "75% of the guests who stayed in this room opted to reuse their towels," achieved a remarkable 49.3%

towel reuse rate. This study demonstrated that context-specific social modeling effectively nudged hotel guests toward more sustainable behavior. By promoting towel reuse, hotels can conserve significant resources, saving approximately 50 liters of water and 1.2 kilowatt-hours of electricity for every 10 kg of towels not washed.

4. **Intervention area:**
   Behavior Change
   Increasing Awareness
5. **Sensory Experience:**
   Visual
6. **Type of intervention:**
   Nudge Intervention
7. **Geographical Location:**
   Global (study conducted in various hotels)
8. **Keywords:**
   Sustainable Hospitality, Towel Reuse, Social Norms, Water Conservation
9. **WEB:**
   https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4118982/

21. Example 22

1. **Name:**
   Ditching the Pre-Rinse: Finish's Campaign for Sustainable Dishwashing
2. **Type of information:**
   Project
   Product
3. **Description:**
   In the U.S., the widespread habit of pre-rinsing dishes before using a dishwasher leads to significant water waste, consuming up to 20 gallons per rinse. This behavior, driven by misinformation and cognitive biases like the "anchoring effect" and "status-quo bias," poses a major concern for water conservation. With 40 out of 50 states anticipating water shortages, pre-rinsing could waste up to 150 billion gallons of water annually if practiced nationwide.

To address this issue, Reckitt Benckiser's dishwasher tablet brand, Finish, launched the "Skip the Rinse" campaign, designed to nudge consumers away from pre-rinsing. By partnering with organizations such as National Geographic and WWF, Finish leveraged these influential networks to amplify their message. They introduced a gamified initiative called the "Finish 24-Hour Challenge," where consumers were encouraged to cook a lasagna, let it dry for 24 hours, and then place it directly into the dishwasher. If the dishwasher failed to remove the dried-on stains, Finish offered to cover the cost of the meal.

This innovative campaign used gamification to effectively debunk the pre-rinsing myth and reshape consumer behavior in an engaging and interactive manner. The risk-free proposition of covering the meal cost helped build consumer confidence in their dishwasher's capabilities, demonstrating that pre-rinsing is unnecessary.

Since the campaign's launch in 2015, Finish has achieved a 5% reduction in water usage per tonne of production, contributing to Reckitt's broader sustainability goals for 2025. Although manufacturing accounts for only 1% of their water footprint, a staggering 94% comes from direct consumer use. The "Skip the Rinse" campaign successfully raised awareness and shifted consumer habits, showcasing that targeted messaging and gamification can drive substantial conservation outcomes.

4. **Intervention area:**
   Behavior Change
   Long-Term Sustainability
5. **Sensory Experience:**
   Sight
   Hearing
6. **Type of intervention:**
   Nudge Intervention

7. Geographical Location:
   United States
8. **Keywords:**
   Water Conservation, Sustainable Dishwashing, Gamification, Consumer Engagement
9. **WEB:**
   https://www.reckitt.com/us/newsroom/latest-news/news/2022/october/finish-encourages-consumers-to-skip-the-rinse-with-24-hour-challenge-if-finish-doesn-t-work-the-meal-is-on-us

22. Example 23

1. **Name:**
   The Button Nudger: Reducing Water Waste in Dual-Flush Toilets
2. **Type of information:**
   Product
3. **Description:**
   At the University of Twente in the Netherlands, a study was launched to tackle excessive water consumption associated with dual-flush toilets. Many users tend to press the larger flush button, which uses significantly more water than necessary, leading to waste. To address this unsustainable behavior, an interactive prototype called "The Button Nudger" was developed. This system presents an engaging, humorous message alongside colored lighting just before flushing, effectively reminding users to consider using the smaller button for liquid waste. By capturing attention at the critical moment of decision-making, this nudge effectively guides users towards more sustainable flushing behavior. The results of the pilot test demonstrated the effectiveness of this intervention: it achieved an average water reduction of 6.17% across various toilets, with some installations reporting a maximum reduction of 10.7%. This translates to an estimated annual water savings of approximately 3,180 liters per toilet, showcasing the potential of behavioral nudges to contribute to significant resource conservation in everyday settings.
4. **Intervention area:**
   Behavior Change
   Increasing Awareness

5. **Sensory Experience:**
   Sight
6. **Type of intervention:**
   Nudge Intervention
7. **Geographical Location:**
   Netherlands
8. **Keywords:**
   Water Conservation, Dual-Flush Toilets,
9. **WEB:**
   https://essay.utwente.nl/94869/

23. Example 24

1. **Name:**
   Seeing is Saving: How Energy Displays Reduce Consumption and Costs
2. **Type of Information:**
   Product
3. **Description:**
   Energy consumption can be an abstract concept, making it difficult for tenants in housing corporations and municipalities to grasp how their daily activities impact their overall energy usage and expenses. This often leads to inefficient usage of energy resources, with many households unaware of the broader implications. The “Smarter with your Energy” initiative tackled this issue by introducing energy displays, which serve as constant visual reminders and provide immediate feedback on energy consumption.The displays, positioned prominently in living spaces, show real-time data on energy usage, making energy consumption tangible and easy to understand. For instance, tenants can see how much a single shower costs or how adjusting the thermostat affects their energy consumption. Unlike mobile apps, these displays are always visible, reducing the cognitive effort needed to track energy use and prompting users to take immediate action.The initiative yielded significant short-term and long-term benefits. Households using energy displays reported immediate changes in their energy consumption behaviors, leading to a reduction in energy usage. Over the course of the pilot, research from the University of Tilburg and Planbureau voor de Leefomgeving (2021) showed that households

using these displays could reduce their annual energy bills by approximately 5%, translating to a yearly saving of €100 to €200. These findings suggest that energy displays are an effective method to nudge tenants towards more sustainable and eco-friendly energy usage patterns.

4. **Sensory Experience:**
   Sight
5. **Intervention Area:**
   Behavior change
   Increasing awareness
6. **Country:**
   Netherlands
7. **Keywords:**
   Energy conservation, Real-time feedback, Visual nudges, Household energy management, Sustainable behavior
8. **WEB:** https://www.uswitch.com/energy-efficiency/energy-monitors/

24. Example 25

1. **Name:**
   From Frowns to Smiles: A Simple Nudge to Optimize Energy Use
2. **Type of Information:**
   Product
3. **Description:**
   Deutsche See, a leading provider of fresh and frozen fish and seafood in Germany, was facing a common issue: employees frequently left the doors of refrigeration units open during operations. This led to significant energy waste as the cooling systems had to work overtime to maintain optimal temperatures. Due to the abstract nature of temperature changes and their impact on energy consumption, employees were not aware of the energy loss their actions were causing. To address this problem, a feedback nudge was implemented using a simple yet effective visual system—LED displays featuring smiley faces. When the refrigeration unit doors were closed and the temperature remained within the desired range, a green smiley face appeared, symbolizing optimal energy efficiency. If the temperature exceeded the limit, the smiley face changed to a frowning red face, signaling employees to close the doors and conserve energy. This intervention made the invisible impacts of

temperature deviations more tangible for the staff, prompting them to take corrective action. The feedback nudge effectively reduced temperature fluctuations within the refrigeration units by approximately 20%, leading to better energy control and efficiency. By creating an intuitive and real-time visual system, Deutsche See was able to cut down on unnecessary energy consumption, thereby achieving a more sustainable operation.

4. **Type of Intervention:**
   Nudge intervention
5. **Sensory Experience:**
   Sight
6. **Intervention Area:**
   Behavior change
   Increasing awareness

   Long-term sustainability
7. **Country:**
   Germany
8. **Keywords:**
   Energy efficiency, Visual feedback, Sustainable business practices, Behavioral change, Refrigeration unit management
9. WEB: https://energiekonsens.de/aktuelles/klimaschutz-mit-green-nudging-die-vielfalt-der-anstupser

25. Example 26

1. **Name:**
   Nudging for Cleanliness: Combating Open Defecation at the Kumbh Mela
2. **Type of Information:**
   Project
3. **Description:**
   India has long faced the problem of open defecation, a practice that significantly contributes to the contamination of drinking and bathing water sources. To combat this unsustainable behavior, the Government of India launched the Swachh Bharat Mission or Clean India Campaign in 2014, aiming to eliminate open defecation and improve solid waste management practices across the country. The Kumbh Mela, one of the world's largest religious festivals, presents a unique challenge when it comes to managing human waste, as it attracts approximately 200 million visitors over a span of 55 days. The

sheer number of participants magnifies the risks of open defecation and water contamination. At the 2019 Kumbh Mela, organizers leveraged behavioral insights to encourage visitors to use designated toilets rather than resorting to open defecation. The nudge intervention used several strategies:
- Default Option: Organizers placed toilets near high-traffic areas and religious sites, making them the more convenient and comfortable choice for visitors. This strategic placement helped establish toilet use as the default option, reducing the likelihood of open defecation.
- Feedback Mechanism: Over 122,500 eco-friendly "smart toilets" were installed, equipped with sensors that provided immediate feedback on water usage for activities such as flushing and handwashing. This real-time feedback made the abstract concept of water consumption more tangible and encouraged visitors to be more conscious of their behavior, ultimately promoting water conservation.
The intervention significantly improved sanitation practices at the 2019 Kumbh Mela. A total of 9,888 metric tons of waste was collected and sent to the Baswar solid waste treatment plant for scientific disposal. As a result, the area around the Ganga River and the festival remained free of waste, demonstrating that well-designed nudges can lead to more sustainable behavior even in large-scale events. This model can be replicated in other contexts across India to further reduce open defecation and promote long-term sustainable practices.

4. **Type of Intervention:**
   Nudge intervention
5. **Sensory Experience:**
   Sight
   Touch
6. **Intervention Area:**
   Behavior change
   Increasing awareness
   Long-term sustainability
7. **Country:**
   India (Asia)
8. **Keywords:**
   Open defecation, Behavioral change, Water conservation, Sustainable festival management, Clean India Campaign
9. **WEB:** https://www.scirp.org/journal/paperinformation?paperid=58349

26. Example 27

1. **Name:**
   Seeing is Saving: Heat-Sensitive Paint for Energy Efficiency

2. **Type of Information**:
   Project
3. **Description**:
   In public buildings such as schools, libraries, and government offices, radiators are frequently left running at high temperatures even when rooms are unoccupied or when windows are open. This unnecessary heating contributes to significant energy waste. Research from the Department of Energy and Climate Change in the UK shows that leaving a window open overnight during winter can increase heating consumption by up to 8%. This means a person's winter heating bill of $1000 could rise by an additional $80 just from leaving a window open for one night.The root of the issue lies in a lack of visual feedback. Most radiators don't provide any indication of whether they are producing excessive heat, making it difficult for people to make informed decisions about when to turn them off. To address this problem, the Danish behaviour change consultancy Krukow, in collaboration with the City of Copenhagen, developed a nudge solution that uses heat-sensitive paint on radiators to offer a clear visual signal of their temperature. The solution involves applying heat-sensitive paint to radiators that changes color based on temperature. When a radiator compensates for a drop in room temperature, the paint changes from blue to red, indicating increased heat output. This visual feedback acts as a cue for building occupants to turn off the radiator or close the windows, thereby reducing heat waste. The use of color as a visual indicator makes the invisible tangible, helping occupants better understand and manage their energy consumption. By turning an abstract factor like temperature into a visual cue, this nudge intervention can significantly influence behavior change. The initiative was first implemented in Copenhagen public buildings and has proven effective in reducing energy consumption and heating bills.
   The heat-sensitive paint intervention successfully raised awareness about energy waste in public buildings. By offering a visible cue to turn off or adjust the radiators, the City of Copenhagen was able to reduce heating consumption, translating into substantial cost savings. This project can be adapted for use in both public and private settings, making it a scalable and effective tool for promoting energy efficiency and environmental sustainability.
4. **Type of Intervention:**
   Nudge intervention
5. **Sensory Experience:**
   Sight:
6. **Intervention Area:**
   Behavior change
   Increasing awareness

Long-term sustainability

7. **Country:**
   Denmark
8. **Keywords:**
   Energy conservation, Behavioral change, Visual feedback, Sustainable energy management, Public building energy efficiency
9. **WEB:**
   https://www.green-nudges.com/radiator-paint/

27. Example 28:

1. **Name:**
   From Red to Green: Oda's Innovative Approach to Climate-Friendly Shopping
2. **Type of information:**
   Service
3. **Description:**
   To simplify climate-friendly shopping, Norwegian online supermarket Oda developed a “climate receipt” that displays both the prices of food items and their corresponding CO2 emissions. Products are categorized into four emissions groups—low, medium, high, and very high—using green, yellow, orange, and red colors to indicate their environmental impact. The emissions data, sourced from Cicero (Centre for International Climate Research), allows consumers to understand the impact of their choices and monitor changes in their shopping behavior. Since implementing this receipt, meat sales have dropped, while sales of meat alternatives have grown by 80%, and fruit and vegetable purchases have increased by 50%. This nudge helps consumers make sustainable choices by making CO2 emissions more transparent and accessible.
4. **Intervention area:**
   Increasing awareness
   Behavior change
5. **Type of intervention:**
   Nudge intervention
6. **Sensorial experience:**
   Sight
7. **Geographical location:**
   Europe
8. **Keywords:**
   CO2 emissions, Climate impact, Sustainable shopping, Consumer behavior, Online supermarket
9. **WEB:**
   https://sustainablefuture.oda.com/the-climate-receipt

28. Example 29

1. **Name:**
   The Waste Game: Teaching Recycling through Gamification
2. **Type of information:**
   Product
3. **Description:**
   The Waste Game is an interactive online tool designed to encourage waste prevention and recycling on Irish university campuses. Developed as part of the Campus Living Labs Sustainability Project by The Behaviouralist, in collaboration with four Irish universities and stakeholders like MyWaste.ie, An Taisce Green Campus, and Regional Waste Authorities, the game addresses barriers to effective waste sorting among students, such as limited knowledge, low environmental concern, and mistrust in the recycling system. Structured as a quiz based on the waste hierarchy framework, the game promotes waste prevention and recycling using behavioral and gamification techniques to engage participants. Players earn points by correctly sorting waste, can commit to real-life actions, and compete against others to win rewards. Through this fun and educational approach, The Waste Game increased knowledge and motivation for waste sorting, as well as confidence in the recycling process among students. The success of the game has led to its development as an independent platform, now incorporated into the onboarding week for new students at Irish universities.
4. **Intervention area:**
   Behavior Change,
   Increasing Awareness
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   Ireland
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   waste, recycling, gamification, education, engagement, waste game, recycling, gamification, university campuses, waste sorting
9. **WEB:**
   https://thewastegame.iua.ie/

29. Example 30:

1. **Name:**

Menu Makeover: How Carbon Labels at Wahaca Encourage Sustainable Eating

2. **Type of information:**
   Project
3. **Description:**
   The UK-based Mexican restaurant chain, Wahaca, collaborated with the Swedish startup Klimato to introduce carbon labels next to food items on their menu, indicating the climate impact of each dish based on CO2 equivalents (CO2e). The labels were categorized into three levels: low carbon (CO2e 0.6kg or lower), medium carbon (CO2e 0.6kg – 1.6kg), and high carbon (CO2e 1.6kg or higher), providing customers with clear information to make climate-friendly choices. This intervention addresses the negative environmental impacts of meat-based diets by promoting awareness of the CO2 emissions associated with various food items. Although specific data from Wahaca's initiative are not yet available, several studies show that such labeling can reduce CO2 emissions by influencing food choices. For instance, researchers from the University of Würzburg and Johns Hopkins University found that carbon labels led to a significant decrease in emissions and increased the selection of sustainable food options, making this an effective nudge for encouraging sustainable dietary habits.
4. **Intervention area:**
   Behavior change
   Long-term sustainability
5. **Type of intervention:**
   Nudge intervention
6. **Sensorial experience:**
   Sight
7. **Geographical location:**
   Europe

America

8. **Keywords:** Carbon labeling, Climate-friendly food, Sustainable diets, CO2 emissions, Restaurant industry
9. **WEB:** https://foodservicefootprint.com/carbon-labelling-leads-to-break-from-steak-for-wahaca/

30. Example 31:

1. **Name:**
   Nudging Towards Healthier Choices: Using Social Norms on Shopping Trolleys to Promote Vegetable Purchases in Urban Supermarkets
2. **Type of Information:**
   Study
3. **Description:**
   This study investigates the impact of social norms as nudges applied to shopping trolleys in a supermarket aimed at increasing vegetable purchases among consumers in a deprived urban area in the Netherlands. The intervention included adding visual prompts on the trolleys that highlighted the benefits of consuming vegetables and presented social norms related to vegetable purchases. Specific nudges included:
   - **Visual Messages:** Posters or stickers on the trolleys containing messages such as "70% of shoppers in this store regularly buy vegetables" or "Boost your health: vegetables are delicious and beneficial!"
   - **Graphic Displays:** Images of fresh vegetables along with preparation and consumption tips, encouraging shoppers to think of vegetables as an appealing choice.
   - **Emotional Messaging:** Incorporating affirmative statements about health and well-being that connect vegetable consumption with positive emotional outcomes, such as "Eat vegetables for better energy and health!"

   The goal of the research was to determine whether these nudges could effectively change consumer behavior in the context of low income.
4. **Intervention Area:**
   Increasing Awareness
   Behavior Change
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**

Netherlands
7. **Type of Intervention:**
   Nudge Intervention
8. **Keywords:**
9. Social norms, nudges, vegetable purchases, supermarkets, consumer behavior
10. **WEB:**
    https://www.sciencedirect.com/science/article/pii/S0195666318315095?dgcid=api_sd_search-api-endpoint

31. Example 32

1. **Name:**
   Smart Shower Meters: Reducing Energy and Water Consumption Through Real-Time Feedback
2. **Type of Information:**
   Project
3. **Description:**
   This project focuses on reducing energy and water consumption during showers by implementing smart shower meters that provide real-time feedback to users. A field experiment was conducted in six Swiss hotels, where guests were equipped with these meters to measure their shower resource usage. The intervention involved installing smart shower meters that provided guests with real-time data on their resource usage, along with engaging visual feedback to encourage energy and water conservation.

   The smart shower meters displayed:
   - **Total Water Consumption:** Liters used during the shower
   - **Total Energy Use:** Kilowatt-hours (kWh) consumed
   - **Dynamic Energy-Efficiency Rating:** An A–G rating system indicating the efficiency of water and energy use
   - **Visual Feedback:** A four-stage animation of a polar bear standing on a melting ice floe, reinforcing the environmental impact of resource usage.

   The aim was to make abstract concepts of energy and water consumption more concrete and salient, thus nudging guests towards shorter and cooler showers.
4. **Intervention Area:**
   Behavior Change
   Increasing Awareness

5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   Switzerland
7. **Type of Intervention:**
   Nudge Intervention
8. **Keywords:**
   Energy conservation, water conservation, real-time feedback, smart technology
9. **WEB:** https://www.nature.com/articles/s41560-018-0282-1.epdf?sharing_token=PrafCO0XeGlq1t0u5CZ8-dRgN0jAjWel9jnR3ZoTv0O6GIWS0YMZ3xUqvlpjFX3YtmjENrL_qw-OojbZ7tft-n7ecM8iDJHLKP651difAa31SDCvB54ZSwYxmFX3YESdzuCIYQyuWvBssZMUXgpDZsn004eL0ezGbJBGVRNSel-cBrNQt9m9g2ss1BP32e9LxMZBFSKpHds36ErOCEyzu8kGH1VXT7uolDXID-mtZdA%3D&tracking_referrer=www.spiegel.de

32. Example 33

1. **Name:**
   Mimica Bump: Reducing Food Waste with Real-Time Freshness Feedback Labels
2. **Type of Information:**
   Project
3. **Description:**
   Mimica, a London-based startup, developed an innovative packaging solution that aims to reduce food waste by providing real-time feedback on the freshness of food products. The Mimica Bump label is a temperature-sensitive, dynamic expiry label that changes texture as the product inside deteriorates. As the food decays, the label's surface turns from smooth to bumpy, providing a tactile indication of the food's freshness. The solution addresses the issue of food waste caused by static expiration dates, which often lead consumers to throw away products that are still safe to consume. This project aims to create a tangible, sensory experience to inform people when their food is truly expired. This intervention is a good example of how nudges can be designed around the sense of touch. By physically interacting with the product, consumers get immediate and clear feedback that guides their decision-making process, making it less likely that they'll waste perfectly good food.
4. **Intervention Area:**
   Food Waste Reduction
   Increasing Awareness
5. **Sensory Experience:**

Touch
Sight

6. **Geographical Location:**
   United Kingdom
7. **Type of Intervention:**
   Nudge Intervention
8. **Keywords:**
   Food waste, packaging innovation, real-time feedback, temperature-sensitive labels, shelf-life extension
9. **WEB:** https://www.mimicalab.com/

33. Example 34

1. **Name:**
   Normal or With Meat: Leveraging Default Bias to Promote Plant-Based Eating at Burger King
2. **Type of Information:**
   Project
3. **Description:**
   Burger King Austria launched an experimental campaign called "Normal or With Meat" to promote plant-based eating. In one of their restaurants in Vienna's Margaretengürtel, they reversed the traditional ordering process by making plant-based burgers the default option. Customers who didn't explicitly request a meat-based burger received a plant-based alternative. This intervention aimed to challenge the perception of plant-based options as a secondary choice and promote them as a tasty and sustainable standard. The campaign attracted significant media attention and stimulated discussion around dietary choices and their environmental impact. By making the plant-based burger the new "normal," the campaign sought to leverage default bias to increase the acceptance of plant-based eating and encourage customers to reconsider their food choices.
4. **Intervention Area:**
   Sustainable Eating
   Climate Change Awareness
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   Austria
7. **Type of Intervention:**
   Nudge Intervention
8. **Keywords:**

Plant-based eating, sustainable food choices, default bias, meat consumption reduction, behavior change

9. **WEB:**
   https://foodservicefootprint.com/burger-kings-bold-move-to-bench-beef/

34. Example 35

1. **Name:**
   Accelerating the Shift: How Porsche Nudged Employees Towards Electric Vehicle Adoption
2. **Type of information:**
   Project
3. **Description:**
   Porsche, a brand traditionally associated with powerful combustion engines, faced challenges in promoting electric vehicles (EVs) among its employees who were accustomed to petrol and diesel company cars. In an effort to shift this preference, Porsche introduced a project that involved two targeted interventions: personalized email campaigns and pop-up messages in the car configurator tool.The personalized email campaigns were sent just before the car selection period, highlighting the benefits of electric vehicles using three types of message framing: emotional, normative, and financial. Emotional framing emphasized the alignment between Porsche's identity and electric mobility ("The heart electric, the soul Porsche"), while normative framing appealed to employees to be ambassadors for a sustainable Porsche future. Financial framing highlighted potential savings on fuel costs.The configurator pop-up messages further reinforced the sustainability message whenever employees logged in to choose their company cars. These nudges resulted in a significant shift: in a test group of 147 employees, the percentage of those choosing EVs rose from 45.9% in 2021 to 66.5% in 2022. The project showcased how well-timed and context-specific nudges can shift preferences towards sustainable choices, even in a company deeply rooted in conventional car culture
4. **Intervention area:**
   Behavior Change
   Long-term Sustainability
5. **Sensory Experience:**
   Sight
6. **Type of intervention:**
   Nudge Intervention
7. **Geographical Location:**
8. Germany
9. **Keywords:**

10. Electric vehicles, sustainable mobility, employee engagement, message framing, corporate sustainability, nudge intervention, Porsche, behavior change
11. **WEB:** https://hbr.org/2024/02/nudging-employees-to-make-more-sustainable-choices

35. Example 36

1. **Name:**
   Eco-conscious Tags: Nudging Fast Fashion Consumers Towards Sustainable Choices
2. **Type of information:**
   Project
3. **Description:**
   In response to the environmental impacts of fast fashion, a group of Sustainable Design students in Argentina developed the Eco-conscious Tag as part of their final project. Inspired by food labeling requirements, these tags aim to inform consumers about the ecological consequences of their clothing choices. The project emerged from the observation that, while food products carry mandatory labels highlighting health risks and ingredients, clothing does not provide similar transparency regarding environmental impact.The students conducted surveys to understand consumer behavior regarding clothing purchases, discovering that many consumers would be deterred from fast fashion if they were informed about its environmental effects. They designed paper tags to accompany price tags on garments, featuring warnings such as “Contaminates Water” and “Excess Carbon Emissions.” The tags were strategically placed next to price labels, recognizing that affordability is a primary concern for consumers. Results showed that 30% of participants were willing to pay more for sustainable options, and 50% indicated potential willingness.This project, while confined to a university setting, provides a valuable model for the fashion industry. It suggests that mandatory Eco-conscious Tags could be established as an industry standard, potentially based on life cycle assessments of the environmental impacts of the textiles used in garments.
4. **Intervention area:**
   Increasing Awareness
   Behavior Change
5. **Sensory Experience:**
   Sight
6. **Type of intervention:**
   Nudge Intervention
7. **Geographical Location:** Argentina

8. **Keywords:** Sustainable fashion, eco-conscious labeling, fast fashion, consumer awareness, environmental impact, design intervention
9. **WEB:** https://vamospanish.com/discover/buenos-aires-community-of-sustainable-fashion-designers-eco-friendly-couture-and-upcycled-garments/

36. Example 37

1. **Name:**
   Empowering the Next Generation: Educational Nudges for Environmental Stewardship in Argentina
2. **Type of information:**
   Project
3. **Description:**
   The Global Embassy of Activists for Peace (GEAP), in partnership with the Ministry of Environment, organized educational activities across eight cities in Argentina to promote ecological values among 17,580 students for World Environment Day. Key nudges included:

   - Educational Talks: Focused on the "5R's" of Recycling (Reduce, Recycle, Reuse, Refuse, Re-educate) to encourage positive environmental behaviors.
   - Universal Declaration Promotion: Engagement in signing a petition for the rights of Mother Earth to foster a sense of responsibility and activism.
   - Workshops: Practical activities to reinforce environmental concepts, targeting both cognitive and emotional engagement.
4. **Intervention area:**
   Increasing Awareness
   Behavior Change
5. **Sensory Experience:**
   Sight
6. **Type of intervention:**
   Cultural Nudge

7. **Geographical Location:**
   Argentina
8. **Keywords:**
   Environmental education, sustainable citizenship, Mother Earth, recycling, ecological awareness, GEAP
9. **WEB:**
   https://embajadamundialdeactivistasporlapaz.com/en/press/news/celebration-environment-argentina-sowed-ecological-values-17580-students

37. Example 38

1. **Name**:
   Kids Nudge Parents On Smaller Carbon Footprint
2. **Type of information:**
   Project
3. **Description:**
   In Britain, children are becoming key drivers of the environmental agenda, influencing their families to adopt more sustainable practices such as walking to school, purchasing green products, and reducing their carbon footprint. Various initiatives, such as the "Eco Schools" program, have empowered students to take the lead on environmental issues by implementing a structured seven-step process in schools, covering themes like recycling, composting, and energy efficiency. Students participate in eco councils, where they monitor and promote environmentally friendly behavior, and collaborate with NGOs like "People and Planet" to bring about local changes, such as policies to reduce car usage by students. The project highlights how engaging youth at an early age can instill lifelong sustainable habits and shape the environmental mindset of future generations.
4. **Intervention area:**
   Behavior Change
   Long-term Sustainability
5. **Sensory Experience:**
   Sight
   Hearing
6. **Geographical Location:**
   UK
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**

9. Youngsters, carbon footprint, workshops, sustainability, recycling.
10. **WEB:**
    https://www.npr.org/2009/12/16/121498033/kids-nudge-parents-on-smaller-carbon-footprint

38. Example 39

1. **Name**:
   Recipe for Change: Encouraging Climate-Friendly Food Choices via the 'Kitchenista' Community
2. **Type of information:**
   Project
3. **Description:**
   The UNDP Egypt Accelerator Lab conducted an experiment to promote climate-resilient food choices using behavioral insights and social media engagement. Partnering with the "Kitchenista" Facebook community, which consists of over 230,000 women sharing recipes and food tips, the project aimed to nudge households towards more environmentally sustainable food consumption. Through a series of social media posts, live sessions, and polls, the project introduced and promoted climate-resilient ingredients like lentils, cabbage, mushrooms, and quinoa. The experiment focused on four aspects of food choice architecture: recipe diversity, convenience, nutritional value, and motivation to contribute to a larger impact. The findings revealed that family acceptance, accessibility of ingredients, simplicity of recipes, price, and the perceived health benefits of ingredients were the main triggers influencing food choices. The project demonstrated the potential of using behavioral nudges to encourage environmentally friendly food consumption, contributing to climate adaptation efforts in Egypt.
4. **Intervention area:**
   Behavior change
   Increasing awareness
5. **Sensory Experience:**
   Sight
   Hearing
6. **Geographical Location:**
   Egypt
7. **Type of intervention:**
   Nudge intervention
   Cultural nudge
8. **Keywords:**
   food choices, climate resilience, behavioral insights, family dynamics.
9. **WEB:**

https://www.undp.org/egypt/blog/nudging-change-fighting-climate-crisis-our-kitchens

39. Example 40

1. **Name**:
   Nudging toward sustainability: Researching the power of an individual's behavior
2. **Type of information:**
   Study
3. **Description:**
   Mohamed Yousuf, a recent Master of Environmental Studies in Sustainability Management graduate, conducted research at evolv1, a net-positive energy, zero-carbon building in the University of Waterloo's David Johnston Research and Technology Park. His thesis explored the use of green nudges, which are subtle prompts designed to reduce environmental impact, to influence workplace energy consumption behaviors. The study monitored lighting and electrical consumption patterns for two weeks as a baseline, followed by four weeks of nudging interventions, such as announcements and behavioral strategy flyers. Results showed reductions in energy usage for some tenants by as much as 39%, highlighting the potential of green nudges to drive sustainable behaviors in workplaces. The study also identified the need for future research on the timing and combination of nudges with other incentives for more significant impact.
4. **Intervention area:**
   Increasing awareness
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   Canada
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   Energy consumption, nudging, sustainability, behavior change, research.
9. **WEB:**
   https://uwaterloo.ca/news/environment/nudging-toward-sustainability-researching-power-individuals

40. Example 41

1. **Name**:

Creating a Recycling Culture: The Power of Nudges in University Settings
2. **Type of information**:
   Study
3. **Description**:
   This study implemented a comprehensive nudge strategy to enhance recycling rates among university students. The intervention combined three key nudges: a social norm message indicating that "Almost 70% of Harvard students RECYCLE," redesigned bin accessibility by making the recycling bin larger and more prominent than the waste bin, and the strategic placement of these bins to facilitate easier access. By creating an environment where recycling was not only encouraged through peer influence but also made simpler through design changes, the study observed a significant increase in recycling rates—from 3.91% to 97.35% immediately following the intervention. Even three months later, recycling rates remained high at 68.8%, indicating the long-term impact of this combined approach.

4. **Intervention area**:
   Increasing Awareness
   Behavior Change
5. **Sensory Experience**:
   Sight: The study utilized clear, visually appealing messages and distinct bin designs to capture attention and enhance understanding of recycling practices.
6. **Type of intervention**:
   Nudge Intervention
7. **Geographical Location**:
   Italy
8. **Keywords**:
   Social Norms, Recycling, Behavioral Economics, Awareness, Environmental Impact
9. **WEB**: https://sabeconomics.org/wordpress/wp-content/uploads/JBEP-2-1-15.pdf

41. Example 42

1. **Name**:
   Reducing single-use cutlery with green nudges: Evidence from China's food-delivery industry
2. **Type of information:**
   Study
3. **Description:**

The study investigates the effectiveness of green nudges to reduce the use of disposable cutlery in China's booming food delivery industry. Collaborating with Alibaba's Eleme platform, researchers made forgoing cutlery the default option for customers. They used pop-up reminders to highlight this choice and incentivized users with "green points," which could be redeemed for tree-planting initiatives. The results demonstrated a significant increase in the number of orders opting out of single-use cutlery, illustrating how behavioral nudges can foster sustainable practices without negatively impacting business performance.

4. **Intervention area:**
   Behavior change
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   China
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   Single-use cutlery, Food delivery, Alibaba, Environmental sustainability, Plastic pollution
9. **WEB:**
   https://www.science.org/doi/10.1126/science.add9884

42. Example 43

1. **Name:**
   Amphiro AG Digital Shower
2. **Type of information:**
   Product
3. **Description:**
   The Amphiro AG digital shower is an innovative device designed to track and display real-time water and energy consumption during showers. It features a digital screen that provides users with immediate feedback on their usage, encouraging more sustainable water habits. By visualizing consumption data, users can identify patterns and set goals for reducing waste. The device can also offer personalized tips for conserving resources, thus promoting environmentally friendly behavior.
4. **Intervention area:**
   Behavior Change
   Long-term Sustainability
5. **Sensory Experience:**
   Sight: Digital display of water and energy consumption metrics.

6. **Type of intervention:**
   Nudge Intervention
7. **Geographical Location:**
   Global (available for use in various countries)
8. **Keywords:**
   Water conservation, Energy efficiency, Digital shower, Sustainable living, Environmental awareness
9. **WEB:**
   https://www.amphiro.com/

43. Example 44

1. **Name**:
   A Green Nudge Approach in a University Canteen
2. **Type of information:**
   Study
3. **Description:**
   In the canteen located at the university in Germany, a system was introduced where guests received a proof of purchase with a lot number upon buying regionally sourced dishes or food items. This initiative enabled each customer to automatically enter a competition linked to their purchase of local products. By tapping into the tendency of individuals to overestimate low probabilities, much like in lotteries, the lot number highlighted the possibility of winning. The primary objective was to promote the purchase of locally sourced food, thus encouraging sustainable consumption practices. The nudge effectively used the concept of gamification to engage customers and influence their choices. Research indicated that this method significantly boosted sales of regional items in the canteen. Ultimately, guests became more motivated to opt for local products, driven by the playful nature of the competition rather than merely by the chance of winning.
4. **Intervention area:**
   Behavior change
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   Germany
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   canteen, regional products, competition, gamification, sustainable consumption
9. **WEB:**

https://green-nudging.de/nudges/nudgekatalog/?kategorie=lebensmittel&typ

44. Example 45

1. **Name**:
   Shifting Consumer Behavior: Nudging Toward Reusable Cup Adoption
2. **Type of information:**
   Study
3. **Description:**
   In Sweden a study has been examined using nudging strategies aimed at promoting the use of reusable cups in coffee shops, cafeterias, and gas station convenience stores. This initiative sought to shift consumer habits away from single-use beverage cups, which significantly contributed to plastic pollution. Various nudging techniques were evaluated, including prompts—reminders placed at points of sale—and increased visibility of reusable cups through signage. Results indicated that prompts were the most effective, particularly in relatable contexts, while enhanced visibility through posters had minimal impact. The findings suggest a flexible approach in implementing nudges, advocating for voluntary adoption of prompts to effectively promote sustainability.
4. **Intervention area:**
   Behavior change
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   Sweden
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   nudging, reusable cups, sustainable behavior, consumer habits, plastic pollution
9. **WEB:**
   https://pub.norden.org/temanord2024-533/summary.html

45. Example 46

1. **Name:**
   Framework Regulation on the standardised Europe-wide energy efficiency labelling of products
2. **Type of information:**

Policy

3. **Description:**
   The European Union's Energy Efficiency Labelling framework, established under Regulation (EU) 2017/1369, aims to promote energy-efficient products across Europe. The regulation mandates a standardized, color-coded energy efficiency label ranging from A (most efficient) to G (least efficient) for household and commercial products like refrigerators, washing machines, and boilers. By providing clear information on energy consumption and other specifications, the label helps consumers make informed choices and encourages competition among manufacturers. The policy also includes product-specific regulations for various appliances, ensuring comprehensive coverage. Recent revisions have transitioned the scale to a simplified A-G system to accommodate technological advancements and create space for future improvements. Additionally, energy labels for heating systems and boilers assist consumers in selecting efficient products to reduce energy consumption and greenhouse gas emissions.
4. **Intervention area:**
   Long-term sustainability
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   Germany (EU)
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   green energy, renewable resources, energy labeling, consumer behavior
9. **WEB:**
10. https://www.bmwk.de/Redaktion/EN/Artikel/Energy/energy-efficiency-labelling-of-products-01-framework-regulation.html

46. Example 47

1. **Name:**
   The Dutch Plastic Pact: Reducing Single-Use Plastics
2. **Type of information:**
   Policy
3. **Description:**
   The Dutch Plastic Pact is a voluntary agreement established in 2019 as part of the Netherlands' broader strategy to reduce plastic waste and transition to a circular economy. It involves collaboration between the Dutch government, businesses, NGOs, and other

stakeholders to achieve a set of ambitious targets focused on reducing the use of single-use plastics and promoting recycling.
Key Strategies

- Product Design: Encourage manufacturers to redesign products and packaging with recyclability in mind, prioritizing materials that can be efficiently collected and processed.
- Innovations in Recycling: Develop new recycling technologies and processes to improve the quality of recycled plastics.
- Industry Collaboration: Participants in the pact include companies from across the plastic value chain, such as producers, retailers, and waste management firms. This cross-sector collaboration aims to align efforts and promote shared innovation.
- Consumer Behavior: Influence consumer behavior through awareness campaigns and reduce reliance on single-use plastics. Some of the behavioral nudges used are charging for plastic bags and promoting alternatives, to reduce plastic consumption among consumers.

4. **Intervention area:**
   Behavior change
5. **Sensory Experience:**
   Sight,
   Touch
6. **Geographical Location:**
   Netherlands
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   single-use plastics, plastic reduction, sustainable packaging, consumer choices
9. **WEB:**
   https://english.rekenkamer.nl/binaries/rekenkamer-english/documenten/reports/2019/05/15/reducing-the-use-of-plastics/Reducing+the+use+of+plastics.pdf

47. Example 48

1. **Name:**
   Promoting Urban Green Spaces in Singapore
2. **Type of information:**
   Project
3. **Description:**
   Singapore has launched an innovative program to enhance urban green spaces by seamlessly integrating parks and gardens into both

residential and commercial areas. The primary purpose of this initiative is to improve the overall quality of life for residents by providing greater access to nature, positively impacting mental and physical well-being. The program employs various nudges, such as strategically placing vibrant green spaces filled with colorful flowers and lush vegetation in high-traffic areas to maximize visibility and accessibility. This visual appeal, combined with the natural sounds of wildlife, creates a serene environment that encourages residents to engage with nature more frequently. To further enhance the experience, residents can participate in activities like gardening and walking on grass, allowing them to enjoy tactile interactions with their surroundings. Additionally, the program offers incentives for businesses that incorporate greenery into their architectural designs, fostering a collaborative effort between the public and private sectors. This multifaceted approach not only significantly contributes to urban biodiversity but also encourages eco-friendly behaviors among residents. By leveraging the cultural significance of communal outdoor spaces in Singapore, the initiative reinforces community values and promotes social interactions, making the city a more sustainable and vibrant place to live.

4. **Intervention area:**
   Increasing awareness
   Behavior Change
   Long-term Sustainability
5. **Sensory Experience:**
   Sight
   Smell
   Touch
6. **Geographical Location:**
   China
7. **Type of intervention:**
   Nudge Intervention
   Cultural nudge
8. **Keywords:**
9. urban green spaces, biodiversity, eco-friendly behavior, urban planning
10. **WEB:**

https://urbangreenbluegrids.com/projects/singapore-en/

48. Example 49

1. **Name:**
   Bagging Sustainability: IKEA's Commitment to Reducing Plastic Waste
2. **Type of information:**

Project
Product

3. **Description:**
   IKEA promotes the use of reusable shopping bags by implementing a charge for single-use plastic bags and offering low-cost, durable "FRAKTA" bags. This initiative serves to encourage customers to adopt reusable options and reduce plastic waste by making reusable bags the more attractive and economical choice. By positioning reusable bags as a practical alternative, IKEA aims to change consumer behavior towards more sustainable practices while effectively raising awareness about plastic waste issues. This approach not only contributes to environmental sustainability but also aligns with IKEA's commitment to promoting eco-friendly solutions among its customer base.
4. **Intervention area:**
   Increasing awareness
5. **Sensory Experience:**
   Touch,
   Sight
6. **Geographical Location:**
   Global
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   reusable bags, plastic reduction, customer behavior, environmental impact
9. **WEB:**
   https://www.ikea.com/us/en/cat/shopping-bags-tote-bags-16295/

49. Example 50

1. **Name:**
   Starbucks Reusable Cup Discount Program
2. **Type of information:**
   Project
3. **Description:**
   Starbucks offers a discount to customers who bring their own reusable cups, providing an incentive for customers to make more sustainable choices. This program is prominently advertised in stores and through the company's app, effectively raising awareness about

the benefits of using reusable cups. By encouraging customers to use reusable options, Starbucks aims to reduce waste and promote environmentally friendly practices. The discount serves as a nudge, making reusable cups a more attractive and economical choice for consumers, while reinforcing the company's commitment to sustainability and reducing single-use plastics.

4. **Intervention area:**
   Increasing Awareness
   Behavior change
5. **Sensory Experience:**
   Sight,
   Touch
6. **Geographical Location:**
   Global
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   reusable cups, discount incentives, waste reduction, sustainable practices
9. **WEB:**
   https://stories.starbucks.com/press/2024/starbucks-becomes-first-national-coffee-retailer-to-accept-reusable-cups-for-drive-thru-and-mobile-orders/

50. Example 51

1. **Name:**
   Search to Plant: Ecosia's Green Engine
2. **Type of information:**
   Project
3. **Description:**
   Ecosia is a unique search engine that utilizes its advertising revenue to fund tree planting initiatives globally. By simply searching the web, users contribute to various reforestation projects without any additional effort. This innovative service nudges users towards environmentally conscious behavior by making tree planting a default outcome of their regular internet use. Ecosia prominently displays the number of trees planted through users' searches, enhancing awareness and encouraging continued use of the platform. By integrating sustainability into daily online activities, Ecosia promotes a sense of collective impact among users, fostering a community committed to environmental stewardship.
4. **Intervention area:**
   Long-term sustainability

5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   Global
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   search engine, reforestation, tree planting, sustainable internet usage
9. **WEB:**
   https://www.ecosia.org/

51. Example 52

1. **Name:**
   Airbnb Eco-Friendly Stays
2. **Type of information:**
   Project
3. **Description:**
   Airbnb provides a specialized filter for "Eco-Friendly Stays," enabling users to easily search for accommodations that prioritize sustainability. This feature highlights properties equipped with environmentally friendly amenities, such as solar power and water-saving features. By offering this filter, Airbnb nudges travelers to make more sustainable choices when booking their accommodations, promoting awareness of eco-friendly practices within the hospitality industry. The visibility of sustainable options not only encourages users to consider their environmental impact but also supports hosts who implement green practices, fostering a community focused on sustainability and responsible travel.
4. **Intervention area:**
   Behavior change
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   Global
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   sustainable travel, eco-friendly accommodations, responsible tourism
9. **WEB:**
   https://sr.airbnb.com/

52. Example 53

1. **Name:**
   Guided Choices: Transforming Smoking Behavior at Copenhagen Airport
2. **Type of information**:
   Project
3. **Description:**
   At Copenhagen Airport, a field experiment aimed to improve smoking behavior by using nudges rather than traditional no-smoking bans. Smokers who congregated in non-smoking zones outside buildings created health and cleanliness issues. Observations showed that most smokers came from inside the airport and often ignored no-smoking signs. To address this, three main nudges were implemented: floor stickers with cigarette icons to guide smokers to designated areas, re-arranged benches and bins to discourage smoking in prohibited zones, and prominently marked smoking areas with yellow tape and ashtrays to leverage social norms. The results were striking, reducing smoking in no-smoking areas from 56.28% to 26.46%, a more than 50% drop. Smokers responded positively to the clear smoking zones. Additionally, the intervention led to a significant increase in the collection of cigarette butts, with over 230,000 collected for recycling. This success demonstrated that prescriptions (what to do) could be more effective than proscriptions (what not to do) in changing behavior. The approach offered a model for similar interventions in other public spaces. Achieving a reduction in smoking in no-smoking areas by over 50% and a significant increase in the recycling of cigarette butts, the intervention at Copenhagen Airport demonstrated that positive nudges effectively promoted environmentally conscious behavior and conservation.
4. **Intervention area**:
   Behavior change
5. **Sensory Experience**:
   Sight
6. **Geographical Location**:
   Denmark
7. **Type of intervention**:
   Nudge intervention
8. **Keywords**:
   smoking behavior, no-smoking areas,intervention
9. **WEB**:

https://inudgeyou.com/en/do-prescriptions-work-better-than-proscriptions/

53. Example 54

1. **Name:**
   Click for Energy: Empowering Students to Save Power
2. **Type of information:**
   Project
3. **Description:**
   At Roskilde University, a student-initiated project named “Click” aimed to reduce unnecessary energy consumption by addressing the issue of lights left on in unoccupied rooms. This initiative involved placing posters and stickers around campus to encourage students to switch off the lights. The posters featured a thumbs-up graphic and the sound effect “Click” to use both descriptive norms and the priming effect.
   Descriptive norms communicated that most students remembered to turn off the lights, while the priming effect was enhanced through the thumbs-up icon and green color. Text-free stickers, resembling the poster's thumbs-up, were strategically placed near light switches. The goal was to prompt students to turn off lights when leaving rooms.
   The intervention was implemented in two buildings for two weeks and compared with two similar buildings that did not receive the intervention. The results revealed a substantial decrease in the number of lights left on in the buildings with the “Click” initiative compared to those without. This outcome underscored the success of using descriptive norms and priming to foster energy-saving behavior.
   The "Click" initiative at Roskilde University led to a notable reduction in unnecessary energy consumption, demonstrating that employing descriptive norms and priming effectively encouraged environmentally conscious behavior and energy conservation.
4. **Intervention area:**
   Behavior Change
5. **Sensory Experience:**
   Sight,
   Sound
6. **Geographical Location:**
   Denmark
7. **Type of intervention:**
   Nudge intervention

8. **Keywords:**
   energy consumption, descriptive norms, priming effect, intervention
9. **WEB:**
   https://inudgeyou.com/en/click-reducing-unnecessary-energy-usage/

54. Example 55

1. **Name:**
2. Plate Size Matters: Reducing Food Waste at the Executive Summit
3. **Type of information:**
   Study
4. **Description:**
5. At the Danish Executive Summit in Copenhagen, a study aimed to decrease food waste by altering plate sizes at a lunch for 500 CEOs. The objective was to investigate whether minor changes in the environment could affect behavior and reduce food waste. The research utilized insights from behavioral science, focusing on how plate size impacted food consumption. Two buffet stations were set up: one with larger plates (27 cm) and one with smaller plates (24 cm). The hypothesis was that smaller plates would result in smaller servings and, consequently, less waste. Food waste was assessed by weighing the leftover food from each station. The results revealed a notable decrease in food waste—26% less waste with the smaller plates. This finding supported the hypothesis that plate size affected food consumption and waste. The study illustrated that minor environmental adjustments, such as using smaller plates, could lead to more sustainable food practices. The results underscored the effectiveness of nudging strategies in improving food waste management. The study at the Danish Executive Summit demonstrated that using smaller plates effectively reduced food waste, illustrating that minor environmental adjustments promoted more sustainable food practices and conservation.
6. **Intervention area:**
   Behavior Change
7. **Sensory Experience:**
   Sight
8. **Geographical Location:**
   Denmark
9. **Type of intervention:**
   Nudge intervention
10. **Keywords:**
    food waste, plate size, environmental adjustments
11. **WEB:**

https://www.researchgate.net/publication/263275640_Smaller_Plates_Less_Food_waste_A_Choice_Architectural_Experiment_in_a_Self-Service_Eating_Setting

55. Example 56

1. **Name:**
   Buffet Behavior: The Power of Food Arrangement on Eating Habits
2. **Type of information:**
3. Study
4. **Description:**
   At the Danish Executive Summit in Copenhagen, a study aimed to influence food choices by modifying a buffet served to 500 CEOs. The objective was to investigate whether minor environmental adjustments could boost the intake of healthy foods and decrease the consumption of less healthy options. The research drew on insights from behavioral science, emphasizing how food arrangement influenced eating behavior. Two identical buffet setups were used: one with a "healthy" configuration and the other as a control.
   The healthy buffet placed apples at the front, included sliced apples and brownies, and had a higher proportion of apples. The control buffet had brownies at the front, whole apples, and a larger proportion of brownies. Observers tracked the number of visitors to each buffet and recorded the food consumption. The findings revealed a notable increase in apple consumption and a significant reduction in brownie intake at the modified buffet. This outcome supported the hypothesis that food presentation played a crucial role in influencing eating behavior. The study illustrated that subtle changes in buffet setup effectively encouraged healthier eating habits and lowered the consumption of less healthy foods.
   The altered buffet arrangement led to a substantial increase in apple consumption and a marked decrease in brownie intake, demonstrating that subtle changes in food presentation effectively encouraged healthier eating habits and promoted more sustainable food choices.
5. **Intervention area:**
   Behavior change
6. **Sensory Experience:**
   Sight
7. **Geographical Location:**

Denmark

8. **Type of intervention:**
   Nudge intervention
9. **Keywords:**
   food choices, eating behavior, buffet arrangement
10. **WEB:**
    https://inudgeyou.com/en/inudgeyou-does-health-nudge-experiment-on-buffet-arrangement/

56. Example 57

1. **Name:**
   Fruit First: Enhancing Healthy Eating Through Design
2. **Type of information:**
   Project
3. **Description:**
   At Hotel Svendborg in Denmark, a clever design intervention aimed to encourage healthier eating among conference guests. The interior designer implemented a nudge by placing shelves with apples strategically in the hallway leading to the snack buffet. This placement ensured that apples were the first and last snack option guests encountered. Research highlights that stress and cognitive load can lead to poor dietary choices, such as opting for sweets over fruit. A study showed that participants under cognitive load were more likely to choose cake over fruit. By positioning apples in a prominent location, the hotel made fruit the easy choice.
   The colorful apples against a neutral background made them stand out, reinforcing their attractiveness. The familiar saying “an apple a day keeps the doctor away” further nudged guests towards healthier choices. The intervention led to a 5-10% increase in apple consumption. Younger guests interacted more with the design, while older guests viewed the apples as a display. Overall, the design effectively combined behavioral insights with aesthetic considerations to promote healthier eating.
   The design intervention at Hotel Svendborg led to a 5-10% increase in apple consumption, demonstrating that strategically placed healthy options effectively nudged guests towards more environmentally conscious and healthier eating behaviors.
4. **Intervention area:**
   Behavior change

5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   Denmark
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   apple consumption, healthier eating, design intervention
9. **WEB:**
   https://inudgeyou.com/en/health-design-nudge-the-apple-nudge/

57. Example 58

1. **Name:**
   Home Energy Reports: Nudging Towards Efficient Living
2. **Type of information:**
   Project
3. **Description:**
   Opower, partnering with utility companies throughout the U.S., utilized a green nudge to modify household energy use through social comparison. They launched "Home Energy Reports" that compared a household's energy consumption with that of similar residences. The initiative integrated customized energy-saving advice with information on how a household's usage measured up against 100 comparable households.This method capitalized on social norms and the inclination to align with others to cut down on energy consumption. Research evaluating the effects of these reports on 78,492 households showed that those who received the reports reduced their electricity usage by approximately 2%. Although the reduction per household appeared modest, the extensive deployment of these reports—affecting more than 15 million homes—resulted in considerable cumulative benefits, including significant reductions in CO2 emissions and substantial energy cost savings. This successful strategy underscored the effectiveness of social comparison as a behavioral nudge in enhancing energy efficiency.This green nudge set a precedent for using behavioral insights to tackle climate issues and inspired similar

initiatives globally.Opower's "Home Energy Reports," which used social comparison to provide customized energy-saving advice, effectively reduced household electricity use and led to significant cumulative benefits, including major CO2 reductions and energy savings, demonstrating the impact of behavioral nudges in promoting eco-conscious behavior.

4. **Intervention area:**
   Long-term sustainability
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   USA
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   social comparison, home energy reports, environmental impact
9. **WEB:**
   https://inudgeyou.com/en/green-nudge-the-classic-social-comparison-experiment-by-opower/

58. Example 59

1. **Name:**
   Why Littering Bins Should Be Orange: Enhancing Visibility to Reduce Littering
2. **Type of information:**
   Project
3. **Description:**
   This project explores how the color of littering bins impacts their effectiveness in promoting proper waste disposal. Green bins, often associated with eco-friendliness, can blend into their surroundings, reducing visibility and potentially leading to improper use. The aim is to make littering bins more prominent to encourage their usage and reduce littering. The issue with green bins is that they may create an "out-of-sight-out-of-mind" effect, diminishing awareness of littering issues. In contrast, using a color like orange could enhance visibility and keep littering top of mind. Orange is more noticeable and less connected to nature, making trash appear more out of place. The proposed nudge involves implementing orange bins to boost visibility, thereby increasing usage and decreasing littering. Evidence suggests that standout colors can be more effective in promoting

proper waste disposal and raising awareness about littering. By choosing orange over green, the objective is to make bins more visible, leading to more consistent use and improved cleanliness, ultimately fostering eco-conscious behavior and actions aimed at environmental preservation.

4. **Intervention area**:
   Increasing awareness
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   Denmark
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   littering bins, waste disposal, color choice
9. **WEB:**
   https://inudgeyou.com/en/why-littering-bins-shouldnt-be-green-but-orange/

59. Example 60

1. **Name:**
   Sweet Nudge: Caramels and Green Footprints for a Cleaner City
2. **Type of information:**
   Project
3. **Description:**
   In 2011, Pelle G. Hansen and his students from Roskilde University implemented an innovative nudge to reduce littering in Copenhagen. The intervention included two main components: distributing free caramels and placing green footprints on the ground. The initial distribution of caramels served as positive reinforcement, creating a favorable atmosphere that encouraged pedestrians to be more mindful of their littering behavior. By offering a small reward, the researchers aimed to enhance participants' willingness to properly dispose of their trash. Additionally, green

footprints were placed on the streets leading to nearby trash bins, serving as a visual nudge to make the location of the bins more salient and accessible. This clear path reduced the effort required to find proper disposal locations, making it easier for individuals to dispose of their trash correctly. The combined effect of these nudges resulted in a remarkable 46% decrease in littering on the streets. The green footprints acted as effective reminders to dispose of trash properly, leveraging the principle of making the desired behavior easy to perform. Overall, this approach demonstrated how combining incentives with practical cues can significantly improve public cleanliness and promote environmentally responsible behavior.

4. **Intervention area:**
   Behavior change
5. **Sensory Experience:**
   Sight,
   Taste
6. **Geographical Location:**
   Denmark
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   Litter reduction, positive reinforcement, visual nudges, public cleanliness, environmental behavior
9. **WEB:**
   https://www.projectmanagement.com/articles/301284/a-nudge-to-innovation#_=_

60. Example 61

1. **Name:**
   Impact of Plate Size on Calorie Intake
2. **Type of information:**
   Study
3. **Description:**
   Research conducted by Brian Wansink, as detailed in Mindless Eating, examines the significant effect of plate size on calorie intake. The study revealed that switching from 12-inch plates to 10-inch plates resulted in a 22% decrease in the amount of food served and consumed. This change is attributed to the visual perception of

portion sizes; larger plates can make servings appear smaller, leading individuals to serve and eat more. Furthermore, the delay in satiety signals reaching the brain often contributes to overeating when larger portions are consumed. Social norms, such as the expectation to finish everything on one's plate, also play a role in food consumption behavior. By using smaller plates, individuals can effectively nudge themselves towards healthier eating patterns without the need to meticulously track their food intake. This simple design modification illustrates how subtle environmental changes can influence behaviors and promote healthier lifestyle choices.

4. **Intervention area:**
   Long-term sustainability
   Behavioral Change
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   USA
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   calorie intake, subconscious cues, food consumption
9. **WEB:**
   https://inudgeyou.com/en/nudge-yourself-to-a-healthier-life-plate-size/

61. Example 62

1. **Name:**
   WaterGuide: Your Interactive Companion for Saving Water
2. **Type of information:**
   Product
3. **Description:**
   The WaterGuide is an innovative device designed to assist households in reducing water and energy consumption by providing engaging and interactive feedback. This device attaches to a shower mixer tap and offers real-time information on water usage and temperature. A small screen displays traffic light colors (red, yellow, green) and animated smileys, providing both visual and auditory cues related to water and energy consumption. In tests conducted with 35 families, the WaterGuide successfully reduced water usage by an average of 30%. This device acts as a nudge by encouraging behavior change without limiting choices or providing economic incentives. Its immediate feedback allows users to monitor their energy use instantly, eliminating the wait for utility bills. The use of

familiar symbols, like traffic lights and smileys, makes the information easily understandable for all family members, including children. Furthermore, it incorporates social comparison by displaying each family member's water usage, fostering competition and adherence to energy-saving norms. The design also includes elements of gamification, subtly motivating users to reduce their consumption through engaging and fun interactions. Overall, the WaterGuide's combination of immediate feedback, social comparison, and gamification serves as an effective tool for promoting long-term behavioral change in water and energy use.

4. **Intervention area:**
   Long-term sustainability
5. **Sensory Experience:**
   Sight,
   Sound
6. **Geographical Location:**
   Denmark
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   waterguide, water consumption, real-time feedback, social comparison
9. **WEB:**
   https://inudgeyou.com/en/the-waterguide-saves-energy-with-a-smiley/

62. Example 63

1. **Name:**
   E-Bike Sharing System in Dimitrovgrad
2. **Type of information:**
   Project
3. **Description:**
   The Chestnut project, launched in Dimitrovgrad, Bulgaria, introduced a pilot e-bike sharing system on September 19, 2018, with the goal of cutting motorized traffic by 2-3% over time. The program provided 20 electric bicycles free for up to 90 minutes at two designated city locations, requiring an ID and application for use. The bikes were available from Monday to Friday, between 8 AM and 6 PM, and were equipped with GPS tracking, capable of traveling up to 50 km on a single charge, with real-time monitoring by seven staff members. Funded by the municipality, the system promoted responsible use and upkeep by users. Additional project partners worked on Sustainable Urban Mobility Plans (SUMPs) to further decrease private

motor vehicle use. The Chestnut project aimed to prove the effectiveness of eco-friendly urban transportation options and collect positive user feedback. This innovative strategy was designed to inspire other cities and support broader sustainability objectives. The e-bike sharing scheme in Dimitrovgrad showed promising results, such as raising public awareness about green transportation and decreasing dependence on motorized vehicles. Although precise figures for traffic reduction were not available, the project received strong positive feedback and became a model for similar initiatives in other cities. This effort also contributed to overall sustainability goals by demonstrating viable alternatives to conventional transportation methods.

4. **Intervention area:**
   Behavior change
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   Bulgaria
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   e-bike sharing, sustainable mobility, traffic reduction, eco-friendly transportation, and public awareness
9. **WEB:**
   https://dtp.interreg-danube.eu/news-and-events/programme-news-and-events/2767

63. Example 64

1. **Name:**
   Enhancing Sustainable Tourism Through Aleppo Pine: The ADRION 5 SENSES PLUS Project
2. **Type of information:**
   Project
3. **Description:**
   The ADRION 5 SENSES PLUS Project sought to advance sustainable tourism in the ADRION region by updating strategies to tackle emerging challenges. It focused on the Aleppo pine (Pinus halepensis), a species native to Dalmatia, known for its resilience in Mediterranean climates and less fertile soils. This pine thrived in frost-prone conditions and aided in the afforestation of karst landscapes. The unique fragrance of the Aleppo pine, evoking the sea and summer, was globally used in aromatherapy for its calming effects.

The project aimed to incorporate this distinctive feature of Dalmatia's heritage into tourism to highlight the pine's ecological and cultural value. The initiative effectively integrated environmental and cultural aspects, enriching the tourism experience in the ADRION area. The use of the Aleppo pine within the ADRION 5 SENSES PLUS Project effectively boosted local tourism by incorporating the pine's unique scent into various uses, thereby increasing awareness of Dalmatia's natural heritage and promoting relaxation. Research validated the pine's soothing properties, supporting its role in improving mental health. By combining tourism development with the celebration of natural heritage, the project underscored the pine's significance on both global and local scales. The project also showcased the pine's worldwide appeal through its use in aromatherapy, highlighting its benefits for well-being and supporting sustainable tourism efforts.

4. **Intervention area:**
   Increasing awareness
5. **Sensory Experience:**
   Sight,
   Smell
6. **Geographical Location:**
   Croatia
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   Aleppo pine, sustainable tourism, environmental conservation, cultural heritage
9. **WEB:**
   https://adrion5senses.eu/listing-preview/pine-trees/

64. Example 65

1. **Name:**
   DOMX: Enhancing Gas Boiler Efficiency with Smart Nudges
2. **Type of information:**
   Project
3. **Description:**
   The DOMX project aimed to enhance the performance of natural gas boilers in Greece by integrating sophisticated control and monitoring systems. Implemented across five Greek cities (Athens, Thessaloniki, Larisa, Trikala, Volos), the initiative involved 100 households with older natural gas boilers, targeting improvements in heating and domestic hot water (DHW) efficiency. It accomplished this by optimizing boiler functionality through features like modulation, weather

compensation, and scheduling, which resulted in a significant boost in efficiency. The project also provided accurate gas consumption estimates without requiring extra metering equipment and centralized management via a cloud-based platform.
NUDGE introduced innovative energy services with nudging elements to enhance user engagement beyond just financial incentives. Participants were split into a control group using standard applications and an intervention group receiving updated apps with nudging features. Data on boiler performance, gas usage, and user feedback was gathered to evaluate the impact of these nudging interventions. The goal was to increase user participation in demand response (DR) services and explore the potential for wider adoption.
The project's findings demonstrated improved efficiency, greater user involvement, and the effectiveness of nudging within natural gas DR services. The focus on environmentally conscious behavior and actions directed at environmental preservation led to improved boiler efficiency and increased user engagement in demand response services, demonstrated by enhanced gas consumption accuracy and the successful application of advanced control technologies and nudging features.

4. **Intervention area:**
   Behavior change
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   Greece
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   natural gas boilers, heating efficiency, nudging features, user engagement, demand response
9. **WEB:**
   https://www.nudgeproject.eu/pilot/domx/

65. Example 66

1. **Name:**
   SPRING-STOF: Empowering Children as Energy Ambassadors
2. **Type of information:**
   Project
3. **Description:**

The SPRING-STOF initiative in Flanders, Belgium, aimed to educate children about home energy consumption through interdisciplinary, project-based learning. It was executed in 50 households and 3 schools, with the goal of teaching children the effects of daily choices on energy use by incorporating existing courses on climate change, social differences, and building materials.

The project involved installing smart meters and plugs in participating homes and schools to provide hands-on insights into energy consumption. An energy visualization dashboard was provided to half of the participants (intervention group) to present feedback on their energy use and allow comparisons with peers. This method aimed to enhance understanding and engagement by showcasing real-time data and promoting energy-saving behaviors. The project also focused on fostering intergenerational learning by encouraging children to share their knowledge with family members, thus involving parents and friends. It aimed to assess the effectiveness of children as energy efficiency ambassadors and their long-term influence on household energy behavior. Success was measured by comparing energy consumption and behavior changes between control and intervention groups. The project yielded results that showed heightened energy awareness among children and their families, with increased participation in energy-saving practices. The approach demonstrated the effectiveness of educational tools and real-time feedback in encouraging energy-conscious behaviors. The SPRING-STOF project effectively boosted energy awareness among children and their families, leading to improved energy-saving actions and more informed home energy decisions.

By directing efforts towards environmentally conscious behavior and actions for environmental preservation, the initiative achieved heightened energy awareness and improved energy-saving practices among children and their families, as evidenced by the effective use of educational tools and real-time feedback to foster informed home energy decisions.

4. **Intervention area:**
   Long-term sustainability
5. **Sensory Experience:**
6. Sight
7. **Geographical Location:**
   Belgium
8. **Type of intervention:**
   Nudge intervention
9. **Keywords:**
   energy awareness, educational tools, real-time feedback, energy-saving behaviors, intergenerational learning
10. **WEB:**

https://www.nudgeproject.eu/pilot/spring-stof/.

66. Example 67

1. **Name:**
   Dune Restoration and Conservation at Evropa Beach
2. **Type of information:**
   Project
3. **Description:**
   The Dune Restoration and Conservation project at Evropa Beach, Velika Plaža, Ulcinj, managed by the Public Enterprise for Coastal Zone Management of Montenegro, aimed to enhance and protect the sand dunes through a combination of biological restoration and community engagement. The project included geodetic surveys, sand sediment restoration, and the installation of protective structures like wooden fences and walkways. Artistic elements created from driftwood, educational signage, and seating were introduced to raise public awareness about marine litter and the importance of dune conservation. The project utilized cultural nudges by incorporating artistic installations and educational displays to engage the community and raise awareness about the ecological value of sand dunes. By transforming the dunes with visually appealing and interactive elements, the initiative fostered a deeper connection between the public and the natural environment, encouraging more environmentally conscious behavior. The integration of artistic and educational components effectively promoted the conservation message, increased public participation, and supported ongoing environmental preservation efforts.
4. **Intervention area:**
   Long-term sustainability
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   Montenegro
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   sand dunes, dune rehabilitation, biological restoration, public awareness, coastal ecosystems
9. **WEB**:

https://www.italy-albania-montenegro.eu/welcome-successful-activities-on-protection-and-revitalization-of-sand-dunes-in-montenegro

67. Example 68

1. **Name:**
   Fostering Environmental Awareness and Skills through Interactive Learning
2. **Type of information:**
   Project
3. **Description:**
   In the “Let’s Turn the Circle of Change” initiative, supported by the Ministry of Science and Education, Čista Velika Elementary School, the City of Vodice, the Argonaut Association, and the Museum of the City of Šibenik collaborated to enhance school-age children's understanding of plant life and environmental preservation. The project included creating an eco-sensory garden with planting beds, educating about seed preservation, conducting ecological and gardening workshops, recycling paper, constructing “insect hotels,” and setting up a weather station.
   The project utilized a hands-on learning approach through interactive activities and educational sessions, reinforcing environmental awareness with tools like educational posters and calendars. The collaboration among various partners provided a comprehensive educational experience, with continuous guidance and resources from the school. The goal was to increase children's awareness of environmental protection and practical skills for applying these practices. Studies indicated that interactive, hands-on methods significantly improved learning outcomes and fostered lasting commitment to environmental care.
   The “Let’s Turn the Circle of Change” project achieved increased understanding and appreciation of environmental protection among school-age children. Engaging activities like creating an eco-sensory garden, participating in workshops, and building “insect hotels” helped students develop practical environmental skills. Educational resources reinforced these lessons, making them memorable and engaging. The project also promoted practical skills in seed

preservation, paper recycling, and weather tracking, fostering a sense of responsibility and connection to nature. Blending hands-on learning with ongoing support, the project ensured sustained engagement and application of environmental practices. Research showed that such interactive approaches led to more effective learning and a long-term commitment to environmental stewardship.

4. **Intervention area:**
   Long-term sustainability
5. **Sensory Experience:**
   Sight,
   Touch
6. **Geographical Location:**
   Croatia
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   environmental stewardship, hands-on learning, interactive activities, conservation education, sustainable practices
9. **WEB:**
   https://argonauta.hr/en/argonautini-projekti/zavrtimo-krug-promjena/

68. Example 69

1. **Name:**
   Copenhagen's CopenPay: Assessing the Impact of a Sustainable Tourism Initiative
2. **Type of information:**
   Study
3. **Description:**
   In Copenhagen, the CopenPay initiative promoted sustainable tourism by rewarding tourists for engaging in eco-friendly activities like cleaning canals, volunteering on urban farms, and using bicycles or electric boats. Running as a one-month pilot with 24 participating attractions, the scheme offered incentives such as free ice cream, wine, and discounted museum tickets. Unlike other European cities that struggled with mass tourism, such as Venice and Barcelona, CopenPay aimed to address environmental concerns through positive reinforcement. Copenhagen, known for its environmental focus, saw over 12 million international overnight stays the previous year, driven by a post-pandemic surge in visitors. Promotional efforts included airport screens and bus banners encouraging sustainable practices. While the initiative successfully attracted participants and

raised awareness, some tourists found the rewards lacking or unappealing. The program facilitated engagement in sustainable practices and received notable media attention, bolstering Copenhagen's reputation as a green leader. However, feedback suggested the scheme could have been improved to better align with tourist preferences, and the effectiveness of litter-picking efforts was limited by the already high cleanliness of the canals. Overall, CopenPay showed promise as a model for sustainable tourism. Through promoting eco-friendly transport and involvement in environmental conservation activities, CopenPay successfully shifted tourists toward greener travel habits and supported environmental preservation.

4. **Intervention area:**
   Behavior change
5. **Sensory Experience:**
   Sight,
   Touch,
   Smell
6. **Geographical Location:**
   Denmark
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   copenpay, sustainable tourism,eco-friendly activities, rewards,pilot scheme
9. **WEB:**
   https://www.visitcopenhagen.com/copenpay

69. Example 70

1. **Name:**
   Health Ticket Program in Cluj-Napoca: Encouraging Physical Activity and Reducing Emissions
2. **Type of information:**
   Project
3. **Description:**
   In Cluj-Napoca, Romania, the Health Ticket initiative was launched to address issues of traffic congestion, air pollution, and greenhouse gas emissions resulting from increased motor vehicle use. As part of the city's strategy to lower carbon emissions and promote sustainable transportation, the initiative encouraged active mobility through physical exercise. It integrated technology with fitness, offering symbolic incentives for participating in physical activities.

A smart sports station was set up near the South Memorandum bus stop, where commuters earned a bus ticket by performing exercises such as squats. An updated version of the initiative introduced a cycling challenge at smart bus stations, where participants earned tickets by completing designated routes on stationary bikes.
The project, initiated by SPORTS FESTIVAL with support from Cluj-Napoca City Hall and developed by Life is Hard in partnership with local transport authorities, aimed to integrate exercise into daily routines, fostering healthier lifestyles and reducing dependence on motor vehicles. The approach effectively promoted physical activity and sustainable transportation, with studies showing positive impacts on community engagement and health benefits. The results of the Health Ticket initiative included increased physical activity among commuters, a reduction in motor vehicle use, and an overall improvement in public health.
By offering rewards for exercise, the program successfully encouraged eco-friendly transportation and healthier living, which led to reduced carbon emissions and improved air quality in the city. The Health Ticket initiative resulted in a notable increase in physical activity among commuters, a reduction in motor vehicle use, and an overall improvement in public health, which contributed to more environmentally conscious behaviors and better air quality.

4. **Intervention area:**
   Long-term sustainability
5. **Sensory Experience:**
   Sight,
   Touch,
   Smell
6. **Geographical Location:**
   UK
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   sustainable transportation, physical exercise, eco-friendly, smart sports station, carbon emissions
9. **WEB:**
   https://www.facebook.com/photo?fbid=910703534201798&set=a.472688598003296

70. Example 71

1. **Name:**
   Sensory priming: How a scent can lead to cleaner behaviour
2. **Type of information:**

Project

3. **Description:**
   The Sensory Priming project is a creative intervention that leverages the scent of lemon, known for its association with cleanliness, to reduce waste around underground containers in Dutch municipalities. Implemented by the agency Fama Volat, the intervention aimed to address the common issue of garbage bags and litter being left beside underground waste containers rather than being disposed of properly. Recognizing that traditional communication methods, like posters, often fail to produce desired results—especially in diverse neighborhoods with residents from various ethnic backgrounds—the team sought a more universal approach.
   The intervention involved installing "birdhouses" filled with lime-scented pellets around problematic waste container sites. These birdhouses, designed to release the scent while being inaccessible to birds, allowed the fresh, clean scent to be dispersed by the wind, activating people's subconscious association with cleanliness and encouraging proper waste disposal. A study conducted with 38 underground waste containers—18 with scented birdhouses (study group) and 20 without (control group)—showed that containers with the lime scent saw a 13% decrease in incorrectly placed waste, while the control group experienced a 214% increase. Additionally, there was a 24% reduction in litter in the neighborhoods surrounding these problem locations. The project demonstrated the effectiveness of sensory priming as a nudge for promoting cleaner environments.
4. **Intervention area:**
   Increasing awareness
   Behavior change
5. **Sensory Experience:**
   Smell
6. **Geographical Location:**
   Netherlands
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   waste disposal, sensory priming, scent of lime, littering, community responsibility , garbage bags, underground containers, Broken Windows Theory, pollution, Fama Volatlime scent, birdhouses, cleaner habits
9. **WEB:**
10. https://www.green-nudges.com/lemon-scent/

71. Example 72

1. **Name:**
   Nudging Energy Shift: Switching to Green Energy with Social Norms and Visual Cue
2. **Type of information:**
   Project
3. **Description:** The Nudging Energy Shift project is a campaign by Hamburg Energie, a municipal energy supplier in Hamburg, Germany, that successfully encouraged citizens to switch energy providers for the first time. Despite growing awareness of climate change and willingness to adopt greener habits, many Germans in 2018 remained with their traditional energy suppliers. Approximately 60% had never switched providers before, indicating a significant intention-behavior gap when it came to choosing green energy options. To address this, Hamburg Energie implemented a behavioral-informed campaign from October 2018 to March 2019, leveraging emotional and psychological factors to drive the desired behavior change.
   Rather than relying on rational explanations and educational infographics, the campaign incorporated various nudging techniques:
   - Visual Cues: Using simple icons and emojis, the campaign made connections between personal energy use and climate change more apparent and understandable.
   - Social Norms: It emphasized that opting for a non-green energy supplier was not a typical “Hamburgish” thing to do.
   - Feedback: The campaign conveyed a clear message that consuming power from coal was socially unacceptable and out of touch with current environmental concerns.
   - Social Identity and Loss Aversion: By utilizing meaningful landmarks and iconic sites from Hamburg, the campaign highlighted the potential risk of losing cherished aspects of the city due to climate change, thereby triggering a fear of loss and reinforcing local identity.

   The campaign surpassed expectations, attracting 9,500 new customers—90% more than their initial target of 5,000. Approximately 5,000 of these new customers switched from the dominant supplier, Vattenfall, leading to a customer growth rate of 7.1% and a remarkable 380% increase compared to similar periods in previous years. The project successfully bridged the intention-behavior gap, demonstrating the power of behavioral nudges in promoting energy transitions.
4. **Intervention area:**

Behavior change
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   Germany
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   energy supplier, behavioral campaign, climate change, customer growth Hamburg Energie, behavioral-informed campaign, energy suppliers, visual elements, climate change, personal energy use, local social norms, sustainable behavior

9. **WEB:** https://www.green-nudges.com/first-time-switches/

72. Example 73

1. **Name:**
   The sticker that nudges environmentally-friendly weed control
2. **Type of information:**
   Study
3. **Description:**

   The *Sticker Nudge* project is a Dutch study led by the behavioral consultancy Dijksterhuis & Van Baaren that aimed to reduce the use of harmful herbicides and pesticides by promoting an eco-friendlier alternative—using hot water instead of vinegar as a weed killer. The original initiative by the Dutch Ministry of Infrastructure and Water Management to reduce pesticide use was not successful, as many people switched to using kitchen remedies like vinegar, unaware that it can still harm the environment. The study explored factors influencing the use of vinegar and tested various nudging techniques to shift people towards less harmful weed control practices.

   After analyzing user behavior, the team discovered that many people used vinegar because it was perceived as cheap, convenient, effective, and easily available. To counteract this, they introduced an alternative behavior—using hot water from a kettle—that met the same criteria. Additionally, vinegar users showed greater concern over the tidiness of their gardens than non-users, so the communication around the nudge leveraged this concern. The key intervention was a simple sticker placed on kettles, reminding people to use boiling water as an herbicide.

The sticker served as an effective nudge by reminding people at the right time and place—when and where they were likely to use the kettle. This minimized the need for detailed explanations and helped break the habitual behavior of using vinegar. To enhance effectiveness, the stickers were distributed in the mail with additional information and offered in three different designs, increasing the likelihood of adoption. The study showed that this low-cost intervention could significantly reduce the use of vinegar as a herbicide, supporting more environmentally-friendly behavior in gardens and green spaces.

4. **Intervention area:**
   Increasing awareness
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   Netherlands
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   herbicide, vinegar, boiling water, sticker, environmental impact
9. **WEB:**
   https://www.green-nudges.com/green-weed-control/

73. Example 74

1. **Name:**
   #DUCHAllenge: Shower in less than 3 minutes
2. **Type of information:**
   Study
3. **Description:**
   The #DUCHAllenge is a social media initiative aimed at encouraging the citizens of Bogotá to adopt shorter shower habits in response to the city's ongoing water crisis. Recognizing that showering accounts for a significant portion of household water usage (45% to 60%), the challenge encourages participants to time their showers and share their results on social media. The initiative capitalizes on cultural values associated with showering while addressing the urgent need for water conservation due to decreasing reservoir levels caused by climate change. By framing water conservation as a fun and engaging challenge rather than a mandatory action, the #DUCHAllenge promotes behavioral change while preserving personal freedom. The initiative has gained traction, attracting individuals and institutions alike, further amplified by media coverage, fostering a community focused on sustainable water use.
4. **Intervention area:**

Increasing Awareness
Behavior change
5. **Sensory Experience:**
6. Sight
7. **Geographical Location:**
Colombia
8. **Type of intervention:**
Nudge intervention
9. **Keywords:**
water usage, sustainable practices, community involvement, climate action
10. **WEB:**
https://administracion.uniandes.edu.co/noticias/duchallenge-la-iniciativa-que-reta-a-los-bogotanos-a-ahorrar-agua/

74. Example 75

1. **Name:**
Veggie-forward is the new default for event-catering
2. **Type of information:**
Study
3. **Description:**
At UCLA and Harvard, a research team examined the effects of making plant-based meals the default choice at catered events. The study involved a randomized controlled trial where participants attended events with different default meal selections, and their preferences were collected through randomized RSVP surveys. The aim was to motivate attendees to opt for plant-based meals by automatically offering them as the default option, thereby reducing the environmental impact of catering. The results indicated that participants with plant-based defaults were over three times more likely to choose these meals compared to those with meat defaults. For example, if an event provided both beef and plant-based sandwiches, setting the plant-based option as the default could have resulted in a 42.3% decrease in greenhouse gas emissions. Furthermore, this strategy saved considerable amounts of land and nutrients, including a 41.8% reduction in land usage and significant declines in nitrogen and phosphorus. This research highlighted the effectiveness of using default choices to promote sustainable dietary behaviors at events.
4. **Intervention area:**
Increasing awareness
5. **Sensory Experience:**
Sight
Taste

6. **Geographical Location:**
   USA
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   plant-based meals, default choice, environmental impact, sustainable dietary behavior, catering events
9. **WEB:**
   https://www.frontiersin.org/journals/sustainable-food-systems/articles/10.3389/fsufs.2022.1001157/full

75. Example 76

1. **Name:**
   Score for the planet: Gamification for green energy habits
2. **Type of information:**
   Study
3. **Description:**
   This initiative used a gamification approach to encourage sustainable energy behaviors by leveraging the "Cool Choices" card game. Developed in collaboration with the University of Wisconsin-Madison's Department of Psychology, the game rewards players with points based on CO2 savings and action difficulty, fostering a sense of competition and progression. Players earn points for eco-friendly activities such as exchanging old light bulbs or adjusting furnace fan settings. The scoring system incentivizes participation by offering rewards and social recognition, while team divisions enhance peer influence and motivate players to engage in sustainable practices. The intervention succeeded in reducing electricity consumption by 28.31 kWh/month (4%) compared to the average resident, with changes persisting for at least six months post-intervention.
4. **Intervention area:**
   Behavior change
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   USA
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   gamification, eco-friendly actions, behavior change, greenhouse gas emissions, energy consumption
9. **WEB:**
   https://coolchoices.com/our-game-platform/

76. Example 77

1. **Name:**
   “Just-in-time” digital nudges at the point of food purchase
2. **Type of information:**
   Study
3. **Description:** Researchers from Tilburg University conducted a field experiment to investigate the impact of “just-in-time” (JIT) nudges on healthier food choices in online supermarkets. Partnering with mobile developer Nakko, the study was implemented through a mobile self-scanning app used by over 20,000 participants. The app allowed users to scan product barcodes and add items to their virtual shopping cart. When participants scanned an unhealthy product, a pop-up with a healthier alternative suggestion appeared. The experiment tested four groups: one received only the suggestion, while others received the suggestion accompanied by either text-based or image-based health information. Results showed that 38% of participants in the suggestion-only group chose the healthier option, compared to 30% in the control group, indicating the efficacy of simple, well-timed nudges in promoting better food choices without additional informational cues.
4. **Intervention area:**
   Behavior change
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   Netherlands
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   digital nudges, healthy choices, food purchasing, sustainable diet, consumer behavior
9. **WEB:**
   https://research.tilburguniversity.edu/en/publications/effects-of-digital-just-in-time-nudges-on-healthy-food-choice-a-f

77. Example 77:

1. **Name:**
   Return and Reuse: Coldplay's Sustainable Concert Initiative for Reducing Plastic Waste
2. **Type of Information:**
   Project

3. **Description:**
   Coldplay, a British pop-rock band, implemented a sustainable initiative during their 'Music Of The Spheres' tour by encouraging concertgoers to return reusable plastic LED wristbands at the end of their shows. These wristbands, commonly used to enhance the concert atmosphere, often become single-use souvenirs that contribute to plastic waste and environmental harm. To address this issue, Coldplay leveraged social norms and gamification, projecting visual reminders during the concert and displaying a scoreboard to promote friendly competition among venues for wristband return rates. Employees stationed at exits further reminded attendees to return their wristbands. This approach led to an 86% return and reuse rate of the wristbands, contributing to a significant reduction in Coldplay's direct carbon emissions.
4. **Intervention Area:**
   Increasing Awareness

   Long-term Sustainability
5. **Sensory Experience:**
   Sight

   Hearing
6. **Type of Intervention:**
   Nudge Intervention
7. **Geographical Location:**
   Global
8. **Keywords:**
   Coldplay, LED wristbands, sustainability, plastic waste, concert culture, behavior change, environmental awareness
9. **Web:**
   https://pixmob.com/projects/coldplay

78. Example 78:

1. **Name:**
   Use it Up Tape™: Tackling Food Waste One Shelf at a Time
2. **Type of information:**
   Product
3. **Description:**

The OzHarvest Use it Up Tape™ is a visual nudge designed to reduce food waste in households. This innovative tape, implemented in Australian and Dutch households, serves as a practical reminder to use up food that might otherwise be forgotten or discarded. Families can place the tape on food containers or designate a 'Use it Up shelf' in their fridges or pantries, making it easy to identify items that need to be consumed first. Tested with Australian families, the tape reduced food waste by 40%, especially with fresh produce. Since its launch in October 2021, over 100,000 units have been delivered across Australia, with a Dutch equivalent, 'Eerst Op Tape,' reaching 40,000 households through a partnership with the Netherlands Nutrition Centre.

4. **Intervention area:**
   Increasing awareness
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   Australia
7. **Type of intervention:**
   Nudge Intervention
8. **Keywords:**
   food waste reduction, visual prompts, household behavior, sustainable consumption, food sustainability
9. **WEB:**
   https://www.ozharvest.org/use-it-up/tape/

79. Example 79:

1. **Name:**
   Nudging Towards Climate Neutrality: The 'Klima Kvickly' Initiative at Coop
2. **Type of information:**
   Project
3. **Description:**
   Coop, a major Nordic retailer, launched the 'Klima Kvickly' climate lab at its Aarhus, Denmark location in 2022 to explore how supermarkets can become climate-neutral. As part of the project, they implemented 93 in-store nudges to guide customers toward more climate-friendly grocery shopping. By leveraging visual cues and providing climate-related information—such as the seasonality of fruits and vegetables and the environmental impact of meats—they disrupted customers' habitual routines and made them more mindful of their choices. This initiative resulted in a 14% CO_2 reduction within just six months, far surpassing their 2030 climate targets. Moreover, sales in the fruits and vegetable category

increased by 69%, and the percentage of customers identifying climate-friendly choices rose from 7% to 65%.

4. **Intervention area:**
   Increasing awareness
   Behavior change
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   Denmark
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   climate-friendly shopping, supermarket interventions, sustainable consumption, behavioral change, food sustainability
9. **WEB:** https://info.coop.dk/kontakt/pressekontakt/pressemeddelelser/kvickly-slutter-testen-af-klima-butik/

80. Example 80:

1. **Name:**
   The Green Menu Effect: Doubling Plant-Based Options to Nudge Dietary Change
2. **Type of information:**
   Study
3. **Description:**
   A Cambridge University study assessed whether increasing the proportion of plant-based options on menus could influence college students' food choices. The intervention involved adjusting the menus of three college cafeterias, so that 50% of the dishes offered were either vegetarian or vegan. Over 94,644 meal choices were tracked anonymously. The results revealed that doubling the availability of plant-based dishes significantly reduced meat sales by 40.8%, 61.8%, and 78.8% across the three cafeterias. This demonstrated that increasing plant-based options can nudge individuals towards choosing more sustainable diets, particularly those who usually prefer meat. The study highlights how small changes in menu composition can make a meaningful impact on food consumption patterns, offering a gentle approach to promote sustainable eating habits.
4. **Intervention area:**
   Behavior change
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   UK

7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   plant-based, consumption, cafeteria, sustainability, meat reduction
9. **WEB:**
   https://pubmed.ncbi.nlm.nih.gov/31570584/

81. Example 81:

1. **Name:**
   Standardising takeaway-doggie bags to save uneaten restaurant food-waste
2. **Type of information:**
   Study
3. **Description:**
4. A collaborative initiative by Nudge Italia and the behavioral agency "aBetterPlace" aimed to reduce food waste in restaurants by promoting the use of 'foodie bags' for leftovers. The intervention involved a simple yet effective modification of the default option for leftover food. At each table, a token with a green and red face was placed, initially set to green, indicating the customer's preference to take home uneaten food. This nudge made it easier for diners to request doggie bags, helping to normalize the practice in cultures where it is less common. The study, conducted in Italy and Switzerland, showed a significant increase in leftover take-home rates, from 40% to 80%, effectively reducing restaurant food waste.
5. **Intervention area:**
   Behavior change
6. **Sensory Experience:**
   Sight
7. **Geographical Location:**
   Italy
8. **Type of intervention:**
   Nudge intervention
9. **Keywords:**
   food waste, takeaway bags, restaurant leftovers, behavioral nudge, sustainability
10. **WEB:**
    https://www.green-nudges.com/doggie-bags-default-54/

82. Example 82

1. **Name:**
   Don’t Call It Vegan: Labels negatively impact choosing sustainable meals

2. **Type of information:**
   Study
3. **Description:**
   This study by social researchers Alex Berke and Kent Larson investigates the impact of "vegetarian" and "vegan" labels on food choices in the US. Through field studies and online experiments, they found that labeling meals as vegetarian or vegan actually deterred people from choosing them, suggesting these labels may activate negative biases. In a series of experiments, participants registered for an event and chose their meal preference. When the vegetarian or vegan option was explicitly labeled, it was selected less often compared to when labels were absent. The results indicate that while the use of these labels is well-intentioned, their presence might reduce the likelihood of choosing sustainable meal options. Removing such labels can be a simple, low-cost way for restaurants and institutions to promote plant-based dining, without affecting consumer freedom of choice.
4. **Intervention area:**
   Increasing awareness
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   United States
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   labels, vegetarian, vegan, consumer choices, sustainability
9. **WEB:**
   https://pubmed.ncbi.nlm.nih.gov/37429438/

83. Example 83

1. **Name:**
   Reframe to Sustain: How Liseberg's Menu Makeover Boosted Plant-Based Choices
2. **Type of information:**
   Study
3. **Description:**
   Liseberg, Sweden's largest amusement park, sought to reduce the climate impact of its food services by increasing sales of vegetarian options at Café Taube. Partnering with the Swedish Behaviour Lab (Beteendelabbet), the project identified key issues such as the non-prominent placement of vegetarian dishes on the menu and unappealing names like "Soy Steak." To address this, an intervention

was implemented, renaming dishes with more appealing titles (e.g., "Soy Steak" became "Summer Plate") and positioning them as featured items at the top of the menu. The three-week experiment during peak season demonstrated that reframing the vegetarian dishes led to a 76% increase in their sales, and the newly named "Summer Plate" saw a 275% rise in popularity. This study highlights that making sustainable food options more enjoyable and accessible can significantly shift consumer preferences towards pro-environmental behavior.

4. **Intervention area:**
   Behavior change
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   Sweden
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   reframing, vegetarian, sales, nudging, Liseberg
9. **WEB:**
   https://www.green-nudges.com/summer-plate/

84. Example 84

1. **Name:**
   Saving Energy and Money: The Success of the UK Boiler Settings Campaign
2. **Type of Information:**
   Project
3. **Description:**
   In the UK, a “one-off” intervention was implemented to assist households in changing their boiler settings, aiming to save money and reduce carbon emissions.
   The average gas boiler in the UK emits more CO2-equivalent emissions in a year than taking seven transatlantic flights. To combat this, the focus was on increasing the efficiency of household boilers, which were found to be inefficiently set. Despite the introduction of condensing boilers in 2005, many homeowners were unaware that adjusting settings could lead to significant cost savings.
   The Nesta team utilized the Behavioural Insights Team’s EAST framework to design an effective intervention:

- Make it Easy:
  A user-friendly online tool was created to guide homeowners through the steps needed to adjust their boiler settings based on their specific boiler controls. This eliminated confusion and reduced barriers to action.
- Make it Attractive:
  The campaign highlighted the potential yearly savings from adjusting boiler settings, showing that typical households could save around £100 in 2022. By quantifying these savings, the intervention motivated homeowners to take action.
- Make it Social:
  The campaign featured a tracker on the website, displaying the number of individuals who had already made adjustments. This social proof encouraged others to participate by showcasing collective action.
- Make it Timely:
  The tool was promoted during winter, a period when households are more conscious of their gas usage. This timely approach facilitated immediate adjustments without requiring ongoing effort from homeowners.

By early October 2022, 21% of survey respondents reported having lowered their boiler flow temperature. By March 2023, this number increased to 32%. Approximately 3.1 million households adjusted their boiler flow temperatures during the campaign, leading to an estimated reduction of 500,000 tonnes of CO2 and nearly £300 million in savings for households. Additionally, HM Treasury benefited from around £157 million in reduced expenditure on the Energy Price Guarantee. These results reflect carbon and monetary savings achieved in just one year. The initiative's ongoing impact could lead to savings of several billion pounds over the next 5-10 years, depending on gas prices and the number of consumers who maintain their adjusted boiler settings.

4. **Intervention Area:**
   Increasing Awareness

   Long-term Sustainability
5. **Sensory Experience:**
   Sight
6. **Type of Intervention:**
   Nudge Intervention
7. **Geographical Location:**
   United Kingdom

8. **Keywords:**
   energy efficiency, boiler adjustment, carbon emissions, cost savings, household energy
9. **WEB:**
   https://www.green-nudges.com/boiler-settings/

85. Example 85

1. **Name:**
   Disney Paris debuts colour-changing showers for water savings
2. **Type of information:**
   Study
3. **Description:**
   Disneyland Paris is testing innovative water-saving shower heads at Disney Sequoia Lodge as part of their mission to reduce water consumption. The showers feature colour-changing lights that indicate water usage in real time: starting with blue for the first 10 litres, transitioning to green up to 20 litres, shifting to purple up to 30 litres, and finally turning red when guests exceed 30 litres. By using these universally recognized colours, the intervention nudges hotel guests to shorten their showers, promoting sustainable water use. The Hydrao shower heads successfully reduced water usage by 22% during the testing phase. Based on these promising results, Disneyland Paris plans to expand the initiative across all hotel rooms and introduce water-saving toilets. This project illustrates how small behavioural interventions can lead to significant environmental and operational benefits for hotels.
4. **Intervention area:**
   Long-term sustainability
   Behavior change
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   France
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   water waste, color-changing, conservation, reduction, sustainability
9. **WEB:**
   https://www.green-nudges.com/disney-showers/

86. Example 86

1. **Name:**
   Color-Coded Conservation: How Hydrao Shower Heads Promote Water Savings
2. **Type of information:**
   Product
3. **Description:**
   Hydrao Shower Heads are innovative water-saving devices designed to reduce water consumption through a built-in colour-changing LED system. These smart shower heads indicate water usage in real time, with colours shifting as water consumption increases: starting with green for the first 10 litres, then blue up to 20 litres, purple up to 30 litres, and finally red when usage surpasses 30 litres. This visual feedback system encourages shorter showers by making water usage more transparent and engaging for users, promoting more mindful consumption habits. Hydrao Shower Heads can connect to a mobile app, enabling users to track and analyze their water usage data. Their implementation has shown success in reducing household water consumption by up to 25%. These shower heads are used in various residential and commercial settings, such as hotels, with proven effectiveness in encouraging sustainable water use.
4. **Intervention area:**
   Behavior change
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   Global
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   water waste, color-changing, conservation, reduction, sustainability
9. **WEB:**
   https://www.hydrao.com/en/

87. Example 87

1. **Name:**
   Trash Can Tease: A Fun Way to Tackle Littering
2. **Type of information:**
   Project
3. **Description:**
   The Seductive Trash Cans initiative in Malmö, Sweden, aims to reduce littering through a humorous and engaging approach. These

innovative garbage cans are equipped with speakers that play flirtatious audio messages when users dispose of trash. The sultry female voice offers playful feedback like "Ooooh, right there, yes!" and "Mmm, a bit more to the left next time," transforming the mundane task of trash disposal into an entertaining experience. This initiative serves as a positive reinforcement strategy, encouraging responsible waste disposal while injecting humor into environmental messaging. While effective in engaging the public, the choice of a female voice could reinforce gender stereotypes; thus, a gender-neutral option would align better with Sweden's values of gender equality and neutrality.

4. **Intervention area:**
   Increasing awareness
5. S**ensory Experience:**
   Hearing
6. **Geographical Location:**
   Sweden
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   littering, talking trash cans, humor, waste disposal, gender neutrality
9. **WEB:**
   https://www.youtube.com/watch?v=bq-1HXmRgwE

88. Example 88

1. **Name:**
   Improving recycling sorting behaviour with human eye nudges
2. **Type of information:**
   Study
3. **Description:**
   This study tests whether visual nudges help direct attention towards existing instructions designed to increase waste sorting accuracy. The study was conducted in a quasi-experimental setting over a period of 9 weeks in two buildings of a large UK university campus. Two treatments on recycling behaviour were tested against a control group: one considered the impact of visual nudges in the form of human eyes; the other one combined human eye with pre-existing sorting instructions. Results show that for mixed recycling the combination of visual and information nudges decreased sorting errors by 7 percentage points. In contrast, visual nudges alone increased sorting errors by 4.5 percentage points. These findings indicate that, when combined, information and a visual nudge are cost-effective tools to significantly improve waste sorting behaviour.

This paper adds to existing experimental evidence based on neuroscientific theories.

4. **Intervention area:**
   Increasing awareness
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   UK
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   recycling, eye images, behavior, intervention, sustainability
9. **WEB:**
   https://www.nature.com/articles/s41598-023-37019-x

89. Example 89

1. **Name:**
   Empowering Choices: The Enervee Score Revolutionizing Energy-Efficient Appliance Selection
2. **Type of Information:**
   Project
3. **Description:**
   The Enervee Score addresses the challenge consumers face when choosing energy-efficient appliances. Traditionally, products are labeled only by their energy class, making it difficult for consumers to select the most efficient option. The Enervee team aimed to change this by providing a dynamic and product-specific score, enabling shoppers to make informed, greener purchasing decisions. To determine if consumers would choose the most efficient products if given the option, the Enervee team combined behavioral and data science to create the “Enervee Score.” This score ranks products in a category on a scale of 0 to 100, with higher scores indicating greater efficiency compared to similar products. By transforming energy efficiency from a “shrouded” attribute to an “actionable” one, the Enervee Score empowers consumers to make informed choices. In randomized controlled studies, the introduction of the Enervee Score led to a 20% increase in the selection of more efficient products. This outcome is significant regardless of the shoppers’ interest in sustainability. The simple nudge has garnered innovation awards and

is recognized as an example of 'market transformation,' encouraging US policymakers to shift away from costly product rebates. Importantly, each time a consumer chooses a more efficient product based on the Enervee Score, energy savings are realized throughout the product's lifespan, exemplifying how a single nudge can yield long-term benefits.

4. **Intervention Area:**
   Increasing Awareness

   Long-term Sustainability
5. **Sensory Experience:**
   Sight
6. **Type of Intervention:**
   Nudge Intervention
7. **Geographical Location:**
   United States
8. **Keywords:**
   energy efficiency, Enervee Score, consumer choice, sustainable purchasing, market transformation

WEB:
https://www.enervee.com/score

90. Example 90

1. **Name:** "Recycle me!": How anthropomorphism increases recycling responsibility
2. **Type of information:**
   Study
3. **Description:**
   A US study investigated the influence of first-person communication on recycling behavior, particularly focusing on the concept of anthropomorphism. Researchers Alisa Y. Wu, Maayan S. Malter, and Gita Venkataramani Johar engaged 188 participants by having them taste a newly developed biscuit, accompanied by a narrative explaining its inspiration. Half of the participants received a text that gave the biscuit human-like qualities using first-person language ("I"), while the other half received a neutral description that referred to it as "It." After sampling the biscuit and reading the text, participants were asked to dispose of the wrapping paper and accompanying note in either regular or recycling bins. The findings showed that those who received the anthropomorphic text recycled

significantly more, with 96.8% opting for the recycling bin compared to 89.4% in the control group. This indicated that establishing an emotional connection through anthropomorphism could enhance individuals' sense of responsibility regarding recycling. Ultimately, the study underscored the effectiveness of emotional engagement in encouraging sustainable waste management practices.

4. **Intervention area:**
   Behavior change
5. **Sensory Experience:**
   Touch
6. **Geographical Location:**
   USA
7. **Type of intervention:**
   Cultural nudge
8. **Keywords:**
   anthropomorphism,recycling,emotional connection,first-person communication,sustainable practices
9. **WEB:**
   https://www.journals.uchicago.edu/doi/abs/10.1086/724999

91. Example 91

1. **Name:**
   Butt Bin Polls: A Fun Way to Keep Streets Clean
2. **Type of information:**
   Project
3. **Description:**
   Cigarette butt littering was a critical environmental concern that required immediate action. Smokers frequently discarded their butts out of convenience and a lack of understanding about their harmful effects. To address this issue, Hubbub introduced an innovative initiative using interactive Ballot Bins in London, which engaged users with entertaining questions that promoted responsible disposal. These bins engage smokers with fun questions like "What came first: Chicken or Egg?" to encourage proper disposal. This strategy resulted in an impressive 20% decrease in littering in just six weeks. The project then expanded to Athens, where it initially gathered 30,000 butts in its first year, eventually increasing to 250,000 as it spread throughout the greater area. By the time it was present on over 50 Greek islands, these interactive bins collected more than 1 million butts each year. By making the disposal process an enjoyable activity, the initiative effectively raised awareness and encouraged environmentally friendly behavior.
4. **Intervention area:**

Behavior change
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   UK
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:**
   cigarette butts, littering, Ballot Bins, environmental awareness, responsible disposal
9. **WEB:**
   https://www.nbcnews.com/news/us-news/plastic-straw-ban-cigarette-butts-are-single-greatest-source-ocean-n903661

92. Example 92

1. **Name:**
   Clear bag policy for household waste
2. **Type of information:**
   Policy
3. **Description:**
   In an effort to improve waste management and promote better recycling habits, a Canadian municipality introduced a clear bag policy for household waste. Instead of using the standard opaque black bags, residents were provided with see-through bags. This allowed waste collectors to screen the contents and refuse bags with improperly sorted waste, thereby encouraging households to recycle more effectively. Additionally, the transparency of the bags introduced a social element; with visible waste, passersby and neighbors could see whether others were adhering to proper sorting practices. This subtle social pressure helped reinforce subjective and personal norms about responsible waste management. As a result, recycling increased by 15%, while overall municipal waste decreased by 27%. The policy not only improved sorting accuracy but also had a spillover effect, reducing overall waste generation as people became more conscious of their consumption habits. However, questions remain about the appropriateness of using social norms to drive change and how this approach might vary in different cultural contexts.
4. **Intervention area:**
   Behavior Change
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**

Canada
7. **Type of intervention:** Nudge intervention
8. **Keywords:** sustainable, waste management, recycling, community involvement, visibility
9. **WEB:** https://www.sciencedirect.com/science/article/abs/pii/S0095069620301273

93. Example 93

1. **Name:**
   Fighting contamination: adding friction with shape-sorting bins
2. **Type of information:**
   Product
3. **Description:**
   Recycling contamination posed a significant challenge that compromised efforts to enhance effective recycling. Many individuals unknowingly placed non-recyclable items into recycling bins, often due to established habits. To address this issue, Singaporean designer Tommy Cheong developed innovative recycling bins aimed at promoting conscious decision-making. His bins incorporated a real-life display of common contaminants to assist users in recognizing what should not be discarded inside. Furthermore, a defensive lid restricted the opening to specific items, interrupting automatic disposal patterns and encouraging careful consideration. The transparent bin structure enabled users to observe what others were disposing of, leveraging the impact of social norms. The trial of this design in shopping malls resulted in a notable decrease in contamination rates for plastic bottles, falling from 79% to 29%, showcasing the effectiveness of introducing friction in recycling behaviors.
4. **Intervention area:**
   Behavior change
5. **Sensory Experience:**
   Sight
6. **Geographical Location:**
   Singapore
7. **Type of intervention:**
   Nudge intervention
8. **Keywords:** recycling, contamination, tommy cheong, decision-making, design
9. **WEB:** https://www.green-nudges.com/shape-sorting-bins/

94. Example 94

1. **Name:**
   The Role of Nudging Towards Sustainable Living: Exploring the Role of Nudging in Changing Human Behavior Towards Sustainable Living in Residential Architecture
2. **Type of information:**
   Study
3. **Description:**
   The study explores the role of nudging in encouraging sustainable behavior within residential architecture. The primary focus is on how design elements and strategic changes in the built environment can influence tenants' decisions and promote pro-environmental actions. The research presents a Comprehensive Model for Nudging towards Sustainable Household Behavior in Architecture, which is used to analyze the impact of different nudging interventions.

   Key Nudge Techniques:

   - Visual Cues and Signaling: Use of visual elements, such as color schemes and signs, to draw attention to environmentally friendly choices (e.g., designated recycling areas or energy-saving tips).
   - Spatial Configuration: Arrangement of spaces to naturally guide behavior, such as placing communal areas near energy-efficient amenities to encourage their use.
   - Feedback Mechanisms: Displaying real-time energy or water usage data to create awareness and reduce consumption.
   - Accessibility Adjustments: Making sustainable options (like recycling bins) more accessible than less sustainable ones to reduce barriers and increase pro-environmental choices.

   Each of these interventions is evaluated through case studies like the Urban Village Project and Sundsholmerne, showing how design and architecture can support sustainable living by subtly influencing daily behaviors without limiting freedom of choice.

4. **Sensory experience:**
   Sight
5. **Intervention area:**
6. **Nudge intervention**
7. **Geographical Location:**
   Denmark
8. **Keywords:**
   Nudging, Sustainable Behavior, Architecture, Pro-environmental Design, Urban Living, Visual Cues, Spatial Configuration
9. **WEB:**
   https://repository.tudelft.nl/record/uuid:59bcc655-8c2c-4064-a8a2-831dc00bb740

95. Example 95

1. **Name:**
   The Urban Village Project
2. **Type of information:**
   Project
3. **Description:**
   The Urban Village Project, developed by EFFEKT Architects in collaboration with SPACE10, presents a vision to address urgent challenges in urbanization and housing. The project aims to create sustainable, flexible, and affordable cross-generational living communities that support diverse needs. With a modular building system, the project emphasizes the importance of a circular material loop, where buildings are designed for disassembly and reuse, reducing waste and CO2 emissions. The Urban Village Project integrates several visual nudge strategies to encourage sustainable behaviors within urban living environments. Key visual nudge elements include:
   - Green Facades and Vertical Gardens: The use of greenery on building exteriors not only improves aesthetics but also serves

as a visual reminder of nature and sustainability. These facades nudge residents to adopt eco-friendly habits by emphasizing the project's connection to the natural environment.

- Color-coded Waste and Recycling Stations: Visual cues, such as distinct color coding and clear signage at waste stations, guide residents in sorting waste correctly and encourage higher participation in recycling programs.
- Visible Shared Spaces and Amenities: Communal areas and shared amenities, such as rooftop gardens and community kitchens, are positioned in prominent locations within the building. These visual prompts encourage social interaction and a shared sense of responsibility for maintaining common resources sustainably.
- Transparent Solar Panels and Building Materials: Using transparent solar panels and sustainable building materials (such as timber or recycled components) serves as a visible representation of sustainable construction methods. This nudge helps increase awareness of the building's energy efficiency and promotes conscious energy consumption among residents.
- Modular and Flexible Design Aesthetics: The modular design approach allows for different configurations, and residents can visually see how the flexibility in their living space reduces the need for excessive consumption or remodeling, thereby promoting a minimalist and sustainable lifestyle.

4. **Sensory experience:**
   Sight
5. **Intervention area:**
   Long-term Sustainability
6. **Geographical Location:**
   Global
7. **Keywords:**
   The Urban Village Project, EFFEKT Architects, SPACE10, urbanization, housing, sustainable, flexible, affordable, cross-generational living, modular building system, circular material loop, disassembly, reuse, reducing waste, CO2 emissions, visual nudge strategies, green facades, vertical gardens, color-coded waste, recycling stations,

visible shared spaces, communal areas, rooftop gardens, community kitchens, transparent solar panels, sustainable building materials, modular design, flexible design, minimalist lifestyle.

8. WEB:
   https://www.effekt.dk/urbanvillage

96. Example 96

1. **Name:**
   Sundsholmerne Sustainable Housing Development
2. **Type of information:**
   Project
3. **Description:**
   Sundsholmerne Sustainable Housing Development is an eco-friendly residential project designed to blend sustainability with affordability. Situated near Copenhagen, the project focuses on constructing low-impact homes with high energy efficiency, reducing the overall carbon footprint. It utilizes local and recycled materials and integrates green energy solutions, such as solar panels and heat pumps. Sundsholmerne's community-centric design includes shared spaces, gardens, and green roofs, promoting social interaction and a connection to nature. It aims to foster a sustainable community by encouraging residents to adopt eco-friendly lifestyles and contribute to a healthier living environment.
4. **Sensory experience:**
   Sight
5. **Intervention area:**
   Long-term Sustainability
6. **Geographical Location:**
   Danmark
7. **Keywords:**

8. **WEB:**
   https://www.cladglobal.com/architecture_design_news?codeid=344708

97. Example 97

1. **Name:**
   Selecting the Most Effective Nudge: Evidence from a Large-Scale Experiment on Immunization
2. **Type of information:**
   Study
3. **Description:**
   The study investigates the effectiveness of various nudges in increasing immunization rates in rural areas of Haryana, India. The primary objective was to identify which individual nudges or combinations thereof would most effectively encourage parents to immunize their children, with the goal of enhancing public health outcomes.

   Key Nudge Techniques:
   - Incentives:
     The intervention provided small rewards to parents (e.g., food items) when they completed an immunization session for their child.
     This approach resulted in a 44% increase in immunization rates compared to the control group. The visual appeal of the rewards (e.g., a basket of lentils) served as a reminder and motivator for parents to return for subsequent sessions.
   - Community Ambassadors:
     Local individuals from the community served as information centers, encouraging families to attend immunization sessions. The visual presence of ambassadors at communal areas and their interactions with parents made the process of accessing information more transparent and trustworthy.
     Community engagement significantly increased, as parents were more likely to trust information coming from someone familiar. Immunization rates also rose due to this enhanced visibility and trust.
   - SMS Reminders:
     Parents received text message reminders about upcoming immunization dates, using simple and direct language to convey the importance of attending. The reminders often included motivational phrases, such as “Keep your child healthy and

strong—don't miss the session!”Attendance at immunization sessions improved, contributing to higher immunization rates overall. The reminders provided a low-cost nudge that utilized existing infrastructure.

- Combined Approach:: This intervention combined incentives, community ambassadors, and SMS reminders to maximize the impact of the nudges. Each of these elements reinforced the others, creating a synergistic effect that increased the likelihood of immunization attendance.The comprehensive strategy yielded the highest overall increase in immunization rates, demonstrating that using multiple nudges together can significantly boost effectiveness.
- Cost-Effective Strategy:
  A combination of community ambassadors and SMS reminders was used, omitting the incentives to focus on lower-cost interventions.
  This strategy increased immunization rates by 9.1% per dollar spent compared to other approaches, making it the most cost-effective option.

The study shows that by integrating visual, social, and behavioral nudges, it is possible to create an environment that supports and encourages positive health behaviors without restricting freedom of choice.

4. **Intervention area:**
   Behavior Change
   Long-term Sustainability
5. **Sensory Experience:**
   Sight
   Hearing
6. **Type of intervention:**
   Nudge Intervention
7. **Geographical Location:**
   India
8. **Keywords:**
   Nudging, Immunization, Public Health, Community Engagement, Behavioral Change, Visual Cues, Incentives, SMS Reminders
9. **WEB:**
   https://www.nber.org/papers/w28726

98. Example 98

1. **Name:**
   The Effect of Sound Nudging on Customer Behavior and Vegetable Sales in a Supermarket
2. **Type of information:**
   Study
3. **Description:**
   This study investigates the impact of auditory nudges on consumer behavior and vegetable sales in a Danish supermarket, REMA 1000. The researchers aimed to explore whether subtle sound cues could encourage customers to make healthier food choices, specifically increasing the purchase of vegetables.
   The supermarket played sounds of nature, such as birds chirping and the rustling of leaves, in the vegetable section to create a calming and appealing atmosphere. Also, slow-tempo instrumental music was used as an auditory nudge to provide a soothing environment and promote prolonged engagement in the vegetable section. The introduction of nature sounds and relaxing music led to a notable increase in vegetable sales compared to periods when no auditory nudges were present. Customers were observed to spend more time in the vegetable section when these sounds were played, indicating that sound nudging can be effective in influencing customer behavior and promoting healthier food choices. The study highlights the potential of using sensory-based nudges, particularly auditory cues, to subtly influence shopping habits and increase the consumption of healthier products without coercive measures.
4. **Intervention area:**
   Behavior Change
5. **Sensory Experience:**
   Hearing
6. **Type of intervention:**
   Nudge Intervention
7. **Geographical Location:**
   Denmark
8. **Keywords:**
   The Effect of Sound Nudging on Customer Behavior and Vegetable Sales in a Supermarket, REMA 1000, auditory nudges, nature sounds, instrumental music, customer behavior, vegetable sales increase, supermarket study, healthy food choices, sensory nudging, behavioral interventions, sound cues in retail, customer engagement, supermarket nudging strategies

9. **WEB:**
   https://vbn.aau.dk/ws/files/239521546/MASTERTHESIS_Karina_Dorph_Pawlowski_Jakob_Lindum.pdf

99. Example 99

1. **Name:**
   The Effect of Sound Nudging on Customer Behavior and Vegetable Sales in a Supermarket
2. **Type of information:**
   Study
3. **Description:**
   This study investigates the impact of auditory nudges on consumer behavior and vegetable sales in a Danish supermarket, REMA 1000. The researchers aimed to explore whether subtle sound cues could encourage customers to make healthier food choices, specifically increasing the purchase of vegetables.
   The supermarket played sounds of nature, such as birds chirping and the rustling of leaves, in the vegetable section to create a calming and appealing atmosphere. Also, slow-tempo instrumental music was used as an auditory nudge to provide a soothing environment and promote prolonged engagement in the vegetable section. The introduction of nature sounds and relaxing music led to a notable increase in vegetable sales compared to periods when no auditory nudges were present. Customers were observed to spend more time in the vegetable section when these sounds were played, indicating that sound nudging can be effective in influencing customer behavior and promoting healthier food choices. The study highlights the potential of using sensory-based nudges, particularly auditory cues, to subtly influence shopping habits and increase the consumption of healthier products without coercive measures.
4. **Intervention area:**
   Behavior Change
5. **Sensory Experience:**
6. Hearing
7. **Type of intervention:**
   Nudge Intervention
8. **Geographical Location:**
   Denmark
9. **Keywords:**
   The Effect of Sound Nudging on Customer Behavior and Vegetable Sales in a Supermarket, REMA 1000, auditory nudges, nature sounds, instrumental music, customer behavior, vegetable sales increase, supermarket study, healthy food choices, sensory nudging,

behavioral interventions, sound cues in retail, customer engagement, supermarket nudging strategies

10. **WEB:**
https://vbn.aau.dk/ws/files/239521546/MASTERTHESIS_Karina_Dorph_Pawlowski_Jakob_Lindum.pdf

100. Example 100

1. **Name:**
Nudging with Music: The Influence of Associated Music, in combination with Volume, on Product Choice in a Virtual Supermarket
2. **Type of information:**
Study
3. **Description:**
This study examines how music influences consumer behavior in a virtual supermarket setting. It employs specific nudging interventions, including associated music, where musical tracks linked to products (e.g., classical music for wine) enhance product appeal and encourage consumer choices. Volume control is another key intervention, with findings suggesting that moderate music volume increases the time spent in the virtual supermarket, thereby raising the likelihood of purchase. Additionally, the study explores the impact of music genre, indicating that upbeat music may promote quicker decisions, while softer music encourages more considered purchases. The results highlight the effectiveness of sensory nudges in influencing consumer behavior.
4. **Intervention area:**
Behavior Change
5. **Sensory Experience:**
Sound
6. **Type of intervention:**
Nudge Intervention
7. **Geographical Location**: Global
8. **Keywords:**
nudging, music influence, consumer behavior, virtual supermarket, associated music, volume control, music genre, sensory nudges, product choice
9. **WEB:**
https://edepot.wur.nl/336993

101. Example 101

1. **Name:**

Too Good To Go

2. **Type of information:**
   Services
3. **Description:**
   Too Good To Go is a service that allows users to purchase surplus food from restaurants and grocery stores at a discounted price, preventing food waste. This service nudges consumers to make more sustainable choices by providing an affordable option to reduce food waste.
4. **Intervention area:**
   Long-term sustainability
5. **Sensory Experience:**
   Sight
6. **Type of intervention:**
   Nudge Intervention
7. **Geographical Location**:
   America
8. **Keywords:**
   Food waste, Sustainable consumption, Surplus food, Affordable options, Nudge intervention, Long-term sustainability, Sight-based experience, Discounted food, Restaurant partnerships, Grocery stores
9. **WEB:**
   https://www.toogoodtogo.com/en-us

102. Example 102

1. **Name:**
   Ballot Butts: Nudging towards Pro Environmental Behaviour
2. **Type of information:**
   Study
3. **Description:**
   This research examined the success of a nudge-based strategy to reduce cigarette butt pollution on a university campus in Ljubljana, Slovenia. Adopting the EAST framework (Easy, Attractive, Social, Timely), the team had created a voting box as the nudge action, where smokers could "cast their vote" by discarding their cigarette butts into one of two designated sections. The vote box was a creatively designed ballot box, made from a repurposed mailbox, where smokers could "vote" by placing their cigarette butts into one of two sections labeled with playful prompts, encouraging proper disposal. The goal of the intervention had been to subtly encourage smokers to dispose of their butts in the bin rather than leaving them on the ground, thus leveraging the power of choice architecture to

nudge behavior. Observations before and after the intervention had indicated a statistically significant rise in the number of cigarette butts properly discarded in the bin, confirming the nudge's impact. The study had also emphasized the role of situational factors, such as bin proximity and the novelty of the voting box, in shaping smoker behavior. While the intervention had shown encouraging results, the researchers had pointed out that variations in participant demographics and external conditions might have influenced the findings. Future studies could have addressed these factors by using a larger, more varied sample and testing different nudge designs to enhance the effectiveness of litter reduction strategies.

4. **Intervention area:**
   Behavior Change
   Long-term Sustainability
5. **Sensory Experience:**
   Sight
6. **Type of intervention:**
   Nudge Intervention
7. **Geographical Location:**
   Slovenia
8. **Keywords:**
   Nudging, Cigarette Butt Littering, EAST Framework, Gamification, Environmental Behavior
9. **WEB:**
   https://is.ijs.si/wp-content/uploads/2024/10/IS2024_-_COGNITIVE_SCIENCE_paper_18-1.pdf

103. Example 103

1. **Name:**
   Sustainable Mobility Solutions in Bohinj: Tackling Traffic Congestion and Promoting Eco-Friendly Tourism
2. **Type of information:**
   Project
3. **Description**:
   Bohinj, an expanding tourist hub in Slovenia, introduced a range of eco-friendly transportation measures to tackle the issue of traffic congestion, particularly during the busy summer months. These initiatives included upgrades to infrastructure such as parking lots with free bus transfers, cycling routes, and charging stations for electric vehicles, alongside promoting low-emission transport options like electric buses and boats. The aim was to alleviate traffic pressures, enhance air quality, and improve mobility for both residents and visitors. By making public transit more convenient and

cost-effective, Bohinj successfully boosted the use of buses and other green transport alternatives. The launch of the "Gost Bohinja" mobility card, which offered free or discounted transportation, subtly encouraged visitors to choose sustainable travel options over driving. The better coordination of transport schedules further streamlined the visitor experience. These actions resulted in less traffic congestion, a healthier environment, and a more appealing destination for environmentally aware tourists. Ultimately, Bohinj's strategy not only improved the well-being of its residents but also set a precedent for sustainable tourism in mountainous areas.

4. **Intervention area**:
   Behavior Change
   Long-term Sustainability
5. **Sensory Experience:**
   Sight
6. **Type of intervention:**
   Nudge Intervention
7. **Geographical Location:**
   Slovenia
8. **Keywords:**
   Bohinj, sustainable mobility, traffic congestion, public transportation, eco-friendly transport
9. **WEB:**
   https://obcina.bohinj.si

104. Example 104

1. **Name:**
   Nomago Bikes: A Nudge Intervention for Sustainable Urban Mobility
2. **Type of information:**
   Product
3. **Description:**
   Nomago Bikes was a bicycle-sharing service in Slovenia aimed at encouraging sustainable transportation by providing electric bikes for short to medium-distance journeys. With more than 600 bicycles and 154 stations spread across 17 municipalities, the service sought to alleviate traffic congestion, reduce greenhouse gas emissions, and enhance access to environmentally-friendly transport. The platform was easy to use, allowing customers to access their accounts in various cities and rent up to three bikes simultaneously. It also supported multimodal travel by connecting with other public transportation options. Notable features included virtual bike stations, where users could pick up or drop off bikes even when all physical bike racks were occupied, as well as temporary locking

options. A key nudge activity was simplifying the bike-sharing process, making it convenient and flexible, which encouraged people to opt for bikes over cars. The system was supported by round-the-clock customer service and bike tracking for efficient operation. In the end, Nomago Bikes helped lower transport-related emissions, offered a budget-friendly alternative to car use, and promoted healthier, more active lifestyles.

4. **Intervention area:**
   Increasing awareness
   Behavior Change
5. **Sensory Experience:**
   Sight
6. **Type of intervention:**
   Nudge Intervention
7. **Geographical Location:**
   Slovenia
8. **Keywords:**
   Nomago Bikes, bicycle-sharing, sustainable transportation, electric bikes, traffic congestion
9. **WEB:**
   https://city.nomago.si

105. Example 105

1. **Name:**
   Enhancing Rural Mobility: The Pilot On-Demand Transport Project in Kras and Brkini
2. **Type of information:**
   Project
3. **Description:**
   The pilot program for on-demand transport in the municipalities of Sežana, Komen, Divača, and Hrpelje-Kozina was introduced to enhance mobility in rural areas with inadequate public transportation. The service, accessible through a mobile platform, enabled users to book shared rides, providing a cost-effective and flexible alternative to conventional transport. It focused on vulnerable groups, such as seniors and children, ensuring safer and more dependable access to social and extracurricular activities. This initiative expanded on the successful free transport service for the

elderly, managed by Zavod Sopotniki, and included additional age demographics. Nudge activities were integrated into the system by simplifying the booking process and offering incentives, such as discounted rides for seniors, which nudged residents to choose shared transport over private vehicles. Initial outcomes showed that within the first six months, 542 individuals had signed up, with over 1,200 bookings made and 1,500 passengers transported. The project also worked towards extending the service to the Geopark Kras Carso, which connects Slovenia and Italy, further improving regional links. By reducing dependence on private vehicles and encouraging shared transport, the program promoted environmental sustainability and enhanced the living standards of rural communities.

4. **Intervention area:**
   Behavior Change
   Long-term Sustainability
5. **Sensory Experience:**
   Sight
6. **Type of intervention:**
   Nudge Intervention
7. **Geographical Location:**
   Slovenia
8. **Keywords:**
   On-demand transport, mobility, vulnerable groups, shared rides, sustainability.
9. **WEB:**
   www.laskrasainbrkinov.si/lokalno- oovezani-s-tovotaoo/