

# **Nudging for Good**

## **Brands inspiring healthier and more sustainable consumer lifestyles**

**Stop Litter Now Summit – 19-20 April 2016**

Katrin Recke, Senior Sustainability & Supply Chain Manager

# Today's topic

- What is Nudge and Nudging for Good ?
- The AIM-BVA Nudging for Good toolkit
- Brand examples to guide littering behaviour
- Engaging stakeholders
- Q&A

# Nudge – behavioural science

We are not rational agents maximizing self-interest...



... but only fallible humans driven by impulse, habits, herd... easily confused, and often inconsistent...



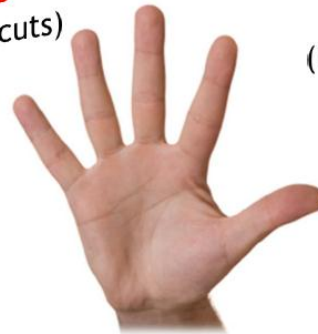
**Irrationalities**  
(Heuristic bias, shortcuts)

**Brain System 1**  
(attention, mindless habits)

**Emotions**  
(first impression, intuition)

**Environment**  
(Place, moment, choice)

**The Other's**  
(Social norms, Self image)

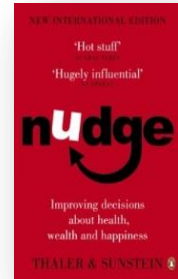


# Nudge by definition

*“A Nudge is any aspect of the choice architecture that alters people’s behaviour in a predictable way without forbidding any options or significantly changing their economic incentives.”*

*R. Thaler & C. Sunstein, in “Nudge” (2008)*

*AIM-Nudge transposition: How a brand, on the basis of consumer insights, makes it easy and desirable for people to change behaviour or habit and adopt a healthier and/or more sustainable one.*



# An international success

**the guardian**

News | Sport | Comment | Culture | Business | Money | Life & style | Travel | Environment

News > Politics > Economic policy

## David Cameron's 'nudge unit' aims to improve economic behaviour

Cabinet office team will look at how to create environments that help people choose what's best for themselves and society

Patrick Wintour  
The Guardian, Thursday 9 September 2010 21:18 BST

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Richard Thaler, the professor who made nudge theory popular, will be advising David Cameron's nudge unit. Photograph: Felix Clay for the Guardian

A "nudge unit" set up by David Cameron in the Cabinet Office is working on how to use behavioural economics and market signals to persuade citizens to behave in a more socially integrated way.

Cameron's hijacking of Nudge theory is a classic example of how big ideas get corrupted  
Aditya Chakraborty

LE PORTAIL DE LA MODERNISATION DE L'ACTION PUBLIQUE

L'ACTION PUBLIQUE SE TRANSFORME | L'ADMINISTRATION CHANGE AVEC LE NUMERIQUE | LES SERVICES PUBLICS SE SIMPLIFIENT ET INNOVENT | LA QUALITE DES SERVICES PUBLICS S'AMELIORE

DECouvrez le SGMAP

Actualité > Les services publics se simplifient et innovent > Par des services numériques aux usagers > Le SGMAP et BVA récompensés aux Trophées du marketing pour la démarche « nudge »

## LES SERVICES PUBLICS SE SIMPLIFIENT ET INNOVENT

21.05.14

### LE SGMAP ET BVA RÉCOMPENSÉS AUX TROPHÉES DU MARKETING POUR LA DÉMARCHE « NUDGE »

LES SERVICES PUBLICS SE SIMPLIFIENT ET INNOVENT

- PAR L'ÉCOUTE
- PAR LA CONSULTATION ET LA CONCERTATION
- PAR LA CO-CONSTRUCTION
- PAR DES SERVICES NUMÉRIQUES AUX USAGERS

WIRTSCHAFT VERHALTENSÖKONOMIE

## Merkel will die Deutschen durch Nudging erziehen

Mit Strategien aus der Verhaltensforschung will Kanzlerin Merkel die Deutschen zu Musterbürgern machen. Kritiker halten das sogenannte Nudging für eine hinterhältige Form der Gängelerei.

Von Jan Dams, Anja Ertel, Martin Grewe, Holger Zschapitz

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Volle Zufriedenheitsgarantie

Zum Shop

MEISTGELESENE ARTIKEL

Verfassungsgericht: In der Union wächst die Wut auf Karlsruhe

Bundeskanzlerin Angela Merkel hat einen neuen Beraterstab für Verhaltensökonomie

FC Bayern München

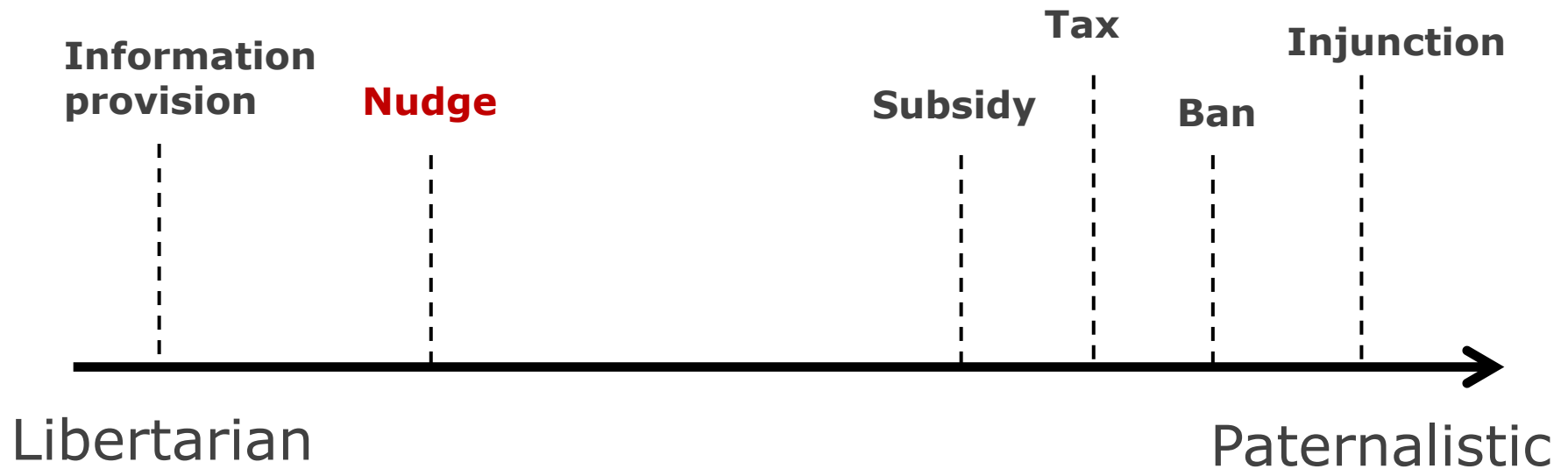
ENTDECKEN SIE, WIE LINDE MATERIAL HANDLING DIE DIGITALISIERUNG DAFÜR NUTZT  
Mehr zum Wirtschaftswunder 4.0

WELT am SONNTAG WEIN CLUB VIDEO ABSPIELEN

ERLEBEN, WAS VERBINDET.



# Nudge as part of policy options



# Some Nudge examples...



# Some Nudge examples...



Singapore Bugis MRT station

How to get more people to take the stairs by making it appealing and fun to do so...



The Fun Theory experiment



# How to decrease littering in the streets in Copenhagen ?

**✘ Place green footprints on the ground, pointing the way to the nearest garbage bin**



A 2011 Copenhagen study showed a 46% decrease in littering in the streets where the green footprints were in use.



# Cigarette butts - The voting butt bin (Hubbub)



- Part of a campaign to nudge people to stop littering
- One of several measures trialled by Hubbub

# Gum Litter (Gumdrop bin and on-the-go)

Legoland



It's great having this product within our resort, to educate our young guests on the importance of recycling and how we should all be looking after our environment for the future.

- Gumdrop and Gumdrop on-the-go, pink receptacles designed specifically for the disposal of waste chewing gum, are collected, recycled and processed to manufacture new Gumdrops.
- Campaigns to involve citizens are organised with various partners

# Gum litter (smart packaging)



Wrap it



Push it into temporary storage



Dump them to the trash can

# Social pressure....



# An AIM initiative supported by BVA



« Helping people to adopt healthier and more sustainable lifestyles »

Brands are in a privileged position to be actors of change in society....

....thanks to their daily relationship with consumers in the home and elsewhere.



# Building trust and brand equity for the long term

« Brands that have been part of our life for dozens of years cannot build sustainable prosperity on the back of unsustainable or unhealthy consumption »




« By adding a social dimension to its value proposition, a company differentiates itself from others who cannot. It opts to operate for the long-term economic performance... and it does so in cooperation with consumers ».



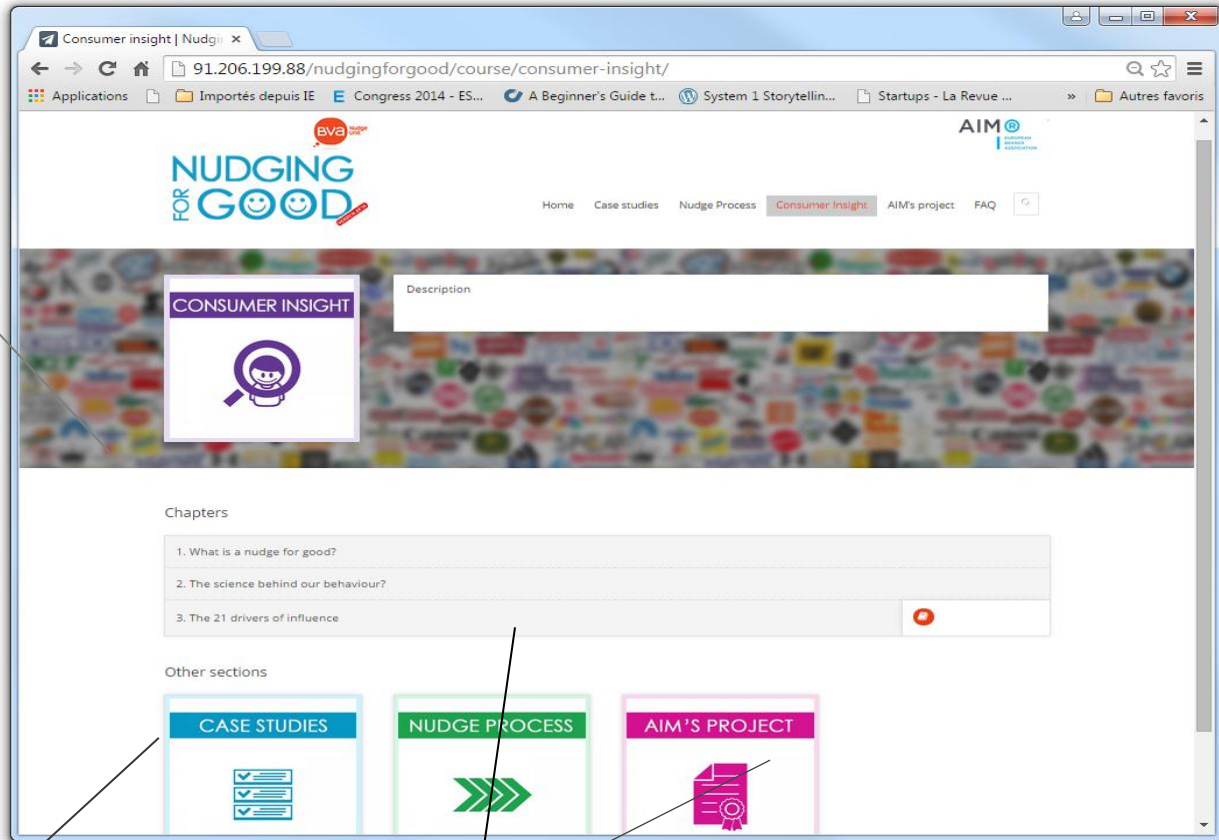
# Our open-source toolkit: making good practice widely available via [www.nudgingforgood.com](http://www.nudgingforgood.com)

Module  
"Consumer insight"

Detailed chapters  
Nudges & Behavioral  
Economics



<b>TRANSMITTER</b>	Choose the right messenger to deliver the message	<b>THE STEPPED WEDGE</b>	Make the best use of resources by spreading the message
<b>HABITS</b>	Formed by the developmental phase of the brain and reinforced through repetition	<b>FRAMING</b>	Small changes can lead to big changes in behavior
<b>GO</b>	How you do it is as important as what you do	<b>IMMEDIACY</b>	Problems near the end of the timeline are more likely to be addressed
<b>DEFAULT</b>	Creates a default choice that influences behavior	<b>OSTALGIA</b>	Activates the feeling of nostalgia
<b>RECIPROcity</b>	People in a position of receiving are more likely to give	<b>AIRNESS</b>	Show the benefits of the desired behavior
<b>INCENTIVES</b>	Encourage behavior with rewards, penalties or social status	<b>LOSS AVERSION</b>	Losses are felt more acutely than gains
<b>VALUE</b>	Highlighted the value of what is being offered	<b>PEER INFLUENCE</b>	Encourage behavior by showing others doing it
<b>MOTION</b>	Creates an emotional response through physical and social cues	<b>ANCHORING</b>	Encourage behavior by showing others doing it
<b>REWARDS</b>	Encourage behavior with positive feedback	<b>DESKIN</b>	Encourage the need for conformity
<b>SALIENCE</b>	Attract attention by making something stand out	<b>COMPARISON</b>	Encourage behavior by showing others doing it
		<b>ENGAGEMENT</b>	Encourage behavior by showing others doing it



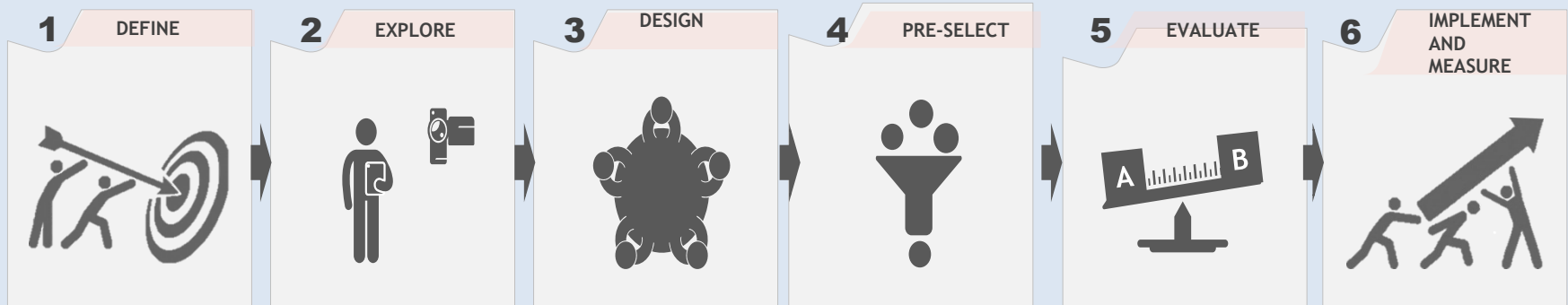
Module  
"Case studies"

Module  
"Nudge Process"

Module  
"AIM'S Project"

# AIM-BVA *Nudging for Good* toolkit:

## Six steps process to design a nudge



## Six focus areas



Less waste  
and litter



Resource  
efficiency -  
less water  
and energy  
consumption



Healthier  
/balanced diets  
& physical  
activity



Good  
self-care



Personal  
hygiene



Responsible  
drinking

# PREPARING THE LAB

1. DEFINE

Could we measure the water consumption levels linked with our product usage?

We could give a call to invite our packaging supplier! The pack remains our main touch point after all...

It'd be great having the input of an NGO like the European Water Foundation on this! Let's invite them to the NudgeLab workshop.

consumers are willing to support your claim.

definition of your specific objective is the key to the success of the nudge process. In this first step, you must describe as precisely as possible what you want to achieve.

is a series of steps that you first

2. State the ideal behaviour you would like to help your consumers achieve. Be specific. Make sure the ideal behaviour leads to a more sustainable lifestyle.

3. State the current behaviour that you want to help your consumers refrain from. Explain why this behaviour is not sustainable.

4. List the possible ethical challenges that may be attached to your nudge and determine which stakeholders to involve for discussion. Is your brand legitimate? Should you work with partners?

5. Define the KPI you will use to measure the behavioural change. Keep feasibility in mind.

6. List the possible ethical challenges that may be attached to your nudge and determine which stakeholders to involve for discussion. Is your brand legitimate? Should you work with partners?

Week 1

# Great case studies from brands...



## Johnson & Johnson – Mobile Health For Moms

1. What is the observed insight? Research shows that increasing knowledge around health can help people stay healthier. A growing [...]

[Read More](#)



## Danone – Eat like a Champ

1. What is the observed insight? According to the National Diet and Nutrition Survey, unhealthy eating habits of children in [...]

[Read More](#)



## Coca-Cola Benelux : Recyclage@Festivals

2. What is the behavioural challenge? Recyclage@Festivals encourages music fans to keep the space clean and to return their beverage [...]

[Read More](#)



## How Barilla brings families back to the dinner table

1. What is the observed insight? In the USA, 76% of people believe that the evening meal is the most [...]

[Read More](#)

Barilla

Good hygiene and appropriate product use (1)

Healthier balanced diets and active lifestyles (3)

Less waste and litter (2)

Resource efficiency (2)

Responsible drinking (1)

Self-care (2)

### Latest publications

[Johnson & Johnson – Mobile Health For Moms](#)

[Danone – Eat like a Champ](#)

[Coca-Cola Benelux : Recyclage@Festivals](#)

[How Barilla brings families back to the dinner table](#)

[Compressed deodorants : Small is the new big - UNILEVER](#)

### Willing to share your own Nudge case Study?

[Download the template](#)

[Submit your case study](#)

### Archives

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[August 2015](#)

[June 2015](#)

### Tags

# ... on littering of packaging

*The Coca-Cola Company*



## Recyclage @Festivals (Benelux)

- Encouraging collection & recycling of beverage containers instead of discarding them
- Use the brand to educate and inspire consumers
- Recycling becomes the norm for everyone

How:

- Make the recycling bag salient and a useful tool to carry the empty bottles from the consumption point to the recycling point.
- Additionally the nudge gives the possibility to receive a drink voucher or to win a ticket for the festival next year.

# ... on littering of chewing gum

## WRIGLEY

A Subsidiary of Mars, Incorporated



## Bin it for Good

<http://www.keepbritaintidy.org/binitforgood/2347>

- Get people to put their litter in the bin by turning them into giant charity donation boxes
- Rubbish on the ground is worthless, rubbish in the bin is value for charities

How:

- The more litter that goes into the bins, and the less on the ground, the more money the featured charity/cause receives.
- Average of 43% reduction in litter on the street during the experiment.
- Funded by Wrigley, partnering with Keep Britain Tidy

# Our objectives

Establish legitimacy of nudging for good by the private sector through inspiring original and effective company nudges


Demonstrate that nudging can contribute to public policy goals, including that of reducing waste and litter

Create critical mass:

- through engaging sector associations relevant for our focus areas
- through organising Nudging for Good Awards targeted at brand manufacturers





More information on AIM's website [www.aim.be](http://www.aim.be)  
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