ERSTE ESG CEE CONFERENCE 2024

MAY 6, ERSTE CAMPUS VIENNA

Using Behavioural Insights to nudge sustainable choices

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CE of INUDGEYOU – The Applied Behavioural Science Centre

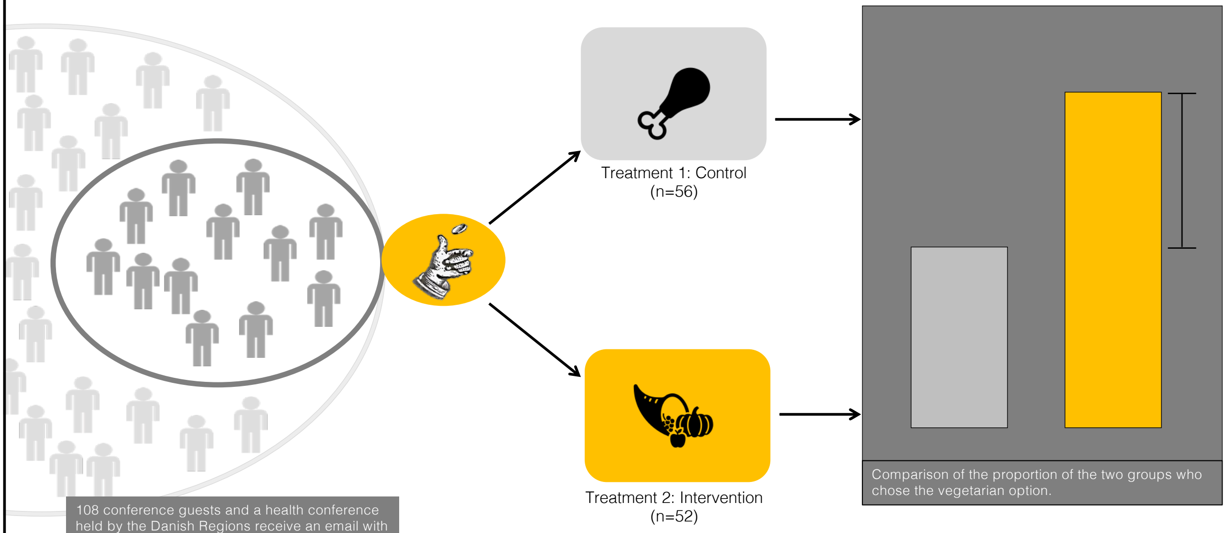
15
10
5
10
20
30
40

FIELD-EXPERIMENT

Nudging healthy & sustainable food choices

Hansen, P.G., Schilling M. & Malthesen, M. (2019). Nudging healthy & sustainable food choices: three randomised controlled field experiments using a vegetarian lunch-default as a normative signal, Journal of Public Health, Vol. 43, No. 2, s. 392-397.

Experimental Design



Comparison of the proportion of the two groups who chose the vegetarian option.

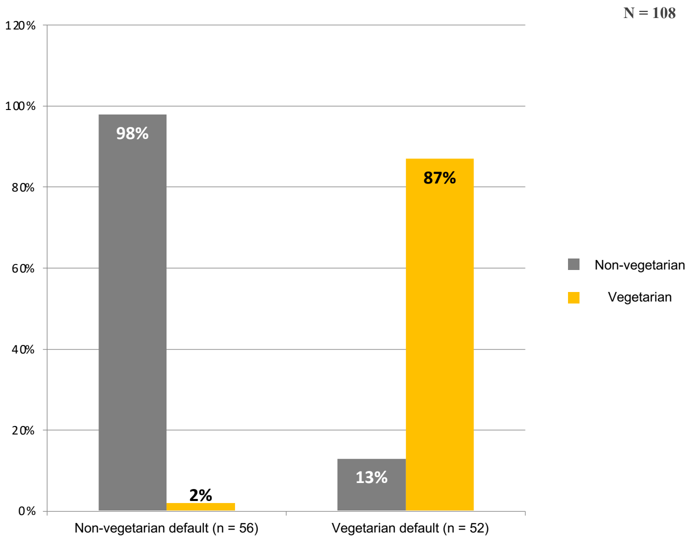
108 conference guests and a health conference held by the Danish Regions receive an email with a link to a registration site. The link randomises them into two groups.

Hansen, PG., Schilling M. & Malthesen, M. (2019). Nudging healthy & sustainable food choices: three randomised controlled field experiments using a vegetarian lunch-default as a normative signal, *Journal of Public Health*, Vol. 43, No. 2. 392-397.

Treatments & Results

Group 1:
At the conference a non-vegetarian buffet will be served for lunch. Please state here if you would like to have a vegetarian dish prepared for you:

Group 2:
At the conference a vegetarian buffet will be served for lunch. Please state here if you would like to have a non-vegetarian dish prepared for you.



Hansen, PG., Schilling M. & Malthesen, M. (2019). Nudging healthy & sustainable food choices: three randomised controlled field experiments using a vegetarian lunch-default as a normative signal, *Journal of Public Health*, Vol. 43, No. 2. 392-397.

Behavioural Insights

Group 1:
At the conference a non-vegetarian buffet will be served for lunch. Please state here if you would like to have a vegetarian dish prepared for you:

_

Group 2:
At the conference a vegetarian buffet will be served for lunch. Please state here if you would like to have a non-vegetarian dish prepared for you.

_

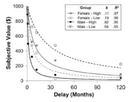
Signal encouraging behaviour
Normative signal (Determination)

Flip of cognitive ‘friction’
Cognitive avoidance (Determination)

Quality assurance
Expectations (Belief-formation)
Secondary: Attractive (Choice)

Flip of hassle factor
Easy & Reciprocity (Determination)

Signal about the likely
behaviour of others
Social Proof (Belief-formation)



Hyperbolic discounting
Sate-of-mind (Attention)

Hansen, PG., Schilling M. & Malthesen, M. (2019). Nudging healthy & sustainable food choices: three randomised controlled field experiments using a vegetarian lunch-default as a normative signal, *Journal of Public Health*, Vol. 43, No. 2. 392-397.

Iterations

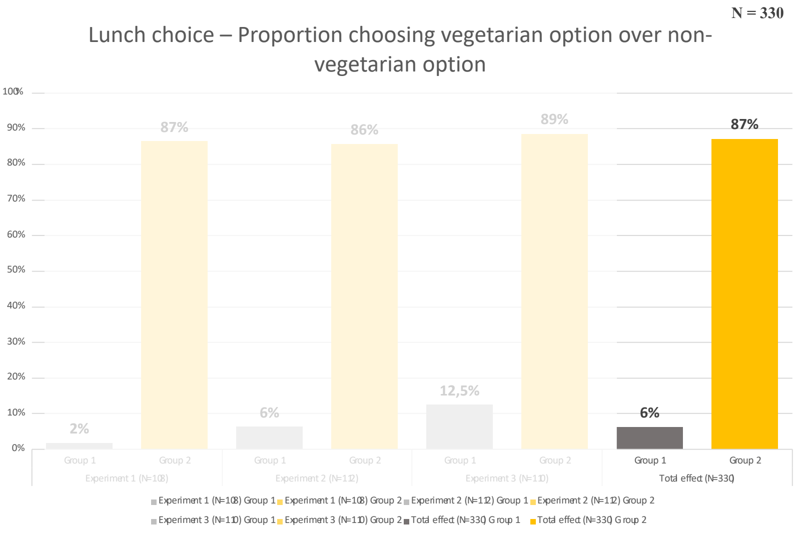
Non-vegetarian default (Gr. 1)

At the conference a non-vegetarian buffet will be served for lunch. Please state here if you would like to have a vegetarian dish prepared for you: ________________

Vegetarian default (Gr. 2)

At the conference a vegetarian buffet will be served for lunch. Please state here if you would like to have a non-vegetarian dish prepared for you:

____



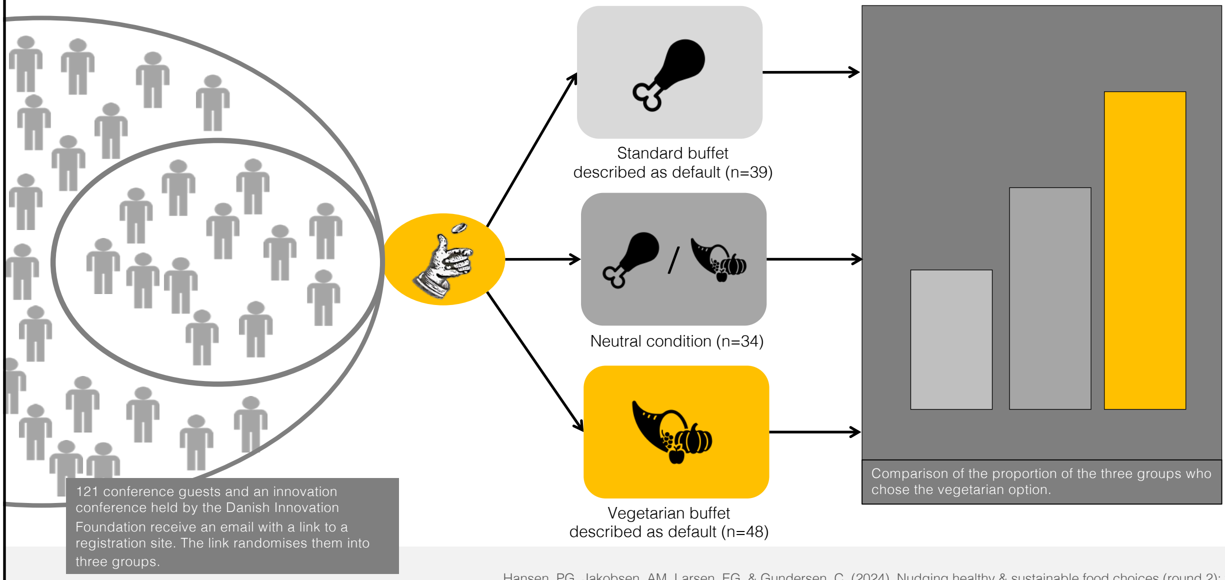
Hansen, P., Schilling M. & Malthesen, M. (2019). Nudging healthy & sustainable food choices: three randomised controlled field experiments using a vegetarian lunch-default as a normative signal, *Journal of Public Health*, Vol. 43, No. 2. 392-397.

FIELD-EXPERIMENT

Nudging healthy & sustainable food choices, Phase 2

Hansen, P.G., Jacobsen A.M., Larsen, E.G. & Gundersen, C.D. (2024). Nudging healthy & sustainable food choices (round 2): three randomised controlled field experiments using a vegetarian lunch-default as a normative signal within subjects, *Ongoing Research Programme*

Experimental design 1: neutral condition



Standard buffet described as default (n=39)

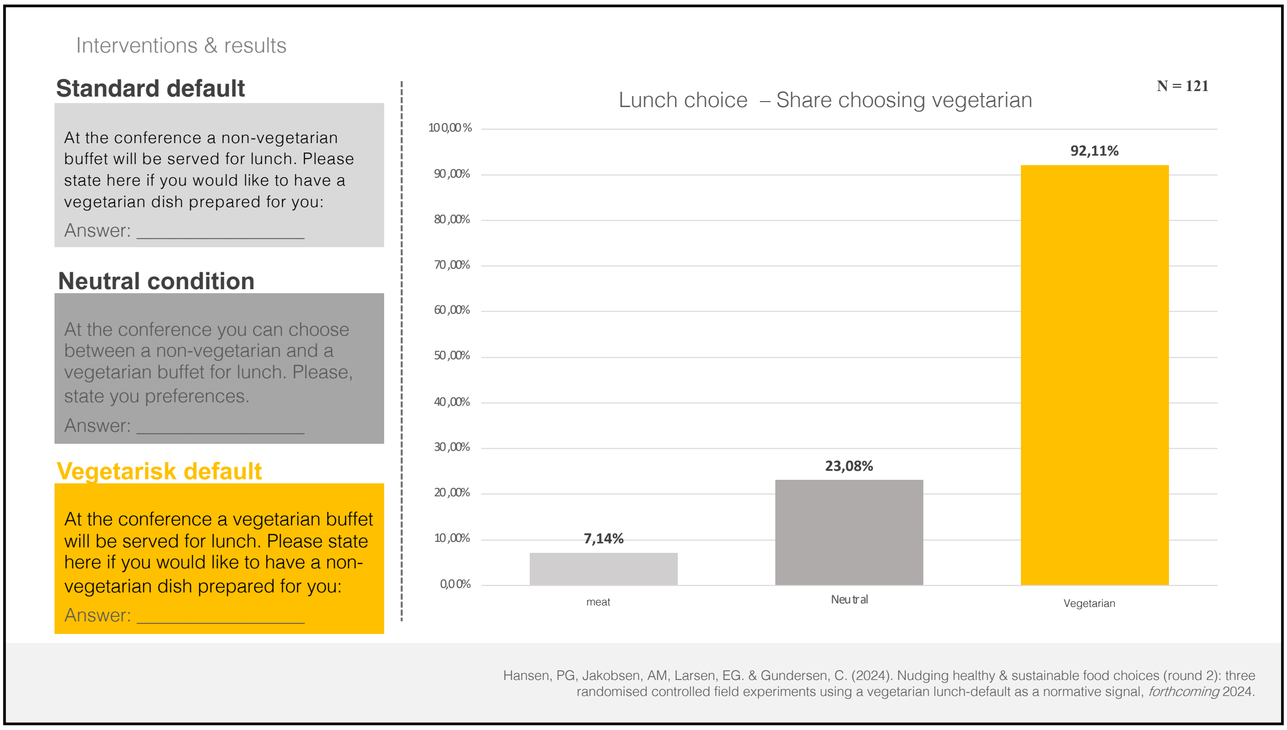
Neutral condition (n=34)

Vegetarian buffet described as default (n=48)

Comparison of the proportion of the three groups who chose the vegetarian option.

121 conference guests and an innovation conference held by the Danish Innovation Foundation receive an email with a link to a registration site. The link randomises them into three groups.

Hansen, PG, Jakobsen, AM, Larsen, EG. & Gundersen, C. (2024). Nudging healthy & sustainable food choices (round 2): three randomised controlled field experiments using a vegetarian lunch-default as a normative signal, *forthcoming* 2024.



Interventions & results

Standard default

At the conference a non-vegetarian buffet will be served for lunch. Please state here if you would like to have a vegetarian dish prepared for you:

Answer: ________________

Neutral condition

At the conference you can choose between a non-vegetarian and a vegetarian buffet for lunch. Please, state you preferences.

Answer: ________________

Vegetarisk default

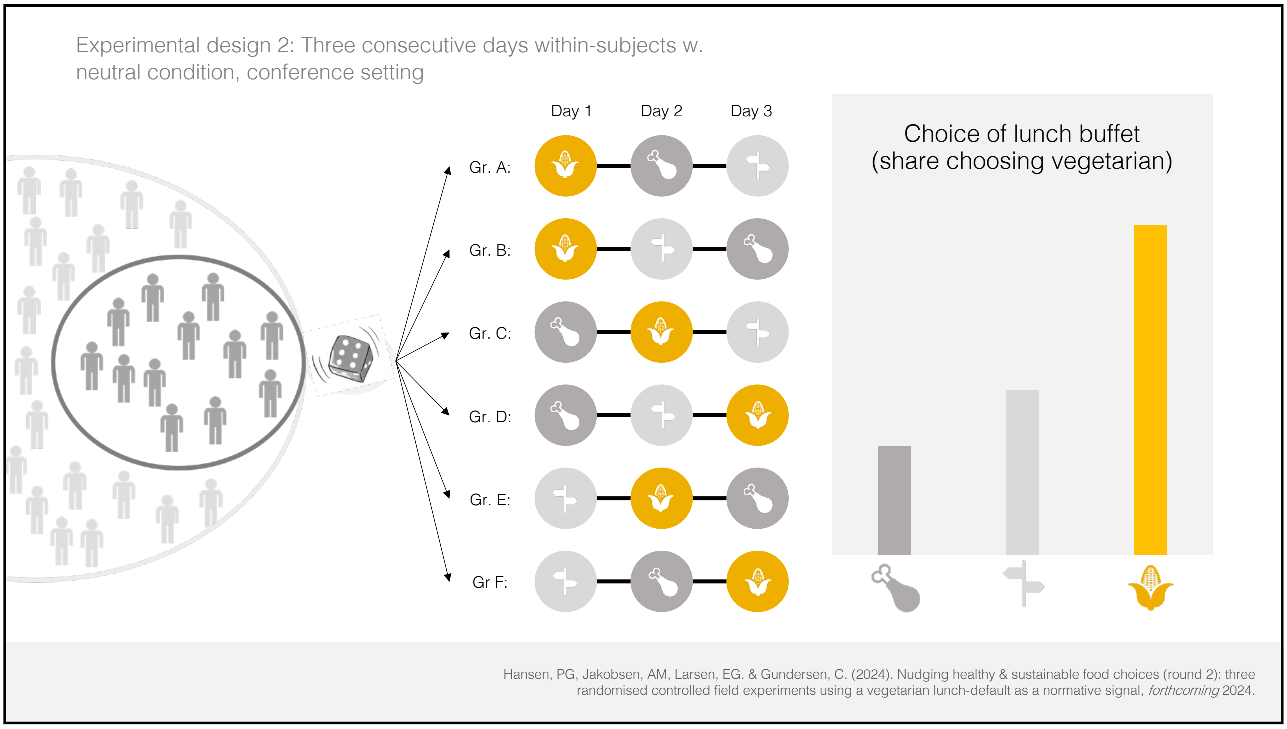
At the conference a vegetarian buffet will be served for lunch. Please state here if you would like to have a non-vegetarian dish prepared for you:

Answer: ________________

Lunch choice – Share choosing vegetarian

N = 121
100,00 %
90,00%
80,00%
70,00%
60,00%
50,00%
40,00%
30,00%
20,00%
10,00%
0,00%
7,14%
23,08%
92,11%
meat
Neutral
Vegetarian

Hansen, PG, Jakobsen, AM, Larsen, EG. & Gundersen, C. (2024). Nudging healthy & sustainable food choices (round 2): three randomised controlled field experiments using a vegetarian lunch-default as a normative signal, *forthcoming* 2024.

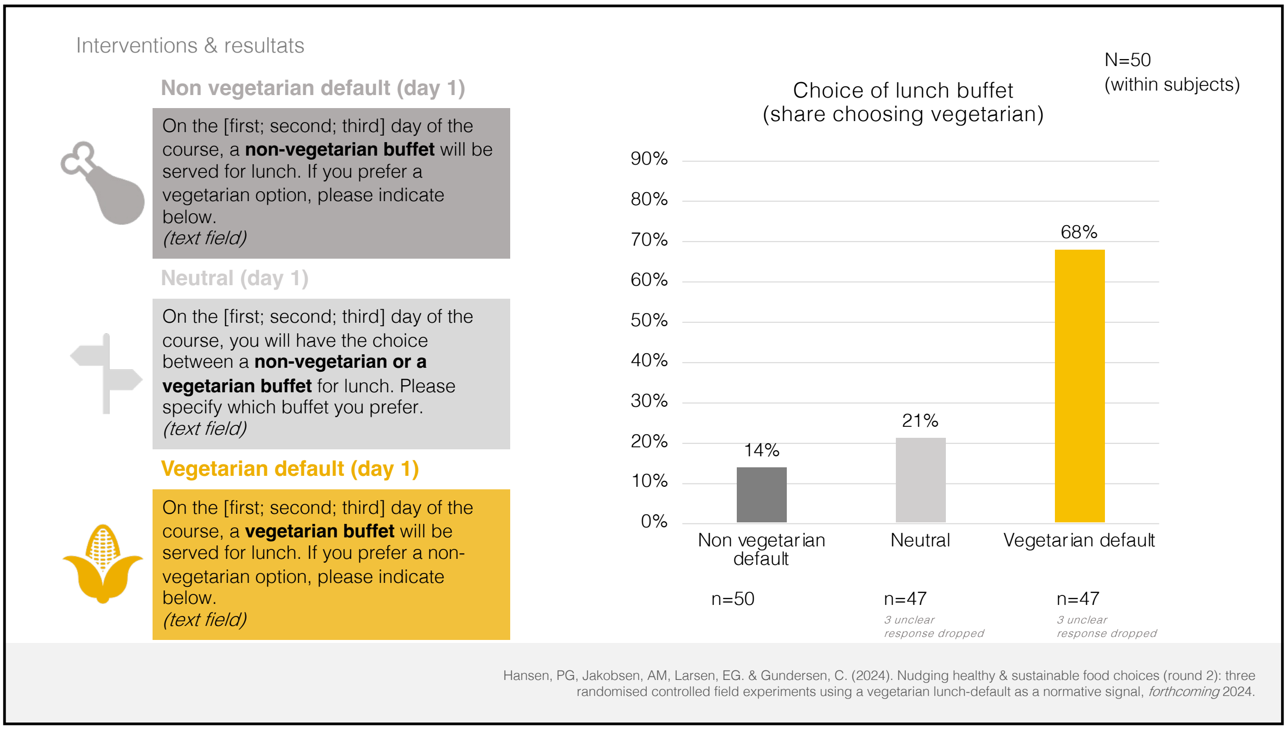


Experimental design 2: Three consecutive days within-subjects w. neutral condition, conference setting

Day 1
Day 2
Day 3
Gr. A:
Gr. B:
Gr. C:
Gr. D:
Gr. E:
Gr F:

Choice of lunch buffet (share choosing vegetarian)

Hansen, PG, Jakobsen, AM, Larsen, EG. & Gundersen, C. (2024). Nudging healthy & sustainable food choices (round 2): three randomised controlled field experiments using a vegetarian lunch-default as a normative signal, *forthcoming* 2024.



Interventions & resultats

Non vegetarian default (day 1)

On the [first; second; third] day of the course, a **non-vegetarian buffet** will be served for lunch. If you prefer a vegetarian option, please indicate below.
(text field)

Neutral (day 1)

On the [first; second; third] day of the course, you will have the choice between a **non-vegetarian or a vegetarian buffet** for lunch. Please specify which buffet you prefer.
(text field)

Vegetarian default (day 1)

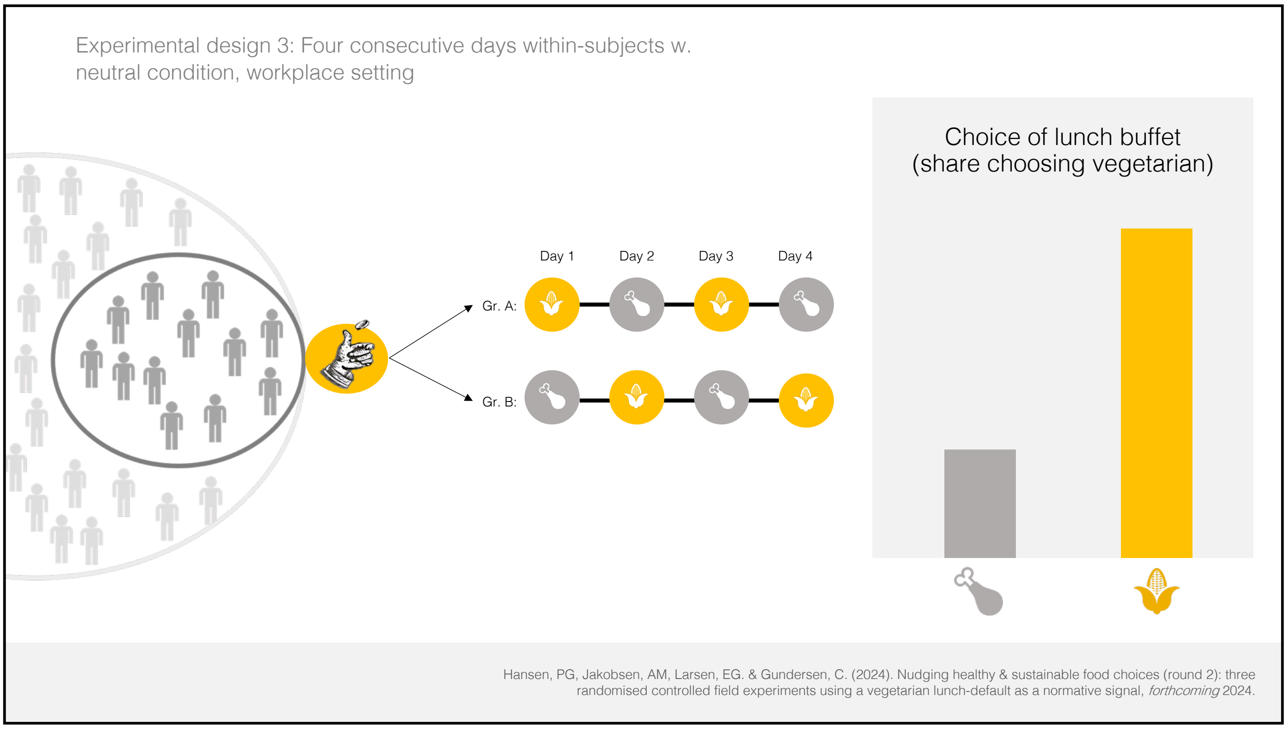
On the [first; second; third] day of the course, a **vegetarian buffet** will be served for lunch. If you prefer a non-vegetarian option, please indicate below.
(text field)

Choice of lunch buffet
(share choosing vegetarian)

N=50
(within subjects)

90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
14%
21%
68%
Non vegetarian default
Neutral
Vegetarian default
n=50
n=47
3 unclear response dropped
n=47
3 unclear response dropped

Hansen, PG, Jakobsen, AM, Larsen, EG. & Gundersen, C. (2024). Nudging healthy & sustainable food choices (round 2): three randomised controlled field experiments using a vegetarian lunch-default as a normative signal, *forthcoming* 2024.



Experimental design 3: Four consecutive days within-subjects w. neutral condition, workplace setting

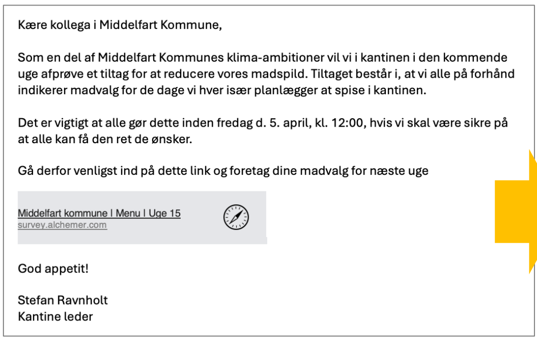
Day 1
Day 2
Day 3
Day 4
Gr. A:
Gr. B:

Choice of lunch buffet
(share choosing vegetarian)

Hansen, PG, Jakobsen, AM, Larsen, EG. & Gundersen, C. (2024). Nudging healthy & sustainable food choices (round 2): three randomised controlled field experiments using a vegetarian lunch-default as a normative signal, *forthcoming* 2024.

Mail with link:

Encouraging injunctive norms message personalised by the chef



Kære kollega i Middelfart Kommune,

Som en del af Middelfart Kommunes klima-ambitioner vil vi i kantinen i den kommende uge afprøve et tiltag for at reducere vores madspild. Tiltaget består i, at vi alle på forhånd indikerer madvalg for de dage vi hver især planlægger at spise i kantinen.

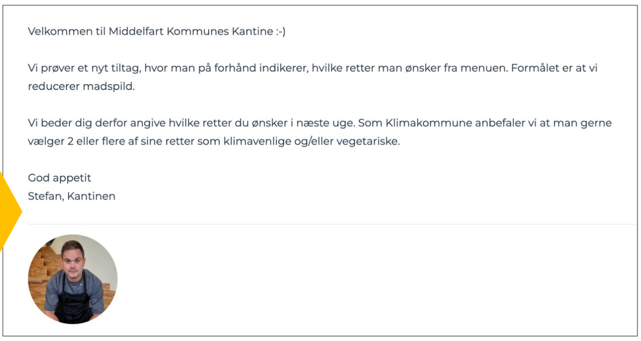
Det er vigtigt at alle gør dette inden fredag d. 5. april, kl. 12:00, hvis vi skal være sikre på at alle kan få den ret de ønsker.

Gå derfor venligst ind på dette link og foretag dine madvalg for næste uge

Middelfart kommune I Menu I Uge 15
survey.alchemer.com

God appetit!

Stefan Ravnholt
Kantine leder

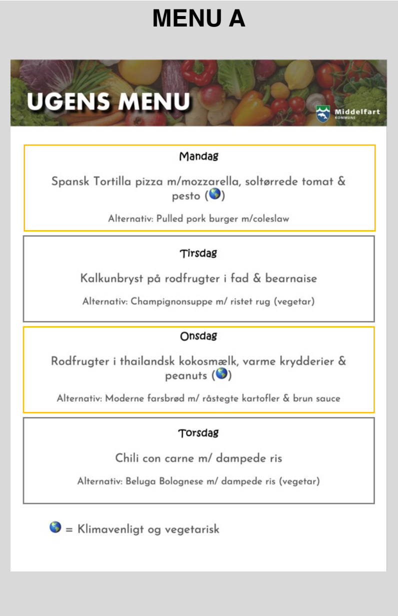


Velkommen til Middelfart Kommunes Kantine :-)

Vi prøver et nyt tiltag, hvor man på forhånd indikerer, hvilke retter man ønsker fra menuen. Formålet er at vi reducere madspild.

Vi beder dig derfor angive hvilke retter du ønsker i næste uge. Som Klimakommune anbefaler vi at man gerne vælger 2 eller flere af sine retter som klimavenlige og/eller vegetariske.

God appetit
Stefan, Kantinen



MENU A

UGENS MENU

Middelfart Kommune

Mandag

Spansk Tortilla pizza m/mozzarella, soltørrede tomat & pesto (🌎)

Alternativ: Pulled pork burger m/coleslaw

Tirsdag

Kalkunbryst på rodfrugter i fad & bearnaise

Alternativ: Champignonsuppe m/ ristet rug (vegetar)

Onsdag

Rodfrugter i thailandsk kokosmælk, varme krydderier & peanuts (🌎)

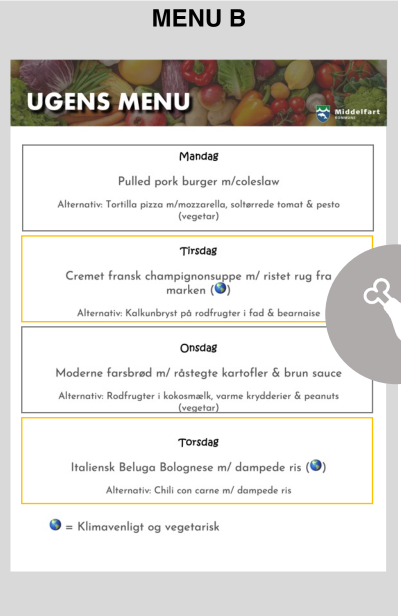
Alternativ: Moderne farsbrød m/ råstegte kartofler & brun sauce

Torsdag

Chili con carne m/ dampede ris

Alternativ: Beluga Bolognese m/ dampede ris (vegetar)

🌎 = Klimavenligt og vegetarisk



MENU B

UGENS MENU

Middelfart Kommune

Mandag

Pulled pork burger m/coleslaw

Alternativ: Tortilla pizza m/mozzarella, soltørrede tomat & pesto (vegetar)

Tirsdag

Cremet fransk champignonsuppe m/ ristet rug fra marken (🌎)

Alternativ: Kalkunbryst på rodfrugter i fad & bearnaise

Onsdag

Moderne farsbrød m/ råstegte kartofler & brun sauce

Alternativ: Rodfrugter i kokosmælk, varme krydderier & peanuts (vegetar)

Torsdag

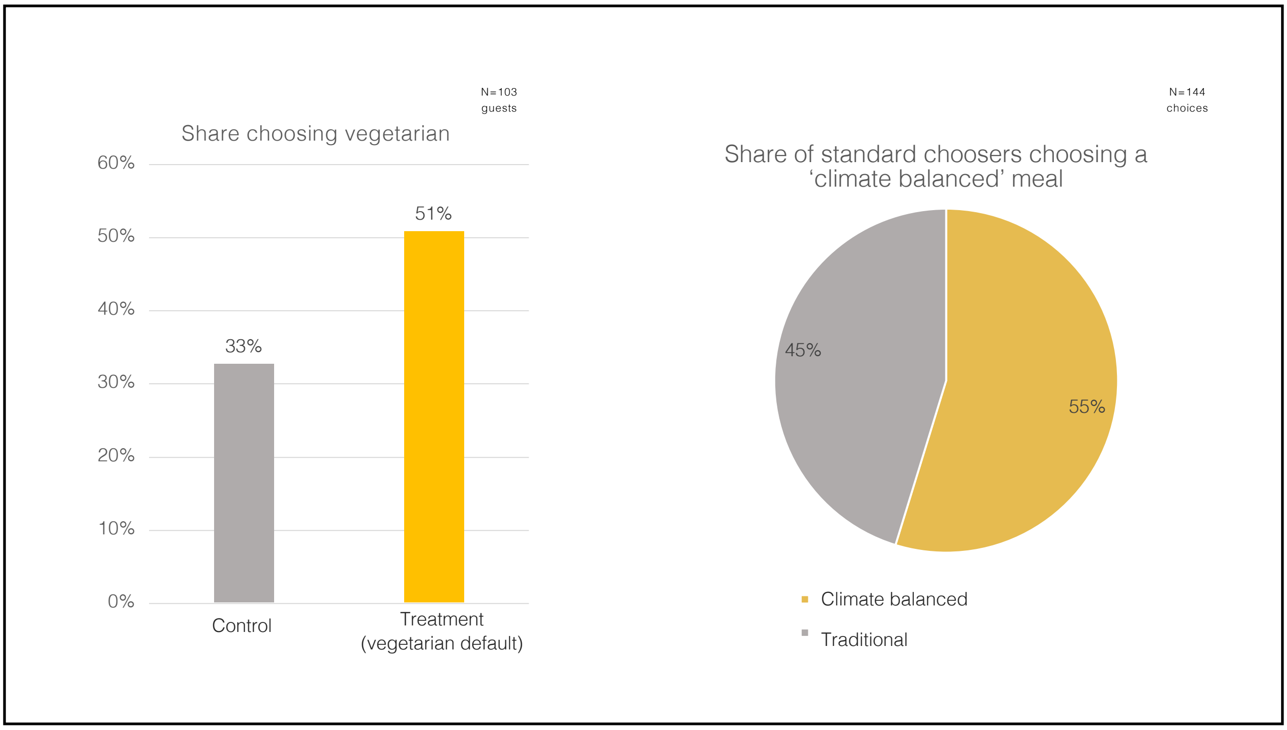
Italiensk Beluga Bolognese m/ dampede ris (🌎)

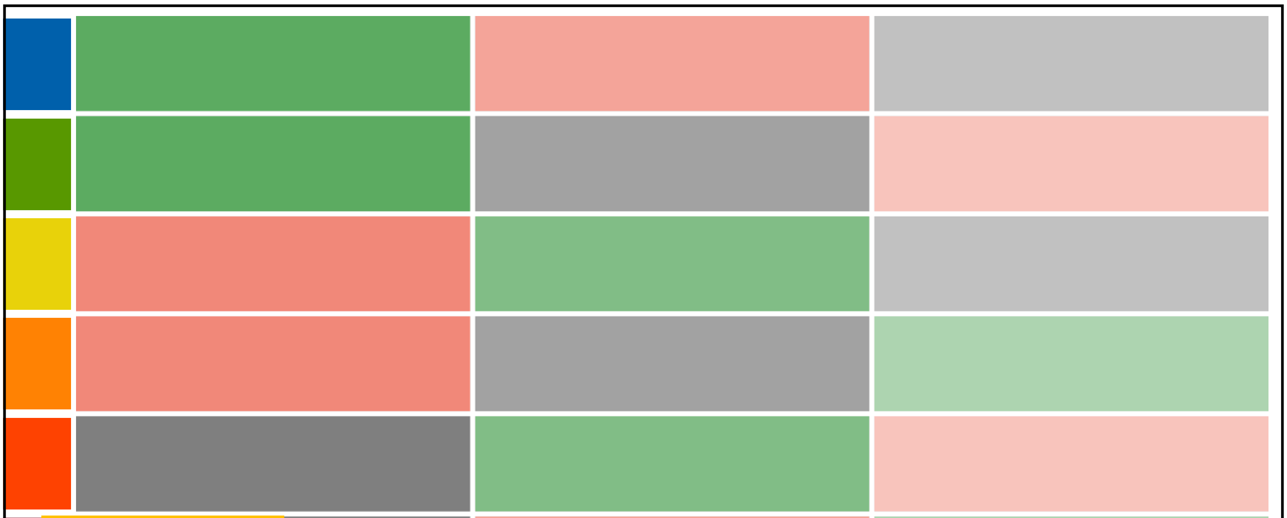
Alternativ: Chili con carne m/ dampede ris

🌎 = Klimavenligt og vegetarisk

Would you like to choose a climate-balanced version of the dish?

*'Climate balanced' means that we prepare the dish with approx. 10% less meat than in the traditional serving.

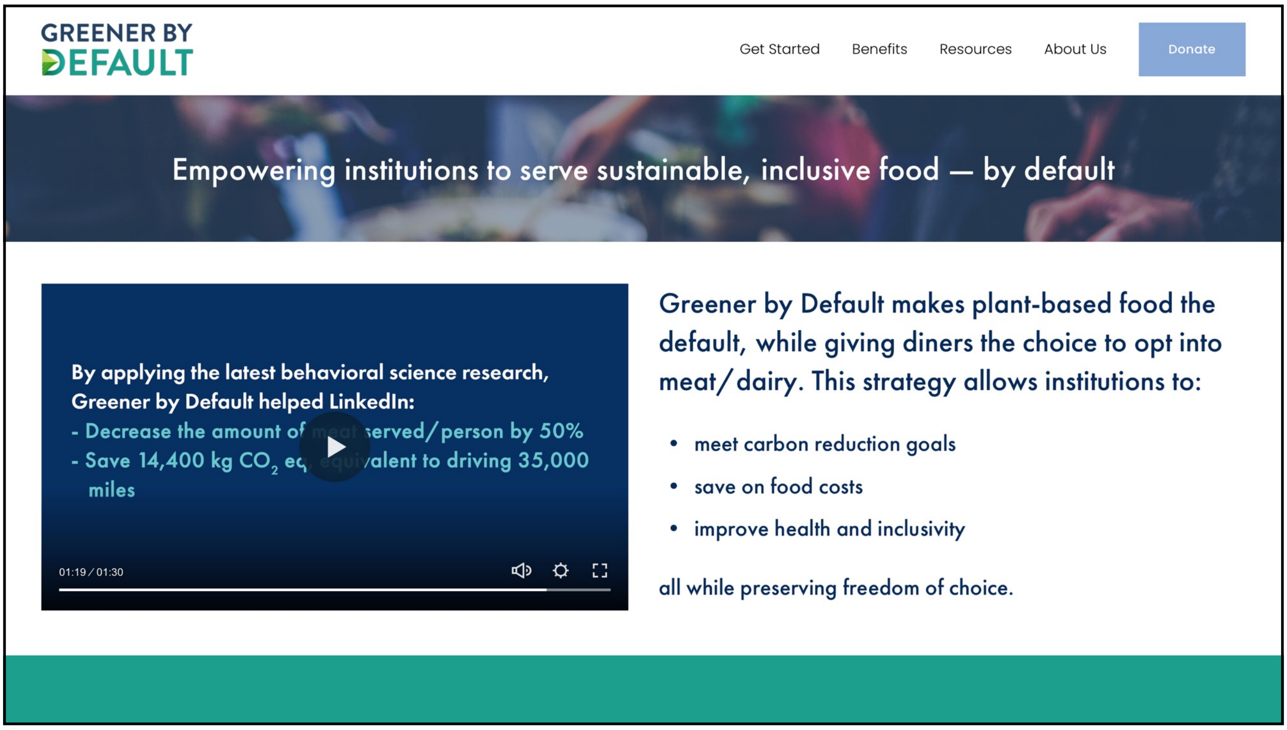




FIELD-EXPERIMENT

Nudging healthy & sustainable food choices, Phase 3

Hansen, P.G., Jacobsen A.M., Larsen, E.G. & Gundersen, C.D. (2024). Nudging healthy & sustainable food choices (round 2): three randomised controlled field experiments using a vegetarian lunch-default as a normative signal within subjects, *Ongoing Research Programme*


GREENER BY DEFAULT
Get Started
Benefits
Resources
About Us
Donate
01:19 / 01:30

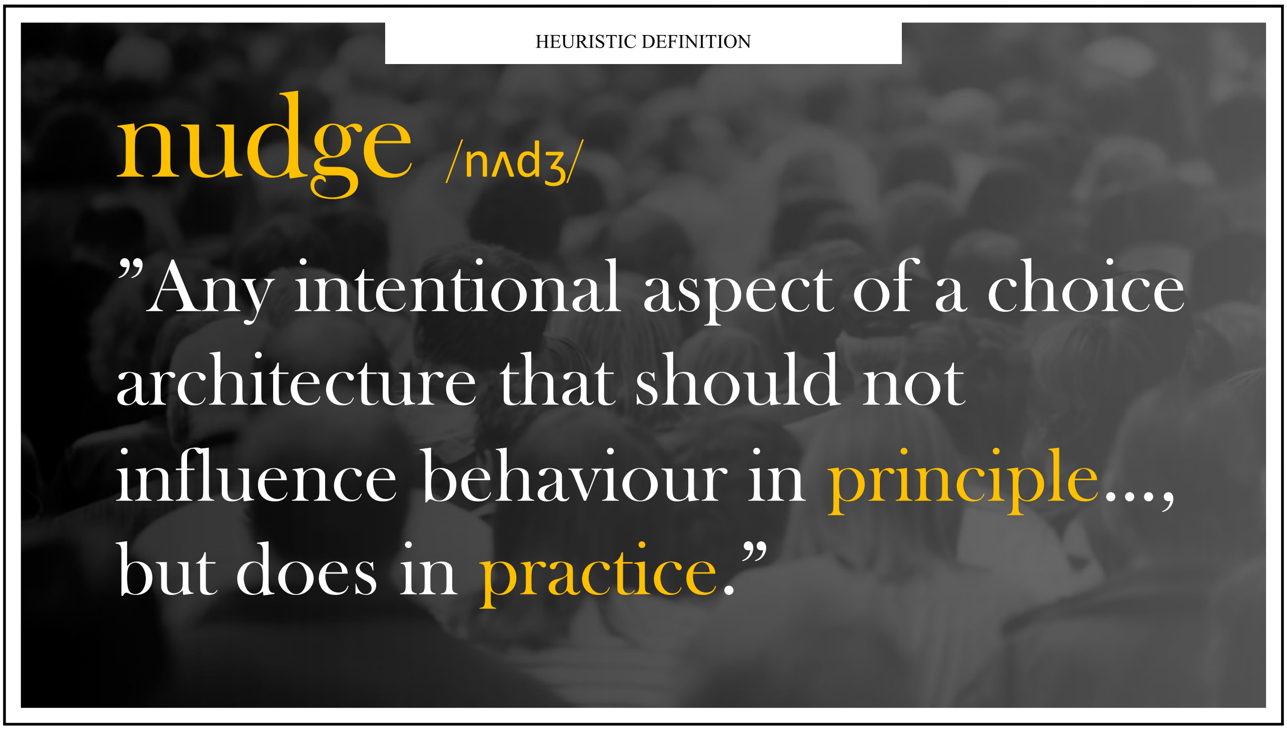
Empowering institutions to serve sustainable, inclusive food — by default

By applying the latest behavioral science research, Greener by Default helped LinkedIn:
- Decrease the amount of meat served/person by 50%
- Save 14,400 kg CO_2 equivalent to driving 35,000 miles

Greener by Default makes plant-based food the default, while giving diners the choice to opt into meat/dairy. This strategy allows institutions to:

- meet carbon reduction goals
- save on food costs
- improve health and inclusivity

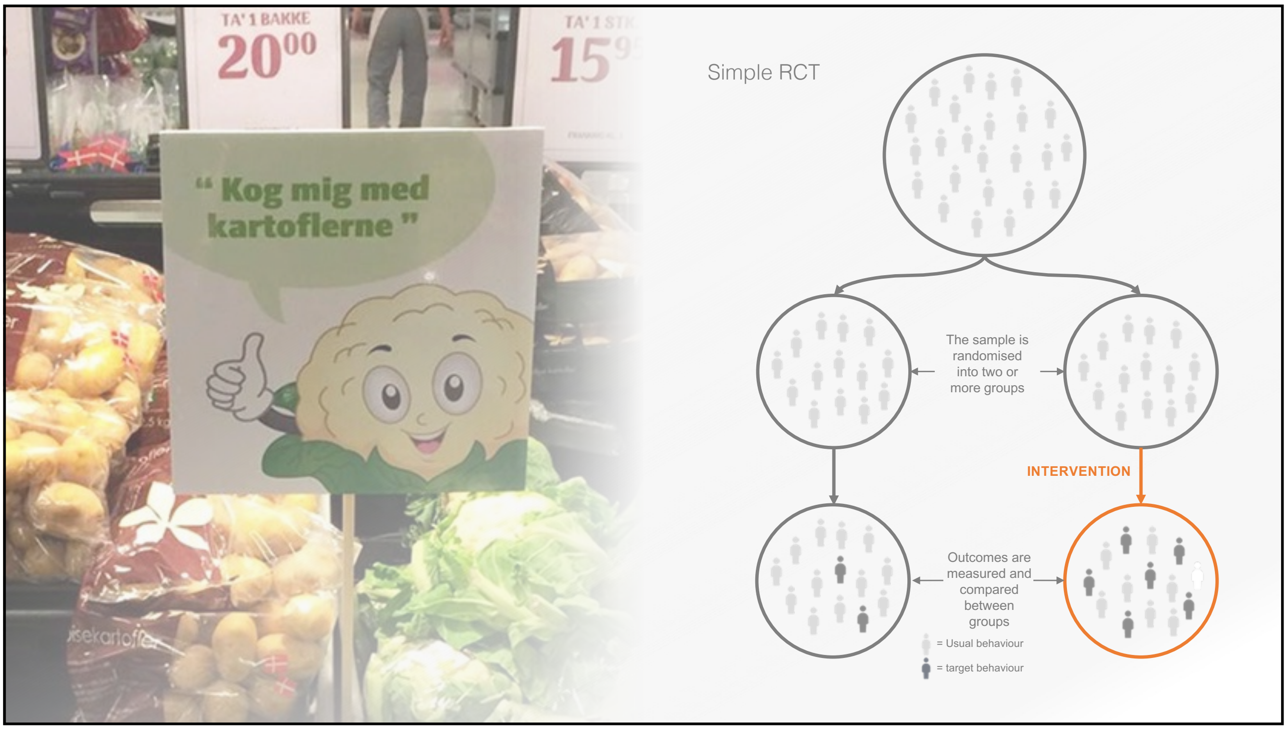
all while preserving freedom of choice.



HEURISTIC DEFINITION

nudge /nʌdʒ/

”Any intentional aspect of a choice architecture that should not influence behaviour in principle…, but does in practice.”


TA' 1 BAKKE
20⁰⁰
TA' 1 STK
15
“Kog mig med kartoflerne”

Simple RCT

The sample is randomised into two or more groups

INTERVENTION

Outcomes are measured and compared between groups

= Usual behaviour

= target behaviour

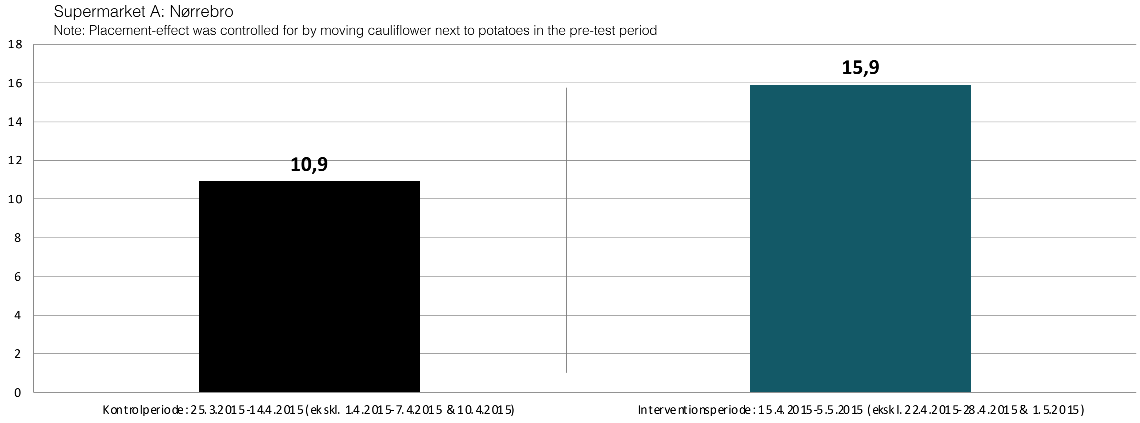
TA' 1 POSE
16⁹⁵
TA' 1 BAKKE
20⁰⁰
TA' 1 STK.
15⁹⁵
“Kog mig med kartoflerne”

FIELD-EXPERIMENT

“Boil me with the potatoes”

Hansen, P.G., Hulgaard, K. (2015). *Et kærligt grønt skub: Nudging af forbrugsvaner med fokus på frugt og grønt*, Måltidspartnerskabet, Rostra Kommunikation & iNudgeyou – The Applied Behavioural Science Centre.

The average number of cauliflower sold per day increased by 45% in Supermarket A compared with pre-test period


Supermarket A: Nørrebro
Note: Placement-effect was controlled for by moving cauliflower next to potatoes in the pre-test period
18
16
14
12
10
8
6
4
2
0
10,9
15,9
Kontrolperiode: 25.3.2015-14.4.2015 (ekskl. 1.4.2015-7.4.2015 & 10.4.2015)
Interventionsperiode: 15.4.2015-5.5.2015 (ekskl. 22.4.2015-28.4.2015 & 1.5.2015)

Hansen, P.G., Hulgaard, K. (2015). *Et kærligt grønt skub: Nudging af forbrugsvaner med fokus på frugt og grønt*, Måltidspartnerskabet, Rostra Kommunikation & iNudgeyou – The Applied Behavioural Science Centre.

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FIELD-EXPERIMENT

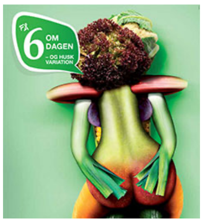
Testing Campaigns: ”6 om dagen” (6-a-day)

Hansen, PG., Gundersen, CD., Malthesen, M., Modin, A. & Veng, L. (2019). Test af "6 om dagen" kampagnen. *Fødevaredagen* 2019.

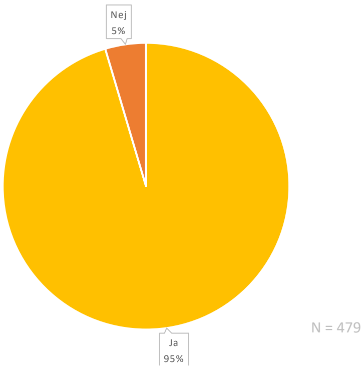
iNudgeyou
The Applied Behavioural Science Centre

Netto

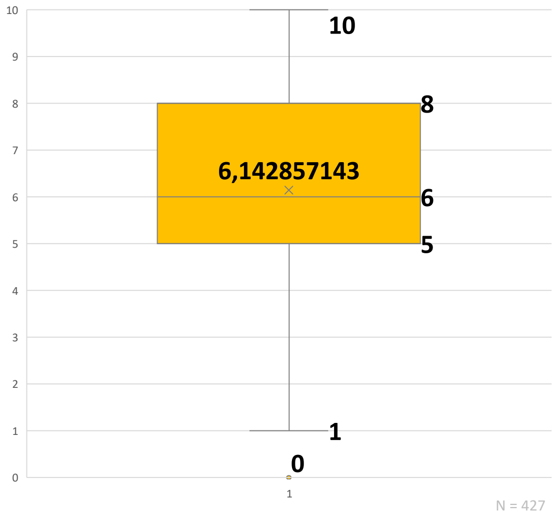
22


6 OM DAGEN
– OG HUSK VARIATION

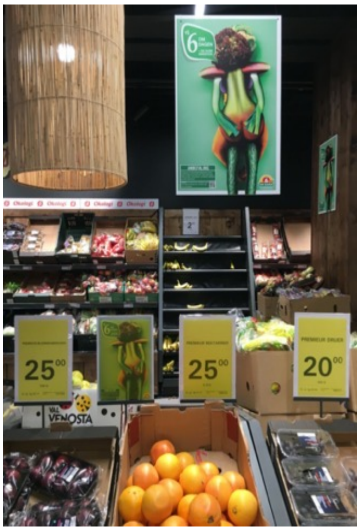
Do you know the 6-a-day campaign, which says that all should eat approx. 600 grams of fruit and vegs a day?

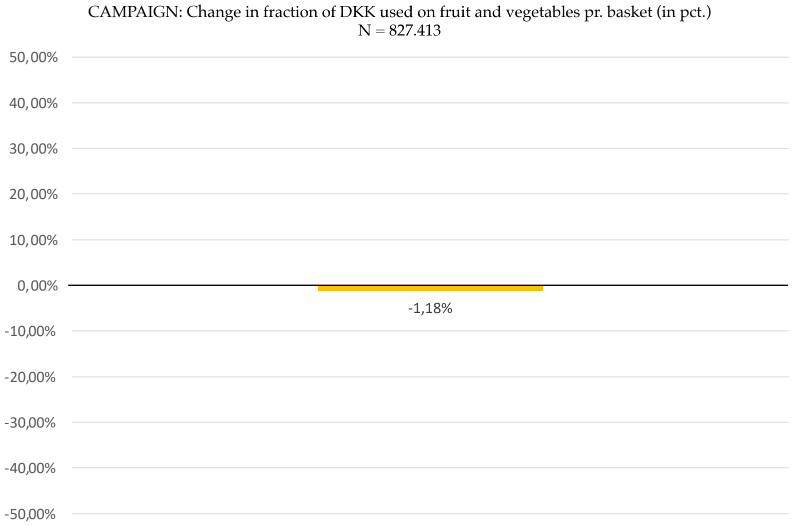


On a scale from 0-10, how much do you like the campaign ”6-a-day”?



Test Concept & Results


6
25⁰⁰
25⁰⁰
20⁰⁰
VENOSTA



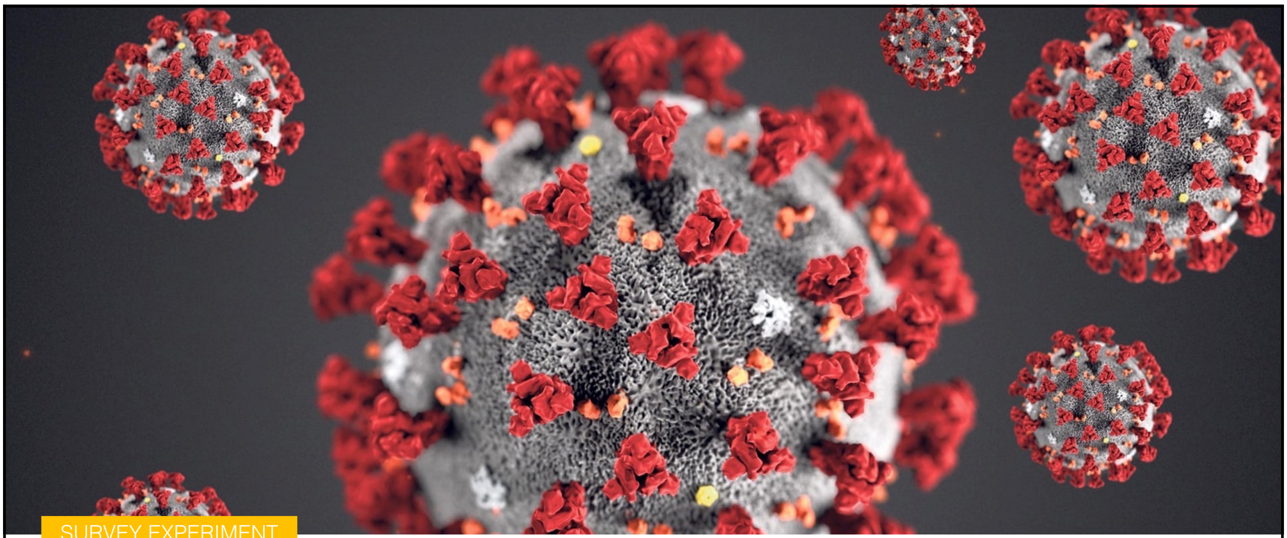
Hansen, PG., Gundersen, CD., Malthesen, M., Modin, A. & Veng, L. (2019). Test af “6 om dagen” kampagnen. *Fødevaredagen* 2019.

- How much fruit and vegs do you approx. eat a day? (grams)

371 g

- Do you know the 6-a-day campaign, which says that all should eat approx. 600 grams of fruit and vegs a day?

417 g

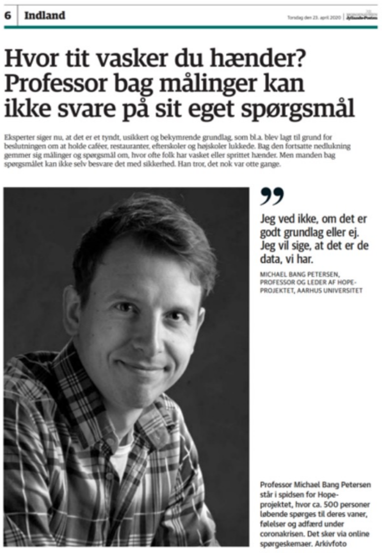


SURVEY EXPERIMENT

Testing Methods: COVID 19 ”The Hope-project”

Hansen PG, Gahner, E. & Gundersen, C. (2020). Reporting on one's behaviour: a survey experiment on the nonvalidity of self-reported COVID-19 hygiene-relevant routine behaviours. *Behavioural Public Policy*, Vol. 6, No. 1, s. 34-51.

Reporting on One's Behaviour: a randomised controlled population representative survey experiment showing the non-validity of self-reports
on two crucial COVID-19 hygiene relevant behaviours



6 | **Indland** | Torsdag den 23. april 2020 | Jyllands-Posten

Hvor tit vasker du hænder? Professor bag målinger kan ikke svare på sit eget spørgsmål

Eksperter siger nu, at det er et tyndt, usikkert og bekymrende grundlag, som bl.a. blev lagt til grund for beslutningen om at holde caféer, restauranter, efterskoler og højskoler lukkede. Bag den fortsatte nedlukning gemmer sig målinger og spørgsmål om, hvor ofte folk har vasket eller sprittet hænder. Men manden bag spørgsmålet kan ikke selv besvare det med sikkerhed. Han tror, det nok var otte gange.

> ❞ Jeg ved ikke, om det er godt grundlag eller ej. Jeg vil sige, at det er de data, vi har.
>
> MICHAEL BANG PETERSEN, PROFESSOR OG LEDER AF HOPE-PROJEKTET, AARHUS UNIVERSITET

Professor Michael Bang Petersen står i spidsen for Hope-projektet, hvor ca. 500 personer løbende spørges til deres vaner, følelser og adfærd under coronakrisen. Det sker via online spørgeskemaer. Arkivfoto

Do you know how often you washed or sanitized your hands yesterday?

"No, it is not easy to answer. But we know from survey research that when people answer, their answer is based on a 'hunch', and that 'hunch' is often associated with our actual behaviour."

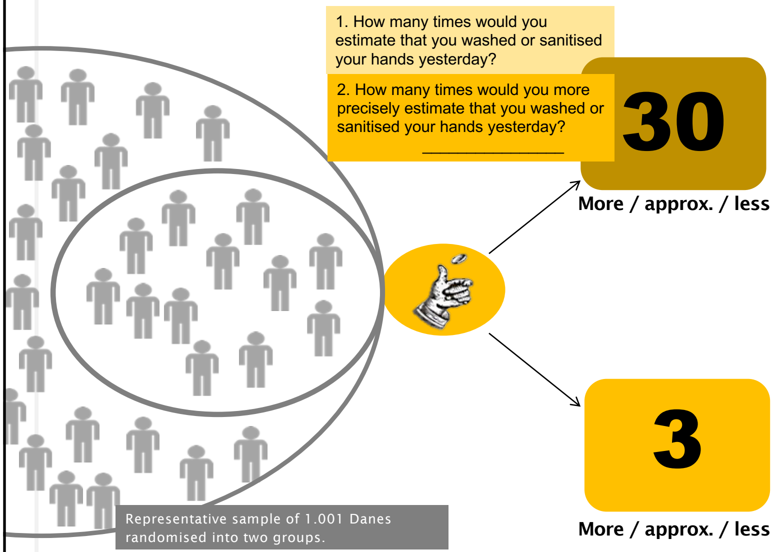
Can you remember how often you did it?

"I think I did it about… Let me just think about it carefully… probably about 8 times, but I can't remember it very precisely. Point taken."

Doesn't that illustrate the problem?

"You are absolutely right. If I was to answer your question, I would say 8 times. However, the point is that we assume – and in all survey research you assume – that the answers that comes to mind is associated with how we actually behave."

Reporting on One's Behaviour: a randomised controlled population representative survey experiment showing the non-validity of self-reports
on two crucial COVID-19 hygiene relevant behaviours



1. How many times would you estimate that you washed or sanitised your hands yesterday?

2. How many times would you more precisely estimate that you washed or sanitised your hands yesterday? __________

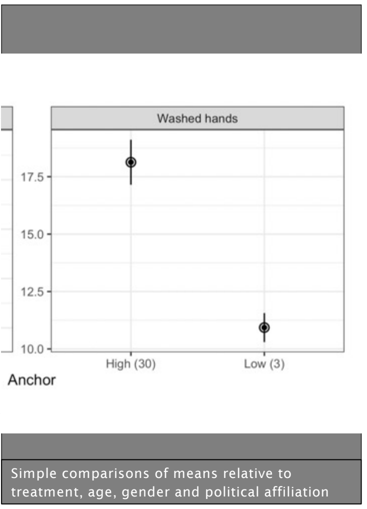
30

More / approx. / less

3

More / approx. / less

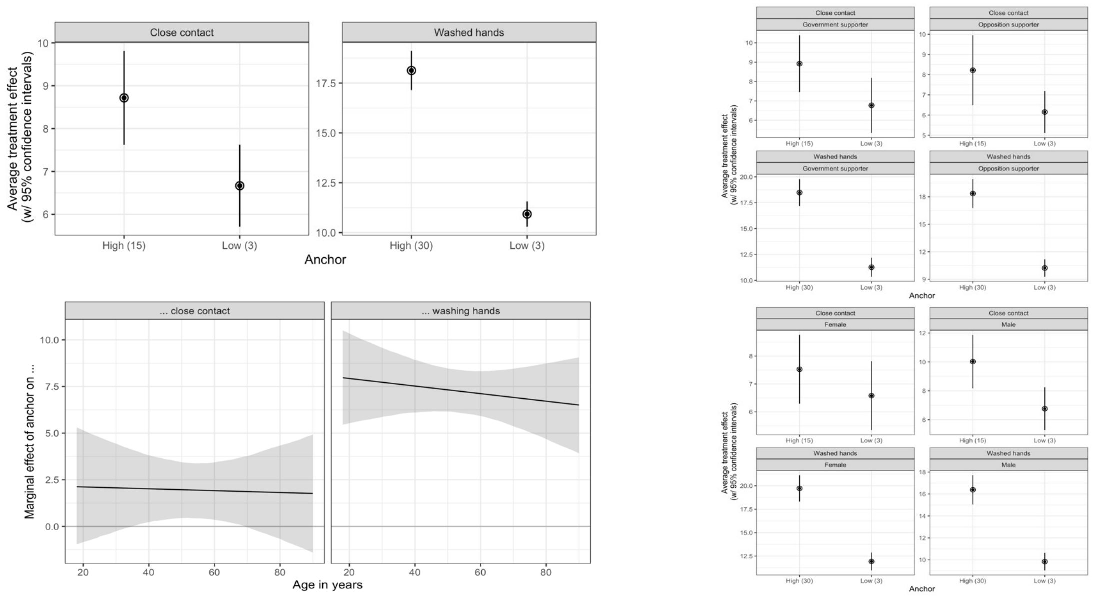
Representative sample of 1.001 Danes randomised into two groups.



Simple comparisons of means relative to treatment, age, gender and political affiliation

Hansen PG, Gahner, E. & Gundersen, C. (2020). Reporting on one's behaviour: a survey experiment on the nonvalidity of self-reported COVID-19 hygiene-relevant routine behaviours. *Behavioural Public Policy*, Vol. 6, No. 1, pp. 34-51.

Reporting on One's Behaviour: a randomised controlled population representative survey experiment showing the non-validity of self-reports on two crucial COVID-19 hygiene relevant behaviours



Hansen PG, Gahner, E. & Gundersen, C. (2020). Reporting on one's behaviour: a survey experiment on the nonvalidity of self-reported COVID-19 hygiene-relevant routine behaviours. *Behavioural Public Policy*, Vol. 6, No. 1, pp. 34-51.

FIELD-EXPERIMENT

Nudging hand hygiene compliance

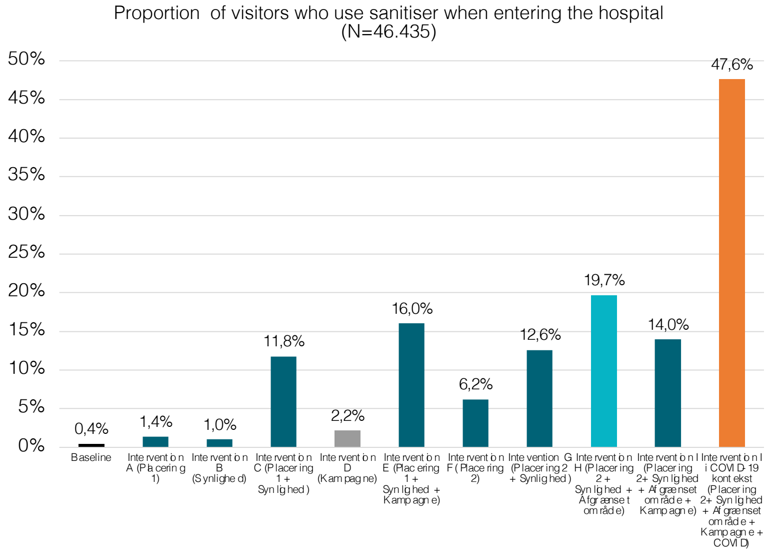
Hansen, P. G., Gahner Larsen, E., Modin, A., Gundersen, C., & Schilling, M. (2021). Nudging hand hygiene compliance: a large-scale field experiment on hospital visitors. *Journal of Hospital Infection*, Vol. 118, pp. 63-69.

DANSKE REGIONER

Amager og Hvidovre Hospital

iNudgeyou
THE APPLIED BEHAVIOURAL SCIENCE CENTRE

n = 4.733



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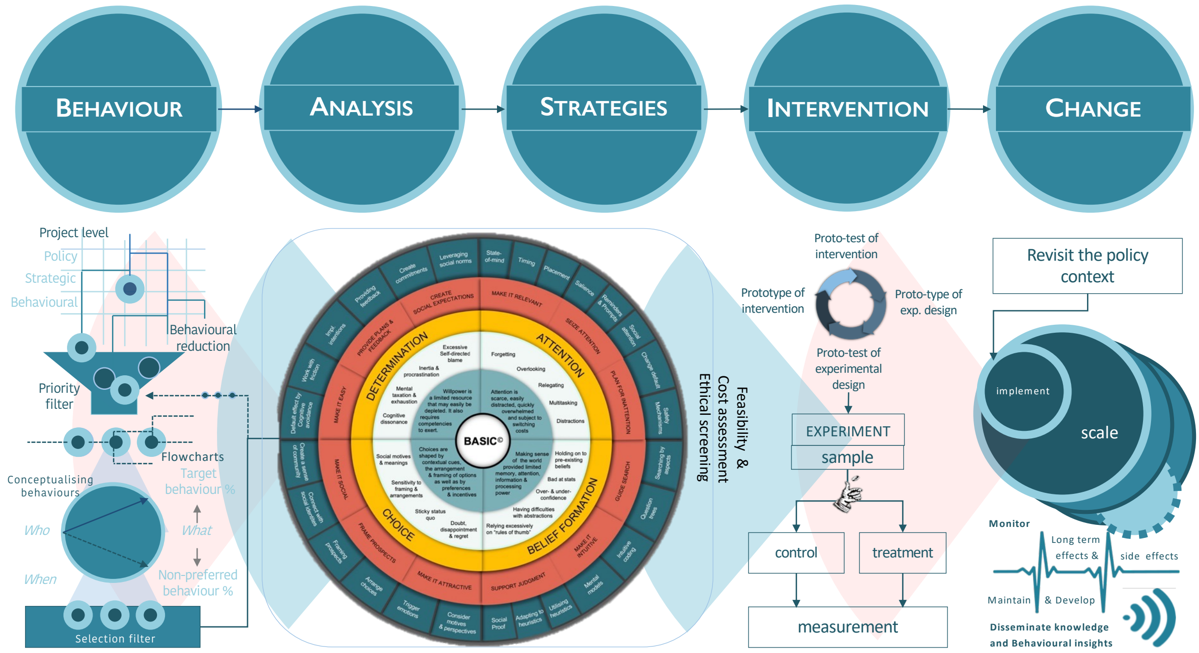
BEHAVIOUR
ANALYSIS
STRATEGIES
INTERVENTION
CHANGE
Project level
Policy
Strategic
Behavioural
Behavioural reduction
Priority filter
Flowcharts
Target behaviour %
Conceptualising behaviours
Who
What
When
Non-preferred behaviour %
Selection filter
BASIC©
DETERMINATION
ATTENTION
CHOICE
BELIEF FORMATION
Excessive Self-directed blame
Inertia & procrastination
Mental taxation & exhaustion
Cognitive dissonance
Willpower is a limited resource that may easily be depleted. It also requires competencies to exert.
Forgetting
Overlooking
Relegating
Multitasking
Distractions
Attention is scarce, easily distracted, quickly overwhelmed and subject to switching costs
Social motives & meanings
Sensitivity to framing & arrangements
Sticky status quo
Doubt, disappointment & regret
Choices are shaped by contextual cues, the arrangement & framing of options as well as by preferences & incentives
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Holding on to pre-existing beliefs
Bad at stats
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Having difficulties with abstractions
Relying excessively on "rules of thumb"
CREATE SOCIAL EXPECTATIONS
MAKE IT RELEVANT
SEIZE ATTENTION
PLAN FOR INATTENTION
GUIDE SEARCH
MAKE IT INTUITIVE
SUPPORT JUDGMENT
MAKE IT ATTRACTIVE
FRAME PROSPECTS
MAKE IT SOCIAL
MAKE IT EASY
PROVIDE PLANS & FEEDBACK
Leveraging social norms
State-of-mind
Timing
Placement
Salience
Reminders & Prompts
Social attention
Change default
Safety Mechanisms
Searching by aspects
Question trees
Intuitive coding
Mental models
Utilising heuristics
Adapting to heuristics
Social Proof
Consider motives & perspectives
Trigger emotions
Arrange choices
Framing prospects
Connect with social identities
Create a sense of community
Default effect by Cognitive avoidance
Work with friction
Impl. intentions
Providing feedback
Create commitments
Feasibility &
Cost assessment
Ethical screening
Proto-test of intervention
Prototype of intervention
Proto-type of exp. design
Proto-test of experimental design
EXPERIMENT
sample
control
treatment
measurement
Revisit the policy context
implement
scale
Monitor
Long term effects &
side effects
Maintain
& Develop
Disseminate knowledge and Behavioural insights

THE ABCD WHEEL OF BEHAVIOUR CHANGE

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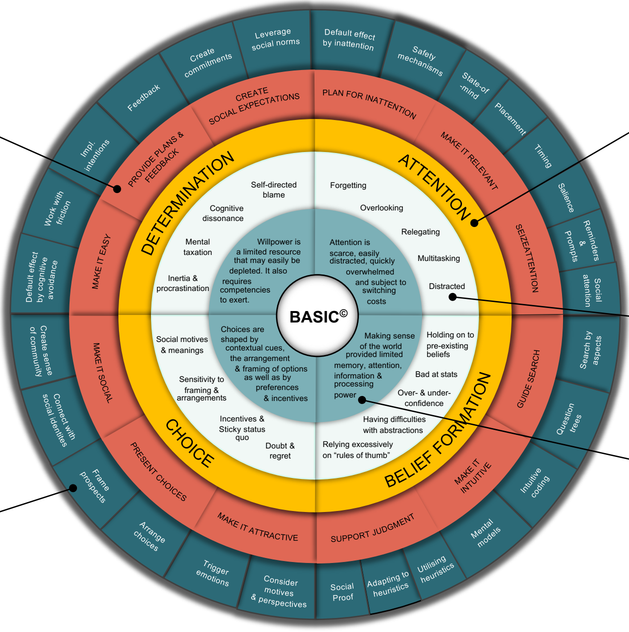
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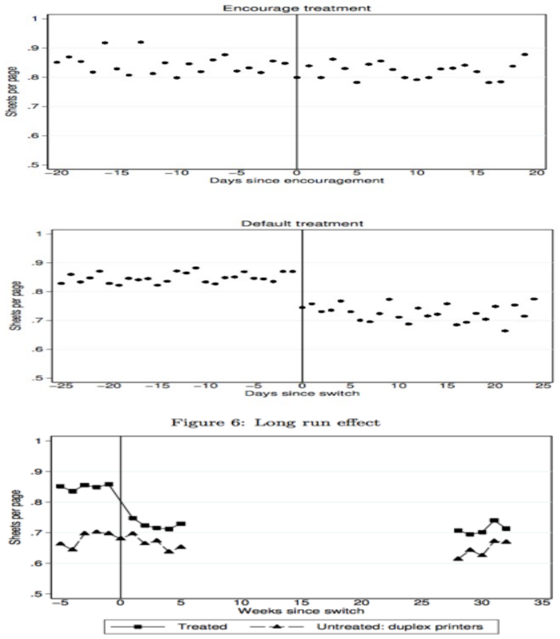
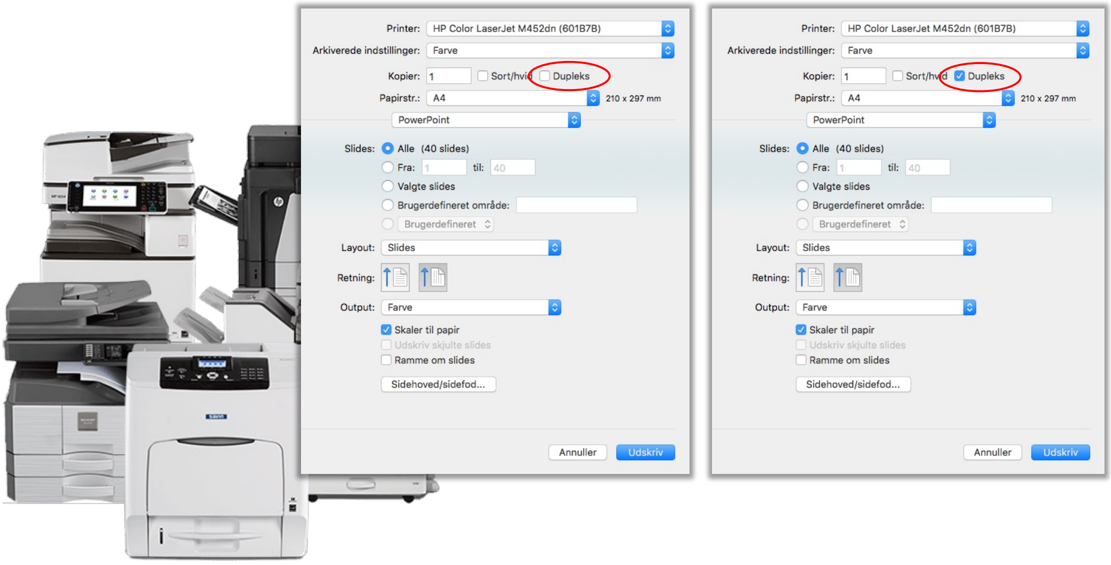


Egebark, J., & Ekström, M. (2013). Can Indifference Make the World Greener? Sweden: Research Institute of Industrial Economics.

SIMPLEX VS. DUPLEX DEFAULT



Printer: HP Color LaserJet M452dn (601B7B)
Arkiverede indstillinger: Farve
Kopier: 1 ☐ Sort/hvid ☐ Dupleks
Papirstr.: A4 210 x 297 mm
PowerPoint
Slides: ● Alle (40 slides)
○ Fra: 1 til: 40
○ Valgte slides
○ Brugerdefineret område:
○ Brugerdefineret
Layout: Slides
Retning:
Output: Farve
☑ Skaler til papir
☐ Udskriv skjulte slides
☐ Ramme om slides

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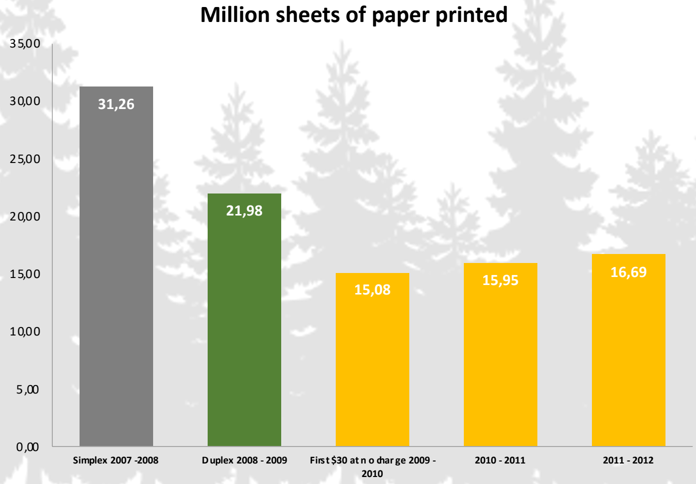
☐ Ramme om slides

CHANGE OF PRINTER DEFAULTS

RUTGERS UNIVERSITY (US)

13 CLIMATE ACTION
12 RESPONSIBLE CONSUMPTION AND PRODUCTION



This amounts to approx.:

44% less paper used, or
11,000 boxes of printing paper,
or **4650** trees

Print Management Information, RUTGERS.EDU, http://perma.law.harvard.edu/03BNSKSY4oZ

THE ABCD WHEEL OF BEHAVIOUR CHANGE

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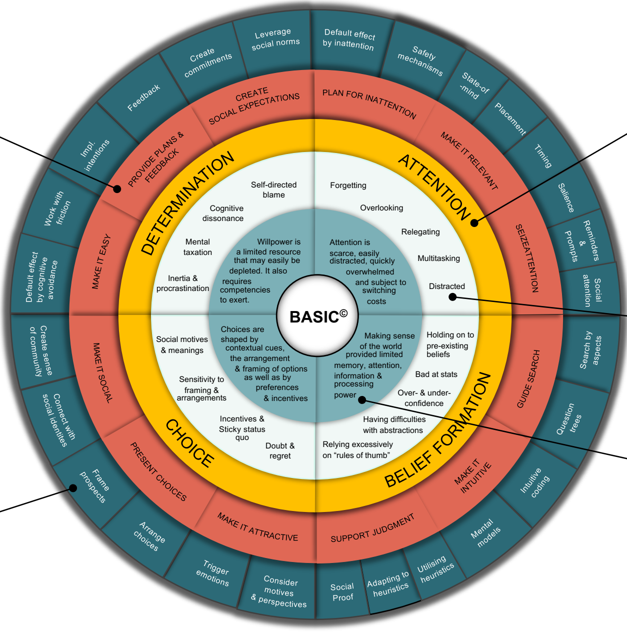
Create commitments
Leverage social norms
Default effect by inattention
Safety mechanisms
State-of -mind
Placement
Timing
Salience
Reminders & Prompts
Social attention
Search by aspects
Question trees
Intuitive coding
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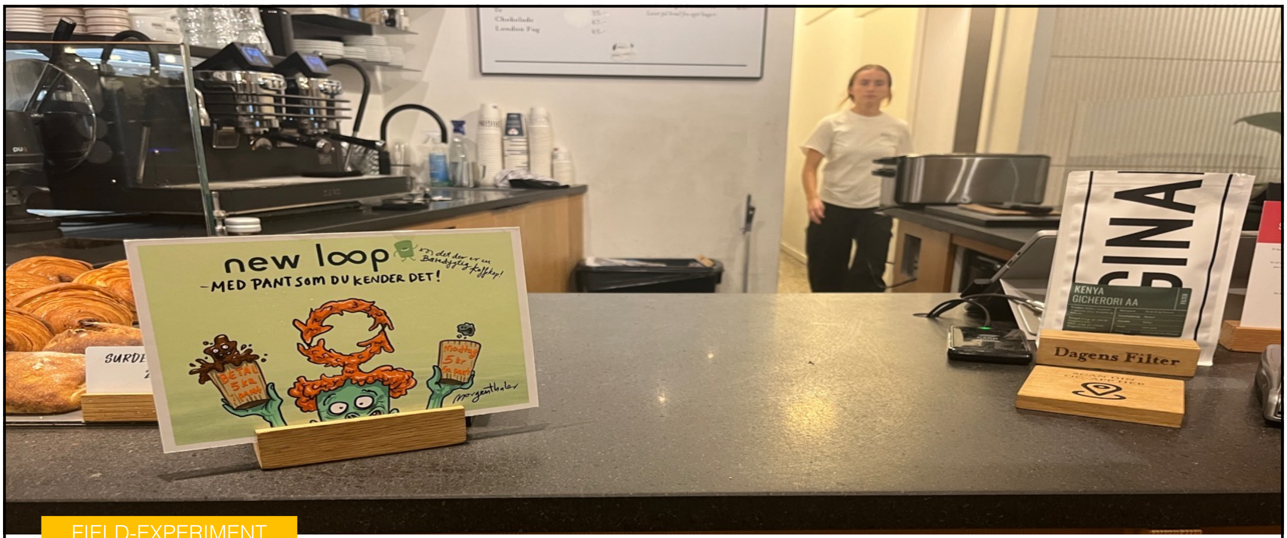
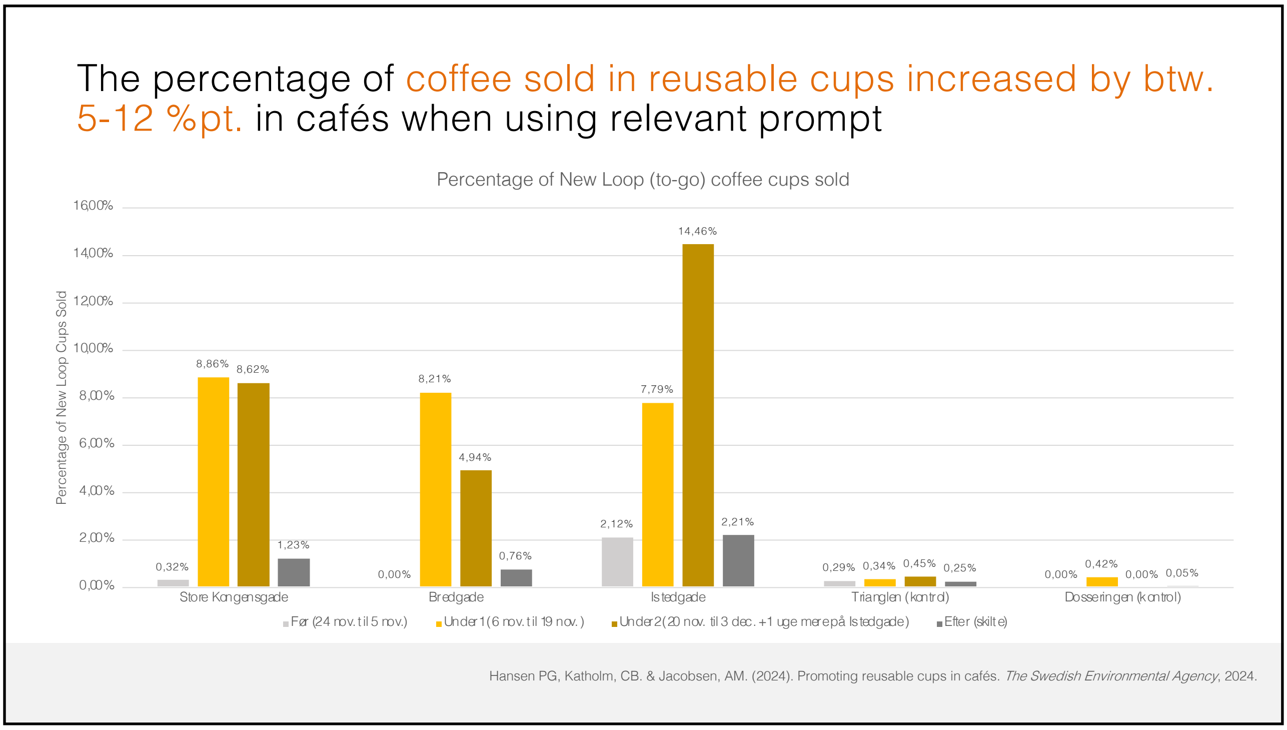

new loop
–MED PANT SOM DU KENDER DET!
GINA
KENYA GICHERORI AA
Dagens Filter

FIELD-EXPERIMENT

Reusable coffee cups ”New Loop”

Hansen PG, Katholm, CB. & Jacobsen, AM. (2024). Promoting reusable cups in cafés. *The Swedish Environmental Agency*, 2024.



The percentage of coffee sold in reusable cups increased by btw. 5-12 %pt. in cafés when using relevant prompt

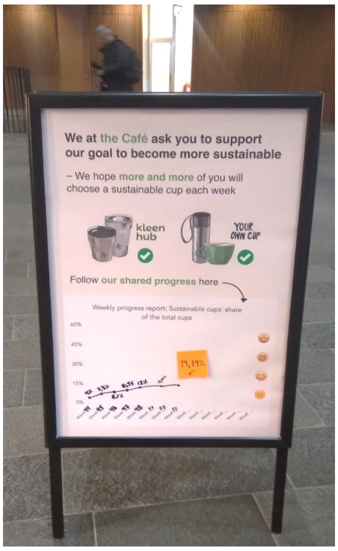
Hansen PG, Katholm, CB. & Jacobsen, AM. (2024). Promoting reusable cups in cafés. *The Swedish Environmental Agency*, 2024.

Café
Cup selection
Your own cup
Kleenhub cup
Single-use cup

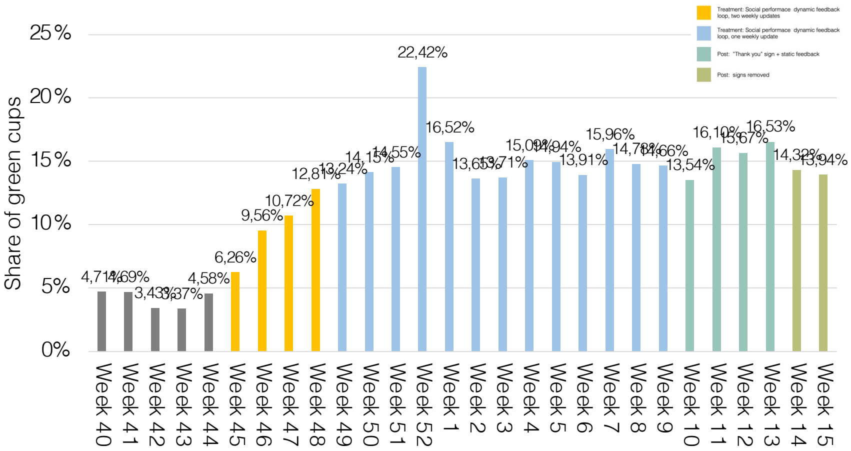
FIELD-EXPERIMENT

Reusable coffee cups: Nordea Headquaters

Hansen PG, Katholm, CB. & Jacobsen, AM. (2024). Promoting reusable cups in cafés. *The Swedish Environmental Agency*, 2024.


We at the Café ask you to support our goal to become more sustainable
– We hope more and more of you will choose a sustainable cup each week
kleen hub
YOUR OWN CUP
Follow our shared progress here
Weekly progress report: Sustainable cups' share of the total cups
60%
45%
30%
15%
0%
14,14%

Share of employees who either use a reusable cup went up from 4,5% to 16% in cafés using SPFB + prompt



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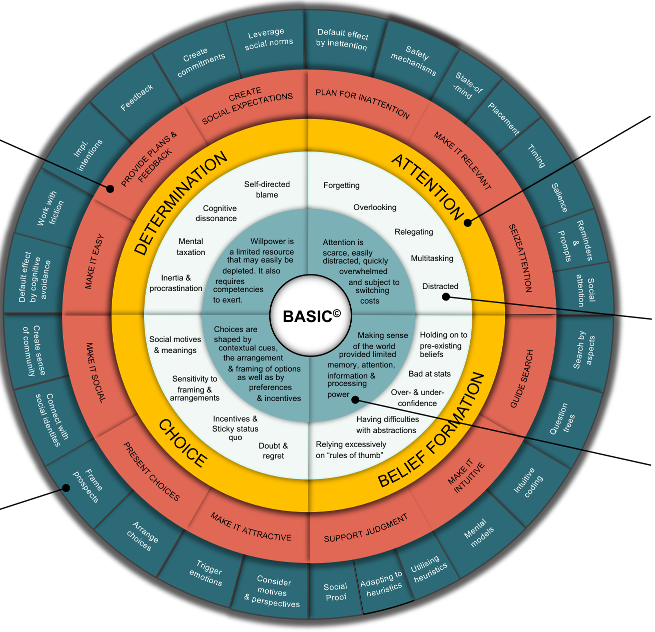
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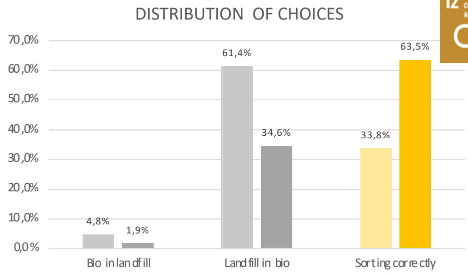
FIELD-EXPERIMENT

Nudging waste sorting at campus

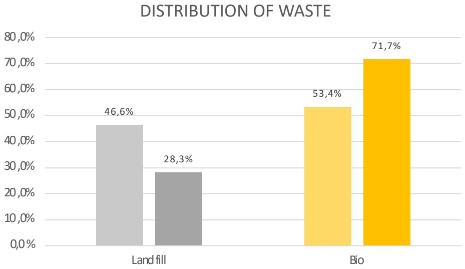
Student project w. students from Roskilde University working with Facility Management at University of Copenhagen.

WASTE SORTING AT CAMPUS

UNIVERSITY OF COPENHAGEN



DISTRIBUTION OF CHOICES



DISTRIBUTION OF WASTE

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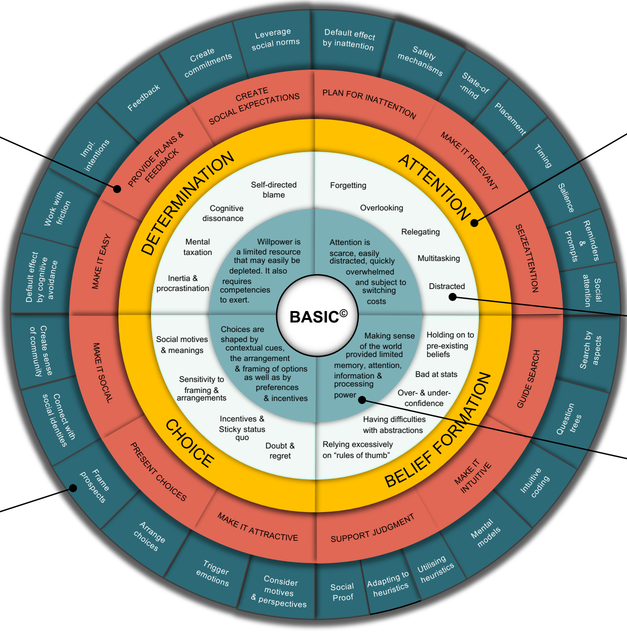
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LIFETIME COSTS & CONSUMER CHOICE (LAB)

Gruppe 1: Købspris uden forbrugsomkostninger

Huay Excellence brusesæt
876 kr.

Hansgrohe Crometta EcoSmart sparebrusesæt
3.198 kr.

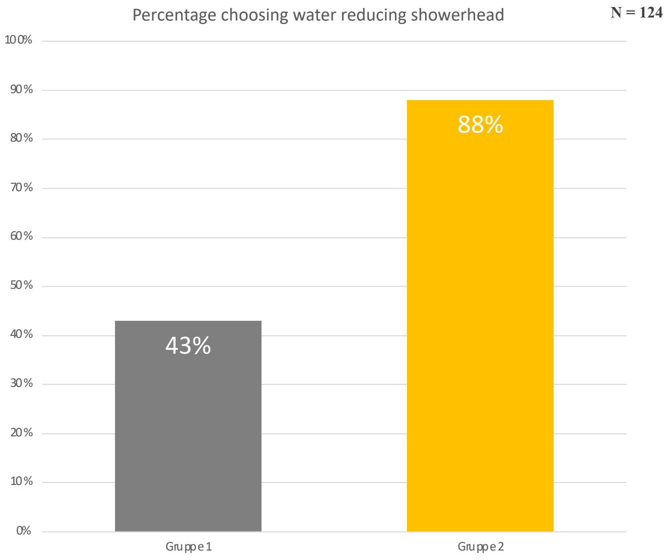
Gruppe 2: Købspris MED forbrugsomkostninger

Huay Excellence brusesæt
876 kr.

+ Forbrugsomkostning over 3 år i en husstand med 2 voksne og 2 børn
13.848 kr.

Hansgrohe Crometta EcoSmart sparebrusesæt
3.198 kr.

+ Forbrugsomkostning over 3 år i en husstand med 2 voksne og 2 børn
6.924 kr.



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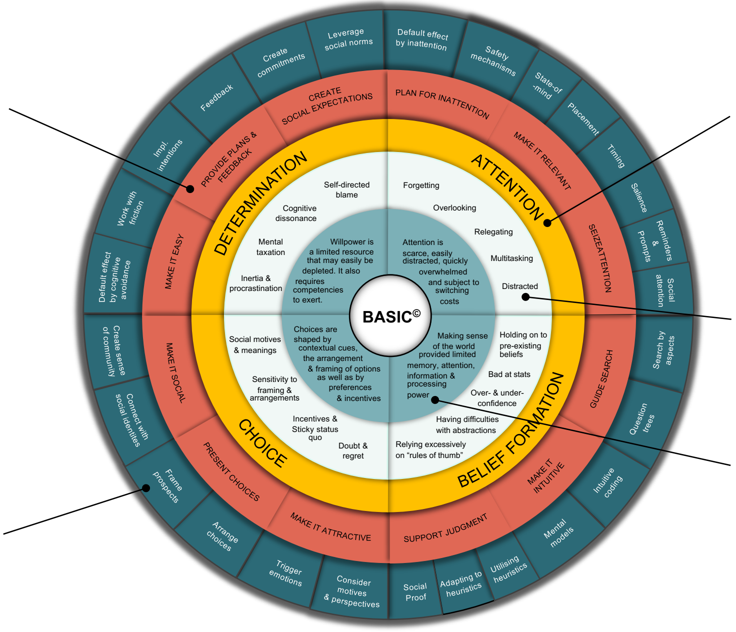
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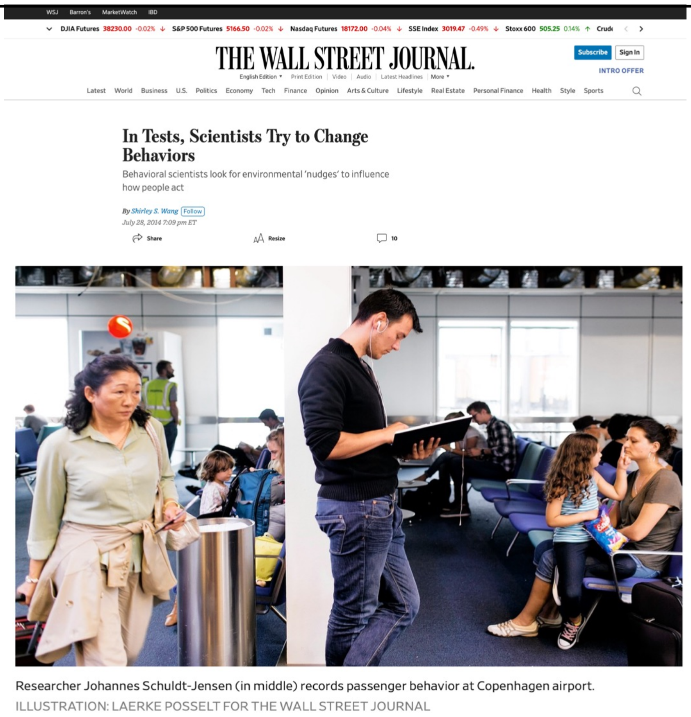
ERSTE ESG CEE CONFERENCE 2024

MAY 6, ERSTE CAMPUS VIENNA

Nudging on-time performance in CPH Airports

INDSIGT
OG LANGSIGTET
FOKUS
PÅ GLOBALE
TRENDS
HAR GJORT
Bus, taxi og metro
Public bus, train and metro
Hilton hotel
Hilton hotel

"Airlines are concerned about the open gate boarding, as they are used to lounge boarding passengers and they believe that gate boarding will comprise their on-time performance"


WSJ
Barron's
MarketWatch
IBD
DJIA Futures 38230.00 -0.02% ↓
S&P 500 Futures 5166.50 -0.02% ↓
Nasdaq Futures 18172.00 -0.04% ↓
SSE Index 3019.47 -0.49% ↓
Stoxx 600 505.25 0.14% ↑
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Finance
Opinion
Arts & Culture
Lifestyle
Real Estate
Personal Finance
Health
Style
Sports
Share
Resize
10

In Tests, Scientists Try to Change Behaviors

Behavioral scientists look for environmental 'nudges' to influence how people act

By Shirley S. Wang Follow

July 28, 2014 7:09 pm ET

Researcher Johannes Schuldt-Jensen (in middle) records passenger behavior at Copenhagen airport.

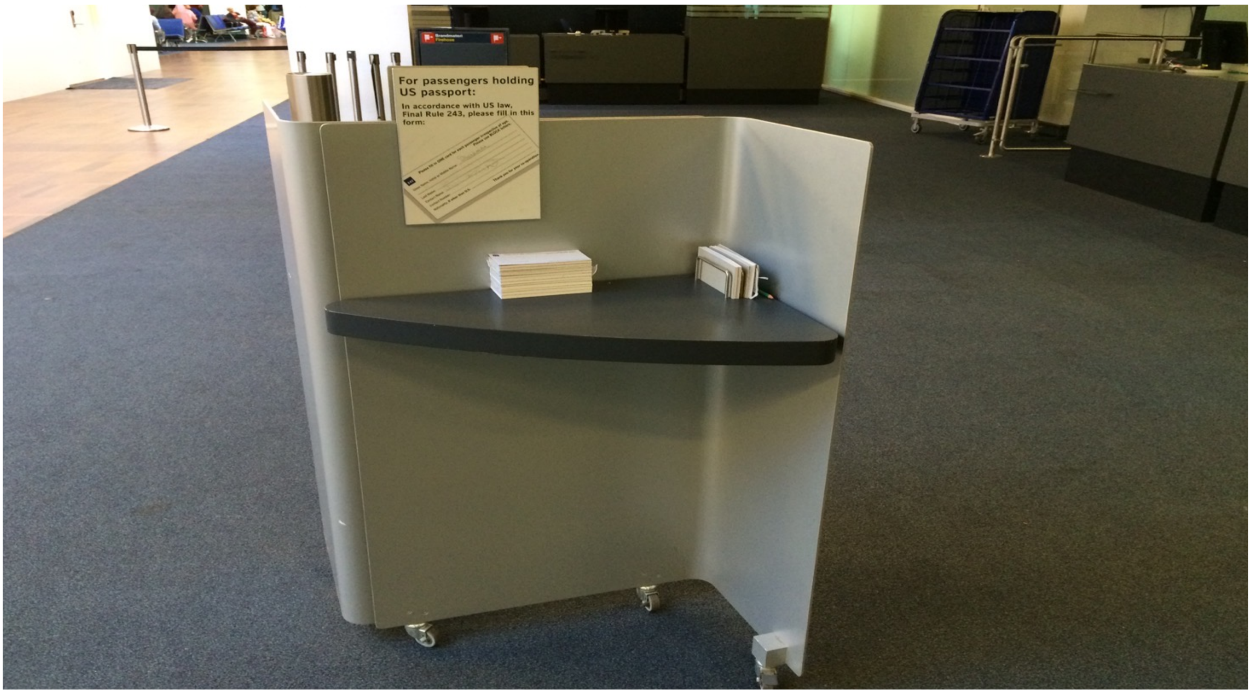
ILLUSTRATION: LAERKE POSSELT FOR THE WALL STREET JOURNAL

FIELD-EXPERIMENT

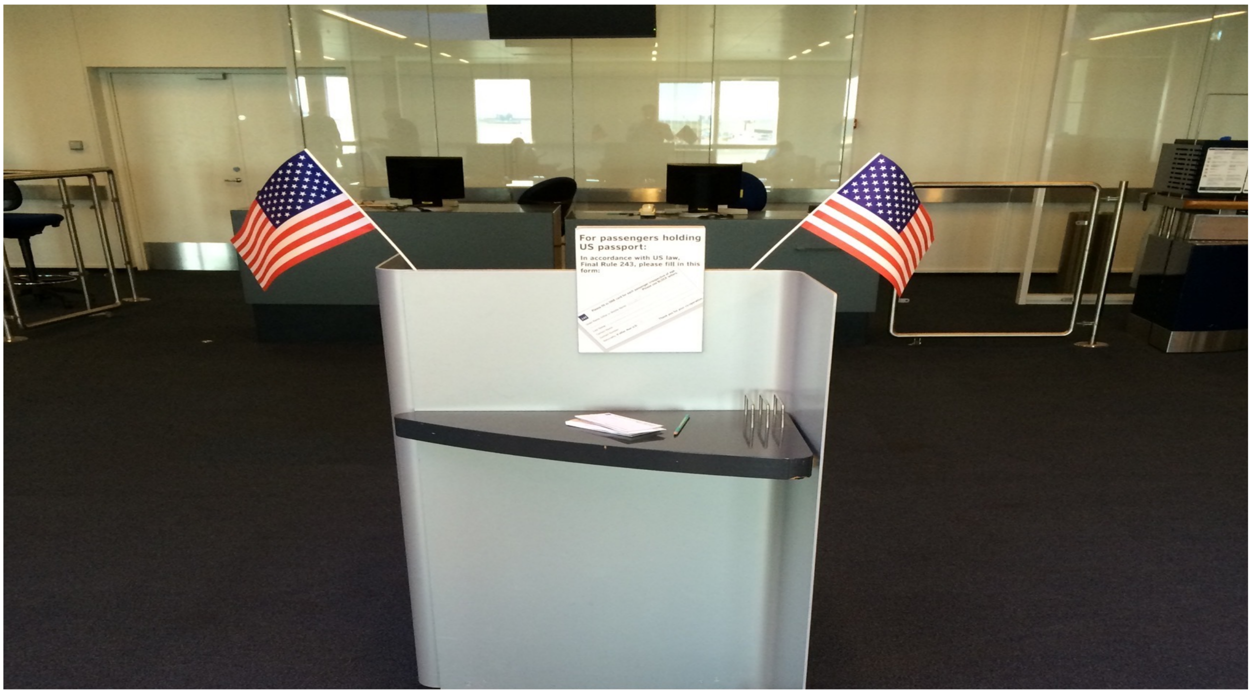
On-time Performance in Finger C: 'Next-of-Kin'

Hansen, P.G., Hulgaard, K. & Jensen, JS. (2015). On-time performance & Customer Satisfaction in Copenhagen Airports: A series of boarding related experiments and results, iNudgeyou – The Applied Behavioural Science Centre & CPH Air.

EUROPEAN UNION
UNITED KINGDOM OF
GREAT BRITAIN
AND NORTHERN IRELAND
PASSPORT
ECONOMY CLASS
B9


For passengers holding US passport:
In accordance with US law, Final Rule 243, please fill in this form:

64

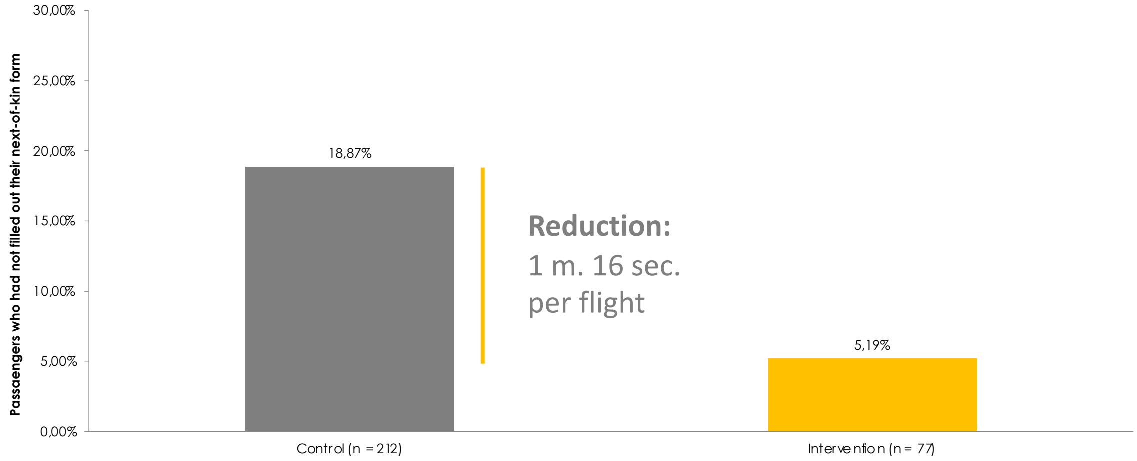

For passengers holding US passport:
In accordance with US law, Final Rule 243, please fill in this form:

65

American Citizen?
ll american citizens must fill out the Nex

iNudgeyou
The Applied Behavioural Science Centre

By informing* passengers that they had to fill out the next-of-kin form and by mounting American flags on the next-of-kin-counter we reduced the amount of passengers who had not filled out the form by 13,68 percent.



Reduction:
1 m. 16 sec.
per flight

Note: Refers to the slideshow intervention. Passengers were asked fill out the form before approaching the boarding counter.

Hansen, P.G., Hulgaard, K. & Jensen, JS. (2015). On-time performance & Customer Satisfaction in Copenhagen Airports: A series of boarding related experiments and results, iNudgeyou – The Applied Behavioural Science Centre & CPH Air.

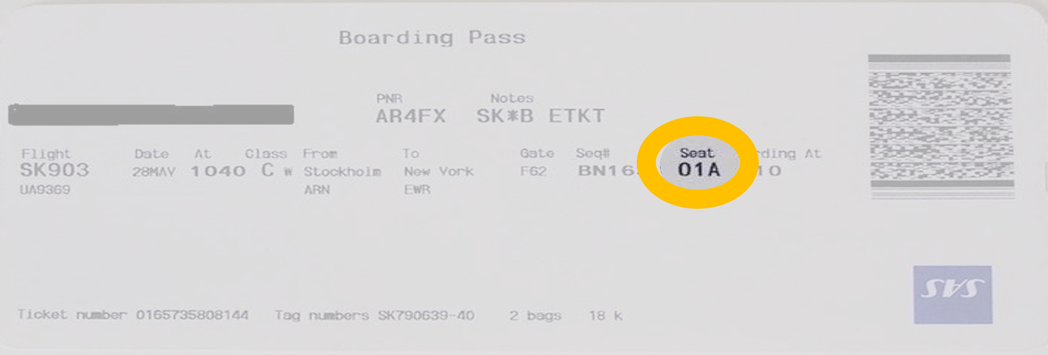
BERLINGSKE
BUSINESS
For passengers holding
US passport:

CONCEPT

On-time Performance in Finger C: Boarding Procedure

Hansen, P.G., Hulgaard, K. & Jensen, JS. (2015). On-time performance & Customer Satisfaction in Copenhagen Airports: A series of boarding related experiments and results, iNudgeyou – The Applied Behavioural Science Centre & CPH Air.

Please locate your row number



Boarding Pass

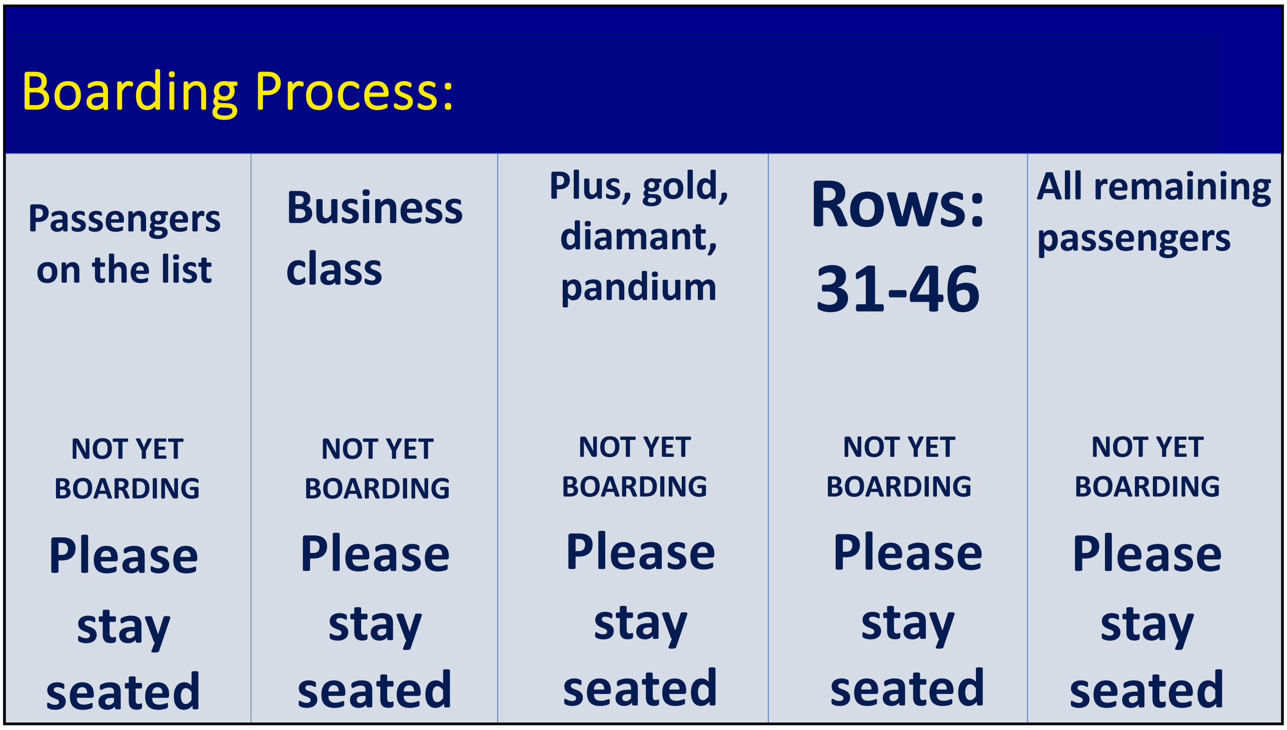
[redacted]

PNR AR4FX

Notes SK*B ETKT

Flight	Date	At	Class	From	To	Gate	Seq#	Seat	rding At
SK903 UA9369	28MAY	1040	C W	Stockholm ARN	New York EWR	F62	BN16	01A	10

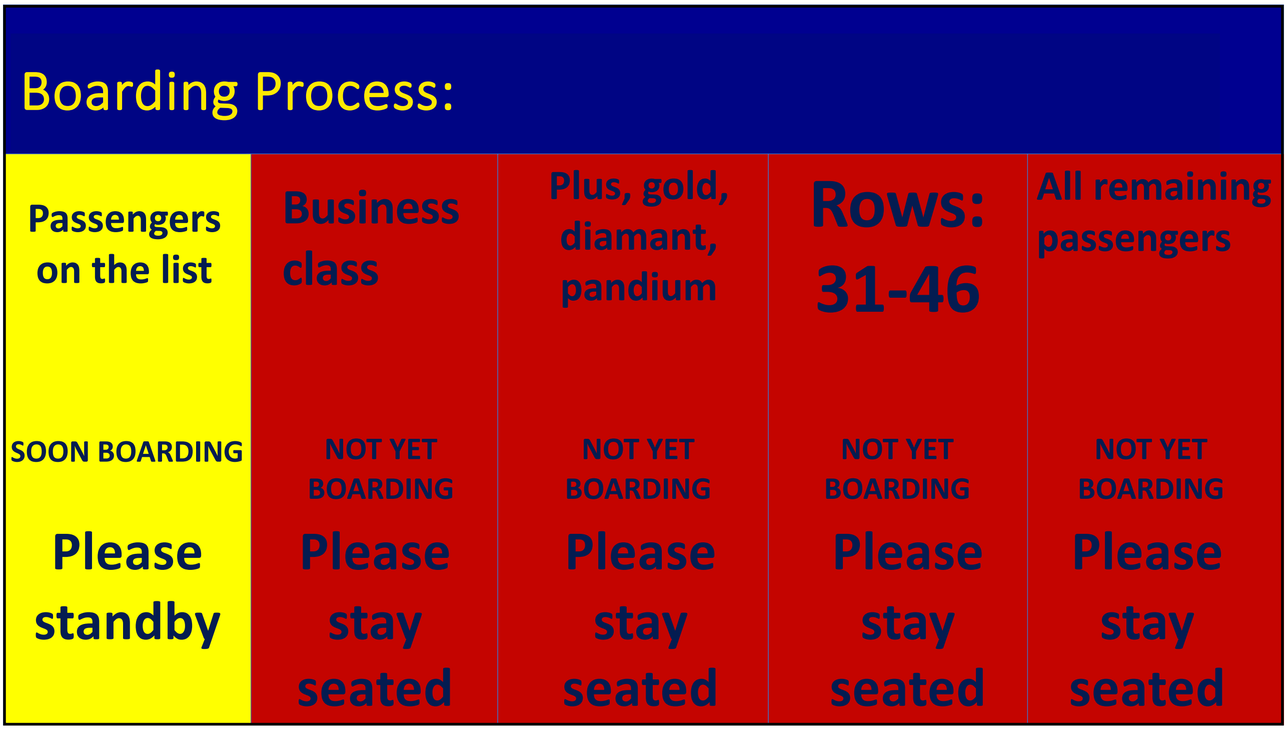
Ticket number 0165735808144 Tag numbers SK790639-40 2 bags 18 k



Boarding Process:

Passengers on the list	Business class	Plus, gold, diamant, pandium	Rows: 31-46	All remaining passengers
NOT YET BOARDING	NOT YET BOARDING	NOT YET BOARDING	NOT YET BOARDING	NOT YET BOARDING
Please stay seated	Please stay seated	Please stay seated	Please stay seated	Please stay seated

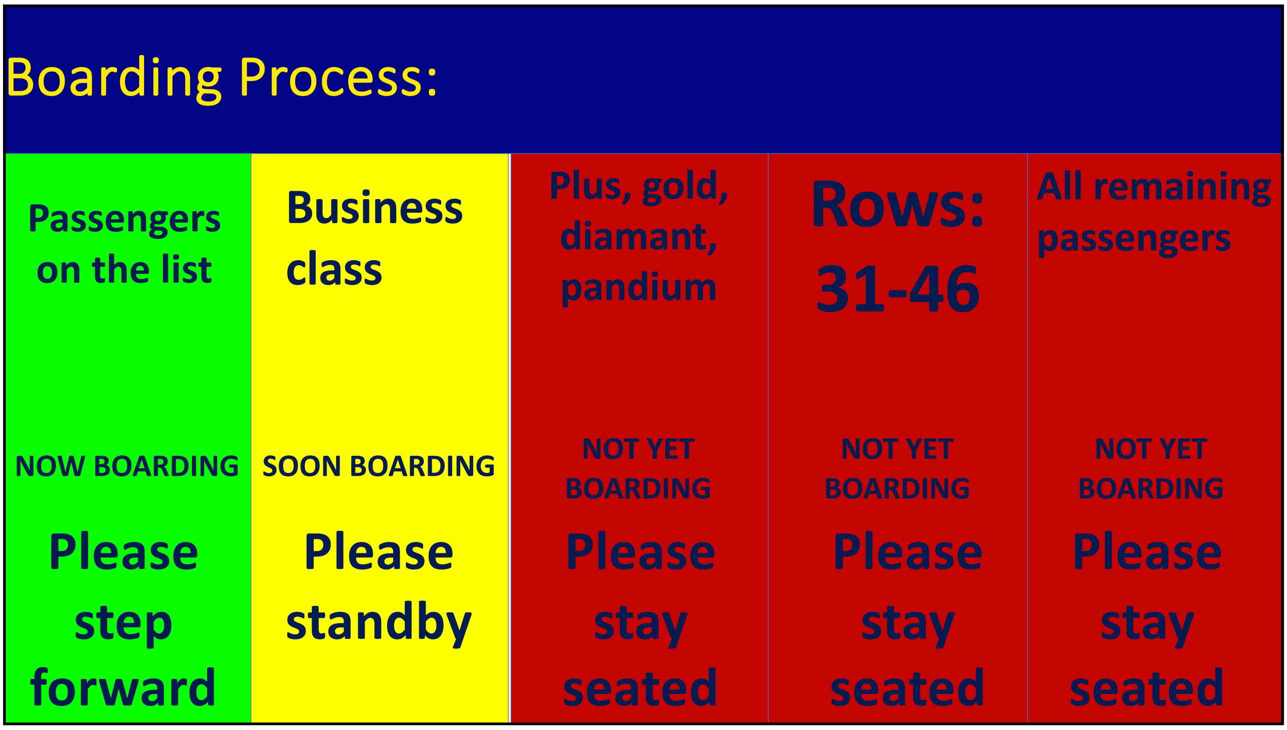
72



Boarding Process:

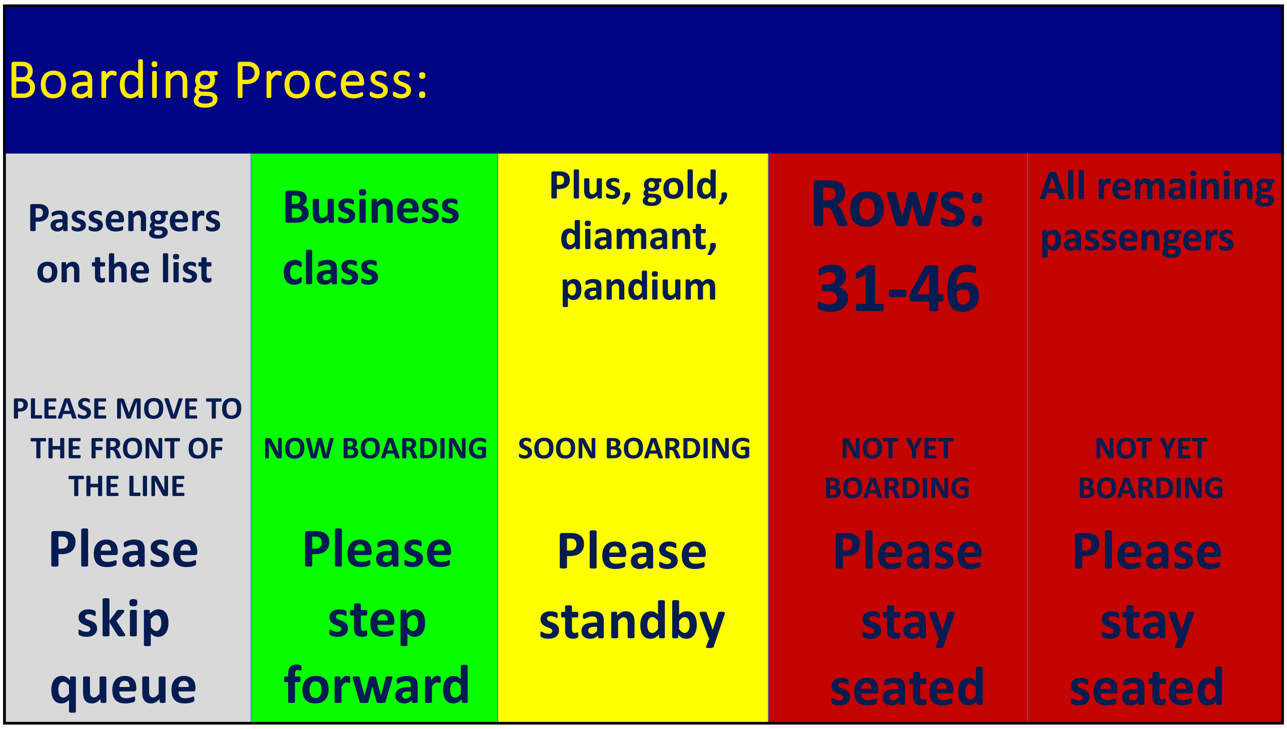
Passengers on the list	Business class	Plus, gold, diamant, pandium	Rows: 31-46	All remaining passengers
SOON BOARDING	NOT YET BOARDING	NOT YET BOARDING	NOT YET BOARDING	NOT YET BOARDING
Please standby	Please stay seated	Please stay seated	Please stay seated	Please stay seated

73



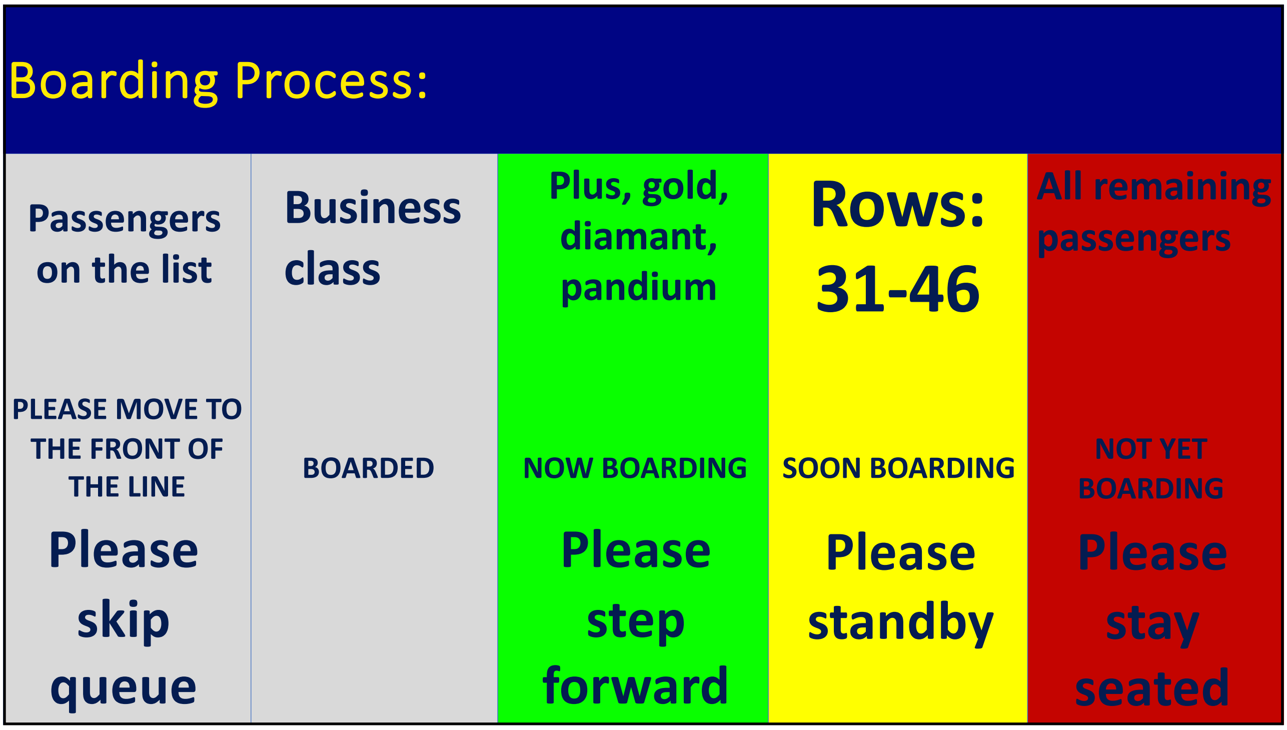
Boarding Process:

Passengers on the list	Business class	Plus, gold, diamant, pandium	Rows: 31-46	All remaining passengers
NOW BOARDING	SOON BOARDING	NOT YET BOARDING	NOT YET BOARDING	NOT YET BOARDING
Please step forward	Please standby	Please stay seated	Please stay seated	Please stay seated



Boarding Process:

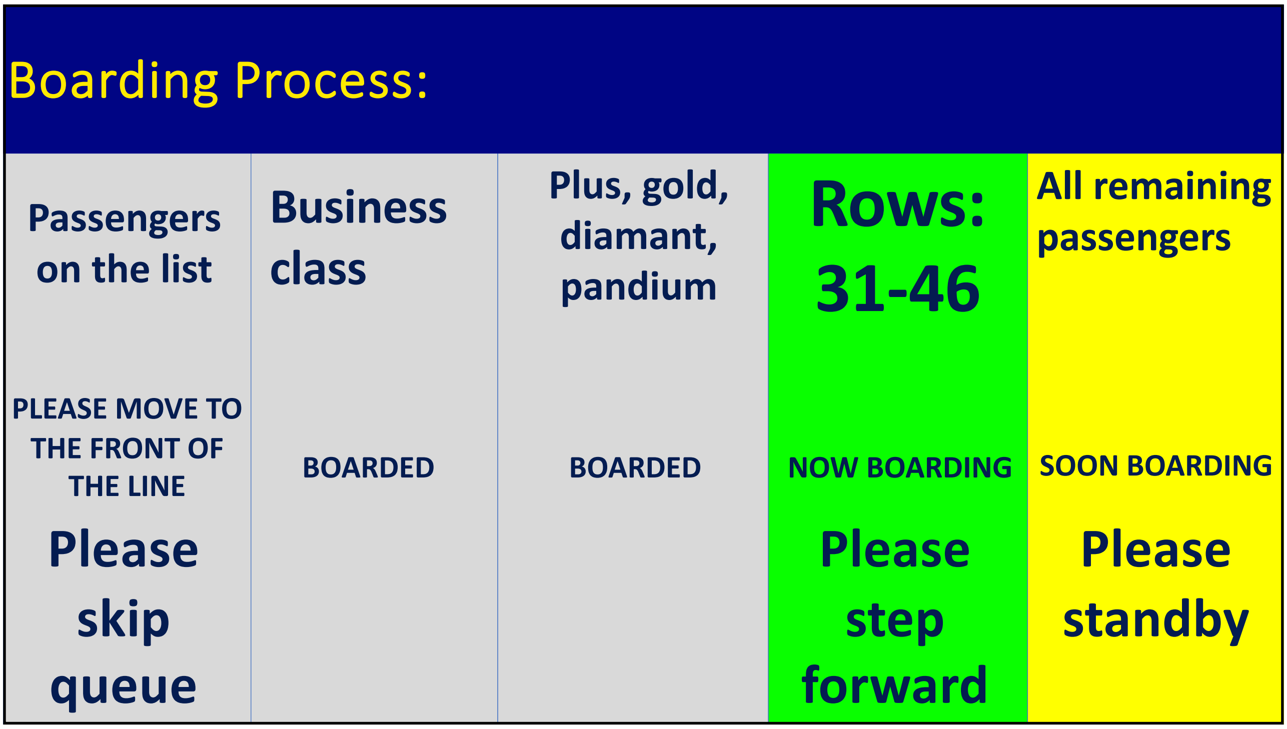
Passengers on the list	Business class	Plus, gold, diamant, pandium	Rows: 31-46	All remaining passengers
PLEASE MOVE TO THE FRONT OF THE LINE	NOW BOARDING	SOON BOARDING	NOT YET BOARDING	NOT YET BOARDING
Please skip queue	Please step forward	Please standby	Please stay seated	Please stay seated



Boarding Process:

Passengers on the list	Business class	Plus, gold, diamant, pandium	Rows: 31-46	All remaining passengers
PLEASE MOVE TO THE FRONT OF THE LINE	BOARDED	NOW BOARDING	SOON BOARDING	NOT YET BOARDING
Please skip queue		Please step forward	Please standby	Please stay seated

76



Boarding Process:

Passengers on the list	Business class	Plus, gold, diamant, pandium	Rows: 31-46	All remaining passengers
PLEASE MOVE TO THE FRONT OF THE LINE	BOARDED	BOARDED	NOW BOARDING	SOON BOARDING
Please skip queue			Please step forward	Please standby

77

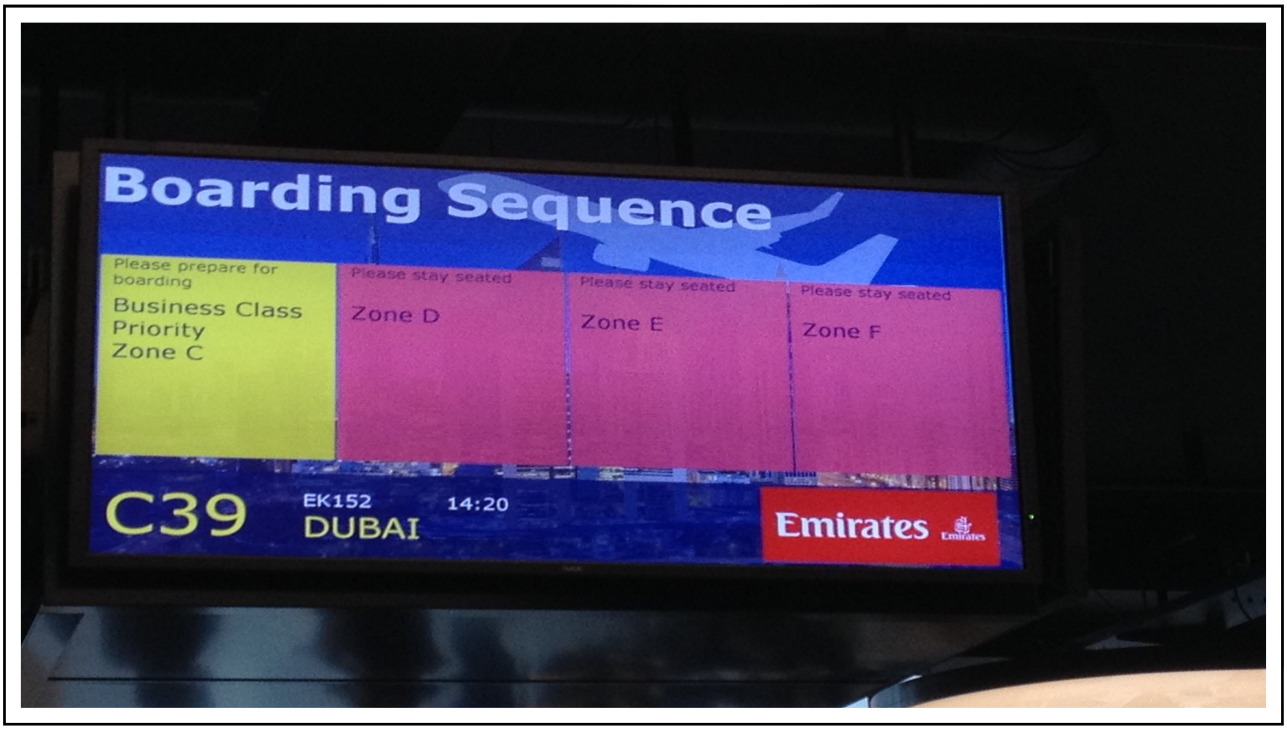
Boarding Process:

Passengers on the list	Business class	Plus, gold, diamant, pandium	Rows: 31-46	All remaining passengers
PLEASE MOVE TO THE FRONT OF THE LINE	BOARDED	BOARDED	BOARDED	NOW BOARDING
Please skip queue				Please step forward

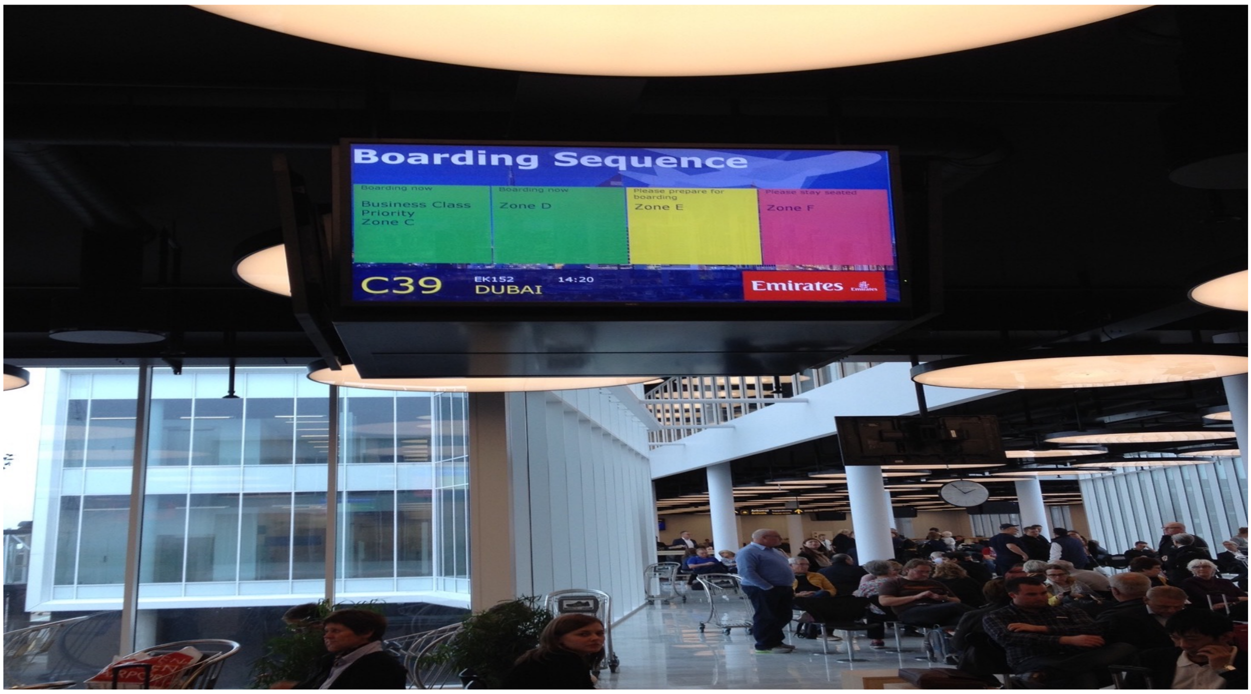
We are now boarding all remaining passengers

Thank you for traveling with SAS - We hope you have a pleasant flight

80


Boarding Sequence
Please prepare for boarding
Business Class
Priority
Zone C
Please stay seated
Zone D
Please stay seated
Zone E
Please stay seated
Zone F
C39
EK152
DUBAI
14:20
Emirates

81

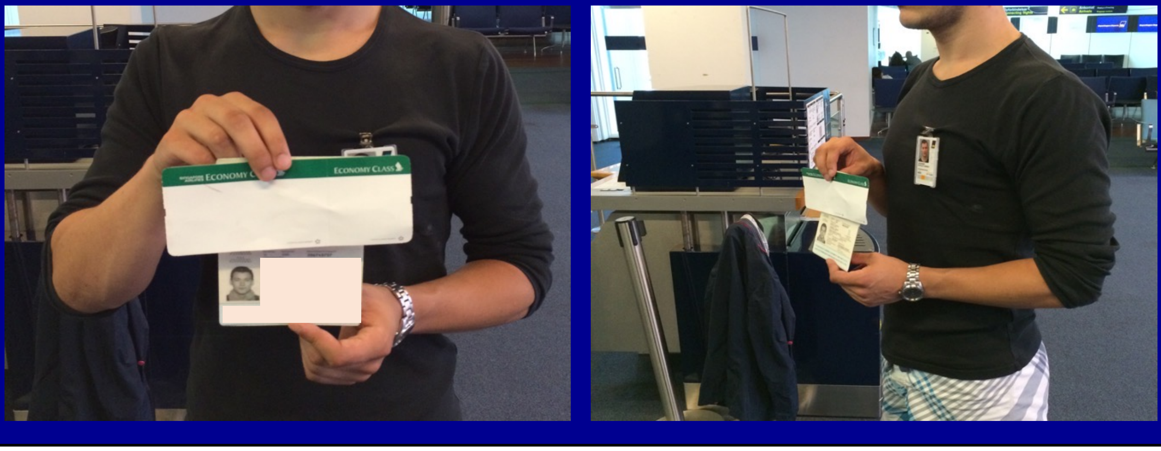

Boarding Sequence
Boarding now
Business Class
Priority
Zone C
Boarding now
Zone D
Please prepare for boarding
Zone E
Please stay seated
Zone F
C39
EK152
DUBAI
14:20
Emirates

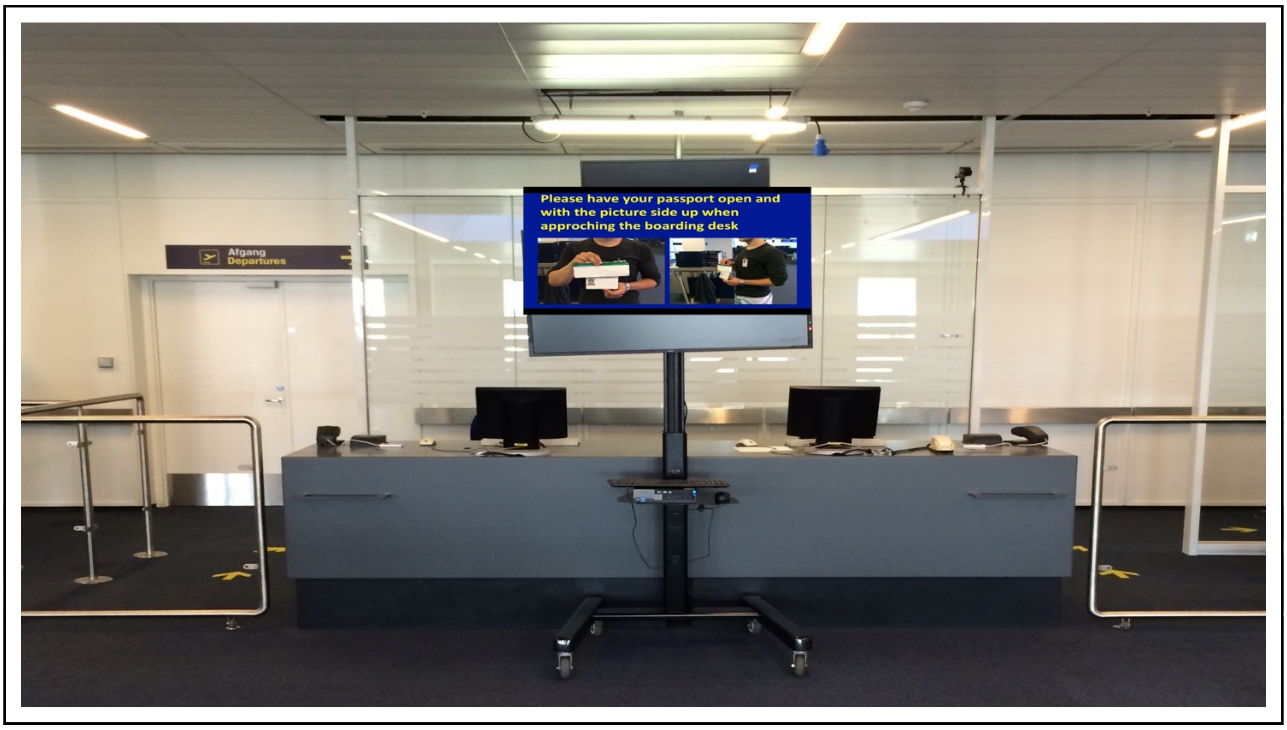
FIELD-EXPERIMENT

On-time Performance in Finger C: Handling

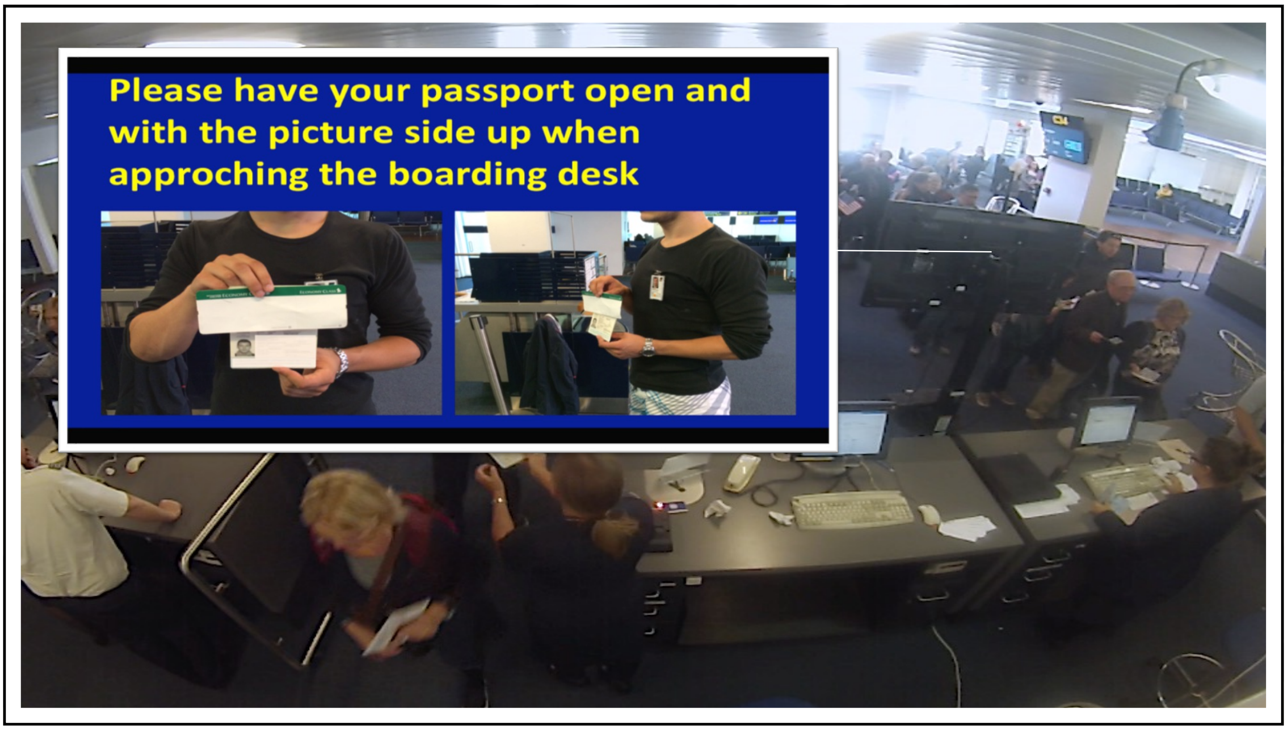
Hansen, P.G., Hulgaard, K. & Jensen, JS. (2015). On-time performance & Customer Satisfaction in Copenhagen Airports: A series of boarding related experiments and results, iNudgeyou – The Applied Behavioural Science Centre & CPH Air.

Please have your passport open and with the picture side up when approching the boarding desk

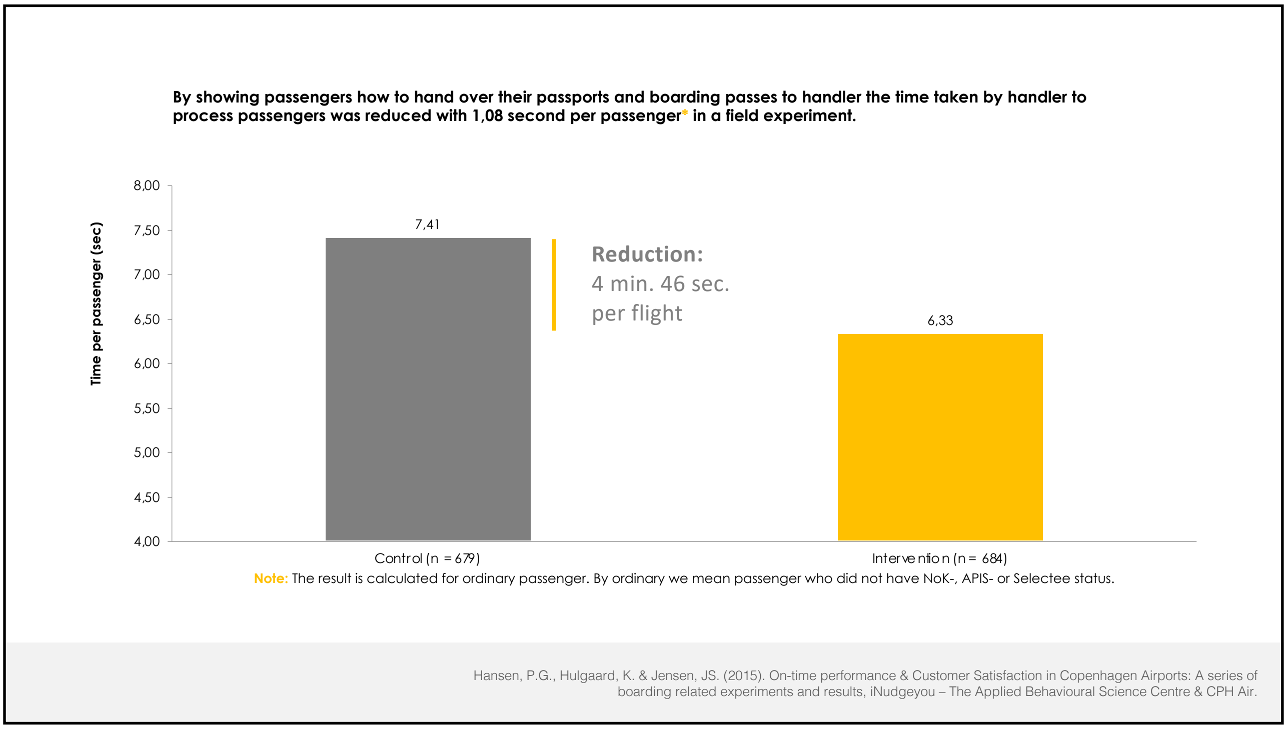



Please have your passport open and with the picture side up when approching the boarding desk
Afgang
Departures

86


Please have your passport open and with the picture side up when approching the boarding desk

87



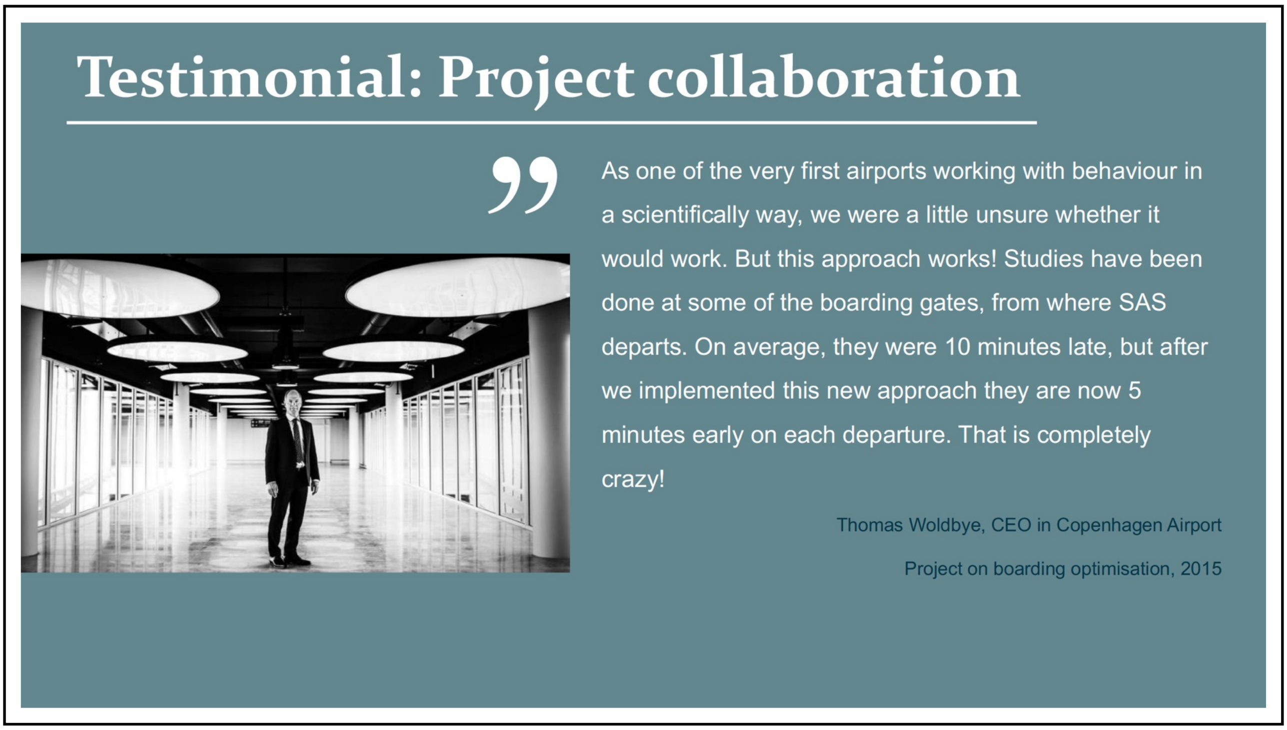
By showing passengers how to hand over their passports and boarding passes to handler the time taken by handler to process passengers was reduced with 1,08 second per passenger* in a field experiment.

Reduction:
4 min. 46 sec.
per flight

Note: The result is calculated for ordinary passenger. By ordinary we mean passenger who did not have NoK-, APIS- or Selectee status.

Hansen, P.G., Hulgaard, K. & Jensen, JS. (2015). On-time performance & Customer Satisfaction in Copenhagen Airports: A series of boarding related experiments and results, iNudgeyou – The Applied Behavioural Science Centre & CPH Air.

Gate
Gates C37-C39



Testimonial: Project collaboration

> As one of the very first airports working with behaviour in a scientifically way, we were a little unsure whether it would work. But this approach works! Studies have been done at some of the boarding gates, from where SAS departs. On average, they were 10 minutes late, but after we implemented this new approach they are now 5 minutes early on each departure. That is completely crazy!

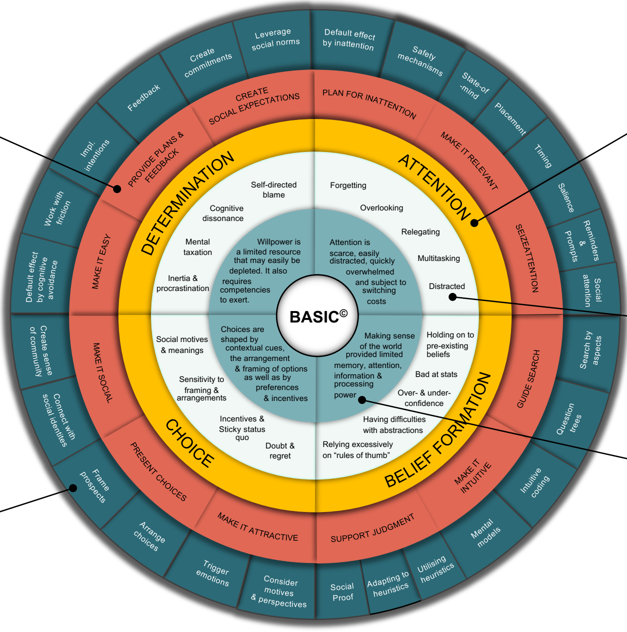
Thomas Woldbye, CEO in Copenhagen Airport

Project on boarding optimisation, 2015

THE ABCD WHEEL OF BEHAVIOUR CHANGE

Categories of Behavioural Insights strategies: For practical convenience behavioural insights strategies are sorted in to broad categories that function as easily identifiable keys to more specific behavioural insights strategies.

Behavioural Insights strategies: In the outermost ring one finds examples of behavioural insights strategies that contains specific behavioural insights that may be used to understand as well as influence target behaviours.


BASIC©
DETERMINATION
ATTENTION
BELIEF FORMATION
CHOICE
Willpower is a limited resource that may easily be depleted. It also requires competencies to exert.
Attention is scarce, easily distracted, quickly overwhelmed and subject to switching costs
Making sense of the world provided limited memory, attention, information & processing power
Choices are shaped by contextual cues, the arrangement & framing of options as well as by preferences & incentives
Self-directed blame
Cognitive dissonance
Mental taxation
Inertia & procrastination
Forgetting
Overlooking
Relegating
Multitasking
Distracted
Holding on to pre-existing beliefs
Bad at stats
Over- & under-confidence
Having difficulties with abstractions
Relying excessively on "rules of thumb"
Social motives & meanings
Sensitivity to framing & arrangements
Incentives & Sticky status quo
Doubt & regret
PROVIDE PLANS & FEEDBACK
CREATE SOCIAL EXPECTATIONS
PLAN FOR INATTENTION
MAKE IT RELEVANT
SEIZE ATTENTION
GUIDE SEARCH
MAKE IT INTUITIVE
SUPPORT JUDGMENT
MAKE IT ATTRACTIVE
PRESENT CHOICES
MAKE IT SOCIAL
MAKE IT EASY
Default effect by inattention
Safety mechanisms
State-of-mind
Placement
Timing
Salience
Reminders & Prompts
Social attention
Search by aspects
Question trees
Intuitive coding
Mental models
Utilising heuristics
Adapting to heuristics
Social Proof
Consider motives & perspectives
Trigger emotions
Arrange choices
Frame prospects
Connect with social identities
Create sense of community
Default effect by cognitive avoidance
Work with friction
Impl. intentions
Feedback
Create commitments
Leverage social norms

Aspects of behavioural problems: ABCD distinguishes between four aspects of behavioural problems – Attention, Belief-formation, Choice and Determination. A Behavioural Problem may be caused by several factors within one aspect as well as by factors from several aspects. ABCD allows the practitioner to conduct as systematic inquiry into each aspect as well as matching of strategies to problematic aspects.

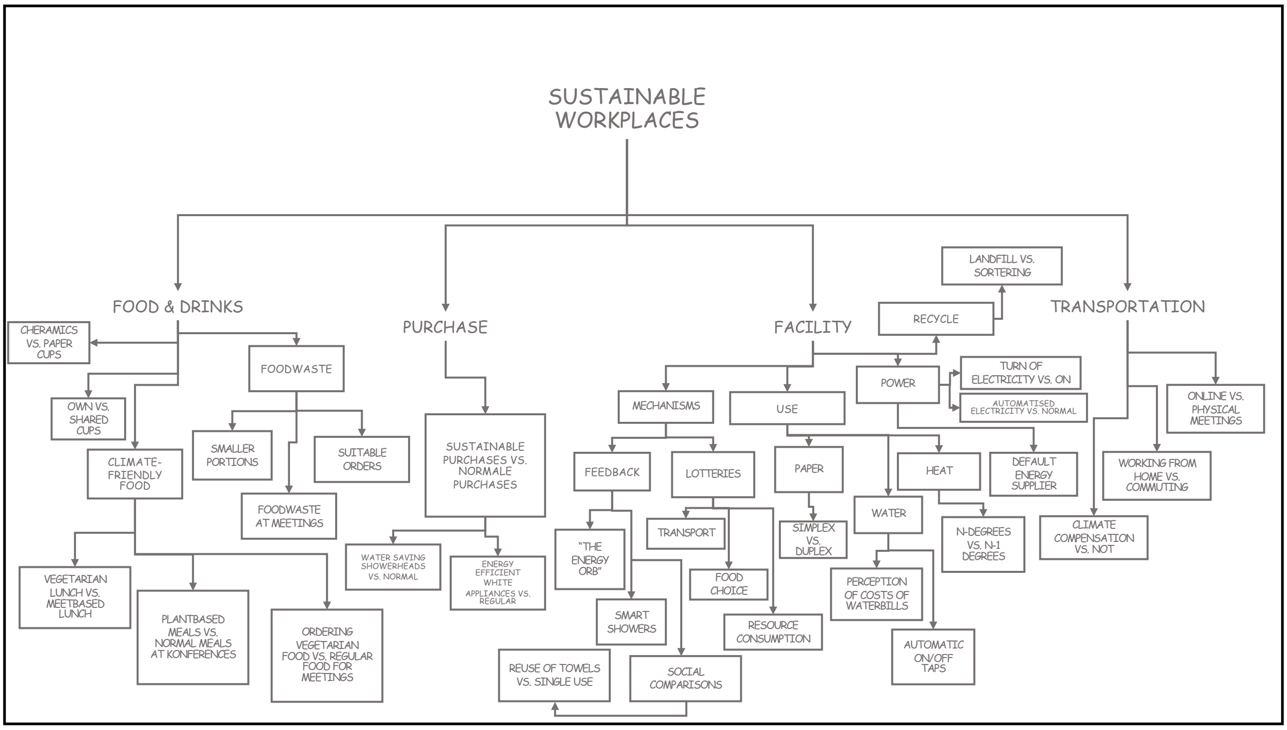
Diagnostic indicators: Certain phenomena indicates the relevancy of each diagnostic domain. These phenomena are referred to as diagnostic indicators.

Diagnostic aspect: The diagnostic aspect contains the broader psychological theories that has been developed to account for a particular aspect of behaviour as defined by the ABCD. Thus, the aspect contains psychological theories of attention, belief-formation, choice and determination.

FIELD-EXPERIMENT

The Energy Usage Feedback Orb, phase 1

Hansen, P.G., Hulgaard, K. & Jensen, JS. (2015). *The Energy Usage Feedback Orb*, iNudgeyou – The Applied Behavioural Science Centre.


SUSTAINABLE WORKPLACES
FOOD & DRINKS
CHERAMICS VS. PAPER CUPS
OWN VS. SHARED CUPS
FOODWASTE
SMALLER PORTIONS
SUITABLE ORDERS
FOODWASTE AT MEETINGS
CLIMATE-FRIENDLY FOOD
VEGETARIAN LUNCH VS. MEETBASED LUNCH
PLANTBASED MEALS VS. NORMAL MEALS AT KONFERENCES
ORDERING VEGETARIAN FOOD VS. REGULAR FOOD FOR MEETINGS
PURCHASE
SUSTAINABLE PURCHASES VS. NORMALE PURCHASES
WATER SAVING SHOWERHEADS VS. NORMAL
ENERGY EFFICIENT WHITE APPLIANCES VS. REGULAR
FACILITY
MECHANISMS
FEEDBACK
"THE ENERGY ORB"
SMART SHOWERS
SOCIAL COMPARISONS
REUSE OF TOWELS VS. SINGLE USE
LOTTERIES
TRANSPORT
FOOD CHOICE
RESOURCE CONSUMPTION
USE
PAPER
SIMPLEX VS. DUPLEX
WATER
PERCEPTION OF COSTS OF WATERBILLS
AUTOMATIC ON/OFF TAPS
HEAT
N-DEGREES VS. N-1 DEGREES
RECYCLE
LANDFILL VS. SORTERING
POWER
TURN OF ELECTRICITY VS. ON
AUTOMATISED ELECTRICITY VS. NORMAL
DEFAULT ENERGY SUPPLIER
TRANSPORTATION
ONLINE VS. PHYSICAL MEETINGS
WORKING FROM HOME VS. COMMUTING
CLIMATE COMPENSATION VS. NOT

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