Towards applying Nudge Thinking to EU Policies - Hearing
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Theoretical Work

(1) A solid definition of nudge

A nudge is a function of any attempt at influencing people’s judgment, choice or behaviour in a predictable way, that is (1) made possible by cognitive limitations, biases, routines, and habits in individual and social decision-making posing barriers for people to perform rationally in their own self-declared interests, and which (2) works by making use of those limitations, biases, routines, and habits as integral parts of such attempts.

Thus a nudge amongst other things works independently of:
(i) forbidding or adding any rationally relevant choice options,
(ii) changing incentives, whether regarded in terms of time, trouble, social sanctions, economic and so forth, or
(iii) the provision of factual information and rational argumentation.
Theoretical Work

(1) A solid definition of nudge¹

(2) A distinction between “nudges” and “nudging”²

1. The systematic use of evidence-based behavioural insights

2. Dual process cognitive theory

3. The use of scientific methods for effect-evaluation


³ www.iNudgeyou.com


Theoretical Work

(1) A solid definition of nudge

(2) A distinction between “nudges” and “nudging”

(3) A conceptual separation of “nudging” and “libertarian paternalism”

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(4) A framework for systematically developing nudge-interventions (BASIC)

(5) A framework for working diagnostically with nudging (OPIuM)

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Theoretical Work

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3. A conceptual separation of “nudging” and “libertarian paternalism”
4. A framework for systematically developing nudge-interventions (BASIC©)
5. A framework for working diagnostically with nudging (OPIuM)
6. A framework for Evaluating Ethics of nudges

3 www.iNudgeyou.com
Applied Work

Some of the real stuff:

(1) Street littering
(2) Night-time street littering
(3) Food waste in catering
(4) Food waste in restaurants
(5) Ergonomics in hospitals, airports+
(6) Tape colours and flow of crowds
(7) Seating patterns in Airports
(8) Smoking zones
(9) Plane boarding
(10) Electronic control of PAX in airports
(11) Hand hygiene in hospitals
(12) CEO’s and prize evaluation
(13) Safety programs in Shipping
(14) Food choices at coffee breaks
(15) Food choices in cafeterias at work
(16) Calorie consumption in cafes
(17) Helping behaviour in public space
(18) ....

Some of the public policy stuff:

(1) Compliance letters w. National Business Authorities
(2) Correctness of registrations w. National Business Authorities
(3) Compliance letters w. National Tax Authorities
(4) Prompted Choice for organ donation w. National Health Authorities
(5) Check-list tool for effective job search w. National Authorities for Work and Recruitment
(6) Creation of market competition on dentist market w. National Authorities of Competition and Consumers
(7) Concept for new law on “cool down period” on payday loans w. National Authorities of Competition and Consumers
(8) Taking over supermarket w. national minister of food and agriculture
(9) Mapping of STEM education choices w. ISSP
Sample

220 CEO’s attending standing lunch

Experimental conditions

Standard sized plates (27 cm)
Control n = 75

Smaller plates (24 cm)
Intervention n = 145

Predicted effects

Standard amount of food waste

Reduction in food waste

Measurement of food waste in bulk

Self-selection by choosing one of two stairs leading to floor featuring two identical lunch buffets

Food waste

Udarbejdet af gruppe 22: Amalie Thøger Sørensen (studie nr. 52 801), Kathrine Emely Isaksen (studie nr. 52 138), Mette Mia Christiansen (studie nr. 52 405), Mia Vibeke Timmermann (studie nr. 52 685) & Rasmus Stampe Hansen (studie nr. 52 181)

Hus 06-2
Hukommelses Sommer 2019
Vejleder: Pelle Guldhammer Hansen
By making doggy-bags the default restaurant customers start to adopt the practice where there were none

- norm adoption was achieved by serving plates with wooden clips attached marking that the customer would like to bring back any leftovers as explained by an accompanying sign on the table

Source: Tallerkenspild på Restauranter, 2013, Amalie Thøger Sørensen, Kathrine Emely Isaksen, Mette Mia Christiansen, Mia Vibeke Timmermann, Rasmus Stampe Hansen, Roskilde University, Humanistic Technological Bacheloreducation, Sup. Pelle Guldborg Hansen
"Kog mig med kartoflerne"
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.
<table>
<thead>
<tr>
<th>Category</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruit</td>
<td>22%</td>
</tr>
<tr>
<td>Vegetables</td>
<td>24%</td>
</tr>
<tr>
<td>Organic</td>
<td>43%</td>
</tr>
<tr>
<td>Local</td>
<td>112%</td>
</tr>
<tr>
<td>chips</td>
<td>-15%</td>
</tr>
<tr>
<td>beer &amp; alcopops</td>
<td>-8%</td>
</tr>
<tr>
<td>fizzy drinks</td>
<td>-7%</td>
</tr>
<tr>
<td>Turnover</td>
<td>4.40%</td>
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</tbody>
</table>
Implementing nudges to promote sale of organic food increased turnover and profit in all targeted categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Om. 2014</th>
<th>Om. 2015</th>
<th>Av. 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic fruit</td>
<td>100</td>
<td>297,5</td>
<td>246,6</td>
</tr>
<tr>
<td>Organic vegetables</td>
<td>100</td>
<td>338,7</td>
<td>355,2</td>
</tr>
<tr>
<td>Organic meat total</td>
<td>100</td>
<td>242,8</td>
<td>636,1</td>
</tr>
<tr>
<td>Organic eggs</td>
<td>100</td>
<td>163,7</td>
<td>158,2</td>
</tr>
</tbody>
</table>