



Green by design

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Green nudges

...influencing choices to achieve pro-environmental behavior without forbidding any options or significantly changing the economic incentives

Five examples of nudges

- **Social norms/social proof**
- **Defaults**
- **Disclosure**
- **Simplification**
- **Reminders (saliency)**

Do we need new tools?

The goal is to to cut GHG emissions by 40% from 1990 to 2030

The national budget says +1%

EFTA: Norway breaches EEA air quality regulations

Why do we not succeed?

We know what it takes....

...but it is politically costly

...and government cannot

directly influence all decisions

The role of nudges

Increase effectiveness of other tools

Increase support for policy

Change behaviours other tools are unable to influence

Increasing the effectiveness
of other tools

Strømkostnad i løpet av produktets
levetid er anslått til:

2893 kr*

A+++

A++

A+

A

B

C

D

***Basert på:**

- Tørketromler byttes i gjennomsnitt ut etter 12 år (kilde: GfK Norge) og benyttes 3 ganger i uken
- Strømpris på 95 øre per kWh (gjennomsnitt for 2010 inkludert variabel del av nettleie og avgifter)
- EUs retningslinjer for beregning av strømforbruk

Change behaviours other tools are
unable to influence





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What have we learned?

Nudges work well

- When financial incentives pull in the same direction
- When the behavioural change is not too (cognitively) demanding

What have we learned? (part 2)

Nudges work well in some sectors

- food and waste?

Not so well in other sectors

- transport?

Can nudges make a difference?

Rough estimate - 5% reduction in emissions

Isn't that really small?

If you can ensure

- 50% more frequent public transport
- Cut local regional pt rates in half
- Cut travel time by train by 10%
- Cut train ticket prices in half
- Increase airline ticket prices by 25%
- Increase all road tolls by 50%

...then you will cut emissions by 5%

A role for nudges in policy

Incentives and regulation will have to do the heavy lifting

...but nudges are more cost effective than most policy tools

...they can improve public support

...and they can increase the effectiveness of other tools

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Thank you for
your attention!

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