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**جامعة عجمان  
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# **The Workshop On Sustainable Nudges**

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# Workshop Brief

*The workshop is a learning event that focuses on how to use behavioral science to promote sustainable behavior. Nudges are small changes that can influence students' behavior without being coercive. They can be used to encourage students to recycle, conserve water, or reduce their carbon footprint.*

# Workshop Learning Objectives

*The workshop would be interactive and would involve participants working on hands-on exercises to learn how to design and implement nudges.*





# Workshop Goals

- *To teach participants behavioral science to positively impact the environment through understanding nudges and designing sustainable interventions.*
- *How to identify specific sustainable behaviors that are relevant to the student population. such as recycling, water conservation, and waste reduction.*
- *How to implement and scale up your interventions effectively.*
- *Will focus on equipping participants with practical nudge design techniques.*

# 01



## The science of nudges

### What Are Nudges?

*Nudges are positive and gentle persuasions that are meant to influence behavior and decision-making. Such interventions include choice architecture, default setting, social influence and increased salience.*



# The science of nudges

## Why Use Nudges ?

- *Nudges help people live their values*
- *Nudges can work better than raising awareness*
- *Nudges are cost-effective*
- *Nudges are needed now*

# 02



## How to design effective nudges

### 1. MAKE IT EASY:

- *Encourage desirable behavior's by removing frictions, defaulting people to desirable choices, or redesigning choice presentation to make them easier.*

### 2. MAKE IT ATTRACTIVE:

- *Attractive behavior captures attention and aligns with motivation and beliefs, using visual cues and positive incentives to encourage adoption.*

### 3. MAKE IT SOCIAL:

- *Social influence on human behavior involves promoting desirable actions by highlighting others' adoption, making behavior more visible, and promoting mutual assistance.*

### 4. MAKE IT TIMELY:

- *Nudges are effective at change moments and emphasize the present, so strategic timing, sustainable actions, and planning can help people plan ahead.*



# MAKE IT EASY

## Use defaults

### **The nudge:**

*Make the more sustainable behavior the default option.*

### **Example:**

*Make remote dial-in and sustainable travel the default options.*



# MAKE IT EASY



## Remove or add frictions

### *The nudge:*

*Remove small barriers to sustainable behavior, and add barriers to unsustainable behavior.*

### *Example:*

*In school cafeterias, offer smaller plates and no trays.*

# MAKE IT EASY

## Change the choice environment

### *The nudge:*

*Facilitate sustainable choices by making them more accessible and available.*

### *Example:*

*Make sustainable options more prominent.*



# MAKE IT ATTRACTIVE



## Draw attention

### **The nudge:**

*Attract attention to a sustainable option by using messaging that is personalized or relevant for your specific target audience. Make sustainable actions or infrastructure stand out with visual cues.*

### **Example:**

*Make recycling bins eye-catching*

# MAKE IT ATTRACTIVE

## Frame messages positively and highlight co-benefits

### **The nudge:**

*Use positive messages that will resonate with your target audience and make them feel good about themselves. Highlight the co-benefits of a sustainable behavior, such as how it will save people money or make them healthier in addition to conserving natural resources.*

### **Example:**

*Create social opportunities for sharing and reuse.*



# MAKE IT ATTRACTIVE



## Use smart incentives

### **The nudge:**

*People can be motivated by financial rewards and savings, including “gamified” monetary incentives such as lotteries or competitions. They can also be encouraged towards sustainable behavior by non-monetary incentives, such as public recognition.*

### **Example:**

*Publicly display sustainability ratings.*

# MAKE IT SOCIAL

## Highlight others' sustainable behavior

### **The nudge:**

*Publicize the fact that many people are already adopting a green behavior.*

### **Example:**

*Share information about positive trends.*



# MAKE IT SOCIAL



## Harness identity and the right messengers

### *The nudge:*

*Use messaging that focuses on a positive social identity or implies that the recipient's social group includes people who perform a desired behavior. Send messages from people the recipient is likely to respect or identify with.*

### *Example:*

*Choose messengers who will be received positively.*



# MAKE IT SOCIAL

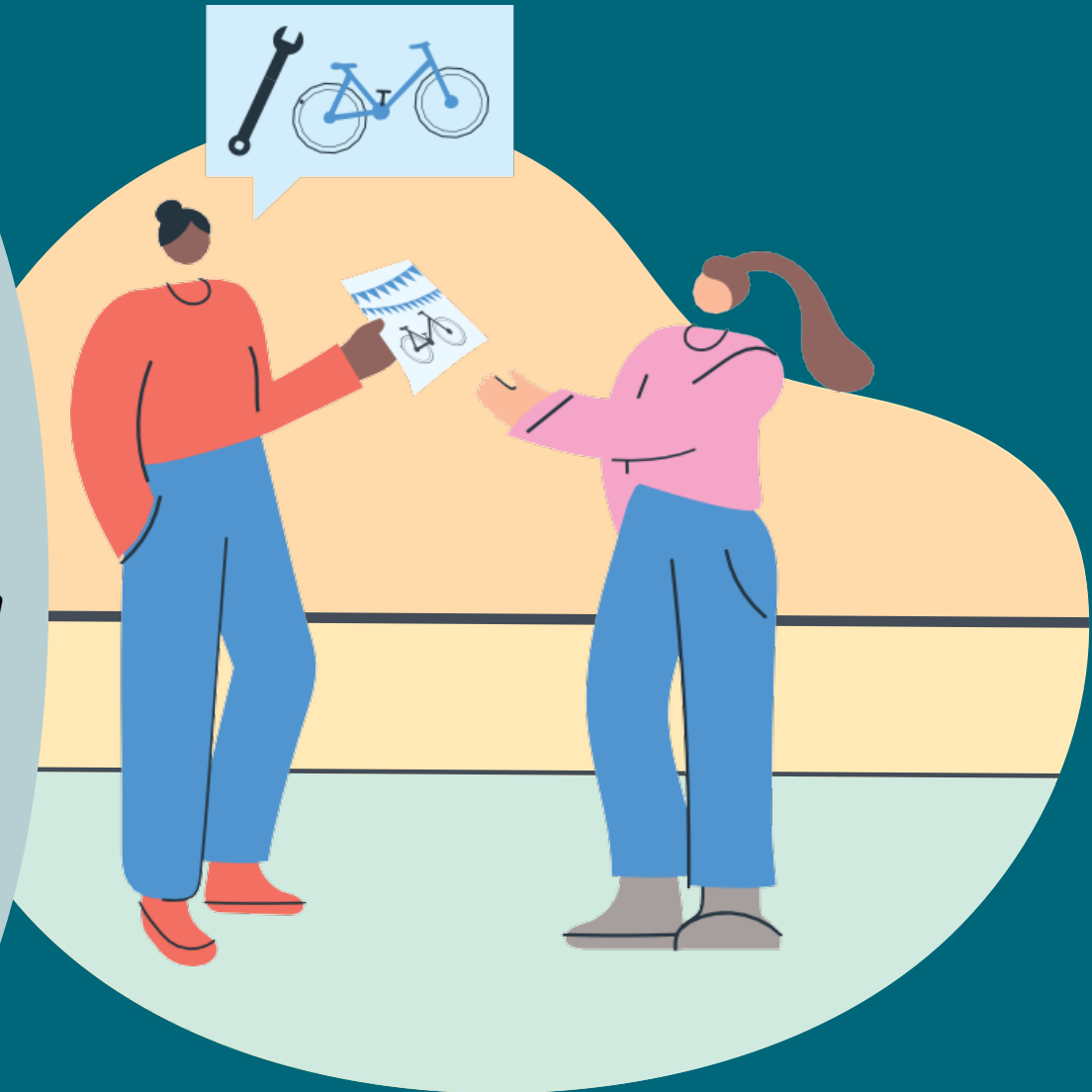
## Use social connections and peer pressure

### **The nudge:**

*Encourage people to make public commitments to sustainability and reach out to others in their social networks. Encourage groups to take action together, such as sports teams, university departments and halls of residence. Highlight opportunities for people to help each other.*

### **Example:**

*Provide incentives to encourage peer referral.*



# MAKE IT TIMELY

## Encourage pre-commitments and emphasize present benefits

### **The nudge:**

*Ask people to commit ahead of time to a sustainable action and make small changes at first. Highlight benefits of sustainable behavior that can be experienced in the short term.*

### **Example:**

*Ask people to pre-commit to gradual changes.*



# MAKE IT TIMELY

## Harness or create timely moments

### **The nudge:**

*Run communication campaigns and events at times when people are forming new routines, such as the beginning of term. Create special occasions for collective action, such as “Cycle to School Week”.*

### **Example:**

*Reduce waste at the end of term.*



# MAKE IT TIMELY



Help people plan and follow through

**The nudge:**

*Provide people with simple tips about specific small behavior changes they could make, and ask them to plan out the steps they will take along the way.*

**Example:**

*Support people before they need it.*

# 03

## Five steps to make your nudge a success

*Many of the nudges could be implemented on your school. But if you want to increase your odds of success by tailoring the nudges to address a specific issue on your (Education Institution), follow this five-step process.*

1

Choose your target  
behavior

2

Understand your  
context

3

Design Your Nudge

4

Test the effectiveness  
of your nudge

5

Reflect and  
redesign

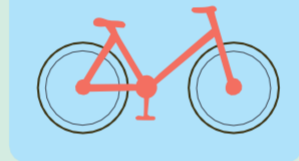
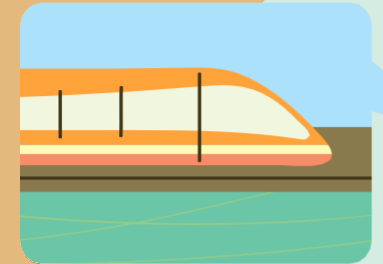
1

## Choose your target behavior

*Be specific*

*Look for quick wins*

*Aim for impact*



# 2

## Understand your context

*Consider factors that affect human behavior*

*Identify barriers to behavior change*

*Identify drivers of behavior change*

*Look for touchpoints for intervention*

*Reassess and finalize your target*



# 3

## Design your nudge

*Consider what will be most effective*

*Choose a nudge that you can realistically put into action*

*Involve the right people*

*Build support on school*

*Recognize people who might be negatively affected*





# 4

## Test the effectiveness of your nudge

*Trial before you  
roll out on a  
large scale*

*Measure  
outcomes*

*Compare  
outcomes*

*Watch for  
knock-on  
effects*

*Consider the  
whole  
population*



5

## Reflect and redesign

*Build on success*

*Or build on reassess*



# 04

## How to implement nudges in your own (Education Institution)

*Place recycling bins near classrooms and cafeterias. This makes it easy for students to recycle their waste, and it also helps to raise awareness of the importance of recycling.*



# How to implement nudges in your own (Education Institution)

*Get students involved in sustainability projects. This could involve planting trees, cleaning up a local park, or even starting a compost bin.*



# How to implement nudges in your own (Education Institution)

*Offer discounts to students who bring their own reusable water bottles and lunchboxes. This encourages students to reduce their waste and save money.*



# How to implement nudges in your own (Education Institution)

*Incorporate sustainability lessons into the curriculum. This could involve teaching students about climate change, recycling, or renewable energy.*



# How to implement nudges in your own (Education Institution)

*Offer incentives for students who reduce their energy usage in their classrooms. This could involve giving students a sticker or a certificate for every day that they turn off the lights when they leave the room.*



# How to implement nudges in your own (Education Institution)

*By reducing their screen time, such as: data show projector. students can help to reduce their environmental impact and improve their overall health.*





*Thank you*