
**THREE
POINT
FIVE**

Three
Point
Five

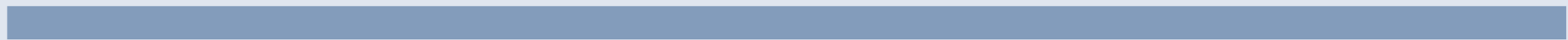
Three

Point

Five



**Needing a nudge?
Improving
sustainability using
behavioural science**



Agenda

Three
Point
Five

1

Behavioural
science
– key concepts
and ideas

2

How behavioural
science can be
applied to
sustainability
problems

3

How to design
behavioural
science
interventions

How many of these problems have been addressed using the insights of behavioural science?

Three
Point
Five



Messy
urinating



Lazy
pedestrians



Excessive
horn beeping



Cigarette
litter



Food
waste

What is behavioural science?

The study of why we behave
the way we do

psychology • economics • social science

The 'choice environment'

Three
Point
Five



Slow thinking

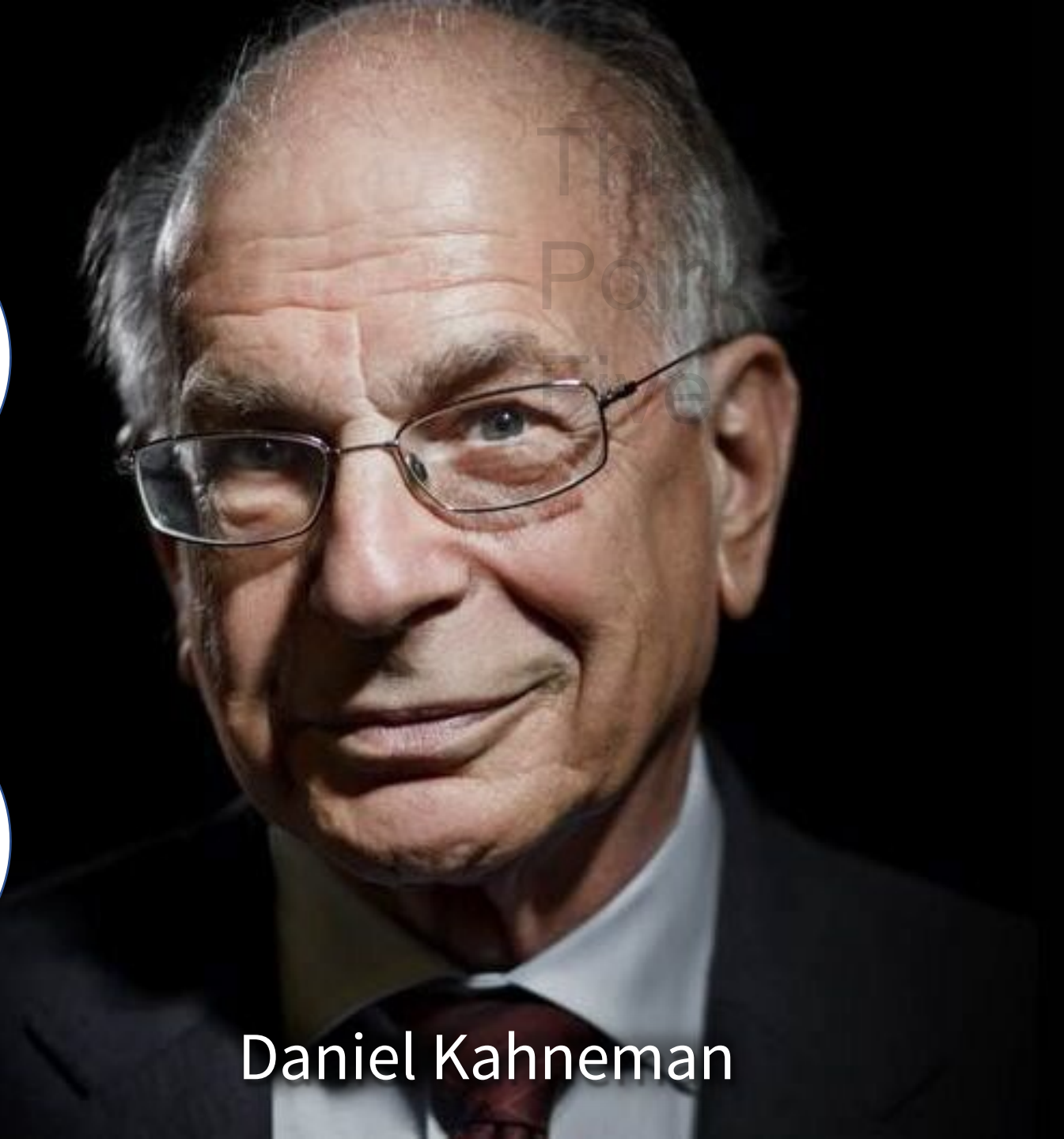
- deliberative
- conscious
- rational

2%

Fast thinking

- unconscious
- automatic
- effortless

98%



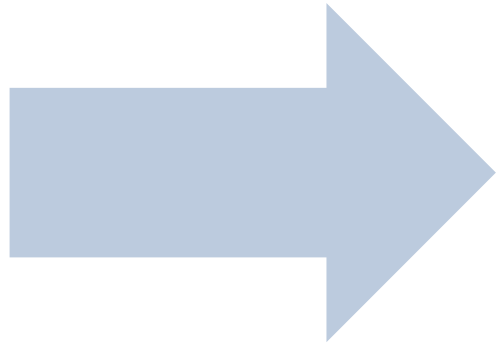
Daniel Kahneman



300,000 years



Three
Point



**Cognitive
biases or
mental
shortcuts**

Three

Point

Five

What kind of behaviours do these biases or mental shortcuts steer us towards?

Scenario

Imagine your workplace provides tea, coffee and milk in the kitchen but people are expected to contribute to the cost of these items by putting money in an honesty box. Next to the box is a poster showing the amount people are expected to put in for the items used.

Three
Point
Five

Which poster is more likely to make you put in the money asked?

Three
Point



COFFEE CLUB

Prices:

- Coffee (with or without milk): 50p
- Tea (with or without milk): 30p
- Milk only (in your own coffee or tea): 10p
- Full cup of milk: 30p

Please put your money in the blue tin.

Thanks, Melissa.

A



COFFEE CLUB

Prices:

- Coffee (with or without milk): 50p
- Tea (with or without milk): 30p
- Milk only (in your own coffee or tea): 10p
- Full cup of milk: 30p

Please put your money in the blue tin.

Thanks, Melissa.

B



Norms



Commitments

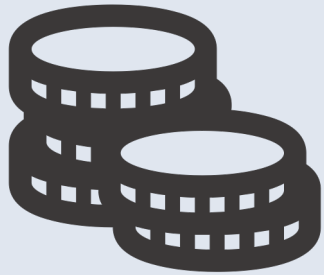


Risk aversion



Salience

Three
Point
Five



Incentives



Defaults

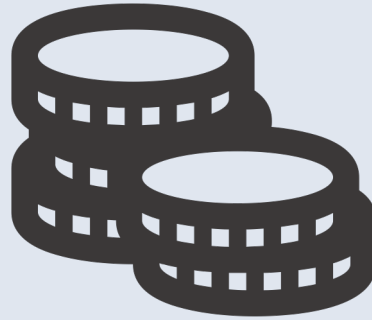
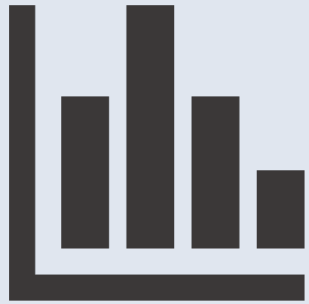


Ego



Etc

Most attempts to influence sustainable behaviour are premised on slow thinking



98%



Harnessing
cognitive
biases



Altering
'choice
environment'



Nudge
approaches

How do we
influence
sustainable
behaviour
using nudge
approaches?

Three
Point
Five

Easy
Attractive
Social
Timely

Cognitive
biases or
mental
shortcuts

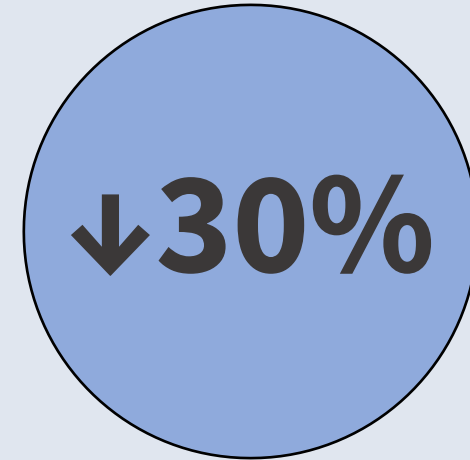
Easy
Attractive
Social
Timely

Three
Point
Five
Alter 'choice
environment'
a.k.a.
introduce
nudges

Make it easy

Three
Point
Five

Remove/
Introduce
friction



Make it attractive

Three
Point
Five

Attractive
framing

Meat-free
breakfast

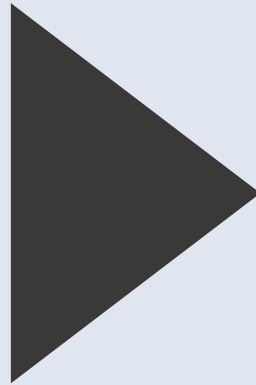
“Field-grown”

X2

Make it social

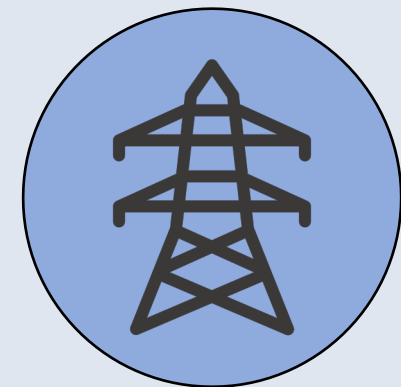
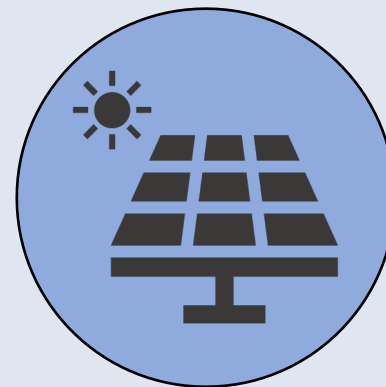
Three
Point
Five

Humans are
social animals



Our peers influence
perceptions of what's
normal or acceptable

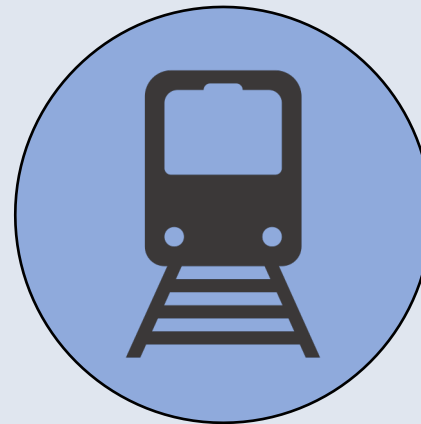
Making behaviour
observable and public
promotes green choices



Make it timely

Three
Point
Five

Target people
at time of
disruption



Scenario

Three
Point
Five

Imagine you want to reduce the number of employees who are getting to work by car. In your groups, use the **EAST framework** handout to come up with as many nudges as you can.

Three

Point

Five

Creating nudges to address your sustainability problems

1

Choose your target behaviour

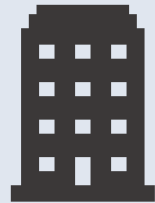
Must have control of 'choice environment'

Three
Point
Five

Your own



Employees and contractors



Office



Land & sites

1

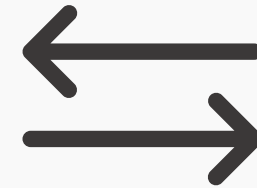
Choose your target behaviour

Get specific! What, who, where



Be specific

Particular behaviour by
a particular group in a
particular place



Relatively easy to change

- Must be some alternative

Scenario

You're the sustainability manager for a company that makes and installs bollards for roads. You've been asked to identify sustainability issues associated with your work that could be addressed with behaviour change. You decide to spend a couple of days observing processes and behaviours, beginning in the goods yard outside the factory.

A forklift truck driver is moving pallets from the back of a lorry to a storage area. As he's doing this, he's called over by his boss. The forklift operator leaves their vehicle idling while they get out for a chat. Later the driver goes for a break. There are designated bays for forklifts near where he's working but he drives it all the way round the yard and parks by the cafeteria entrance.

Later you have a look inside the factory. Melted plastic is poured into a mold to make bollards used to delineate different lanes of a carriageway. Excess plastic is then trimmed from the product and these offcuts slide into a container. You expect the offcuts to be transferred to the recycling bin, but a worker tips them into the general waste bin. You look in the recycling bin and see it full of random waste – crisp packets, disposable coffee cups... While in the factory you also feel hot air coming from the heating units but notice the door to the goods yard is left wide open.

The next day you watch the product being installed. The workers begin by taking the product off a pallet and putting it on a trailer. You wince as they throw the products some distance on to the metal trailer. One of the products cracks slightly and is discarded. Later you see the foreman ask a worker to retrieve a particular kind of bollard. You can see the product he needs at the bottom of a container of random loose products, but after rifling through it for a bit he gives up and gets a new one from the pallet.

Whole group task

Three
Point
Five

Consider the scenario...

What specific unsustainable behaviours are taking place?

Who? What? Where?

Please write your thoughts in the chat box!

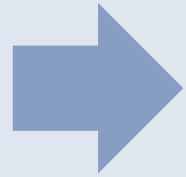
Behaviours to target

- Forklift truck drivers leaving vehicles idling in the goods yard
- Forklift truck drivers using vehicles unnecessarily in the goods yard
- Factory workers not recycling plastic offcuts
- Factory workers leaving door open when heating on
- Construction workers not taking care when transporting goods onsite
- Construction workers failing to store goods carefully on site leading to waste

2

What's causing the current behaviour?

Three
Point
Five



Look for drivers and barriers

Individual



Social



Material



Whole group task

Three
Point
Five

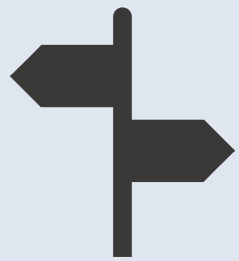
Thinking about our chosen target behaviour....

In the chat box, write down what you think is driving the current behaviour and any barriers to more sustainable behaviour?

3

Where can you intervene to change that behaviour?

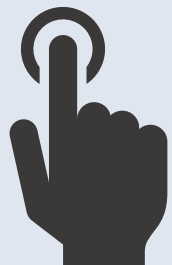
Three
Point
Five



What are the moments of decision?

- Purchasing vs disposing

- In the moment or before



What points of contact do you have?

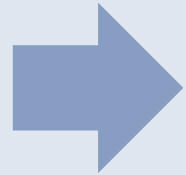
- Communications – digital vs physical

- Alter the physical environment

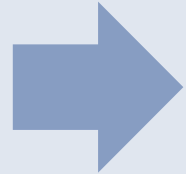
4

Design nudge to create new behaviour

Three
Point
Five



Harness new drivers and remove barriers



Use EAST framework

-
- Make it **Easy**
 - Make it more **Attractive**
 - Harness **Social** pressures
 - A **Timely** intervention

Breakout room task

Three
Point
Five

In your groups...

Using the EAST framework document for inspiration, design a nudge...

5

Test the effectiveness of your nudge

Three
Point
Five



Controlled
experiment



Implement the nudge in one area,
but not for a comparable area/audience

Measure
outcomes
directly

6

Refine nudge

Three
Point
Five



Roll out
more widely



Why?



Redesign & retri

THREE POINT FIVE

Thank you!



rick@threepointfive.org.uk



threepointfive.org.uk



[@threepointfive](https://twitter.com/threepointfive)