

Welcome

On the first online meeting

**Nudging 360°**



Co-funded by  
the European Union

# Nudging 360°



Logo 1



Logo 4



Logo 7



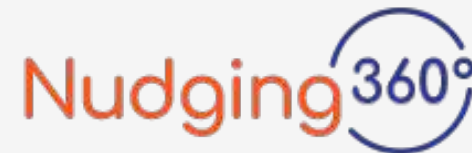
Logo 10



Logo 2



Logo 5



Logo 8



Logo 11



Logo 3



Logo 6



Logo 9



Logo 12

# Agenda

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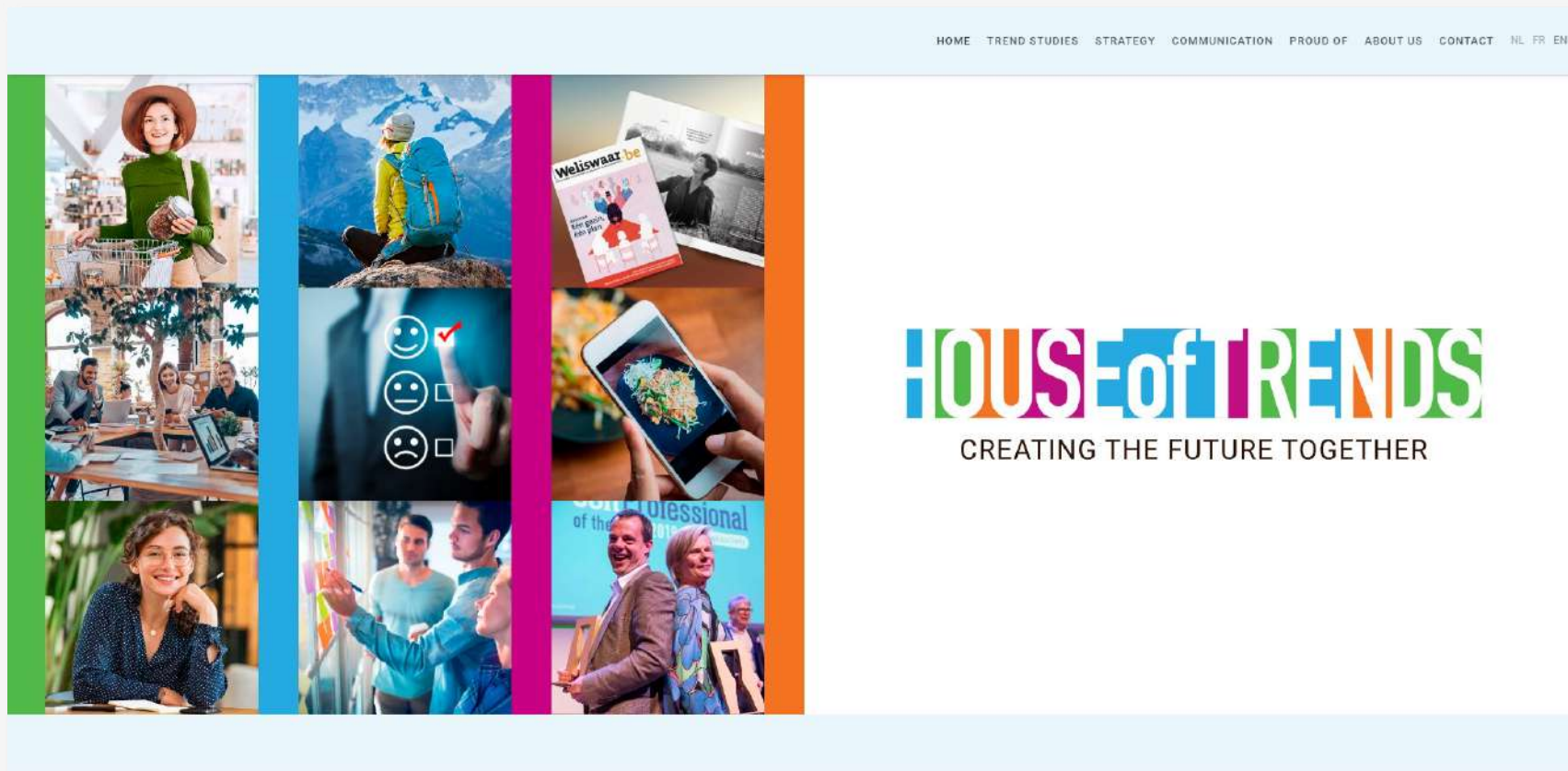


- 1 Getting to know each other
- 2 The importance of nudging
- 3 Role of each partner in the project
- 4 Finance
- 5 Planning first meeting in Belgium
- 6 Varia + Q&A

# 1 Getting to know each other



## Trendhuis BV



# 1 Getting to know each other



## Universitat de Barcelona

The screenshot shows the website of the Universitat de Barcelona. At the top left is a hamburger menu icon. In the center is the university's logo and name. At the top right is a language selector set to 'CA'. The main content area features a large photograph of three men sitting on a stage for a panel discussion. To the right of the photo is the article title '50 anys d'Antropologia a la UB' in a large, bold font. Below the title is a sub-headline 'Aniversari de la fundació del departament' and a short paragraph: 'Els professors que van iniciar el departament recorden els orígens de l'antropologia a la UB i a Catalunya'. A dark button labeled 'Més informació' is positioned below the text. At the bottom of the article preview are three white buttons with rounded corners: 'Aniversari antropologia', 'Elon Musk i Twitter', and 'El Prado a la UB'. On the right side of the article preview, there is a vertical stack of social media icons for Facebook, Twitter, Instagram, YouTube, LinkedIn, RSS, and TikTok.

# 1 Getting to know each other



## ACEEU GmbH

The screenshot shows the ACEEU website homepage. The navigation bar includes: ACEEU, NEWS & UPDATES, ACCREDITATION, MEMBERSHIP, PATH TO EXCELLENCE, PROJECTS, ABOUT ACEEU, and social media icons. The main banner features the text 'Placing Third Mission in Focus' and a description: 'Utilising a multi-lateral collaborative approach and a comprehensive set of standards for engagement and entrepreneurship ACEEU strives to advance the third mission potential of HEIs, maximise their impact in the communities and enhance their overall performance.' A button 'explore our vision' is present. Below the banner are three columns of information:

- Get Accredited as an Entrepreneurial University and/or Engaged University**
- Accredit your entire university or a single academic unit** (faculty, school, department) **New Divisional Accreditation**
- Next application deadlines**
  - January 15, 2023
  - April 15, 2023
  - July 15, 2023
  - October 15, 2023

# 1 Getting to know each other



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# 1 Getting to know each other



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TUTTE LE NEWS



The first formulation of the term nudge and associated principles was developed in cybernetics by **James Wilk** before 1995 and described by Brunel University academic D. J. Stewart as "the art of the nudge" (sometimes referred to as micronudges). It also drew on methodological influences from clinical psychotherapy tracing back to Gregory Bateson, including contributions from Milton Erickson, Watzlawick, Weakland and Fisch, and Bill O'Hanlon. **In this variant, the nudge is a microtargeted design geared towards a specific group of people, irrespective of the scale of intended intervention.**

In 2008, Richard Thaler and Cass Sunstein's book *Nudge: Improving Decisions About Health, Wealth, and Happiness* brought nudge theory to prominence. The authors refer to the influencing of behaviour without coercion as libertarian paternalism and the influencers as choice architects.

## 2 The importance of nudging

Thaler and Sunstein defined their concept as the following

**A nudge, as we will use the term, is any aspect of the choice architecture that alters people's behavior in a predictable way without forbidding any options or significantly changing their economic incentives.** To count as a mere nudge, the intervention must be easy and cheap to avoid. Nudges are not mandates. Putting fruit at eye level counts as a nudge. Banning junk food does not.

In this form, drawing on behavioral economics, the nudge is more generally applied in order to influence behaviour.

One of the most frequently cited examples of a nudge is the etching of the image of a housefly into the men's room urinals at Amsterdam's Schiphol Airport, which is intended to "improve the aim."

A fly image at the bottom of a urinal has been proven to improve men's aim, leading to lowered cleaning costs.



*A fly image at the bottom of a urinal has been proven to improve men's aim, leading to lowered cleaning costs.[16]*

## Overview

**A nudge makes it more likely that an individual will make a particular choice, or behave in a particular way, by altering the environment so that automatic cognitive processes are triggered to favour the desired outcome.**

An individual's behaviour is not always in alignment with their intentions (a discrepancy known as a value-action gap). It is common knowledge that humans are not fully rational beings; that is, people will often do something that is not in their own self-interest, even when they are aware that their actions are not in their best interest. As an example, when hungry, people who diet often underestimate their ability to lose weight, and their intentions to eat healthy can be temporarily weakened until they are satiated.

Nobel Laureate **Daniel Kahneman** describes two distinct systems for processing information as to why people sometimes act against their own self-interest: **System 1** is fast, automatic, and highly susceptible to environmental influences; **System 2** processing is slow, reflective, and takes into account explicit goals and intentions. When situations are overly complex or overwhelming for an individual's cognitive capacity, or when an individual is faced with time-constraints or other pressures, System 1 processing takes over decision-making. System 1 processing relies on various judgmental heuristics to make decisions, resulting in faster decisions. Unfortunately, this can also lead to suboptimal decisions. In fact, Thaler and Sunstein trace maladaptive behaviour to situations in which System 1 processing overrides an individual's explicit values and goals. It is well documented that habitual behaviour is resistant to change without a disruption to the environmental cues that trigger that behaviour.

**Nudging techniques aim to use judgmental heuristics to the advantage of the party that is creating the set of choices.** In other words, a nudge alters the environment so that when heuristic, or System 1, decision-making is used, the resulting choice will be the most positive or desired outcome.<sup>[21]</sup> An example of such a nudge is switching the placement of junk food in a store, so that fruit and other healthy options are located next to the cash register, while junk food is relocated to another part of the store.

### 3 Role of each partner in the project

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**WP1** Project management / ACEEU /

**WP2** Nudging Ethics Council / ACEEU /

**WP3** Needs and Prioritisation Map / UNIVERSITAT DE BARCELONA /

**WP4** Nudging and Self-nudging Toolkits / TRENDHUIS /

**WP5** Video training for HEI Administrations and Mooc for self-Nudging HE educators  
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