

What is nudging?

Nudging is a concept from behavioral economics that refers to small, subtle changes in the environment that can influence people's decisions and actions. Nudges are often used to encourage people to make healthier or more sustainable choices, but they can be used for a wide variety of purposes. Nudges are different from traditional forms of regulation or persuasion because they do not restrict people's freedom of choice. Instead, they simply make certain choices more appealing or easier to make.

Can you give an example of nudging?

Sure, here is an example of a nudge:

Imagine a company wants to encourage employees to use the stairs instead of the elevator. One way to do this would be to put up a sign that says "Take the stairs, it's good for you!" However, this approach is not very effective because it relies on people's motivation to change their behavior.

A nudge would be to make the stairs more attractive and easily accessible than the elevator. One way to do this would be to make the stairs more brightly lit and well-maintained, and to put signs near the elevator that direct people to the stairs.

Another nudge would be to place appealing art or plants on the stairwells, making the journey more pleasant and interesting. This way, people are nudged to use the stairs without feeling like they are being told what to do.



Can you give an example of nudging in the IT sector?

Sure, one example of nudging in the IT sector would be using default settings to influence user behavior.

For example, when a user signs up for a new online service or software program, the company could use a nudge by pre-selecting certain options as default. For example, if the company wants to encourage users to share their data, they could pre-select the option to share data as the default setting. If they want to encourage users to use a more secure password, they could set a minimum password length as the default. By making certain options the default, the company is making it more likely that users will choose those options, without restricting their freedom of choice.

Another example would be using gamification to motivate users to complete a task or to engage with a product. For example, a company could use a progress bar or a reward system to encourage users to complete a security training or to keep their device updated.

14.00-14.15 TRENDHUIS
Welcome and meeting agenda review

14.15- 15.00 ACEEU + all partners
Overview of the project Nudging 360°

- What → description
- Who → target groups
- When → planning project
- Why → Expected results
- How → WP's and tasks for every partner

15.00 – 15.45 ACEEU + TRENDHUIS
WP 1 'Project management':

- Quality control, monitoring, evaluation (QCME)
- Quality of processes
- Quality of results
- Time management
- Financial management
- Budget Control
- Collaboration issues
- Risk management

ALL PARTNERS

WHAT'S NEXT?

Planning online and offline meetings;
Next meeting (second half of April in Barcelona)

15.45 – 16.00 COFFEE BREAK

16.00 – 16.20 ACEEU

WP2: Nudging Ethics Council + dividing tasks

- Methodology development
- Developing Council Framework
- Selecting the members
- Create Council-building roadmap
- Feedback and Possible Review

16.20-16.30u UNIVERSITAT DE BARCELONA
(explained by TRENDHUIS)

WP3: Needs and Prioritisation Map

- Context / content for Nudging 360°
- Desk and Brain Research
- In dept Interviews 6 per partner
- Survey necessary???
- Report

16.30 - 17.00u

TRENDHUIS

WP4: Nudging and self-nudging toolkits

- Preparation
- Design and development
- Modification
- Testing
- Feedback and adjustments
- Dissemination

17.00 – 17.30

MOMENTUM MARKETING SERVICES

WP5: Video Training for HEI Administrators and MOOC for self-Nudging HE Educators

- Developing methodology
- Developing / use of content
- Developing the Video Training and MOOC
- Pilot testing
- Promotion
- Implementation

Programme 17 01 2023

17.30 – 18.00 ALL PARTNERS

Discussion

- Language= English
- Responsibilities (cfr. Contract)
- Agenda next meeting

18.00 – 19.00 Guided tour in Mechelen

19.00 – Dinner in L'Artista

END OF 1st DAY

Programme 18 01 2023

09.30 -10.30 TRENDHUIS
Nudging: techniques need content
Sustainability as a context for nudging
+ examples

10.30 - 11.15 ACEEU
3 examples of nudging techniques

11.15 – 11.30 COFFEE BREAK

11.30 - 12.00 MOMENTUM
3 examples of nudging techniques

12.00 – 13.00 ALL PARTNERS
Brainstorm during lunch

END OF 2nd DAY