

# INTERREG NWE MONA

## Pilot C: Nudging towards sustainable choices



# Nudging Definition

*Nudging is about encouraging people in a gentle and playful way to make voluntary improvements to their behavioural choices for individual or collective benefit*

- Voluntary
  - Not restricting freedom of choice
  - Makes information more understandable and visible
  - In the interest of the individual and/or society
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# Nudging Approaches

Making information easy  
to understand

Using social norms to  
influence behaviour

Adapting colours of  
existing communication  
tools

Setting a default option

Facilitating favourable  
decisions

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# Nudging for the environment

Litter reduction (Saarbrücken, Germany)

Interreg



Co-funded by  
the European Union

North-West Europe

MONA



Encourage people to throw their cigarettes in the ashtray by asking them (provocative) questions, and let them vote.

Example from University of Saarland:

„Still studying within the standard study period?  
Yes/No”

# Nudging for the environment

Waste separation (Hastings, United Kingdom)

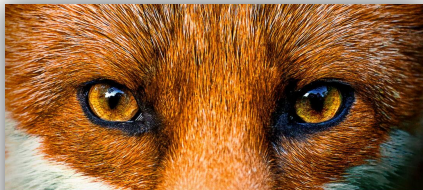
**MONA**





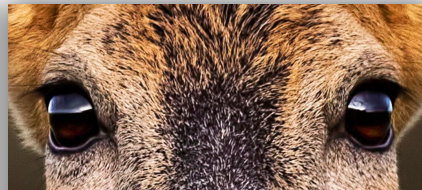
# Nudging for the environment

Campaign #natürlichMitVerantwortung  
Mecklenburg-Vorpommern (Germany)



**Ich brenne nicht  
für Zigaretten.**

Zigaretten und Feuerstellen können  
verheerende Waldbrände verursachen.  
Danke, dass du hier nichts entzündest.



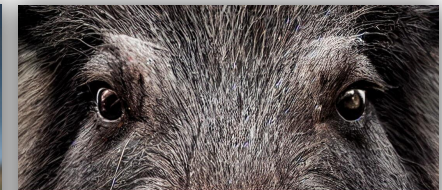
**Bleib auf dem Weg,  
sonst bin ich weg.**

Auf dem Weg störst du keine Wildtiere. Und mit  
Glück kannst du Rehe, Schlangen und Wildschweine  
aus sicherer Entfernung beobachten.



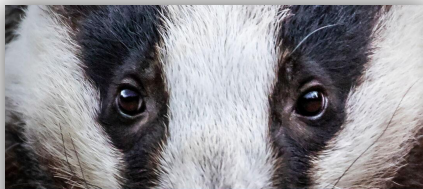
**Die Düne ist  
nur meine Bühne.**

Danke, dass du nicht auf die Dünen gehst.  
Sie sind Lebensraum vieler Tiere und schützen  
vor Flut und Sturm.



**Bitte nicht frei  
Schnauze campen.**

Beim Wild-Campen störst du nachtaktive Wildtiere.  
Oder sie stören dich ...



**Müll im Magen kann  
ich nicht vertragen.**

Tiere fressen weggeworfenen Müll.  
Danke, dass du nichts liegen lässt.



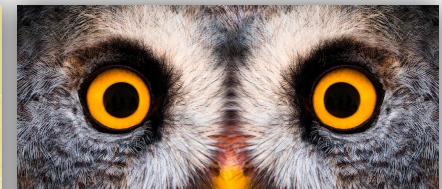
**Hunde an die Leine,  
sonst machen sie mir Beine.**

Freilaufende Hunde wildern oft und können  
Wildtiere verschrecken oder sogar verletzen.



**Steck nix in die Taschen,  
sonst hab' ich nix zu naschen.**

Danke, dass du keine Pilze, Beeren und Nüsse  
mitnimmst. Sie und andere Waldfrüchte sind  
wichtige Nahrung für Wildtiere.



**Im Wald  
schreie nur ich.**

Bitte verhalte dich ruhig in der Natur,  
denn Lärm verschreckt die Wildtiere.

# Nudging in nature areas

## Common challenges

- Leaving official trails
  - Using private cars as main means of transport
  - Parking in sensitive areas
  - Disturbing wildlife
  - Picking up wild plants
  - Littering
  - Causing forest fires with cigarettes or campfires
-



# Nudging in nature areas

Approach: Waste collection station





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-

# Nudging in nature areas

Approach: Edutainment

- Ambassador species to educate  
children in a playful way

- Digital treasure hunt

- Interactive learning stations



# Nudging in nature areas

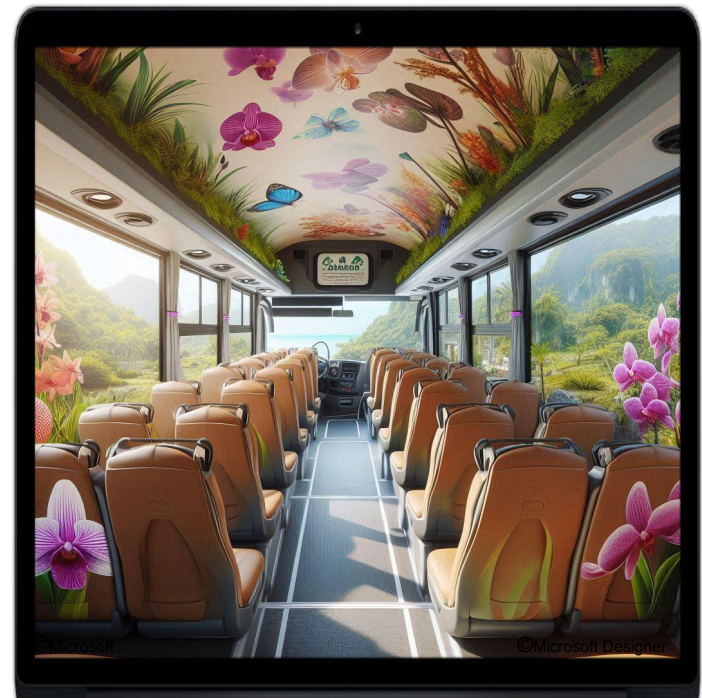
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# Nudging in nature areas

Approach: Public transport as part of the experience

Shuttle to nature area (themed minibus)





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**Thank you for your attention!**

**More information about the MONA Project at  
<https://mona.nweurope.eu>**

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