

Interreg



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MONA

**Modal shift, routing and nudging solutions
in nature areas for sustainable tourism.**



**Inclusive
society**

A Guide to the use of Nudges in Sustainable Tourism in Nature Areas

The following "Guide to the Use of Nudges in Sustainable Tourism in Nature Areas " has been designed to provide a concise and easy-to-understand explanation of what nudging tools are and how they can be used in nature tourism.

The philosophy of nudging can be summed up as "encouraging without coercing". Encouraging preferred choices or virtuous actions:

- when faced with a situation where the behaviour in question is widespread
- when traditional means of communication are not effective enough (this may be due to the saturation of people's minds, unclear or generic messages, or collective habits).

Nudging tools are increasingly being used in various fields (e.g. public health, safety or environmental issues) as alternatives or complements to authority-based logic, such as sanctions and prohibitions (often misperceived and potentially counterproductive) or persuasive logic.

Example of nudging for environmental issues

How can visitors be motivated to dispose of their waste properly instead of throwing it on the ground?



The aim of this nudge is to encourage visitors to pick up litter they find on the beach. How does it work?

- 1. Design:** attractive colours and playful design instead of traditional prohibition colours.
- 2. Phrasing:** the information on the panel encourages visitors to think about the environmental impact of their litter and encourages them to collect and recycle litter found on the beach.
- 3. Visualisation:** by combining these two aspects, people can easily visualise the impact of their litter on the environment.

Definition of Nudging

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

Nudges in 5 points
What: Gentle and playful communication tool, concept based on behavioural science.
When: When negative behaviour is widespread and needs to be improved.
Where: Along the customer’s journey.
Who: Stakeholders who want to achieve positive change.
Why: To change behaviour for individual or collective benefit.
How: Encouraging without coercing, seeking voluntary action rather than imposing restrictions.

Nudge tools can take a variety of forms. But what exactly are nudges and what are they not?

Characteristics of nudging	Indications against nudging
<ul style="list-style-type: none">• Sets up a default option• Makes the preferred choice easier• Makes the information easier to understand• Makes responsible behaviour more fun• Use social norms to influence behaviour• Adapts the colours of an existing communication tool	<ul style="list-style-type: none">• Campaign for a commercial purpose• Relies on written arguments only• Prefers prohibition and bans• Use of traditional communication design• Complicates decisions in the interests of the individual

Example of nudging to reduce litter

How do you encourage people not to throw their cigarettes on the ground? Make them vote!



Nudging in Nature Areas

Nature areas are becoming increasingly popular tourist destinations. But this increase in visitor numbers can have a serious impact on nature. Common challenges for nature areas caused by tourism include:

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

Creating nudges means rethinking the way we deliver our messages; it means making the good behaviour we want to encourage fun, understandable or obvious.

As a guide to implementing nudging tools, think **BASIC**:

B - Behaviour:

identify which behaviours have a negative impact

A - Analysis:

analyse and understand which cognitive biases are responsible for these behaviours

S - Strategy:

design a complete strategy to effectively change these behaviours

I - Intervention:

set up a method to evaluate the effectiveness of nudges

C - Change:

think about the long-term use of the nudges once they've been tested and evaluated.

Example of nudging to reduce litter in nature areas



The aim of this nudge is to encourage visitors to pick up litter they find in the forest. How does it work?

- 1. Design:** playful and stimulating tools to pick up litter.
- 2. Konzipierung:** the information on the panel explains to visitors the long-term impact of litter on the environment.
- 3. Visualisierung:** by combining information provision and a playful way to participate in environmental protection, people's immediate and long-term behaviour can be influenced.

Be inspired by an effective nudge, be inspired by what has worked elsewhere or, conversely, learn from what hasn't: there are many examples of nudges and their use is growing. While the application of nudges to outdoor activities is still innovative, good ideas are emerging and, above all, the behaviours that impact on nature areas are well known! In order to influence people's behaviour through nudging, these tools need to be constantly renewed and adapted until the desired behaviour is achieved.

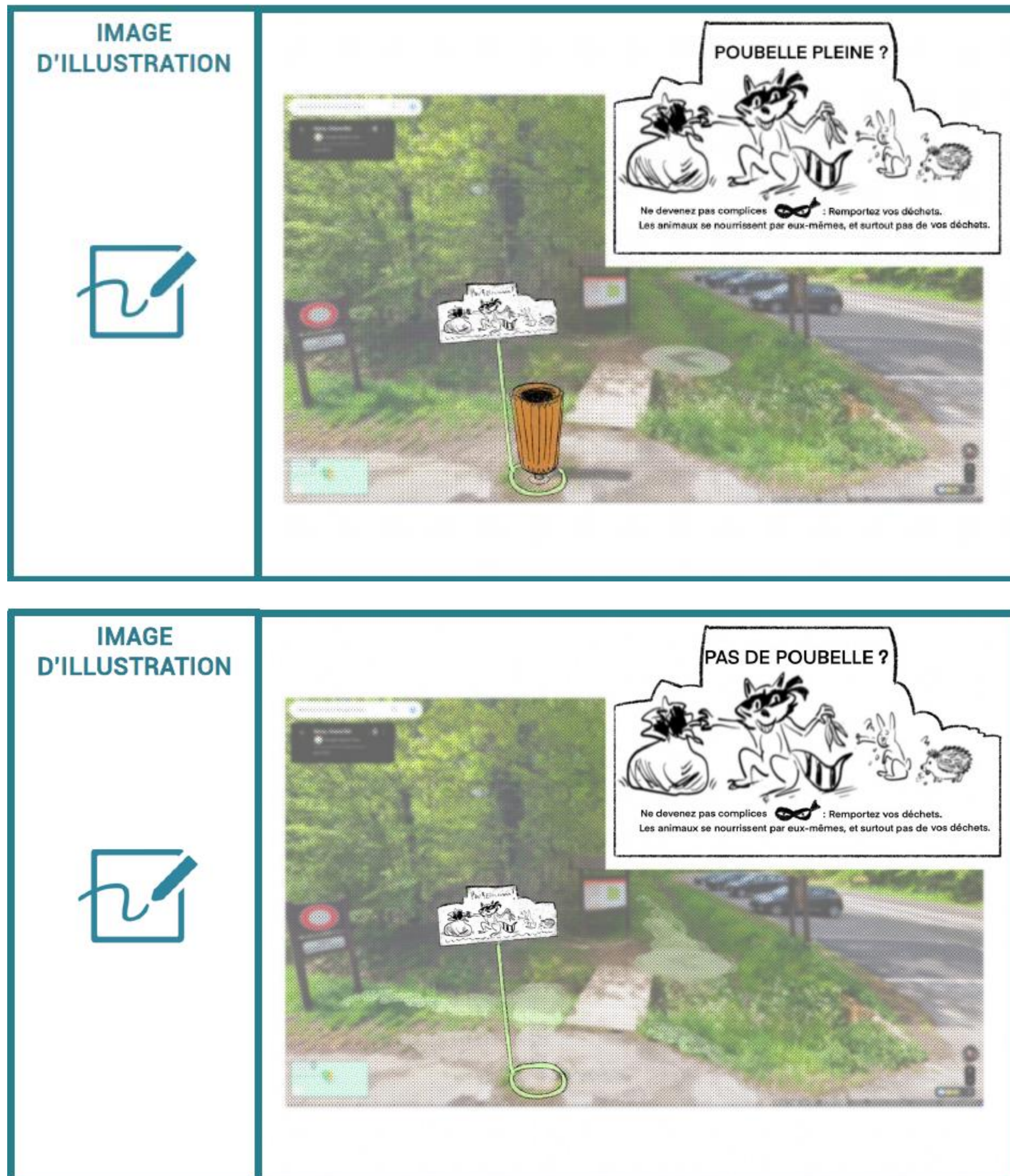
Litter is a common topic for nudging, but nudges can be for a variety of topics (visitor flows, mobility...) and can be found not only on site, but also on social media, websites and other settings.

An effective nudge needs to create an immediate change in behaviour. And the whole challenge is to make that change last!

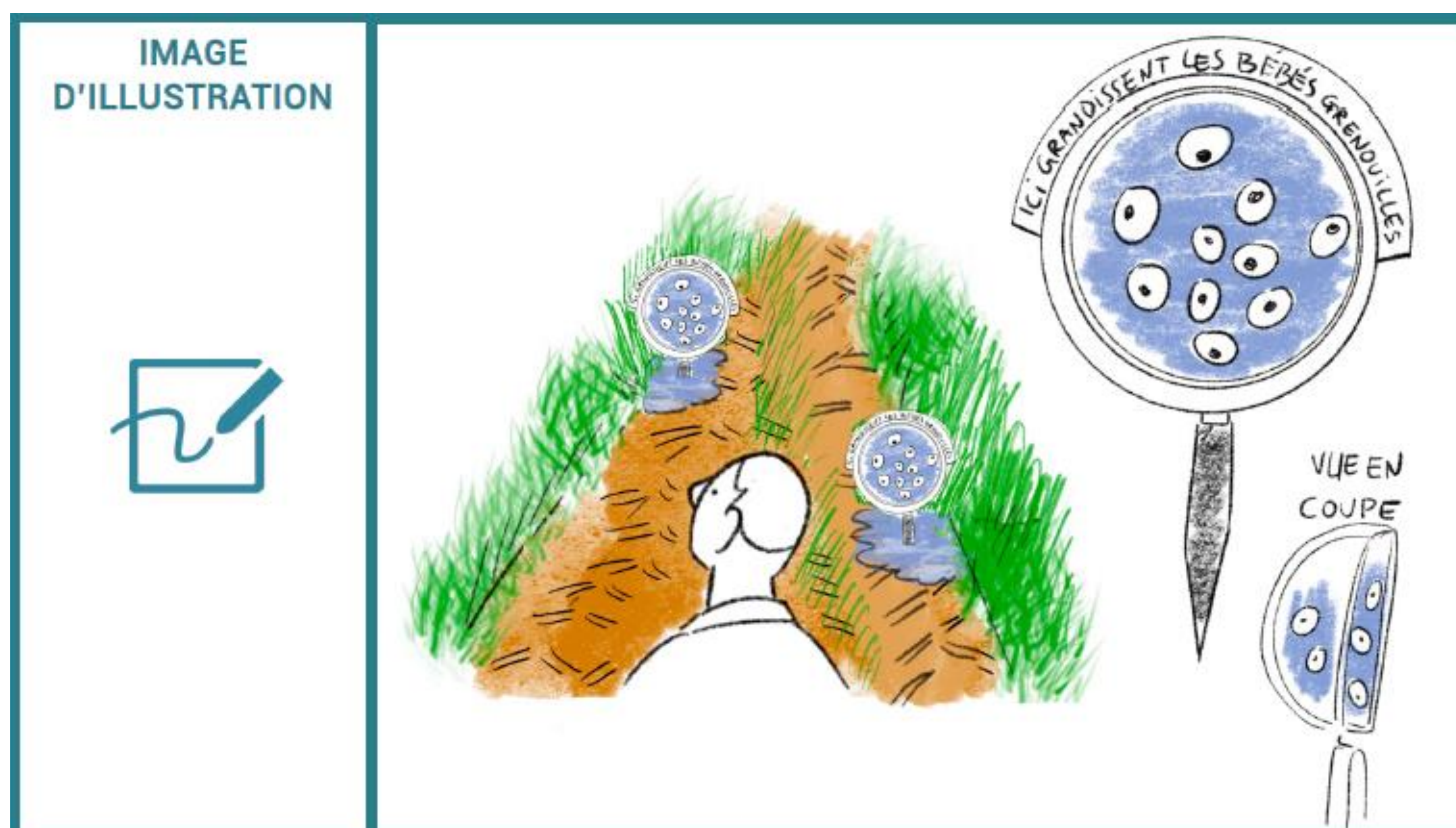


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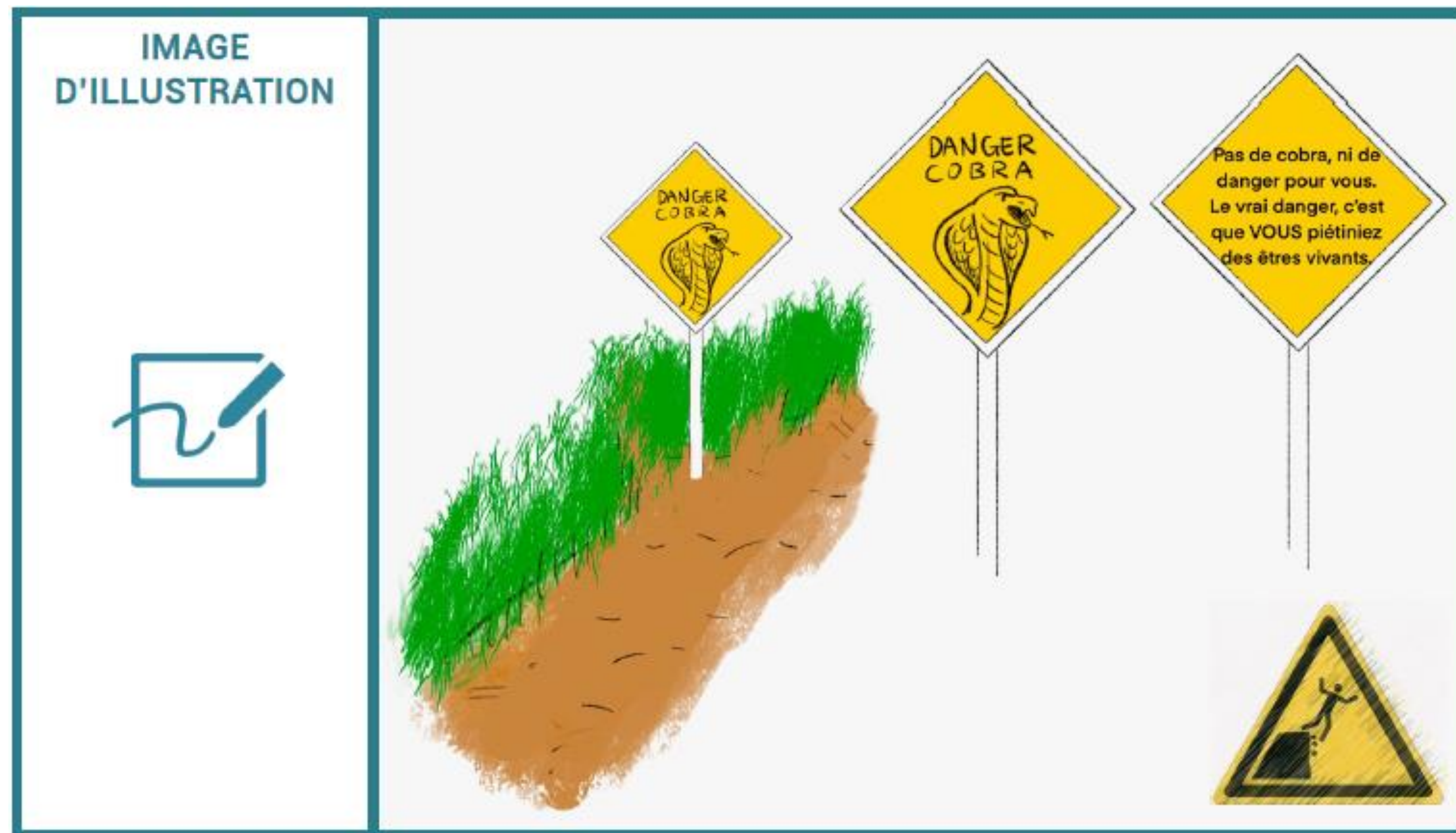
I – Littering issues:



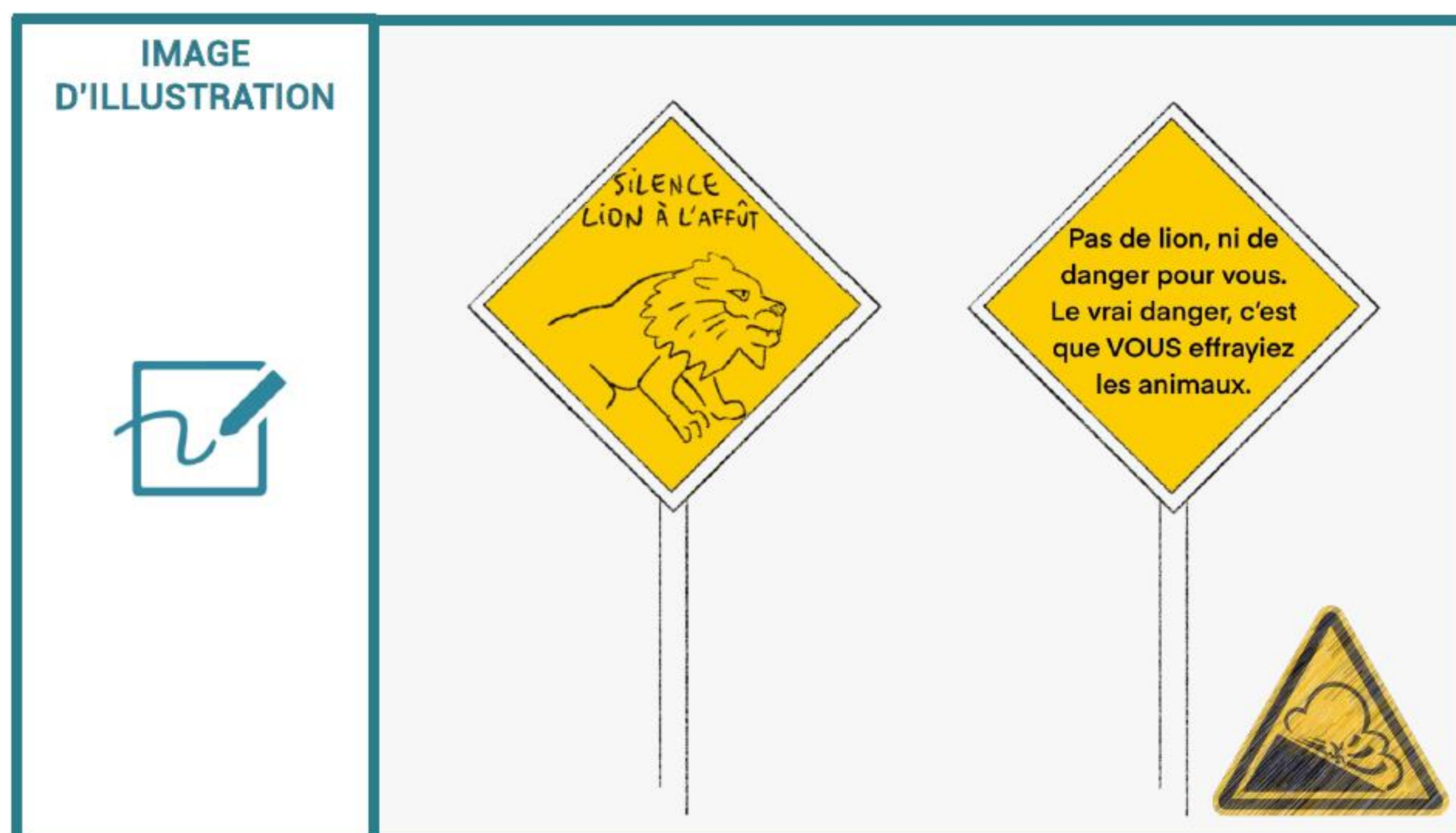
II – Avoiding ruts crossings:

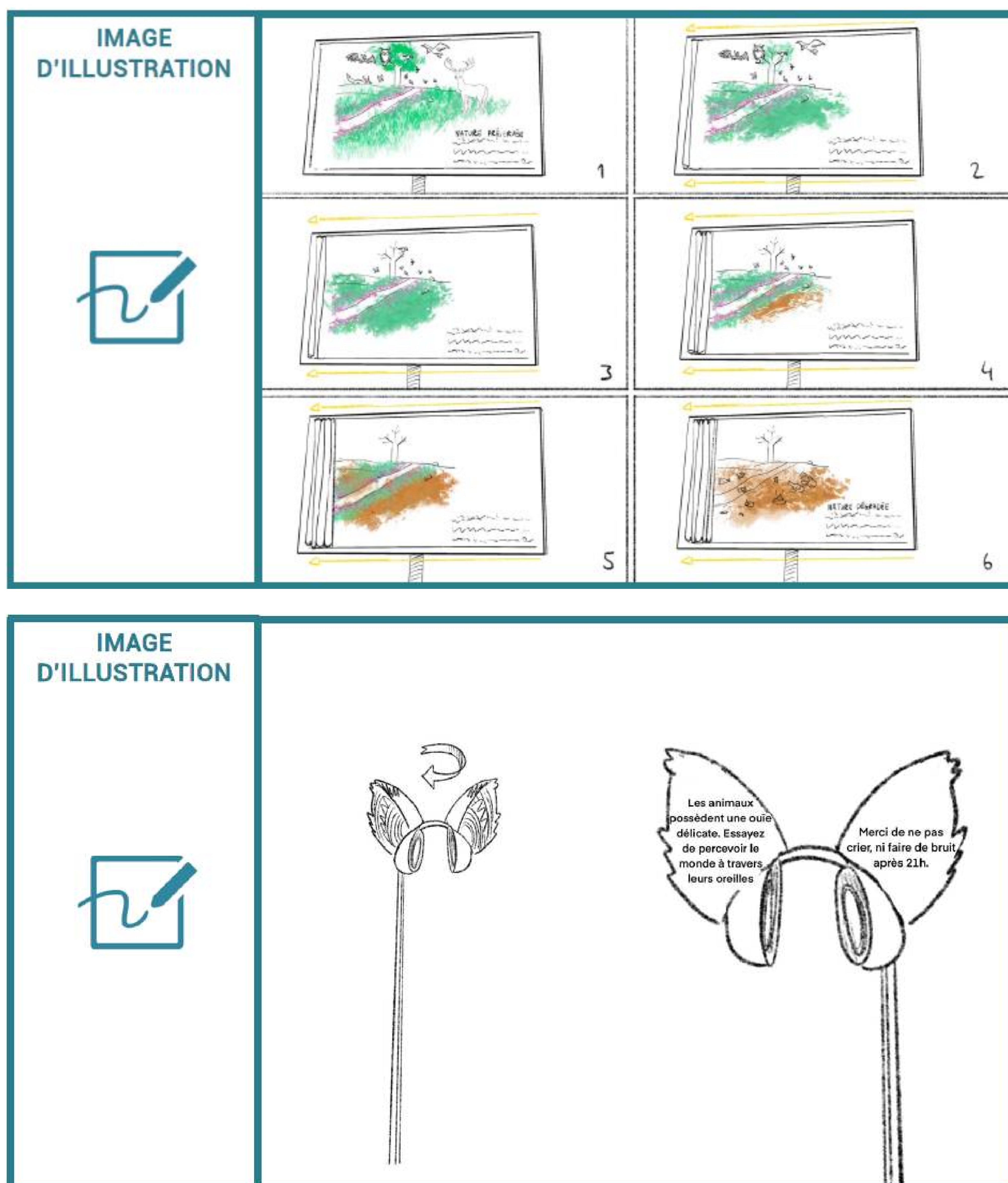


III – Off-trails:



IV – Wild fauna and flora preservation:





This guidebook has been designed by **Tourismus Zentrale Saarland (TZS)**, **Parc naturel régional Scarpe-Escaut (PNRSE)** and **Parc naturel régional de la Montagne de Reims (PNRMR)**.

For more information:

Caroline SCHUHMACHER (TZS) - schuhmacher@tz-s.de

Janice EDIBE (PNRSE) - j.edibe@pnr-scarpe-escaut.fr

Anaëlle GOURLET (PNRSE) - a.gourlet@pnr-scarpe-escaut.fr

Blaise PAILLARD (PNRMR) - b.paillard@parc-montagnedereims.fr