Nudging towards sustainable mobility
ECOMM 2018
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Nudging towards sustainable mobility
Our behavior has an impact on the planet
Behavioral Design
Intention-action gap
We are irrational
Experiment
Nudging towards sustainable mobility
Nudging towards sustainable mobility
Nudging towards sustainable mobility
Thinking fast and slow

**System 1**
Automatic
80%

**System 2**
Reflective
20%

584/8
Nudging - An additional tool

Laws and regulations  Economical incentives  Information  Nudging
Behavioral Economics

"The most important impact of my research is that economic agents are human and that economic models need to recognize that."

- Richard H. Thaler
Applied Behavioral Economics - Nudging
Nudge Tools

Changing the environment
Make it easy to do the right thing

Framing of information
Provide clear and smart information

Changing the default
Make the desired behavior default
Nudge Tool

Changing the environment
Make it easy to do the right thing
Path of least resistance
Mission for the audience!

Which is the most bike-friendly city in the world?
Biking in Copenhagen
Changing the environment - Make it easy to do the right thing
Nudge Tool

Framing of information
Provide clear and smart information
Present bias
Framing of information
Two ways of framing the information
Numbers of trips during 7 weeks
More knowledge of what works
Nudge Tool

Changing the default
Make the desired behavior default
Status quo bias
Changing the default
The power of default

- opt-out rule: 70%
- opt-in rule: 7%
Mission for the audience!

How could you change the default towards sustainable mobility in your organisation?
Future Mobility solutions need to be based on Human Behavior
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Thank you!

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