

The power of nudges: reducing cigarette butts littering through behavioral science

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Prepared for:



EU Committee of the Regions
20 June 2023

What's the difference?



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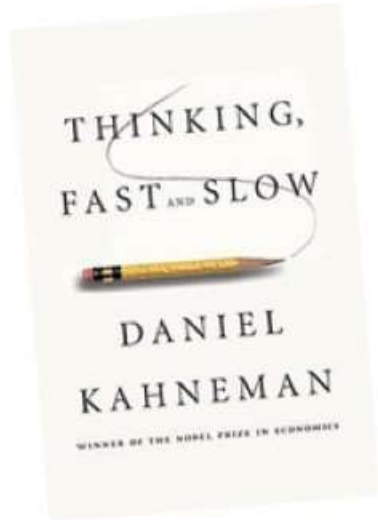


Why?

To understand littering we need to first understand how our brain works

SYSTEM 1

Intuition & instinct



95%

Unconscious
Fast
Associative
Automatic pilot



SYSTEM 2

Rational thinking

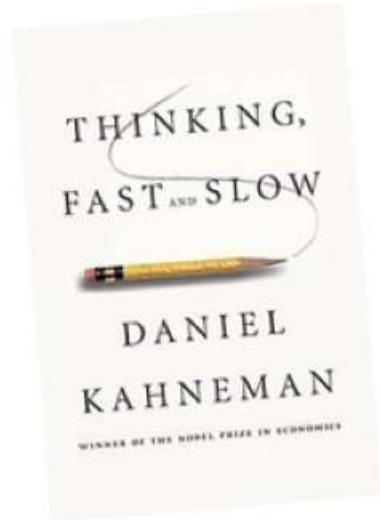
5%

Takes effort
Slow
Logical
Lazy
Indecisive

D. Kahneman, 2002 Nobel Prize Winner



Littering is driven by our (lazy, selfish, irrational) System 1 thinking



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Nudges target System 1 thinking



A nudge 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

R. Thaler, 2017 Nobel Prize Winner



Some examples of nudges against littering

Nudges that attract attention



Nudges that attract attention



Gamification nudges



Nudges using persuasive communication



Every five minutes waste falls in love with this bucket



In the next life I'll be a mailbox!

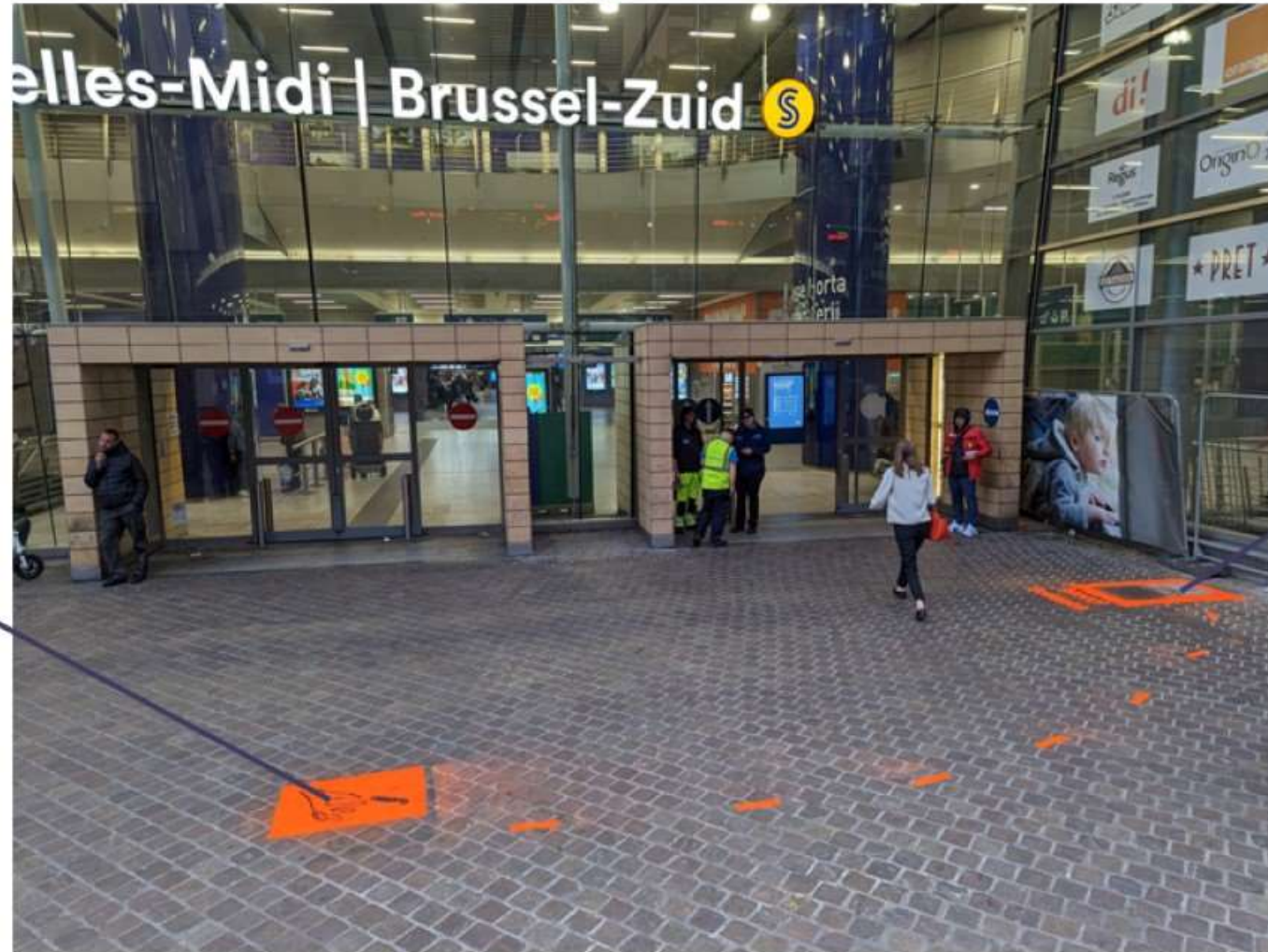
Business case: nudges against cigarette butt litter in Brussels South



BEFORE the nudge interventions, 1 out of 2 cigarettes is thrown on the ground (44%)



Nudges to increase awareness and reward correct disposal

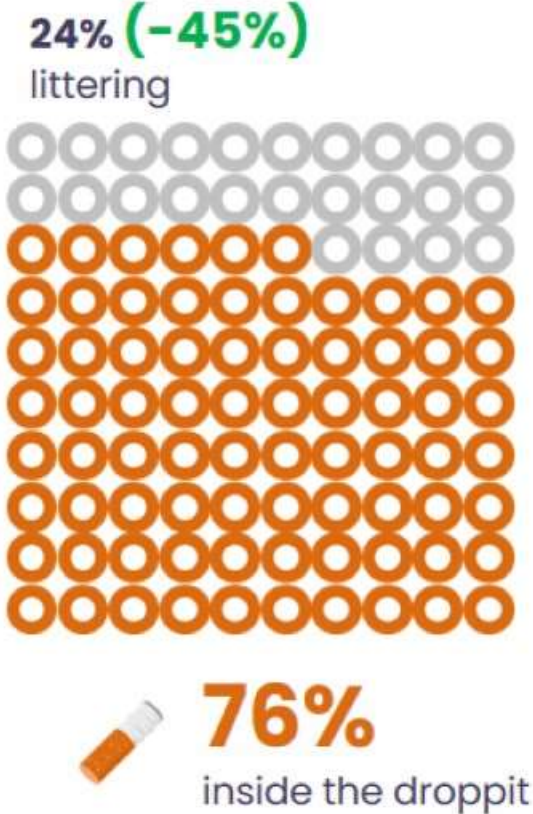


WITH NUDGES: littering decreases by -45%

Before



With nudges



Effect of nudges extends to 9m radius



% decrease in
littering



(+36% inside
the droppit)

3 take home

1. Littering is driven by System 1 thinking (lazy, irrational, selfish)
2. Behavioural change interventions should target System 1 (rational alone doesn't work)
3. Nudges can effectively complement anti-littering policies and regulations

Thanks for listening



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Davide Rigoni, PhD

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