

DESIGNING GREEN  
NUDGES: STEPS TOWARDS  
SUSTAINABLE BEHAVIOUR

A PILOT PROGRAMME FOR  
LIFELONG LEARNING AND  
MICRO-CREDENTIALS

# GREEN NUDGE



The programme was designed and is implemented by the following members of the University of Ljubljana:

ACADEMY OF FINE ARTS AND DESIGN  
(Department of Industrial Design and Applied Arts, Department of Visual Communication Design)

FACULTY OF ARTS  
(Department of Psychology, Laboratory for Cognitive Neuroscience)

FACULTY OF EDUCATION  
(Centre for Cognitive Science)

FACULTY OF ELECTRICAL ENGINEERING  
(Laboratory for Metrology and Quality)

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Join us on the path to building  
a sustainable future!

## PARTICIPATING RESEARCH ORGANISATIONS



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PILOT PROGRAMME  
OPEN DAY

SEE YOU AT THE GREEN  
NUDGE SUMMER SCHOOL!

## CONTEXT

In 2020, the United Nations Environment Programme (UNEP) launched an innovative programme for universities called »Green Nudges«, which focuses on implementing the Sustainable Development Goals. The programme aims to inspire 200 million students to adopt environmentally friendly habits.

It is UNEP's first programme based on behavioural science and nudge theory, focusing on changing human behaviour. The use of green nudges directly supports the Sustainable Development Goals and the Paris Agreement on climate change (2015). There are many different approaches to changing behaviour and action – from enforcing regulations to providing information. However, nudge theory goes one step further and is based on understanding of the psychology of decision-making. Projects such as the Green Nudge are key to broadening the social science perspective on sustainable behaviour. Behavioural science, as the basis for the nudge theory, enables an understanding of the psychology of decision-making. A »choice environment « is created to promote the desired behaviour, taking into account human cognitive biases.

The collaboration of behavioural sciences with design thinking approaches enables innovative solutions to sustainability issues and better decision making, as it can lead to radical ideas and the creation of value in different fields. In this context, together with other approaches, nudges can be an effective way to change environmental behaviour. It is important to take into account ethical considerations, in particular informing the target population about the purpose of the nudges, and transparency towards the target population.

## WHAT IS A GREEN NUDGE?

Green Nudge is an interdisciplinary project of lifelong learning and micro-credentials. It was conceived by four members of the University of Ljubljana (Academy of Fine Arts and Design, Faculty of Arts, Faculty of Education and Faculty of Electrical Engineering), covering the fields of design, psychology, cognitive neuroscience, metrology and quality. The concept of a nudge was popularised by the American scientists Richard H. Thaler and Cass R. Sunstein in their book Nudge: Improving Decisions about Health, Wealth, and Happiness in which they describe how we can unobtrusively encourage a desired behaviour.

The Green Nudge project is the first lifelong learning programme in Slovenia where you can acquire knowledge about behavioural science and the nudge theory that promotes environmentally sustainable choices. It is based on behavioural science concepts complemented by a creative design thinking approach. The project will explore how well-considered nudges can create big changes in the everyday behaviour of an individual, organisation or a company, and how we can develop products and services that will ethically enable a more sustainable world.

The first lifelong learning programme  
in Slovenia in the fields of behavioural  
science and the nudge theory.

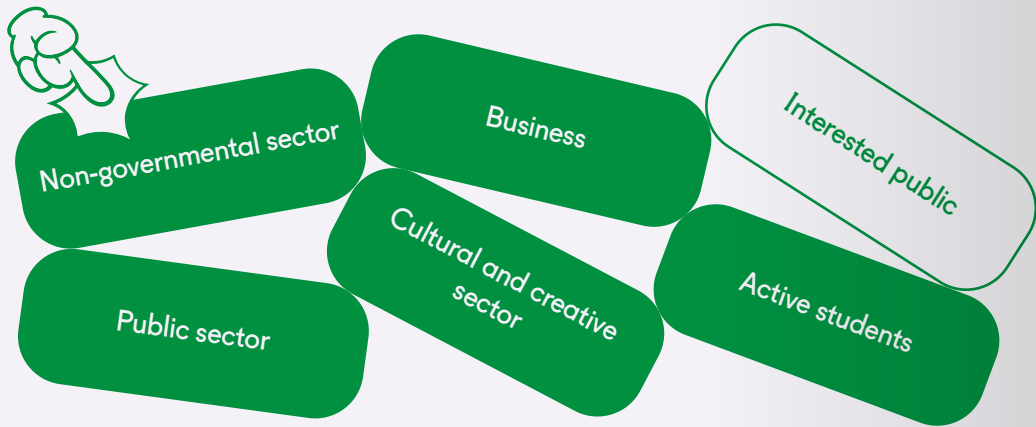
# GREEN NUDGE SUMMER SCHOOL

The Summer School »Designing Green Nudges« (3 ECTS) combines theory and practice in the field of green behaviour. It is divided into two main sections. The first focuses on the acquisition of knowledge and a basic understanding of the concepts, and the second on the practical application of strategies, techniques and skills for the conception, design and evaluation of green nudges. The summer schools will be held in the summers of 2024 and 2025.

## WHAT DO YOU GAIN FROM TAKING PART IN THE GREEN NUDGE?



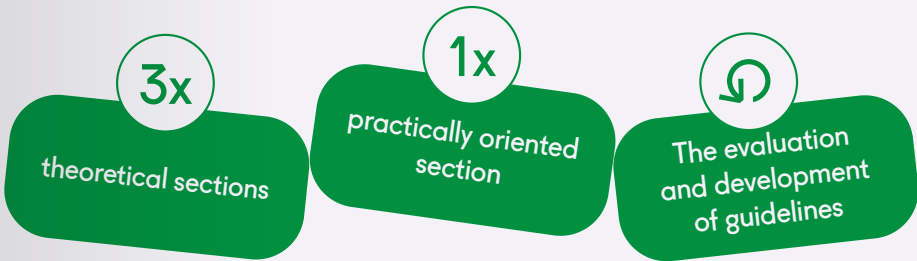
## WHO IS THE GREEN NUDGE SUMMER SCHOOL AIMED AT?



## LOOKING FORWARD

The aim of the project is to become a driver of change, as the knowledge acquired will enable participants to engage in environmentally conscious practices and sustainable lifestyle choices. The Green Nudge is not just a project. It is a shift towards a sustainable future that will shape the next generation of leaders and decision-makers, and a challenge for innovative thinkers and creators. Together, we will design solutions that will change not only behaviour, but also the world around us.

## What will take place?



In the first part of the theoretical section, we will listen to lectures that will address the complexity of behaviour, decision-making and behavioural change in the broader context of behavioural science, decision science and environmental science. We will discuss models of behavioural change, factors influencing behavioural change and the role of environmental architecture in it.

In the second part, we will explore the factors that influence green decision-making, including motivations, perceptions, attitudes and social influences, the personality and environment of the green user, and gain knowledge about the decision-making process and the factors that influence it. The emphasis will be on the diversity of interdisciplinary research. We will learn how we can embed green nudges in these processes: how to design them, what mechanisms to pay attention to and how to implement them ethically.

The third part of the theoretical section will focus on the research methodology for identifying needs and for evaluating impacts – from quantitative to qualitative research

applied in the field of green approaches, drawing on appropriate methodologies for the specific research questions of the planned research and using methods such as ethnographic research and rapid prototyping.

In the practical section, we will move into the field and focus on the design, implementation and evaluation of green nudges. In other words, we will work on a actual example of behavioural design. We will identify the problem, define the goals of sustainable behavioural design and design the nudge through rapid prototyping and iteration. At the same time, we will plan the process of evaluating the measure and carry out the evaluation, using, among others, objective measurements and questionnaires. We will exploit the basic psychometrics and observe the behaviour and experiencing of the participants. In addition, we will discuss the promotion of the product or service, sustainable design and legal and ethical aspects. The data collected will be evaluated, relevant findings will be drawn and conclusions will be presented in the next phase with guidelines for improving the prototype.

## What will you learn?

The Green Nudge summer school will give participants an understanding of the fundamental concepts, theories and developments in the field of behavioural design. By identifying the role of nudges in green behaviour, we will cover both theory and practice in the field of decision-making and behaviour, through an immersion in many aspects of behavioural science.

The overall programme provides participants with a rich combination of theoretical knowledge and practical experience to develop sustainable solutions and innovative strategies in the field of green behaviour.

