NUDGE

Nudging consumers towards energy efficiency through behavioural science

NUDGES: definitions and real-life examples

Nudging is a soft push, that can make people act or react — and consume less energy — because they are told their neighbours or peers do so for instance or by changing the default settings of energy devices. The different kind of nudges are presented here, gathered by the NUDGE project, funded by the European Horizon 2020 programme, aiming at investigating the potential of behavioural interventions towards achieving higher energy efficiency, paving the way to the generalized use of such interventions as a worthy addition to the policy-making toolbox.

https://nudgeproject.eu

FACILITATING NUDGES
Nudges that facilitate desirable behaviours by diminishing the physical or mental effort of individuals

- **Default** — Change the preset option — Temperature setting
- **Opt-Out** — Consent is opt-in instead of opt-out — Consent to automated management or switch to manual
- **Suggesting** — Suggest alternatives for decisions — Personalised push notifications

FEAR NUDGES
Nudges that attempt to generate fear and uncertainty

- **Resources scarcity** — Create perception of scarcity — Inform that free PV energy is available for 2 more hours
- **Temporal discounting** — Provide discount now instead of on the long run — Provide discount on installing monitoring equipment, so that they can save energy later

CONFRONTING NUDGES
Nudges that seek to prevent an unwanted behaviour by instilling doubt about it

- **Throttling mindless activity** — Implement time buffer between decision & action — Provide time buffer before a non-energy efficient setting is activated
- **Reminding of consequences** — Provide info on consequences of actions — Prompting users through personalized messages, right before taking an action

REINFORCEMENT NUDGES
Nudges that reinforce behaviours

- **Just-in-time prompts** — Point out desired behavior at a suitable time — Identify changes in the context (temperature setting) and prompt the user on time
- **Instigating empathy** — Provoke feelings of compassion to stimulate desired behavior — Environmental impact highlighted through examples to create emotions of compassion

DECEIVE NUDGES
Nudges that favour desirable behaviours by deceiving users' perception about alternatives

- **Deceptive visualizations** — Create optical illusions that alter people's perceptions and judgments — Visualizing the non-energy efficient choices impact through dramatic visualizations

SOCIAL INFLUENCE NUDGES
Nudges that draw on humans' desire to comply with what they perceive as others' expectations from them

- **Leveraging public commitment** — Let people formulate a certain (public) commitment — Prompt users to follow individual targets for a period and remind them to follow their commitment (Goal setting)
- **Raise the visibility of user's action** — Make actions of users visible to others — Quantify the impact of energy decisions on own energy bill or in a combined dashboard with others
- **Enabling social comparisons** — Compare behavior with family, community, peers, etc. — Comparison chart with social community (family, neighbours, classmates)