


The NUDGE assets: what can you find on our website?

Nudging people towards an efficient energy usage – Who are you?



I am interested in the topics of nudging and efficient energy use

[Join in on the fun!](#)

I am a policymaker and interested in how to implement efficient nudges

[Access recommendations](#)

I am interested in the NUDGE pilot cases and their respective investigated nudges

[Get to know the pilots](#)

The NUDGE tool

All you need to know about nudging and our project with user-specific areas, a direct link to understand better what nudging means, and a library of resources to become a nudger yourself! Posters, banners, and more: pin them to your office or school to reduce collectively energy use!

- Tools +
- Nudge your colleagues, family, students and many more! +
- Energy saving tips +
- Nudging and behaviour change in the media +
- Scientific articles and reports +
- Videos and podcasts +
- Policy briefs, briefings and posters +
- Teaching material and games +
- Useful resources and links +



Hands-on reports and all posters, briefings and videos

- Profiling of energy consumers: psychological and contextual factors of energy behaviour
- Research methodology for assessing the effectiveness of interventions regarding change of energy-efficient behaviour
- Towards energy aware behaviours: how studies on young generations can inform better policy design - the event video and briefing
- And more coming!



A wealth of information about nudging

What is it? What are the different nudges and how they were applied in the project.

