

# Nudging Green Behaviours

## the power of influencing staff and customer behaviour

Webinar series: Transforming Tourism Value Chains  
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# Main Idea

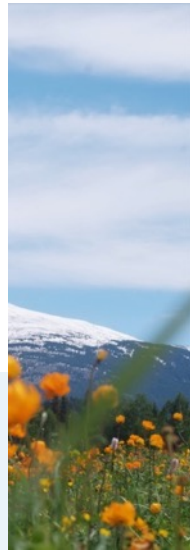
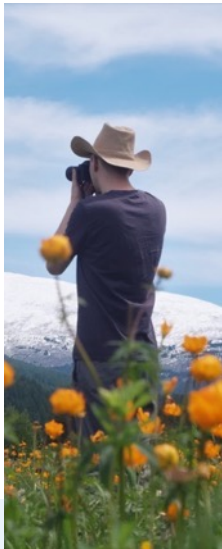
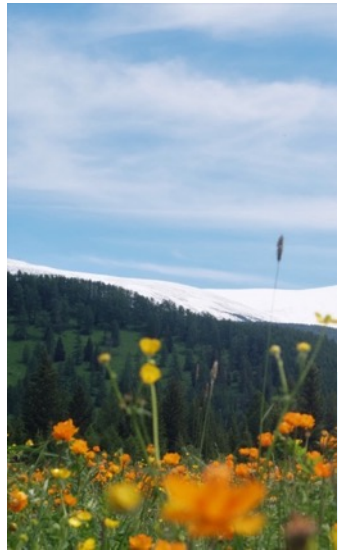
Behavior-smart means being realistic about **how** people really think, decide, and act in order to design sustainability solutions that **work better and cost less.**

The purpose is to **minimize the friction** between human behavior and goals.



# Why Sustainability is difficult?

Focus on performance and success  
sustainability is a an extra responsibility



Focus on the now and the joy  
sustainability is a nice to have add-on benefit



# Human realism

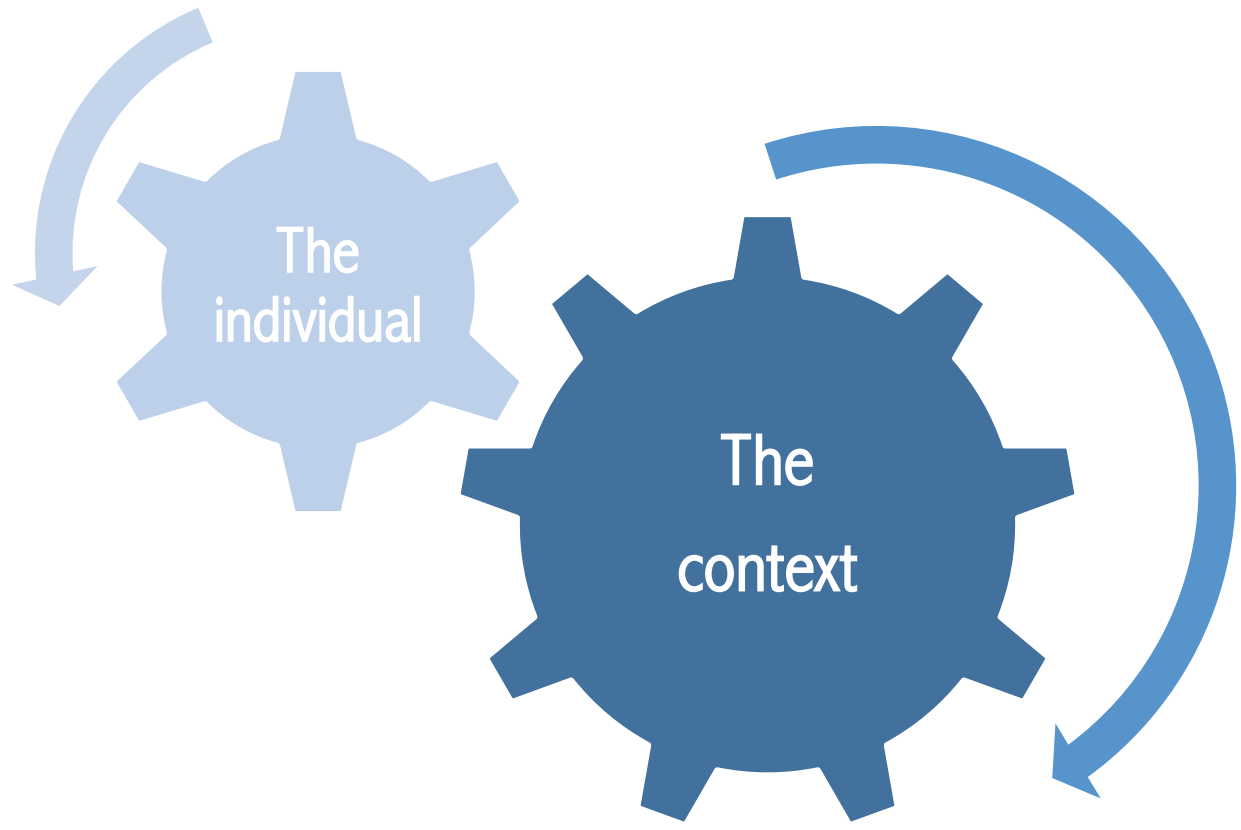
Sustainability decisions are more likely to be driven by:

- **ease and default options** rather than mindful choice
- holidays-related **release of discipline and controls** guiding everyday responsible behavior (eating, recycling, being responsible)
- perception that **sustainability is overwhelming** and in conflict with relaxing and enjoying
- disconnect between **actions and triggered negative impacts**



# Human Decisions and Actions

...depend on two big sets of factors



# Nudging sustainable choices

Changing the context to minimize the likelihood for human mistake and unintended damage:

- ✓ Design out irresponsible options
- ✓ Make sustainable options the **default**
- ✓ Make responsibility **natural and easy**



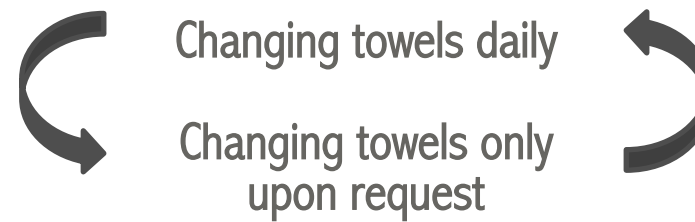
# EXAMPLE 1: change default options



Photo Credit: Unsplash/ Nathaniel Kohfield

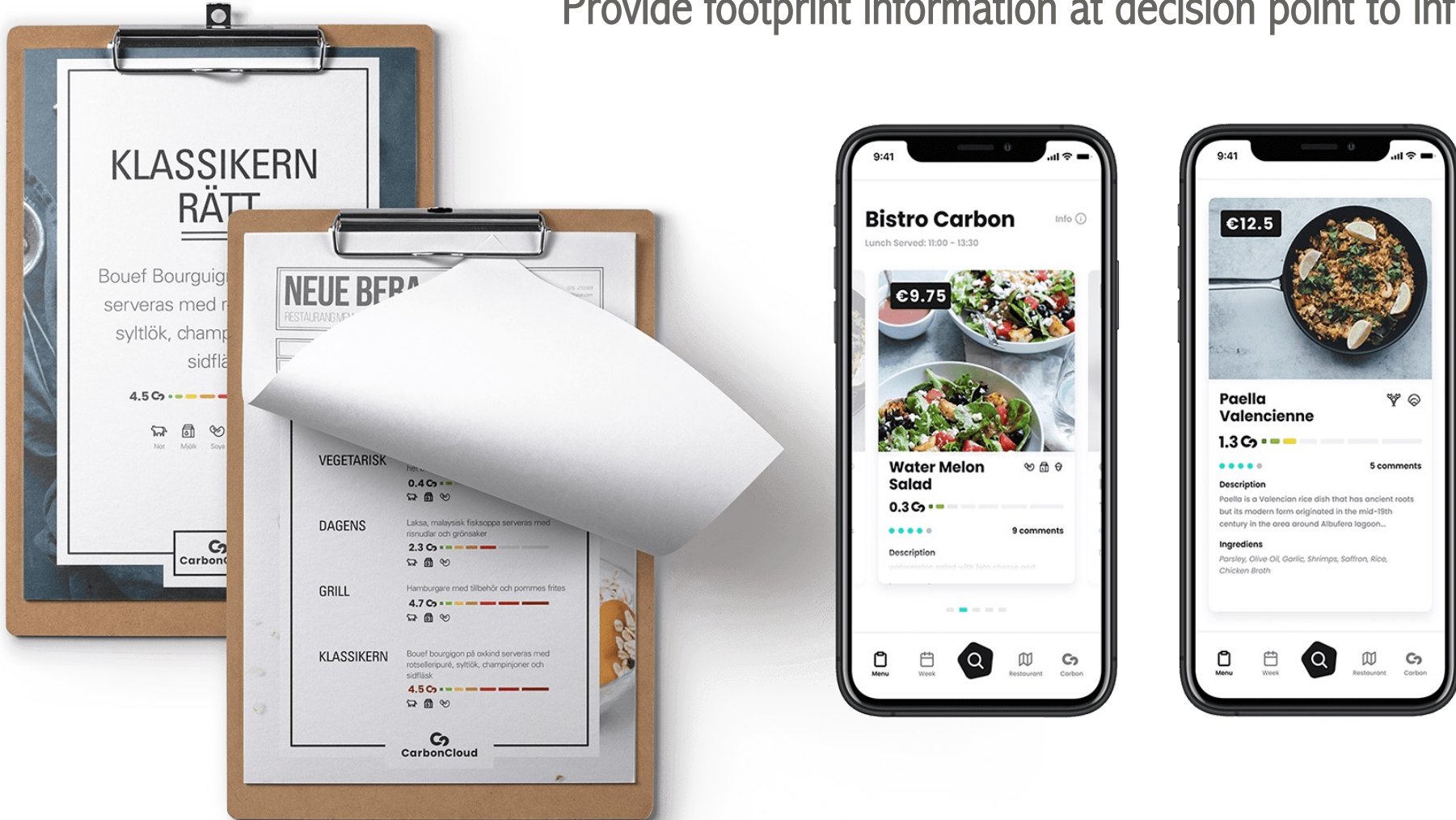


Photo Credit: Unsplash/ the blowup



# EXAMPLE 2: influence at decision point

Provide footprint information at decision point to influence choice





# EXAMPLE 3: make part of the design

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Make the desired option part of the design so the less desired becomes practically impossible to choose  
(sustainability as non-negotiable)



Photo Credit: Unsplash/ Bluewater Sweden



# EXAMPLE 4: emphasize appeal

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Present the desired alternative with a description that makes it more appealing and likely to be preferred



# EXAMPLE 5: introduce as social norm

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Photo Credit: Unsplash/ Ginny Rose Stewart

Present the desired option as the accepted social norm



# Behaviour-Smart Sustainability

If we are serious about sustainability, shouldn't it be...

- ✓ non-negotiable (part of the design)
- ✓ default (at the very least)
- ✓ easy



Behavior-smart thinking offers endless space for creative solutions that are **people-smart, place-smart, and tourism-smart.**

Photo Credit: Unsplash/ Omer Salom

