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.

www.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 INFLUENCI 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)