



Decarbonization and the power of habits

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What causes the need for decarbonization?

Everyday decision making



An aerial photograph of a winding asphalt road through a dense, lush green forest. The road curves through the hillsides, with a yellow dashed line down the center. The surrounding vegetation is thick and vibrant green. In the upper left corner, there is a small solid blue rectangle.

Make the right decisions easy



90%

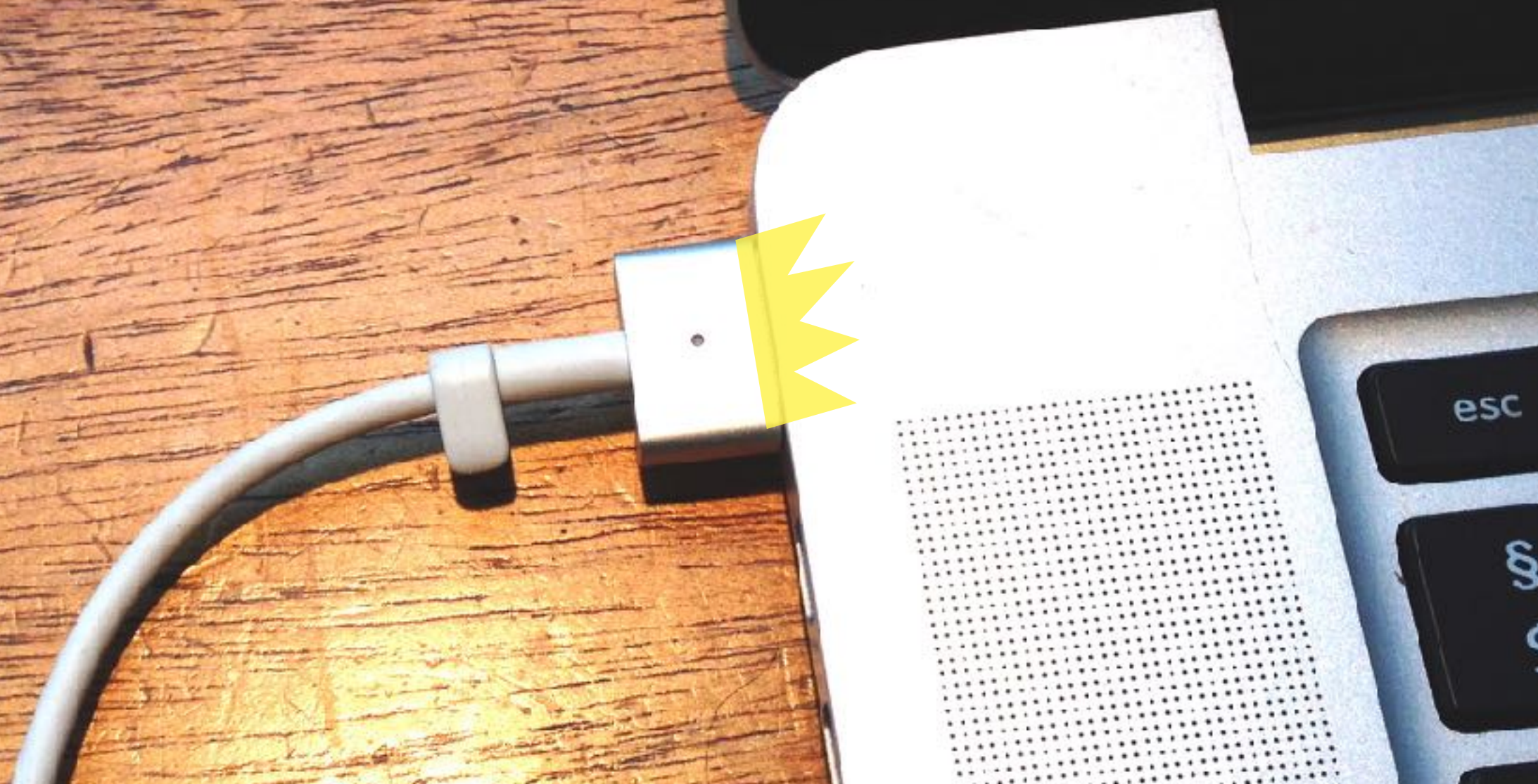
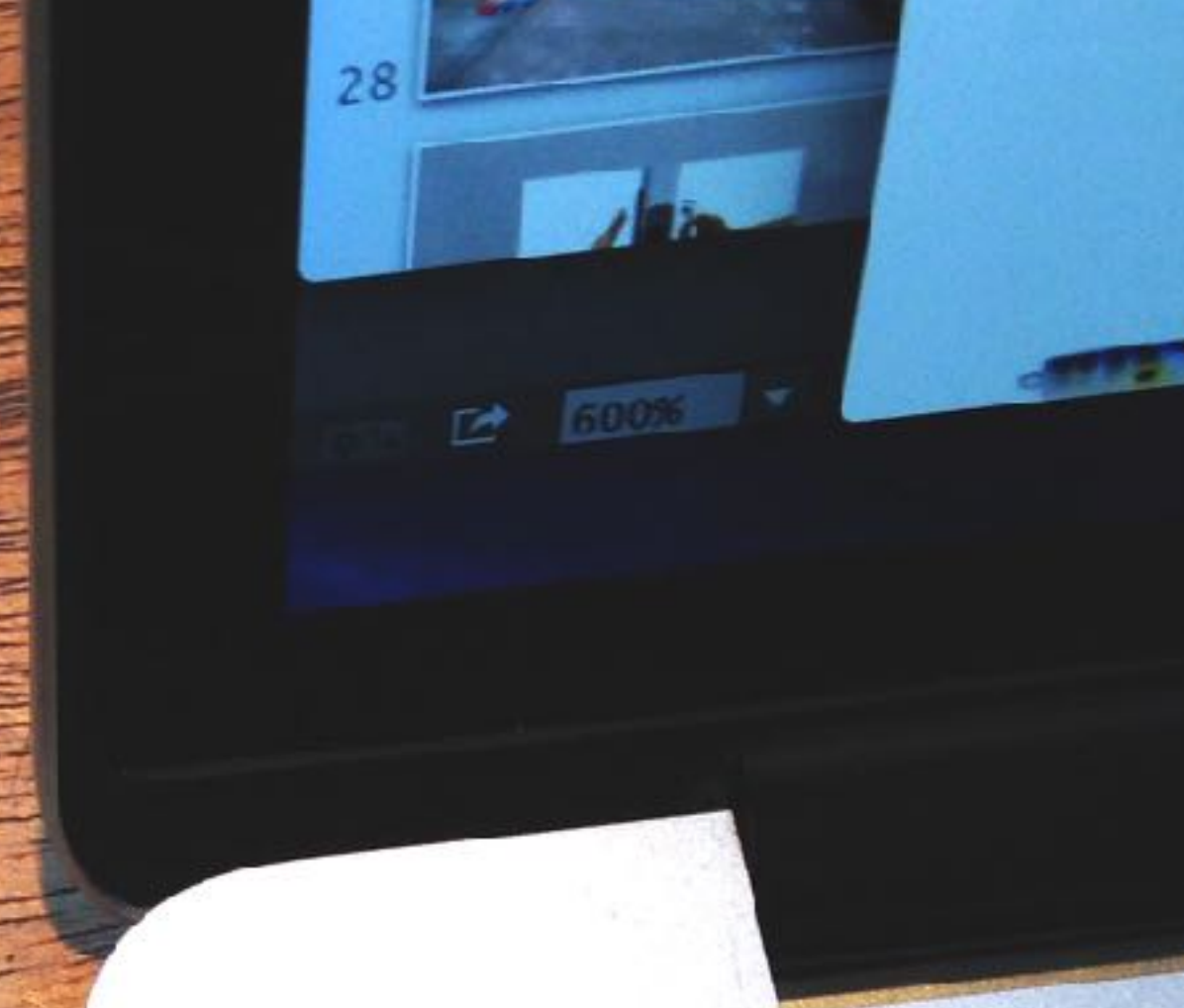
of human decision making is **automatic** controlled by instincts and surroundings in the moment of choice

10%

of human decision making is **reflective** controlled by knowledge and education







Choice architecture







LEFT





Reducing litter and cost



Solutions

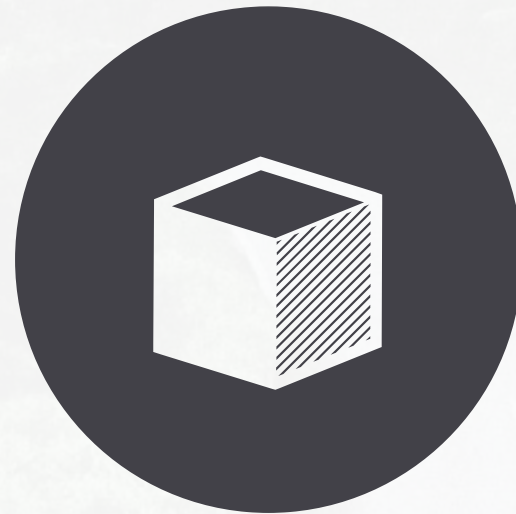




Effect

▼
30%

By introducing visual guidelines instead of bans, the amount of litter left outside of the bins was reduced by **30%** leaving cost related to maintenance to go down and customer satisfaction amongst travelers to go up as a result of the now cleaner outdoor areas





Ensuring flexibility in a renewable energy market





Social proof

Showing other people that choose to give up control of their heat consumption, seems to have a positive effect

Member Neighbor Comparison | You used 28



* This energy index combines electricity (kWh) and natural gas

WHO ARE YOUR "NEIGHBORS"?

ALL NEIGHBORS
Approximately 100 occupied
(avg 2,023 sq ft) and have

Opower uses social proof to reduce energy consumption



Reminder systems

Introducing reminders that prompt consumers to put on a sweater when the weather gets colder seems to support flexibility on the energy market.



Default settings

Heat and energy are not that interesting. Most consumers will pick convenience over the hassle of trying to figure out what the best solution is. This means that setting good defaults for your products and services is crucial when it comes to behavior change



Using defaults to reduce food waste

The Krukow methodology



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Make the right decisions easy

An aerial photograph of a winding asphalt road through a dense, green forest. The road curves through the landscape, and the surrounding trees are vibrant green. The image is overlaid with a semi-transparent white rectangle containing text.

**In what challenges could nudge
and behavioral design help create
good results?**



Thank you

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