



Sustainable choices made easy

Ola Rynge

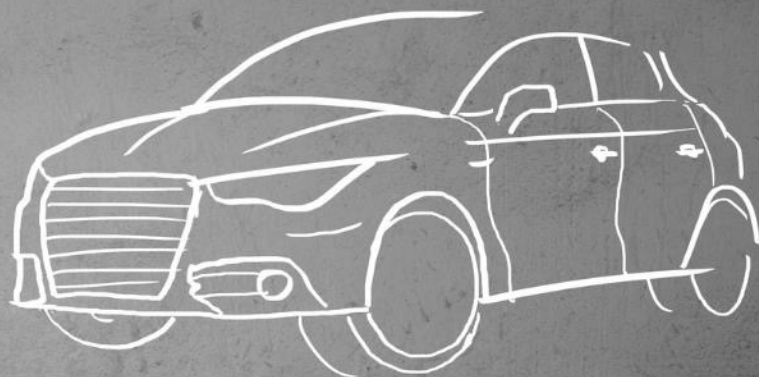
CTO & Co-founder



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FROM THOUGHT TO ACTION



**80 % of people fail
to fulfill their intentions**

The psychology of goals / Gordon B. Moskowitz

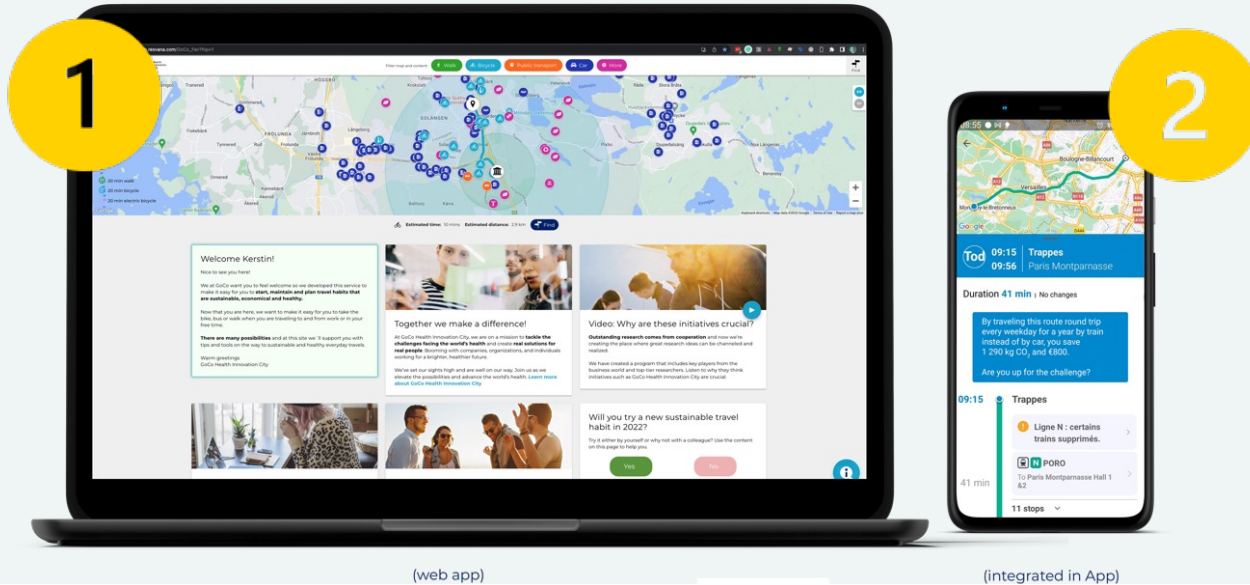
WE ARE EXPERTS ON BEHAVIORAL CHANGE

- ✓ 60+ clients
- ✓ 8 countries
- ✓ Team of 12 in Europe
 - ✓ Behavioral Designers
 - ✓ Climate Change Experts
 - ✓ Techies



SMART NUDGES - DIGITAL NUDGING SOFTWARE

43 % state that they have changed their behavior due to the platform



A FRIENDLY PUSH IN THE RIGHT DIRECTION

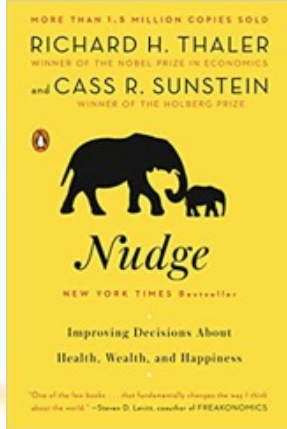
NUDGING

- Behavioral science
- Cognitive Science
- Psychology
- Design

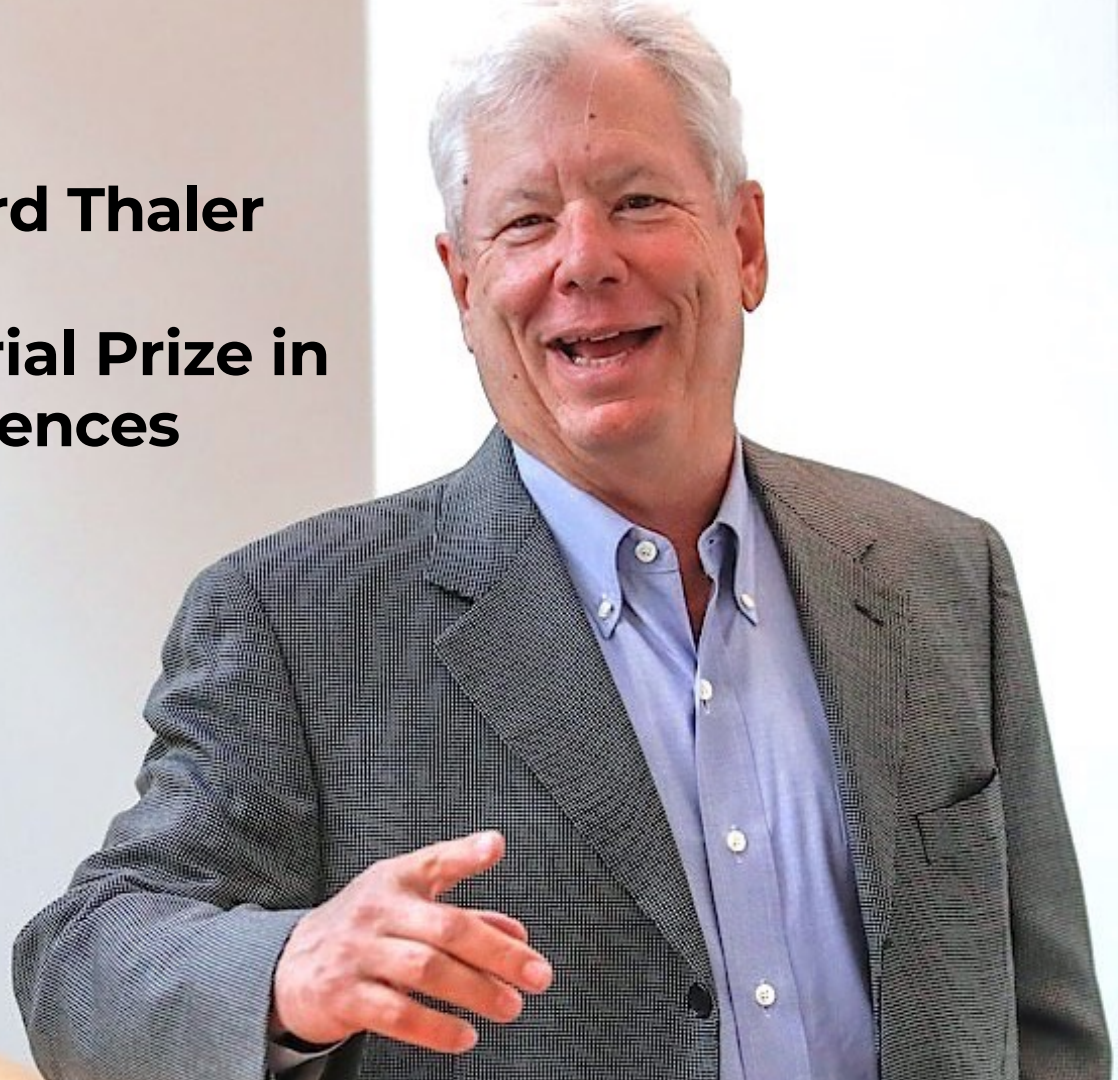


Professor Richard Thaler

**2017 Nobel Memorial Prize in
Economic Sciences**



2006

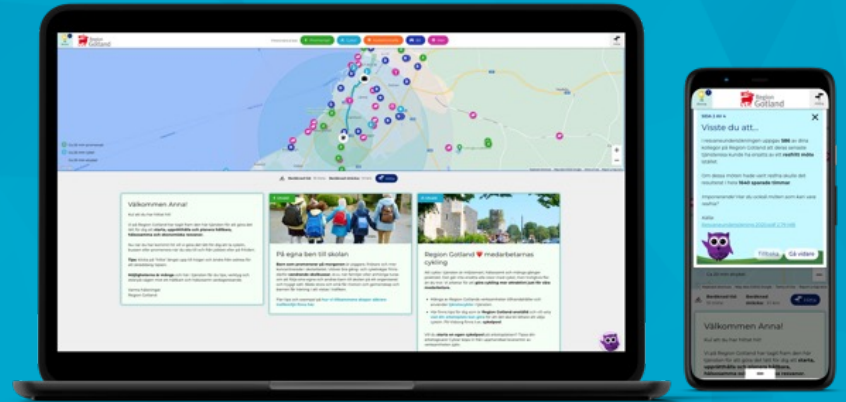


3 INSIGHTS ON HOW TO CHANGE TRAVEL HABITS



#1 - PERSONALIZATION IS KEY

- ✓ **1 360** employees at Region Gotland and GotlandsHem
- ✓ New model (BPI) to measure behavioral potential index
- ✓ Smart Nudges Mobility was adjusted for each individual



RESULTS – LESS CAR USE



CAR

- 14 %

Less car use



BEHAVIOR

35 %

has changed or are planning to change to a more sustainable travel habit due to the platform

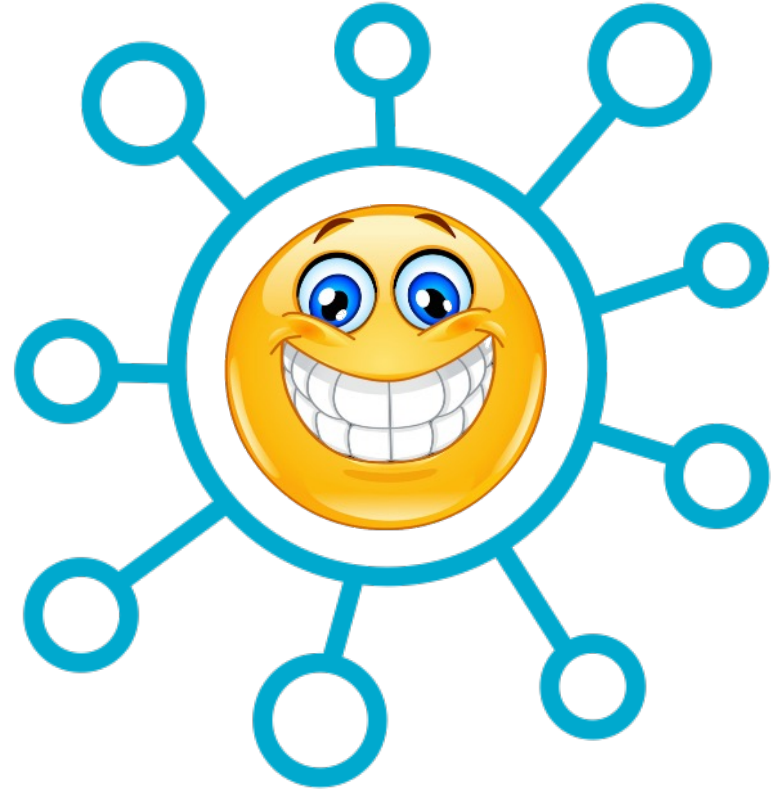
#2 - FIND THE RIGHT WINDOW FOR CHANGE

90%

OF HABITS RELATED TO CAR USE
OCCUR IN CONNECTION WITH
A "LIFESTYLE EVENT"

USE THE FRESH START EFFECT

- ✓ Start a new job
- ✓ Move
- ✓ Get married
- ✓ Get divorced
- ✓ Get kids
- ✓ Get a dog
- ✓ A pandemic



RESULTS FOR NEWLY MOVED

More positive towards sustainable travel habits



WALK

2X



BIKE

+ 76%



PUBLIC TRANSPORT

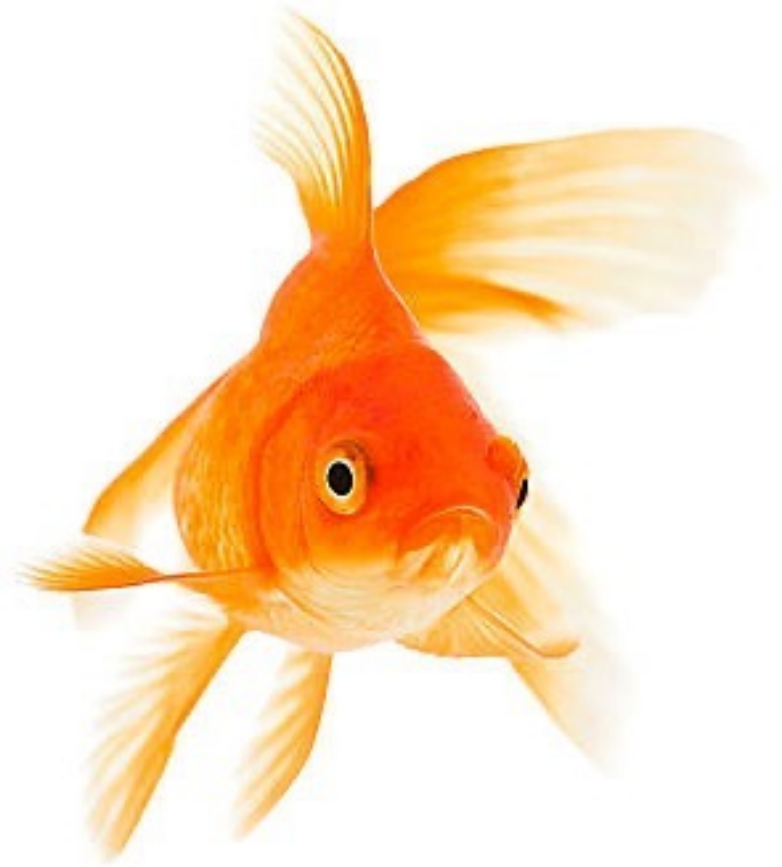
2X

#3 - DARE TO BE DIFFERENT



THE HUMAN ATTENTION SPAN

- ✓ Popular belief: The average human attention span had fallen from 12 seconds in year 2000 to **8 seconds** in 2015.
- ✓ That is **1 sec less than a goldfish(!)** who has a 9-second attention span.



DONT' WORRY – IT DEPENDS ON THE TASK AT HAND

- ✓ In 2004 we could spend **2,5 min** on any given screen
- ✓ In 2023 we are down to **47 sec** before switching to another



Source: Microsoft 2023
<https://www.microsoft.com/en-us/worklab/podcast/regain-control-of-your-focus-and-attention-with-researcher-gloria-mark>



IMPROVING THE ENVIRONMENT AT TRAM STOPS

SMART NUDGE

Colorful ashtrays and signs with the typical local Gothenburg humor.

RESULTS

70 % better



City of
Gothenburg





1. PERSONLIZATION IS KEY
2. USE WINDOWS OF CHANGE
3. DARE TO BE DIFFERENT

Let's make
sustainable choices easy!

Feel free to connect!



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