

# THE AIM INITIATIVE

## *AIM Initiative on Nudging for Good*

*Sustainable Growth through Trusted Brands*

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NUDGING  
FOR GOOD



AIM®  
EUROPEAN  
BRANDS  
ASSOCIATION

# 3. Nudging for good criteria

# A nudge for good:

- ❑ Is a smart and simple initiative that influences consumer behaviour in order to help them achieve their own goals
- ❑ Is ethically designed (means-end / legitimate originator)
- ❑ Acts in favour of people's own interest and that of the community and planet
- ❑ Preserves freedom of choice and existing options
- ❑ Is based on observational insights of individuals, recorded in their local environment and community
- ❑ Leverages unconventional factors revealed by behavioural economics, neuroscience and cognitive psychology, along with more conventional concepts (education, information, marketing/communication). For more information, feel free to check the Consumer Insight section of the toolkit, Chapter 2. [the 5 implicit forces that shape our behaviour](#) and Chapter 3. [The Drivers Of Influence](#), slides 4 and 5.
- ❑ Uses creative re-design of some situations and interaction points (including branded touch-points)
- ❑ Does not activate an economic incentive; you shouldn't pay people to change behaviour, although you may offer them a symbolic reward