

First submission template – AIM Nudging for Good

Describe the initiative in two slides, save it on your device and submit it before 4 February 2019 on: <http://bit.ly/nudgingforgoodsubmit>

Company Name :

Brand name :

What is the focus area of your initiative?

Health & Well-being

Environmental Sustainability

Social Responsibility



In the registration form, you will have the opportunity to upload a picture to illustrate your Nudge for good.

1

WHAT IS THE OBSERVED INSIGHT? [> click here to access the toolkit](#)

What is the current behaviour of the targeted individuals? What are the underlying causes? The insight should be based on observational measures, and not on declarative measures.

2

WHAT IS THE BEHAVIOURAL CHALLENGE? [> click here to access the toolkit](#)

What is the encouraged behaviour? What are we trying to achieve with it? How does the challenge relate to the insight, and what specific individuals are targeted?

3

WHY SHOULD WE EMBRACE IT? [> click here to access the toolkit](#)

How is this problem important for society? Why is it a responsibility that the brand can/must assume? What makes us think that the problem can be solved without reducing the individual's satisfaction?

4

THE NUDGE (IMPLEMENTED OR TO BE IMPLEMENTED IN 2017/2018/2019) [> click here to access the toolkit](#)

PRINCIPLE: Explain how the Nudge will manage to change behaviours based on learning from behavioural economics. Emphasize key words (norms, anchoring, salience, ...) to facilitate understanding.

EXECUTION: Describe the Nudge (or Nudge idea), how and when it was (or will be) implemented. If the initiative has been discontinued, it must have been active at least in 2017. Earlier initiatives can be entered if new measurement data is included to show how the benefit has grown since 2017.

5

EVIDENCE PATH (EFFECTIVENESS MEASURED IN 2017, 2018 OR TO BE MEASURED IN 2019) [> click here to access the toolkit](#)

LAB EVIDENCE: Which previous academic experiments support the evidence that the Nudge can work?

FIELD EVIDENCE: Give concrete results to show the impact of the Nudge (for instance, "water consumption decreased by 35 %").

This section is stronger when the measure is reliable. Do not hesitate to include both lab evidence and field evidence, if any, and when they were collected. If you don't have any results at the moment, please explain how you will measure the impact of the Nudge in 2019.