

# An Introduction to the Green Nudging Playbook



# WHO WE ARE

**WRAP** is a climate action NGO working around the globe to tackle the causes of the climate crisis and give the planet a sustainable future.

**WRAP's vision is a thriving world in which climate change is no longer a problem.**

[www.wrap.org.uk](http://www.wrap.org.uk)



# OUR VISION

A thriving world in which climate change is no longer a problem.

# OUR MISSION

Our mission is to make the world a more sustainable place. We bring people together, we act on the facts, and we drive change.

# Welcome



Please note all participants are muted for this Webinar.



Today's session will be recorded and will be made available publicly.



Please use the chat function to interact with other attendees and panellists. If you are experiencing any issues with the Webinar platform, please post these in the chat which will be monitored throughout the Webinar.



If you have a questions for any of the speakers today, please use the Q&A function and we will pose them to the panellists in the scheduled sessions.

# What we will cover today

- Project background
- Overview of nudges and policy design
- A deeper look into the playbook
- Next steps





## Why do we need to act?

“Single-use beverage cups are one of the **top ten** items found littered on beaches around the world.

Globally, over **500 billion** disposable cups are consumed annually, of which between **250 and 300 billion** are plastic-lined paper cups.”

# Project Background



**2021**  
WRAP produced [Exploring the Use of Green Nudges to Reduce Consumption of Disposable Coffee Cups in Sweden](#)

**March 2023**  
WRAP produced the [Green Nudging Playbook | One Planet network](#)



**2021**  
PBM produced [Next steps in tackling plastic litter: A nudging strategy for reducing consumption of single-use disposable cups](#)



**September 2022**  
Chalmers Industriteknik conducted pilots in Gothenburg. [Behavioural insight to promote reusable cups – a field study on reducing the use of single-use cups in Sweden | One Planet network](#)

# Playbook Overview

## Who is it for?

Policymakers – a non technical audience

## What is included?

- **Guiding principals** to help design, implement and evaluate behaviour change initiatives.
- **Research** from previous reports
- **Case study** examples from pilots



# What is a nudge?

Nudges are **non-restrictive** interventions that alter the environment to make it **easier** for citizens to make 'better' **decisions**.

# What is a green nudge?

Green nudges are a **positive** and **gentle** persuasion technique to encourage **pro-environmental** behaviour.

Thaler, R. H., & Sunstein, C. R. (2008). Nudge: Improving decisions about health, wealth, and happiness. Yale University Press.



## Policy Design

Creating **rules** and **regulations** that **guide** individual and collective behaviour towards **specific goals**.

## Swedish Context

By **2024**, Sweden will be banning single-use cups that contain more than **15% plastic**.

All businesses providing takeaways **must** offer a **reusable** option.

# What is in playbook?

Background and Context



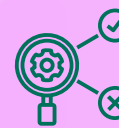
Designing a green nudging strategy



Designing an implementation plan



Impact evaluation



# Designing a green nudging strategy



The key thing to remember is that **context matters**, and no one person or place is the same.

## Defining the target audience

Who **benefits** most and is easy to reach?

Where can you have the biggest **impact**?



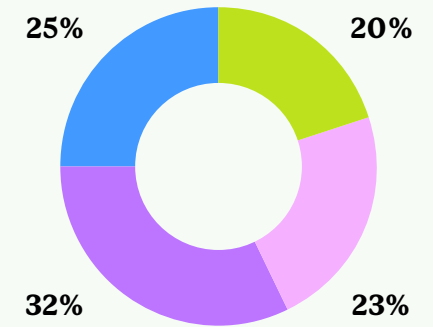
# Designing a green nudging strategy







## Defining the target audience

- Demographics
- Social group membership
- Other educational or professional associations
- Product ownership
- Values and beliefs
- Current predisposition to engage with the target behaviour

Citizen Segments:  
Ownership and use of reusable coffee cups



Base: 1,013 adults aged 18+ in Sweden who regularly drink hot drinks to take away.

-  Do not own and regularly use a reusable coffee cup
-  Own and regularly use a reusable coffee cup
-  Own but do not regularly use a reusable coffee cup
-  Do not own but receptive to using a reusable coffee cup

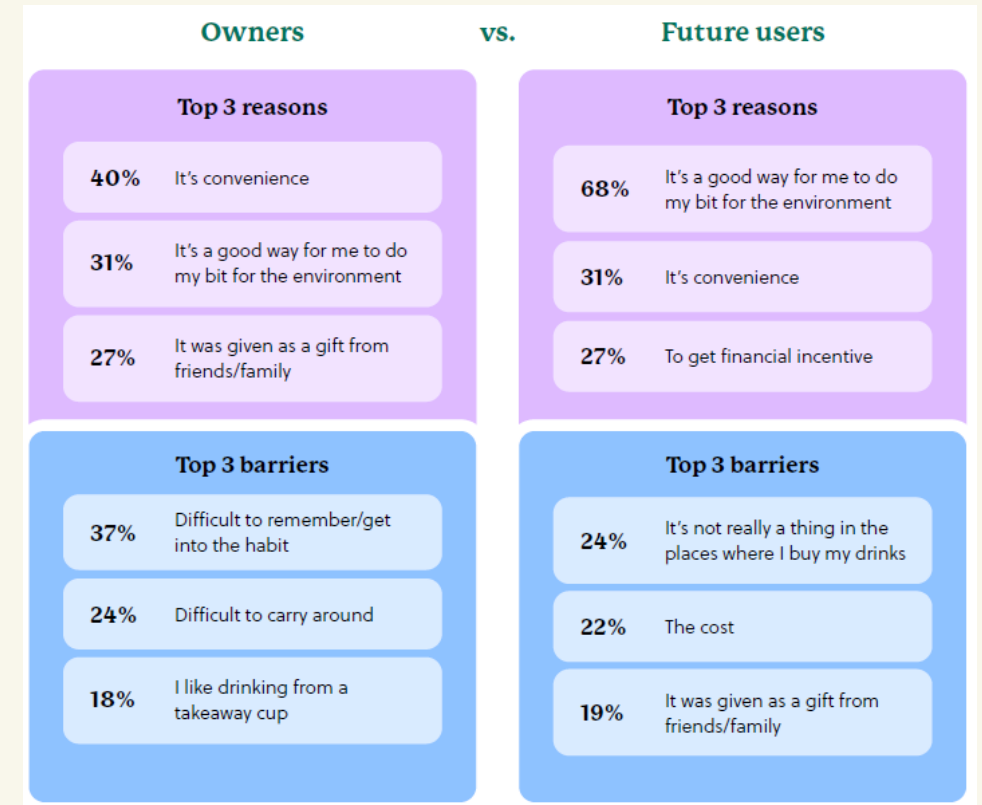
# Designing a green nudging strategy



## Understanding behaviour



## Designing solutions



# Designing solutions



- Stimulate **helpful social norms** by illustrating other peoples' reusable coffee cup use.
- Use **credible** and **relatable** messengers.
- **Reward** or **incentivise** reusable coffee cup use.
- Switch all **defaults** in favour of reusable coffee cups.



# Designing solutions



- Boost the **saliency** of reusable coffee cups.
- Frame the nudge messaging to **highlight social norms**.
- Encourage **commitments** to reusable coffee cup use



# Designing an implementation plan



Feasibility and risks



Building partnerships



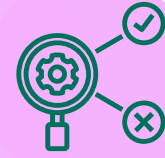
Amplifying green nudges – the customer journey



Internal collaboration



# Impact evaluation



Why evaluate?



Develop a logic map



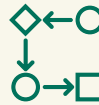
Evaluation questions



Methodology overview



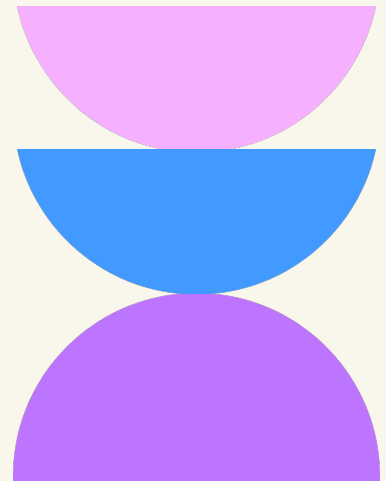
Setup requirements



Process evaluation



Test, learn and adapt



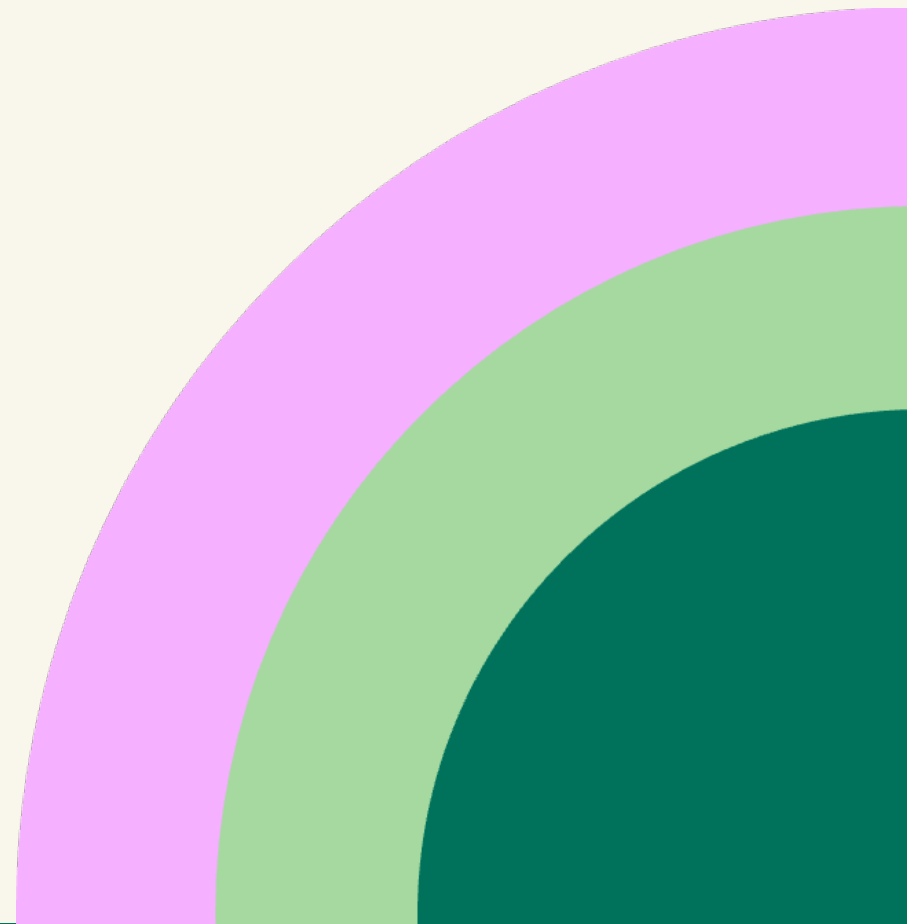


**94%** of European Citizens say that protecting the environment is important to them.



The EU is tackling the **10 single-use plastic items** most commonly found on Europe's beaches, and is promoting **sustainable alternatives.**

# Questions



A decorative graphic on the left side of the slide. It features three overlapping circles in the upper left: a large lime green one at the top, a medium blue one below it, and a small purple one to the right of the blue one. Below these circles, a brown hand is shown holding a green cup with a matching green lid. The hand is wearing a pink sleeve. The background is a light cream color, and the bottom of the slide is a solid dark green.

# What next?

Our ambition is that policymakers and businesses across the globe apply these guiding principles to other SUP materials and behaviours which are appropriate to their country's situation.

# Thank you

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