



Knowledge hub
-
Collection of best practices

Summary of the best practice

1. Title of the best practice (e.g. name of policy, programme, project, etc.) *

Little Book of Green Nudges

2. Country or countries where the practice is implemented *

136 countries

3. Please select the **most relevant** Action Track(s) the best practice applies to *

- Action Track 1. Inclusive, equitable, safe, and healthy schools
- Action Track 2. Learning and skills for life, work, and sustainable development
- Action Track 3. Teachers, teaching and the teaching profession
- Action Track 4. Digital learning and transformation
- Action Track 5. Financing of education

4. Implementation lead/partner organization(s) *

UNEP / BIT / GRID-Arendal

5. Key words (5-15 words): Please add key descriptive words around aims, modalities, target groups etc. *

Booklet composed of 40 nudges to spark sustainable, behaviour change among students and staff on campuses across several behavioural categories

6. What makes it a best practice? *

- Nudging has enormous potential to make our universities and our societies greener and we don't have time to waste.

Description of the best practice

7. Introduction (350-400 words)

This section should ideally provide the context of, and justification for, the practice and address the following issues:

- i) Which population was affected?
- ii) What was the problem that needed to be addressed?
- iii) Which approach was taken and what objectives were achieved? *

i) Everybody

ii) Climate change has been highlighted as one of the most critical consequences of unsustainable consumption and production patterns. Universities are the incubators of future entrepreneurs, leaders and decision makers.

iii) Sustainable behaviour change amongst students and staff

8. Implementation (350-450 words)

Please describe the implementation modalities or processes, where possible in relation to:

- i) What are the main activities carried out?
- ii) When and where the activities were carried out (including the start date and whether it is ongoing)?
- iii) Who were the key implementation actors and collaborators? (civil society organizations, private sector, foundations, coalitions, networks etc.)?
- iv) What were the resources needed (budget and sources) for the implementation?

*

- i) Nudging in any category please consult: <https://www.unep.org/resources/publication/little-book-green-nudges>
- ii) 2020 - 2021 for Phase I but still on going
- iii) Universities
- iv) To confirm

9. Results – outputs and outcomes (250-350 words)

To the extent possible, please reply to the questions below:

- i) How was the practice identified as transformative? (e.g., impact on policies, impact on management processes, impact on delivery arrangements or education monitoring, impact on teachers, learners and beneficiary communities etc.);
- ii) What were the concrete results achieved with regard to outputs and outcomes?
- iii) Has an assessment of the practice been carried out? If yes, what were the results? *

- i) Impact on behaviours of students and staff - to bring outside of the university community so that Universities play their influencing role on the community
- ii) 136 pilot campuses worldwide joined tested out nudges on their campuses. Specific outcomes when nudges were measured - ex: Miranda House India - Introduction of earthen clay cups, replacing paper cups. Paper cup consumption has reduced by 70%. Open to new nudges on recycling or others.
- iii) Impact yet to be measured - however survey of phase I was conducted - 23 respondents to our survey December 2021 - 18 implemented nudges prior to this project, 13 evaluated the impact of previous nudges.

10. Lessons learnt (300 words)

To the extent possible, please reply to the following questions:

- i) What were the key triggers for transformation?
- ii) What worked really well – what facilitated this?
- iii) What did not work – why did it not work? *

- i) Creation of the community with webinars to influence other universities and give ideas on how to implement best practices;
- ii) Interest on the project, universities joining the community;
- iii) COVID-19 has been the biggest challenge for implementation of nudges.

11. Conclusions (250 words)

Please describe why may this intervention be considered a “best practice”. What recommendations can be made for those intending to adopt the documented “best practice” or how can it help people working on the same issue(s)? *

Recommendation to better monitor the impact - always difficult to measure with behavioural science

12. Further reading

Please provide a list and URLs of key reference documents for additional information on the “best practice” for those who may be interested in knowing how the results benefited the beneficiary group/s. *

<https://www.youtube.com/watch?v=swWCrXBO3vc&t=3s>
<https://www.unep.org/resources/publication/little-book-green-nudges>