



# Introduction to Green Nudges in Action

## First ForestAgriGreenNudge Policy Webinar

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**NUDGES: Interventions in farmers' or foresters' decision-making "choice architecture" (framing of a problem, information available, presentation, etc.) which favour in a systematic and predictable way the adoption of sustainable practices, without modifying the economic incentives, nor reducing the decision-makers' choice set, thus preserving their freedom of choice.**

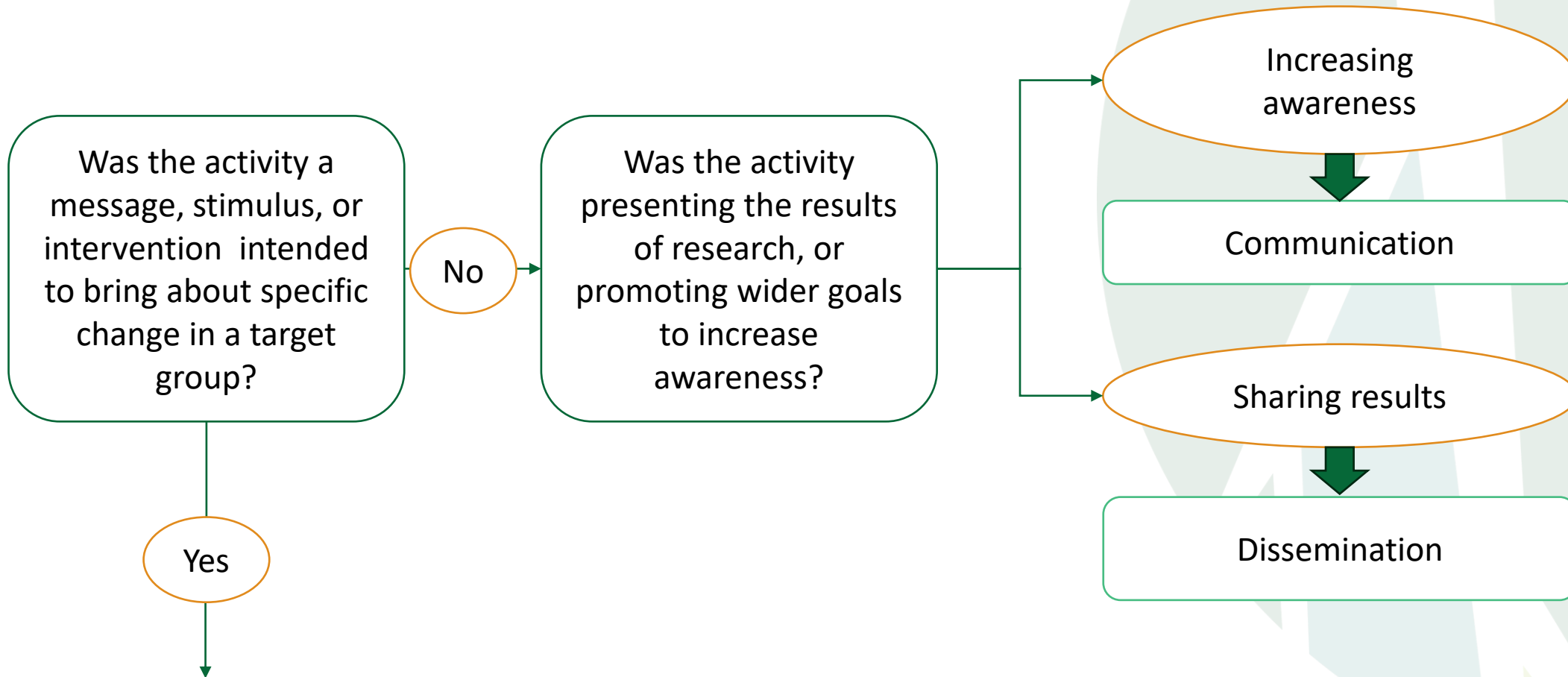


# Intervention framework

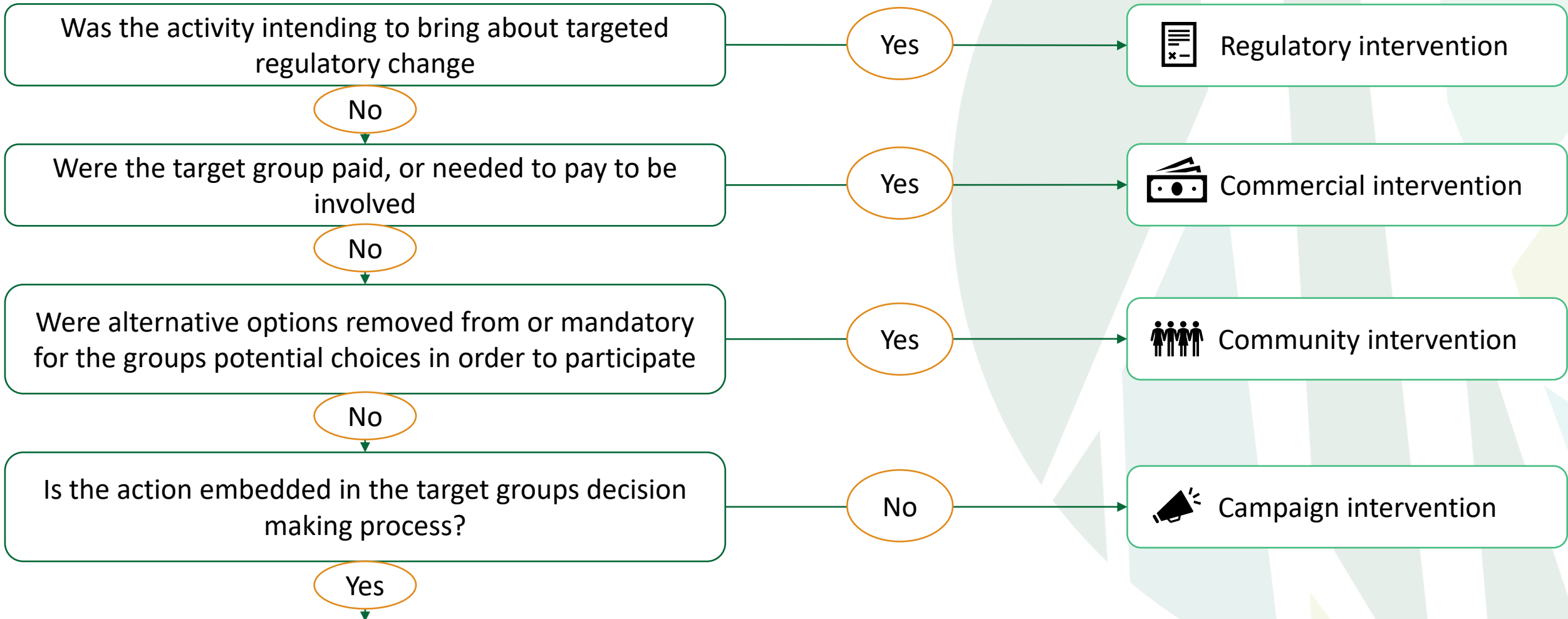
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- Is it an intervention?
- Does it target specific decisions
- Is it related to adoption of sustainable practices?
- Does it modify economic incentives?
- Does it change one or more regulations, or otherwise restrict choices?

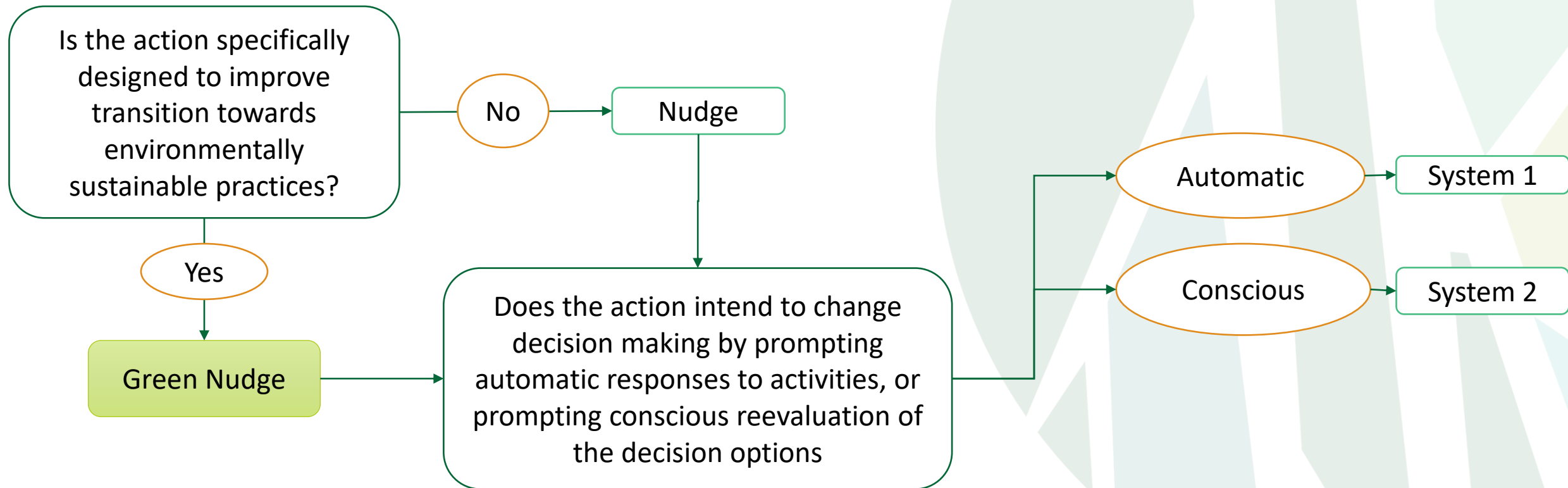
# Is it an intervention?



# It is an intervention, is it a nudge?



# If it is a Nudge, is it Green, and is it S1 or S2?



# Green Nudges in Action – Case Studies



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# Efficacy, Efficiency and Ethics

Attribute	Scale
<b>GreenNudge</b>	<b>Poor</b> ; Acceptable; <b>Good</b>
<b>Effectiveness</b>	<b>Low</b> ; Medium; <b>High</b>
Effect	<b>Small</b> ; Medium; <b>Large</b>
Evidence	<b>Weak</b> ; Medium; <b>Strong</b>
External validity	<b>Low</b> ; Medium; <b>High</b>
Persistence	<b>Low</b> ; Medium; <b>High</b>
<b>Efficiency</b>	<b>Low</b> ; Medium; <b>High</b>
Nudger effort	<b>High</b> ; Medium; <b>Low</b>
Nudgee burden	<b>High</b> ; Medium; <b>Low</b>
Implementation complexity	<b>High</b> ; Medium; <b>Low</b>
Monitoring	<b>Poor</b> ; Acceptable; <b>Good</b>
<b>Ethics</b>	<b>Poor</b> ; Acceptable; <b>Good</b>
Transparency	<b>No</b> ; Partial; <b>Yes</b>
Fairness	<b>Low</b> ; Medium; <b>High</b>
Data protection	<b>Poor</b> ; Acceptable; <b>Good</b>

# Effective change comes from multiple interventions



# Effective change comes from multiple

**Disclaimer** This Green Nudge Library is a repository for Green Nudge resources curated by the EU ForestAgriGreenNudge project (101133987). The cooperating partners have no economic responsibility whatsoever for losses due to using this service.

## Green Nudges in Agriculture and Forestry

Explore how subtle, non-financial interventions—known as green nudges—can encourage more sustainable practices in farming and forestry. This short video introduces the science behind nudging, highlights its ethical dimensions, and presents the “Conscious Nudgee” principle, which invites farmers, foresters, and citizens to co-create these interventions. A fresh take on behavior change that puts participation and transparency at the center.



Sector

Project

Resource type



**Green Nudges in Agriculture & Forestry Conference 2025**



**ForestAgriGreenNudge Project: Nudging sustainability to improve eco-friendly choices in agriculture and forestry (2024-2028)**



**PRUDENT: Promoting Green Nudging for Sustainable Agriculture and Forestry (2024-2028)**



**Towards applying Nudge Thinking to EU Policies (own-initiative opinion: 2016)**





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