

**climate  
nudge**



# Forestry case study: Climate Nudge project

**First ForestAgriGreenNudge Policy Webinar**

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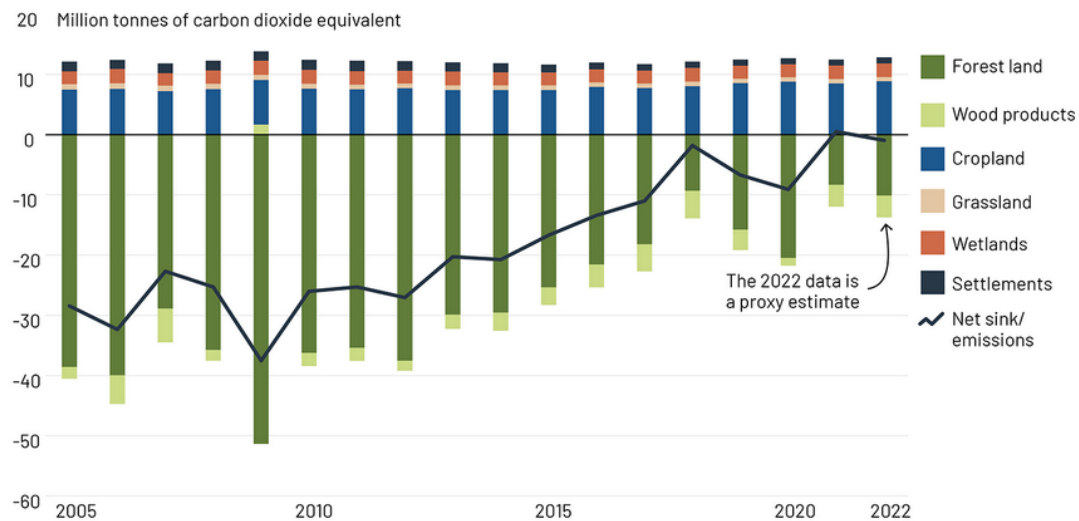
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# Why to nudge NIP forest owners?

- **Forests are a carbon sink – forestry and logging practices have an impact on carbon balance**

- **Non-industrial private forest owners are an important and multifaceted group of landowners**

## Development of emissions and sinks in the land use sector



**60 %**

**OF FINNISH FORESTS ARE OWNED BY PRIVATE PERSONS**

Private persons' forests produce 80 % of the industrial wood demand.

**IN FINLAND, THERE ARE**

**620 000**

**PRIVATE FOREST OWNERS**

Every ninth Finn owns forest.

# Role of nudging in changing behaviour

- **Nudges can influence behaviour by changing the choice environment without removing freedom of choice.**
- **Conditions for effectiveness:**
  - the target behaviour is simple and concrete small inattention, habits, or default effects are part of the problem
  - the nudge is delivered timely, often close to the decision point
  - the message comes from a credible and trusted source
  - the desired action is low-cost and does not conflict with strong economic incentives
  - the intervention fits existing social norms or helps make positive norms visible

# Two examples of nudging forest owners

## Our experiments focused on nudges in a digital environment.

### • Metsään.fi

... is the Finnish Forest Centre's free online service for forest owners and forest service providers, offering property-specific forest data and tools for managing forest-related matters.

**Nudge: to raise forest owners' awareness of the potential forest management options needs present in the estate and to encourage them to implement the activity.**

**Measured from registry data on subsidy applications.**

### • The Forest Management Recommendations

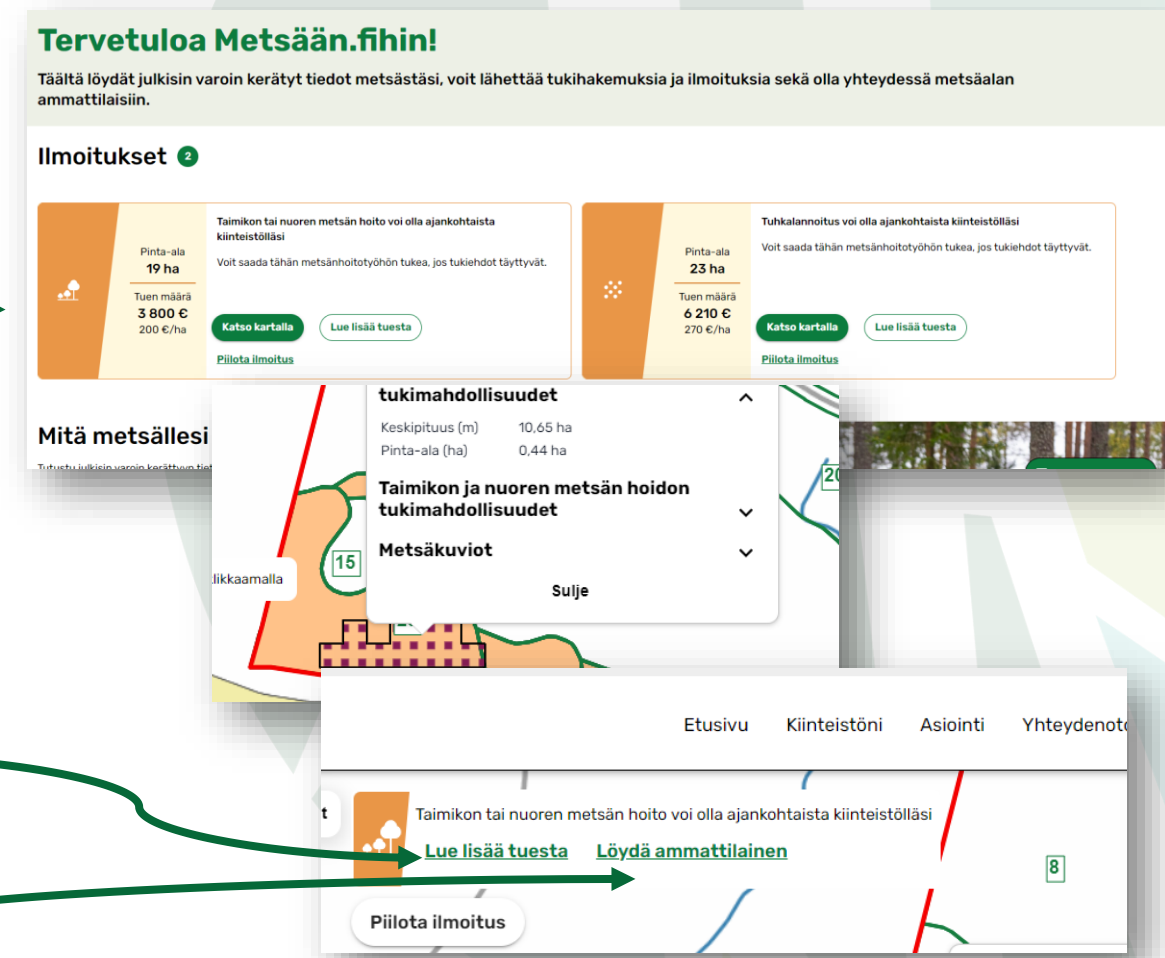
... website presents Finland's best practices for sustainable forest management, covering economic, ecological, social, and cultural sustainability. It is intended for forest owners and forestry professionals, and provides practical guidance and tools to support forest management decisions and implementation.

**Nudge: to motivate site visitors to examine additional information on the role of forests in carbon sequestration**

**Measured from the data of opening additional information**

# Metsään.fi ...

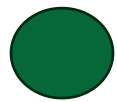
- **Saliency:** information on the implementation potential was visible right after the sign-in
- **Provision of relevant information:** financial factors important, also many forest owners who are unaware of the activity. Visualization of the potential on the map.
- **Simple route to action:** links to read more or to find a suitable forest professional for implementation.



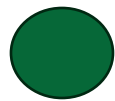
# The Forest Management Recommendations

- **Priming nudge: Forests play a significant role in climate change mitigation. A range of measures aimed at enhancing carbon sequestration can also support, for example, the economic returns from forests, their recreational use, and the conservation of biodiversity and other natural values.**

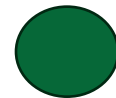
- **Social nudge: Most forest owners consider it important that forest management can contribute to climate change mitigation.** How important do you consider it that forest management contributes to climate change mitigation?



Important

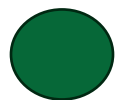


Neutral



Not important

- Would you like to read more about measures to mitigate climate change in forest management and use?



Open additional information



Skip additional information and end the survey

# Lessons learned

- **Decisions on forest management are not best suited for nudging because of slow decision-making, decisions are made infrequently, and there are long-term effects**
- **-> nudge+/boost may be more suitable**

- ★ the target behaviour is simple and concrete
- ★ small inattention, habits, or default effects are part of the problem
- ★ the nudge is delivered close to the decision point
- ★ the message comes from a credible and trusted source
- ★ the desired action is low-cost and does not conflict with strong economic incentives
- ★ the intervention fits existing social norms or helps make positive norms visible

# climate nudge



# PTT

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