



## COMPETITION REGULATION

Individuals, governments and businesses heavily rely on the assumption that individual and social behaviour results from rational, conscious, aware decision making: people are fully able to act in their best interest.

In reality, research coming from Behavioural Sciences has extensively demonstrated that a huge gap between our intentions and actions exists.

Much of our behaviour is nonconscious, automatic and driven by small cues on our environment or in the way the choices are presented. By altering any aspect of the choice, behaviour can be altered in a predictable way, without forbidding any option, or as behavioural economists say, significantly changing their economic incentives. We call this operation introducing a Nudge.

Nudges can take many forms and are applicable virtually in all domains; some examples:

- **Default Organ Donations:** Most EU countries managed to achieve 90% donation rate just by changing the order in which you decide to participate: opt-out is 90% more effective than opt-in.
- **Paying taxes:** An experiment in the UK showed how by sending social normative messages ("9 out of 10 people in your area already paid") , tax payments increased 15% compared to other collection methods.
- **Make people use recycle bins:** Using printed footprints on the ground, nudges users towards the bin, increasing the volume of correctly collected litter by 50%!

**Behave! Portugal** is the first hackathon directed to graduates of all fields that revolves on using nudges to solve real social and business problems.

The challenge is part of the second edition of the event Nudge – O Poder da decisão, jointly organized by Expresso and Nudge Portugal: It is a (xxx)-day conference that addresses the use of behavioural science applied to different verticals of the Portuguese market. The challenge is co-created around real problems that the sponsors, some of the leading organizations of Portugal, have to deal with in the present.



# Behave! Portugal

Specifics about the **Behave! Portugal**:

**WHAT IS IT?** **Behave! Portugal** is a behavioural change competition, in which teams develop solutions to real-life issues. In a time-pressured environment, the teams will have to design a creative solution, leveraging behavioural science, that should be:

- **Applicable:** Your solution can and should be easy to implement
- **Testable:** Your solution needs to be robust and testable against the current state of things.
- **Impactful:** Your solution needs to have the potential of having a substantial impact on society

## **WHY?**

The primary purpose of Behave! Portugal is to produce innovative and feasible solutions to a common problem that some of the most relevant companies in Portugal are currently facing across several industries.

## **HOW?**

The competition will have 2 phases:

1. Phase 1 (Pre-selection): employ your creativity and skills to address a problem that is afflicting the country. Your goal is to be creative, innovative and behaviorally aligned. Demonstrate that you can harness the power of Nudges
2. Final Challenge: A real challenge provided by the partners. You'll receive support, mentoring and advice on your idea. Divided into steps, and taking place during the Nudge week 21'. Finalists will be broadcasted when presenting their solution!

**WHEN:** 26 of May to 7 of June

## **How to apply?**

The competition is meant to be solved as a team!

You can participate in teams of 2 to 5 people maximum; in case you want to participate but haven't got a team yet, you can do the preselection alone nevertheless: we'll help you match with other participants that passed the preselection!



# Behave! / Portugal

## **The pre-selection challenge:**

Of all the plastic we produced only 9% has been recycled. Furthermore, every year the world is producing more and more plastic. The consequences are severe, from damaging human health by releasing toxic chemicals to contaminating the soil.

It has been estimated that more than 100 million tonnes of plastics are produced for single-use purposes. There is an increasing trend of consuming food in disposable takeaway food packages and one of the most critical environmental aspects related to this type of packaging is waste generation.

There is a need to consider alternative solutions to single-use plastic take-away food packaging. From July of 2021, a new law will be in place in Portugal to help reduce the usage of single-use plastic: Any food retailer will be obliged to accept personal containers in a take-away order.

Your challenge is to use behaviour science and nudge theory to come up with a creative and real solution to increase the usage of personal containers when getting takeaway food.

This is a global challenge and we do understand that there is no one cure to solve this problem. Nevertheless, facing a large problem is like eating an elephant; You take one bite at a time.

We're more interested in seeing your creativity and ability to reason under the nudge framework rather than coming up with a complete solution.

How to submit your idea:

Please submit your creative ideas in a video format (no more than 90 seconds), and/or as a PowerPoint presentation (max 3 slides) where you should answer the following points:

1. Describe the human behaviour/situation being nudged.
2. Describe the intervention and why it may work.
3. How would you test and measure the results?

## **References & Resources:**

[https://www.behaviouralinsights.co.uk/wp-content/uploads/2015/07/BIT-Publication-EAST\\_FA\\_WEB.pdf](https://www.behaviouralinsights.co.uk/wp-content/uploads/2015/07/BIT-Publication-EAST_FA_WEB.pdf)

<https://www.notion.so/A-Database-of-100-Nudge-Case-Studies-and-Research-Papers-538df3db3fa14627a099bba181be77fd>

<http://www.nudgingforgood.com/>