

# NUDGEATHON™



**NUDGEATHON**  
BEHAVIOUR / INSIGHT / CHANGE

# INTRODUCTION

Behavioural science represents a developing but established approach to understanding human behavioural change. Built on a strong scientific heritage, it draws on insights and methods from psychology, economics and neuroscience. Fundamentally, it challenges the view that people always behave with rational self-interest. Evidence shows that people often make decisions intuitively, effortlessly and with little conscious awareness. These decisions encompass a wide variety of biases and rules-of-thumb with practical and often severe implications in efforts to facilitate change. An understanding of these biases can help us design environments that circumvent the biases, or even use them to achieve positive outcomes.

Crucially, an understanding of behavioural science provides a practical approach to overcoming barriers to change. This involves designing environments and interventions that use behavioural insights to help people better achieve what they want and need.



# WHAT IS A NUDGEATHON™?

Nudgeathon™ is a two-stage crowdsourcing event in which decision groups draw on insights and methods from psychology, economics, design and the performing arts to produce implementable solutions to major problems involving human behaviour. By leveraging the combined power of diversity, expert knowledge, and competitive group analysis we create new ideas and stress test them.

The concept was developed in 2015 at the Warwick Business School and has since gained international acclaim through its highly effective application. To date we have carried out over a dozen Nudgeathons across four continents, which have all been received with high commendation from all partner organisations and participants.

## Some Past Nudgeathons™

Location	Problem	Client/partner organisation
South Africa	Reducing learner on learner violence in schools	Western Cape Government
Kuwait	Encouraging entrepreneurship among youth in Kuwait	AlPassion, Kuwait Foundation for the Advancement of Sciences, Kuwait Ministry of State for Youth Affairs, Kuwait National Fund, Kuwait Public Policy Center, Kuwait General Secretariat of the Supreme Council for Planning and Development
China	Reduce misinformation and negative information on social media	RELAY China (a private organisation of second generation entrepreneurs)
Mexico	Reduce plastic bottle litter	National Autonomous University of Mexico (UNAM), PUMAGUA
Australia	Encouraging youth to volunteer	QUT's Queensland Behavioural Economics Group (QuBE), the Behavioural Economics Team of the Australian Government (BETA), the Local Government Association of Queensland (LGAQ) and the Australian Department of Social Services
Australia	Encouraging consumers to switch to better financial products	Australian Government Treasury, QUT's Queensland Behavioural Economics Group (QuBE), the Behavioural Economics Team of the Australian Government (BETA)
UK	Early diagnosis of atrial fibrillation	National Health Service
UK	Reducing energy consumption	The University of Warwick
UK	Creating value of personal data among online users	Hub of All Things Data Exchange (HATDeX)
UK	Increasing uptake of folic acid supplements by women of childbearing age	The Behavioural Insights Team (UK Cabinet Office), Ogilvy & Mather
Sweden	Strengthening the local economy	GöteborgsLokaler,
UK	Building financial resilience	Which?



# PROPOSED AGENDA

Each element in Nudgeathon™ is flexible and can be scaled to meet your needs.

Date: TBC	Location: TBC
<b>Day 1</b>	
08.30-9.00	<b>Registration and refreshments</b>
9.00-9.30	<b>Welcome and problem brief presentation</b> Nudgeathon works with the partner to create the problem brief.
9.30-10.30	<b>Role play and team activities</b> In this session we bring the problem brief to life through the use of role play by professional actors and live interviews with the stakeholders. The session also includes team building and creativity activities.  Led by: Nudgeathon™ Create Attendees: Nudgeathon teams only
10.30-11.00	<b>Tea/Coffee</b>
11.00-13.00	<b>Behavioural Science (Theory and Practice)</b> A master class in the theory and practice of behavioural science. Participants get introduced to the latest developments in the field of behavioural science with an emphasis on how to apply these behavioural insights in practice to bring about change. The master class is customized based on the challenges raised by the problem brief.  Led by: Nudgeathon™ Behavioural Science Attendees: Nudgeathon teams, 35 additional change makers for whom this will be a standalone training in behavioural science
13.00-13.45	<b>Lunch</b>
13.45-15.00	<b>Nudgeathon session I</b> Teams start working on the problem brief in their respective syndicate rooms  Note: Each <i>Nudgeathon session</i> will be facilitated by Nudgeathon™ team members.
15.00-15.30	<b>Tea/Coffee</b>
15.30 onwards	<b>Nudgeathon session II</b> Teams continue working on the problem brief. They can work however long they want.  Note: Each <i>Nudgeathon session</i> will be facilitated by Nudgeathon™ team members.



# PROPOSED AGENDA

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## Day 2

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08.15-08.30 **Tea/Coffee**

08.30-12.30 **Nudgeathon session III**

Teams continue working on the problem brief in their respective syndicate rooms.

Note: Each *Nudgeathon* session will be facilitated by Nudgeathon™ team members.

12.30-13.00 **Lunch**

13.00-14.30 **Nudgeathon session IV**

Teams continue working on the problem brief in their respective syndicate rooms.

Note: Each *Nudgeathon* session will be facilitated by Nudgeathon™ team members.

14.30-16.30

**Team presentations**

Teams present their solutions to the judging panel comprising.

Judging Panel:

x1 Behavioural science academic

x1 Behavioural science practitioner

x2 Representatives from partner side

16.30-17.30

**Drinks**

**And the winners are...**

Each team receives feedback from the judges and the winners are announced.

The winning team usually receives a prize and trophy. All Nudgeathon participants receive a certificate of recognition.

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# HOW TEAMS ARE FORMED?

There are usually six teams of five people each participating in the Nudgeathon™. Each team is roughly half behavioural science and design experts and half problem owners (the exact composition depends on the problem brief). The behavioural science and design experts are recruited through a competitive application process.

## BEYOND NUDGEATHON™

We strongly emphasize that a key aspect of Nudgeathon™ is crowd-sourcing, in that while one team's idea might be judged as best by a judging panel, the goal of Nudgeathon™ is to generate a wide range of solutions that ultimately can be combined to form an integrated approach to the behavioural problem being examined.

Following on from Nudgeathon™, we carry out an expert behavioural audit session to consolidate the ideas emerging from the event into scientifically robust interventions.

## DELIVERABLES

We deliver the following:

1. Pre-Nudgeathon™ workshop with core team to develop problem brief
2. All Nudgeathon™ templates
3. A successful two-day Nudgeathon™
4. Post-Nudgeathon™ workshop with core team to consolidate ideas presented by the teams



# WHY HOLD A NUDGEATHON™?

1. Nudgeathon™ helps in mainstreaming the use of behavioural insights and develop buy-in from strategic partners.
2. Nudgeathon™ provides a safe, burden-free and fresh space for multiple problem owners to come together, share their perspectives, understand each other's perspectives, develop a shared understanding of the problem and finally work together to find solutions to the complex problem. This is often quite difficult to achieve in a short period of time.
3. Nudgeathon™ serves as a capacity building initiative as all participants not only receive training in behavioural science but also get hand-on experience of applying behavioural insights to practice and get immediate feedback.
4. Nudgeathon™ helps create a strong behavioural science network through linkages with industry and academia as well as international linkages through Nudgeathon™ global network.

