

Green nudging, underpinned by data, can significantly impact society by subtly steering individuals towards sustainable behaviors. Leveraging cognitive biases and habits, it promotes environmentally friendly choices without restricting freedom. Data provides insights to understand behavioral patterns, tailor nudges, and measure their impact, leading to continuous refinement of strategies.

This approach can effect substantial changes in energy consumption, waste reduction, and conservation efforts. By making the sustainable option the default, green nudging aids society's transition towards sustainability, fostering a more environmentally conscious society. Thus, the combination of green nudging and data is a powerful tool for promoting sustainable behaviors.

Green Nudging is realized together with the Waddensea National Park in Denmark part of the Waddensea World UNESCO Heritage site.