



CAJA
BEHAVIOURAL SCIENCE

WHAT IS A NUDGE?



Volkswagen

Piano stairs

As part of Volkswagen's Fun Theory initiative, an innovative way to incentivise people to take the stairs instead of the escalator was designed.

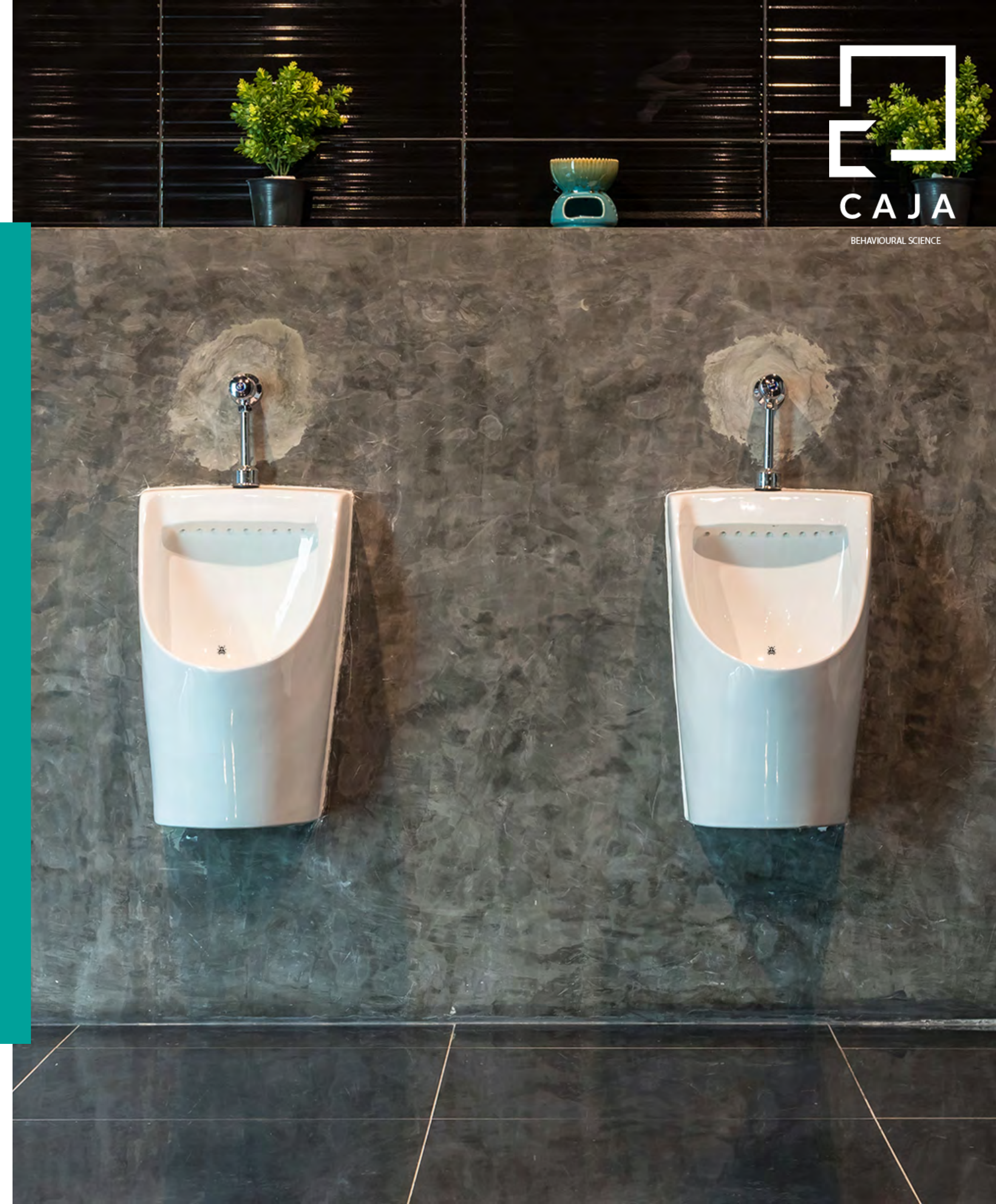
Piano stairs were an ingenious solution, with each step actually playing a note as you walk up. The use of stairs increased by 66%.

Schiphol Airport

Reducing Cleaning Costs

Schiphol Airport in Amsterdam wanted to reduce cleaning costs and requirements by reducing the need for floor cleaning in the male toilets.

They came up with the idea of fly stickers on the urinals to give men something to aim for, reducing cleaning time and costs by about 80%.



Westminster Council Cigarette butts

Westminster Council wanted people to bin their cigarette butts.

Common Works invented the 'ballot bin' to incentivise people to 'vote with their butts', rather than drop them on the floor.





Middlesbrough

Covid-19 Vaccines

Working with Public Health South Tees, Caja increased Covid-19 vaccinations among young and working age men in Middlesbrough by 10%, by reminding them what they were missing.




“You’re not singing anymore!”
Let’s keep our stadiums full.
Get your COVID-19 vaccine today.

So what exactly is a nudge?

A Nudge is anything that influences a person to behave in a certain way without reducing the choices available to them. The person always remains in control.

At Caja, we have a tried and tested approach of using our knowledge of Behavioural Science to ethically 'nudge' behaviours to achieve tangible results.

Using nudges we have:

-  Increased cancer screening uptake in South Yorkshire by 25-29%
-  Increased logistics productivity for Gloucestershire County Council Community Equipment Service by 20%
-  Increased Covid-19 vaccinations among young and working age men in Middlesbrough by 10%

We get results, you can too.

Join our Behavioural Science Academy today!