1. Who

Institutions that apply behavioural insights to policy

Public institutions

Municipality of Malmö
Swedish Agency for Economic and Regional Growth
Swedish Consumer Agency
Swedish Energy Agency
Swedish Energy Markets Inspectorate
Swedish Environment Protection Agency
Swedish Ministry of Enterprise
Swedish National Food Agency

Research institutions

Beier Institute of Ecological Economics
Experio Lab
Lund University

Other institutions (private and non-profit)

A Win Win World (Nudging Sweden)
Beteendelabbet
Copenhagen Economics
Swedish Media Cooperative and Sustainable Lifestyle Magazine Camino
Swedish Nudging Network

Level of implementation

National, local
2. How

Level of use of behavioural insights

- **Behaviourally-tested initiatives**: initiatives explicitly tested, or scaled out after an initial ad-hoc experiment.
  - ✓

- **Behaviourally-informed initiatives**: initiatives explicitly based on previously existing behavioural evidence.
  - ✓

- **Behaviourally-aligned initiatives**: initiatives that, at least a posteriori, are implicitly aligned with behavioural evidence.
  - ✓

Methodologies used

- Literature review
- Experiments (laboratory, randomised controlled trials – RCTs)

3. What

Policy areas where behavioural insights are applied

- Consumer protection
- Environment
- Health

Examples of policies using behavioural insights

**Consumer protection**

*Reducing impulsive behaviour and blind reliance on advisors* (behaviourally-tested initiative).

The Swedish Consumer Agency conducted an experimental study which aimed at testing whether consumers changed their behaviour when interacting with financial advisors. The study feeds the agency’s work on how to empower consumers in the financial sector. The evidence collected suggests that best choices are made when the consumer has the time and knowledge to make his or her own decision, instead of relying on a financial advisor [Source: questionnaire].

**Environment**

*Encouraging waste recycling* (behaviourally-tested initiative). A recent study carried out in the city of Gothenburg investigated the performance of waste sorting infrastructure in two buildings comprising 92 apartments. The study pointed to a mismatch between the available infrastructure – the
sorting containers – and users’ needs and habits. Indeed, while the sorting containers differentiate between packaging and non-packaging waste, users tend to categorize waste by material. Although not meeting the requirements of a proper trial, the study aimed at taking the users’ perspective into account with the goal of increasing waste recovery targets.

Health

*Raising organ donation* (behaviourally-aligned initiative). The classic and much cited study “Do Defaults Save Lives?” powerfully illustrates the influence of defaults on organ donations. The study used behavioural science to shed light on the mismatch between positive public attitudes toward organ donation and the actual low share of people registered as potential donors. This mismatch is likely due to people’s tendency to avoid the cognitive and emotion effort associated with signing a donor card. In line with this evidence, Sweden has an opt-out system, whereby individuals are presumed to have given their consent unless they actively refuse to do so.

4. Where

**Institutional structure & capacity**

There is no formal structure, team, or person in charge of, applying behavioural insights within the Swedish government, at any administrative level.

**Knowledge base**

The Swedish Agency started to take behavioural insights into account in a more structured way, hence including behavioural insights in order to boost policy options. The concept of nudging is well known among relevant actors, to the extent that the Swedish Environmental Agency published in 2014 a report\(^1\) entitled “Nudging”. The report shows how environmental issues can be mitigated through nudging.

Likewise, some municipalities have started to take behavioural insights into account, mainly through international projects such as GAIA and project run by Experio Lab\(^2\).

A Swedish study\(^3\) examined the factors promoting pro-environmental behaviours (e.g., purchase of eco-labelled products and waste separation). The study analysed self-reported data from the section “Attitudes of the European Citizens towards the Environment” of the Special Eurobarometer 75.2 dataset. The sample included 1507 observations, of which 1005 were from Sweden. The study provided several suggestions for policy measures, such as changing the choice architecture (e.g., raising the availability of recycling services), changing the legislative and institutional framework, providing information on environmental impacts of specific behaviours and adapting this to different target groups, and finally improving labelling of environmentally friendly products.
Networks and collaborations

Two networks currently exist at the Swedish national level, namely the Swedish Nudging Network and Nudge Sweden, both stemming from private initiatives. There is an interest in sharing best practices both from the public and private perspectives.

Are you aware of any new or missing information? If so, please provide us here with your contribution!