

How to encourage people to take action to achieve SDGs using Nudge Theory

W202102  Sanjo high school, Niigata

Motive

When we searched about SDGs achievement rate, we found there are **so many** announcements, **but** the achievement rate is very **low**.

Experiments

We put up awareness posters using nudges around the school and compared the results.

1 Polite or Rude

Please lock your locker



Lock your locker!!!



2 Positive or Negative

Thank you for putting slippers together!



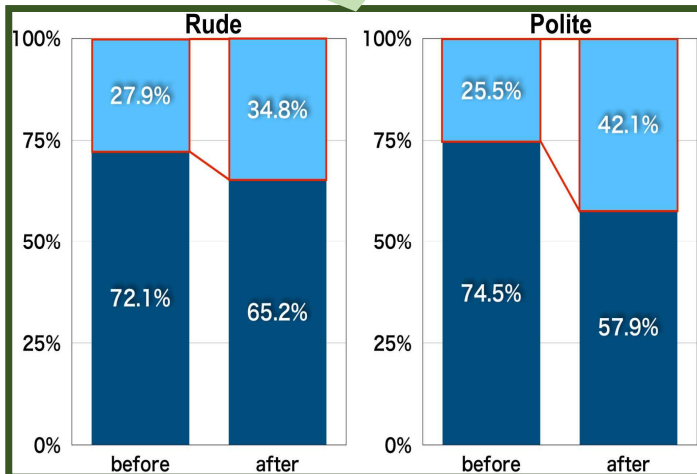
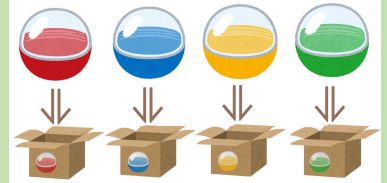
All slippers cannot be put away unless everyone puts them together.



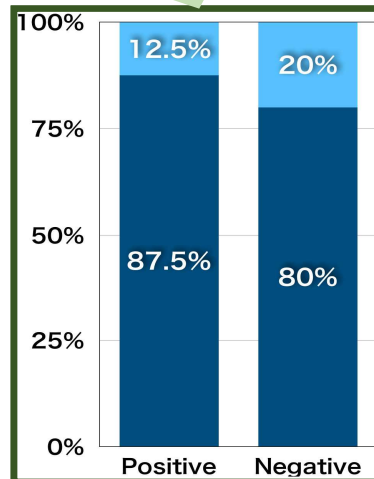
3 Word or Picture

We are collecting the capsules by its colors!
Please put into...

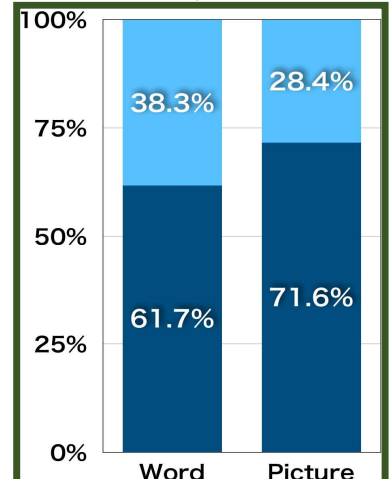
Red ⇒ The leftmost box
Blue ⇒ The second box from the left
Yellow ⇒ The second box from the right
Green ⇒ The rightmost box



Polite > Rude



Positive > Negative



Pictures > letters

Suggestion

- Use **pictures** instead of letters
- Use **understandable** pictures
- (In case of adding letters)
Write **positive** expression with **polite** words

EX.

