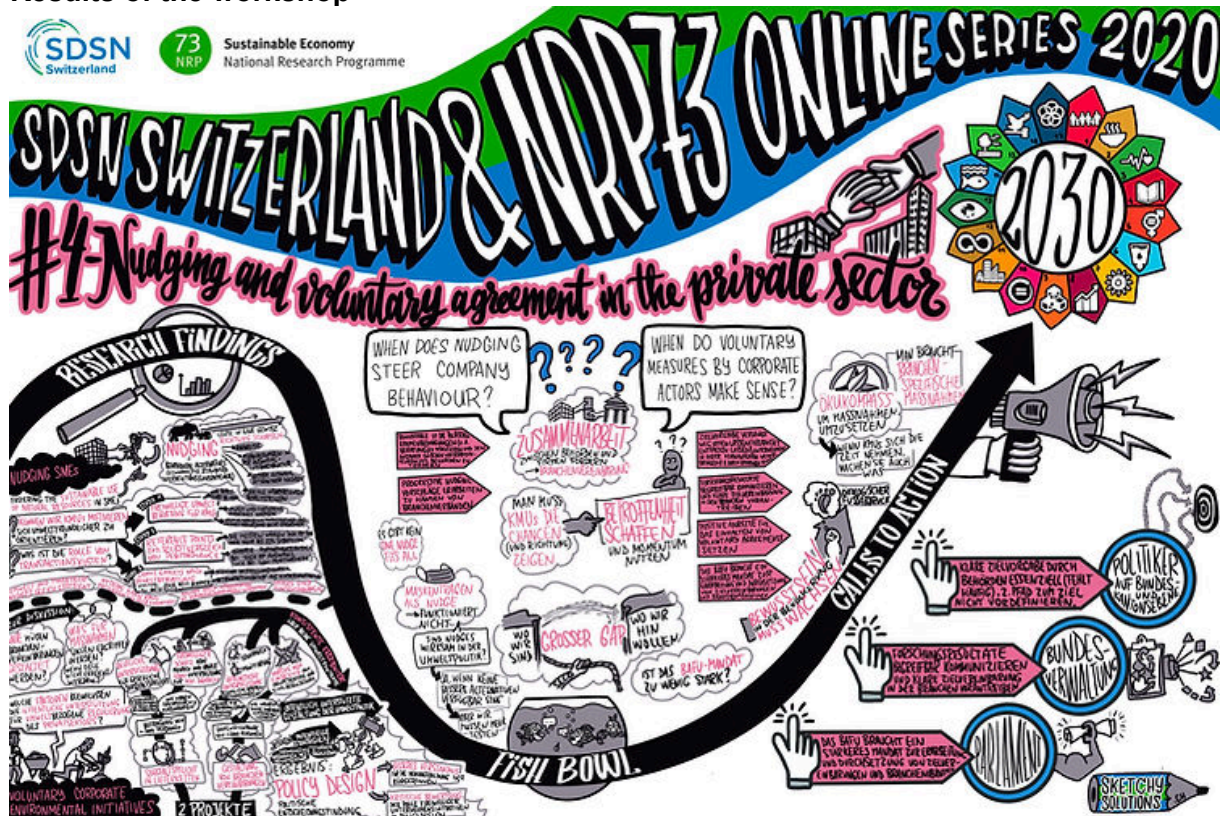


Online Workshop Session: Nudging and voluntary agreements in the private sector

Part of a series of online workshops by SDSN Switzerland and NRP 73 'Sustainable economy'

30.06.2020 | 15:00 – 17:00 | online via ZOOM

Results of the workshop



Graphic Recording by Filippo Buzzini, www.sketchysolutions.ch

[Link to download](#)

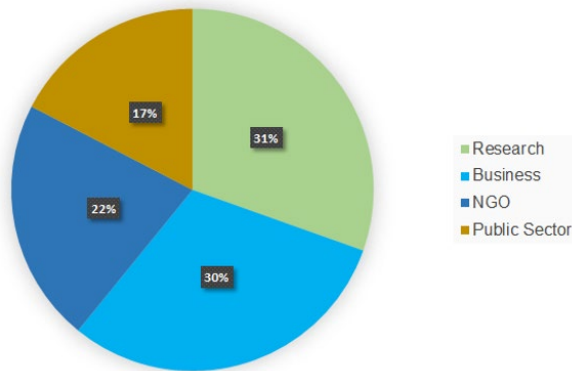
Calls to action

- **An die Politiker auf Bundes- und Kantonsebene:** Klare Zielvorgabe durch Behörden essenziell (fehlt häufig!) 2. Pfad zum Ziel jedoch nicht vordefiniert (so können Unternehmer ihre Kreativität einsetzen)
- **An die Bundesverwaltung:** Forschungsergebnisse begreifbar kommunizieren und klare Zielvereinbarungen in den Branchen vereinbaren.
- **An das Parlament:** Das BAFU braucht ein stärkeres Mandat zur Erarbeitung und Durchsetzung von Zielvereinbarungen und Branchenabkommen.

Presentations Input Session Leaders

- [Drivers of public support for environmental regulation of companies' activities \(Dennis Kolcava, Thomas Bernauer\)](#)
Video: [WS4 Dennis Kolcava](#)
- [Fostering the sustainable use of natural resources in SMEs \(Jan Schmitz\)](#)
Video: [WS4 Jan Schmitz](#)

Participants (29)



The potentials of nudging and voluntary agreements to steer company behaviour

In this session we will explore the potential of nudging and voluntary agreements in the private sector for the transition towards a sustainable economy. The NRP 73 research project [Nudging SMEs](#) of Dr. Jan Schmitz uses behavioural experiments to study company decisions and to test whether and how nudging can be applied to steer company behaviour. The research project from Prof. Dr Thomas Bernauer [Voluntary Corporate Environmental Initiatives](#) investigates the interplay between voluntary business initiatives and state intervention from a public opinion perspective.

Objectives of the workshop

- Presentation of research findings
- Discussion of the implications for companies and policy making
- Exploring the role of nudging and voluntary agreements in the private sector and the impact on the appropriate policy mix
- Formulate three calls to action and address them to specific stakeholders

Session leaders & Experts

Session leaders:

- Prof. Dr. Thomas Bernauer, Professor of Political Science, Center for Comparative and International Studies / Director of the Institute of Science, Technology and Policy, ETH Zurich
- Dr. Jan Schmitz, Senior Researcher, Institute for Environmental Decisions, ETH Zurich
- Dennis Kolcava, PhD candidate, Center for Comparative and International Studies, ETH Zurich

Experts

- Patrick Jäger, Project leader, Ökokompass, City of Zurich
- Dr. Basil Oberholzer, Wissenschaftlicher Mitarbeiter Sektion Ökonomie, BAFU

Co- Organizer



Sustainable Economy
National Research Programme