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Humor and cute animals are the most effective weapons in the battle against cigarette litter

A Win Win World's nudge to tackle cigarette litter in the City of Gothenburg wins the international prestigious competition Nudge Awards 2018. The winning concept combining orange ashtrays, cute animals a dose of humor proved to be 70 percent better than the traditional black ashtrays often seen in cities all over the world.

Since autumn 2016, the city of Gothenburg, together with the company A Win Win World, has carried out two different studies to nudge cigarette litter of the streets. It is a large environmental, aesthetic and budgetary problem and the city had difficulties to tackle it. In Sweden, litter from tobacco related products stands for 80 percent of all waste in the streets.

The city decided to try something new and took help from A Win Win World experts on behavioural design to come up with new innovative ideas and a bit of the glimt-in-the-eye-humor that the city of Gothenburg also is known for. Signs with a cartoon pigeon were set up with the message "Please stub out in the ashtray, the pigeons are trying to quit smoking". The ashtrays were also painted orange to increase visibility. The stunning result showed that the ashtrays with the nudge worked 70 percent better than plain black ashtrays.

Now other Swedish cities like Lund, Trelleborg, Ystad and Nyköping have been inspired from the results in Gothenburg and recently set up their own signposts with cute animals asking people to help them quit smoking.

- It has proved to be an appreciated and efficient method, says Stefan Risedahl, Project Manager, City of Gothenburg.

The project is the winner of 2018 Nudge Awards in the category "the most effective". Nudge Awards recognizes the greatest examples of applied behavioural science every year. In the jury you find well known scientists like Dan Ariely, Diana Fleischman and Alain Samson. The winner of 2017 Nobel Prize in Economics, Professor Richard Thaler, is among previous jury members.

- This is a great recognition for the project and also for nudging as a method for sustainable behavioural change. We are looking forward to help more cities to use innovative ideas to reduce littering and tackle other behavioural challenges, says Katharina Paoli, Managing Director at A Win Win World.



Text to picture:

Orange ashtrays and signs with cute animals have proven to be an effective tool to make people put their cigarette butts where it's suppose to be - in the ashtrays instead of in the street.

Read more about how we got the cigarette litter of the streets: <https://bit.ly/2K4nGiA>

About Nudge Awards: <http://www.thenudgeawards.com>

Pictures: <https://www.awinwinworld.com/en-GB/press>

Youtube: <https://bit.ly/2l8CUrU>

For interviews about the project and about nudging:

Katharina Paoli, Managing Director A Win Win World,
+46 (0)709-530153, katharina@awinwinworld.com

For more pictures or film material contact:

Catrin Offerman, Communications Manager A Win Win World
+ 46 (0)70-1919400 catrin@awinwinworld.com