

# Nudging in occupational safety

L. Bornfeld, P. Franz, N. Hanning, A. Kahl



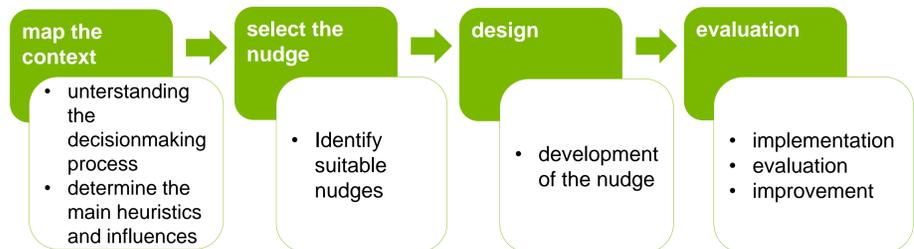
## initiation

Nudging is a term of behavioral economics and describes one "gentle" method human behavior in a certain predictable, positive direction without resorting to conventional measures, such as laws or precepts and recourse. Nudging is already used in many areas, such as road transport and the politics, has recently been applied to occupational safety and health. First studies show that nudges - used correctly and wisely - reduce the incidence of misconduct and mitigate its effects.

## hypothesis

1. Nudging is a helpful tool in occupational safety and health in order to increase the willingness of employees to behave in a safe and healthy manner.
2. Nudging measures can reduce or prevent unsafe and unhealthy behavior.

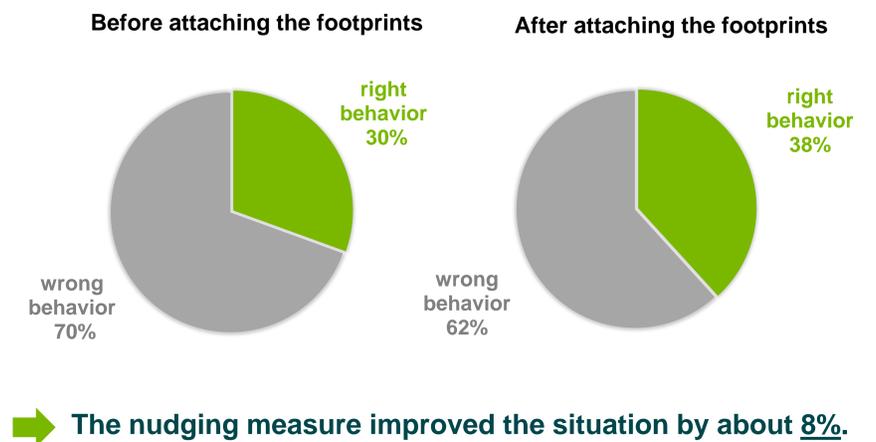
## method



## results

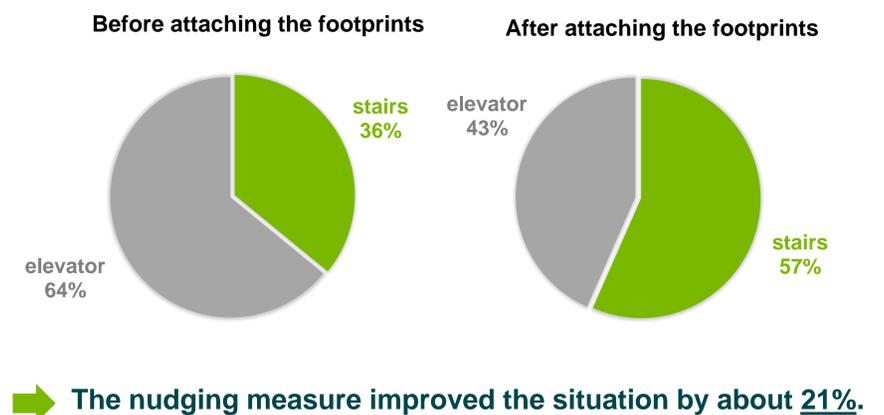
### Nudging as an aid in traffic safety

There is usually a lot of traffic in a chemical park. In the past, it has been shown that there are always dangerous situations between trucks and employees, because the employees run carelessly diagonally across the streets. A nudging measure, in which green footprints just cross the road, is intended to help defuse the situation. In order to determine the extent to which the Nudge is effective, footprint counts are carried out before and after the implementation and evaluated statistically. The results are shown on the right.



### Nudging as an aid in health promotion

Many people are too comfortable to take the stairs regularly. However, it is now well known that even small exercise units in everyday life can contribute to an improvement in general well-being. A nudging measure, in which green footprints lead away from the elevator and to the stairs, is intended to encourage employees to move more unconsciously. Effectiveness tests are also aided by counts that are carried out before and after implementation. The results are shown on the right.



## discussion

The presented preliminary tests show that nudging already shows itself to be a promising measure for accident prevention and health promotion, which can be implemented easily in every company. It leads the companies away from a prohibitive and regulatory culture towards a positive empowerment of employees to do the right thing. However, it should be kept in mind that nudging is not able to address and reach all employees, so it should only be used as a supplement to the established preventive measures and should not be used as a sole measure. The studies show a reduction in the erroneous behavior of employees and make nudging an interesting and innovative topic and research field of occupational safety.