

D.C. 5.2 Local focus groups events year 2

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| D.C. 5.2 Report – Local focus groups events year 2 – Partner CNA Emilia Romagna | Version 103 2021 |

1. Name of the event, implementing date and place

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| NAME OF THE EVENT | DATE | PLACE |
| NUDGE – Methods and tools to encourage effective behaviors in containing risks in corporate contexts | 27/05/2020 | Webinar |
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1. Number and types of participants/target groups

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| NAME OF THE EVENT | NUMBER OF PARTICIPANTS | TYPES OF PARTICIPANTS |
| NUDGE – Methods and tools to encourage effective behaviors in containing risks in corporate contexts | 71 | SMEs+ DIH representatives of CNA in Emilia Romagna |
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1. Topics tackled and links to deliverables, outputs

**NUDGE - Methods and tools to encourage effective behaviors in containing risks in corporate contexts (27/05/2020)**

This workshop aimed at presenting the NUDGE methodology – which indicates a kind of gentle push and it is used in economics and behavioral psychology, but also largely employed in marketing and politics, to alter the behavior of people in a predictable way and address them towards the desired choice, thus influencing people’s decisions, and preventing an impartial evaluation of the available choices.

In this case, the NUDGE theory, which involves a more innovative and less coercive approach to get to mould the behavior of people, has been presented as an effective method for companies to employ during the Covid 19 emergency.

The behavioral approach of NUDGE is to help people make better choices in their declared personal interest, guiding people’s behavior in order to achieve a collective objective; in this particular case: show how aids and solutions existing in the work environment can facilitate virtuous behaviors.

This workshop was organized as a video-conference, owing to the COVID 19 emergency, which has stopped all the physical movements of people, and it has been greatly appreciated by its participants, as the subject developed by Professor Montanari was of great interest in the present situation of containment and social distancing induced by Covid 19.

In fact, during this emergency companies found themselves having to implement new procedures, which need a real behavioral revolution to be effective.

During the workshop Professor Montanari illustrated concrete cases of application of the Nudge method to production and service companies, supplying ideas, practical and organizational solutions to orient SMEs toward a compliance with the new regulations and procedures.

1. Expected effects and follow up

The SMEs of Emilia Romagna have confirmed a widespread interest in the issues related to Industry 4.0 and to revolutionize their behavior, even in the face of the COVID 19 emergency, which has blocked all physical movements of people.

Recent developments in behavioral economics have made it possible to identify new tools at the service of policy-makers, called "nudges", aimed at guiding people's behavior in order to maximize collective well-being, persuading and encouraging subjects towards virtuous behaviors on an individual level and for the community, through small, but effective 'kind pushes '(nudging).

This methodology represents an intelligent regulation, which can be applied not only in everyday life, but also within companies, gently pushing their employees to behave more efficiently for themselves and for others.

The advantages of applying the nudge methodology can be seen concretely in real life with a decrease in problems and a reinforcement and intensification of interventions focused on attitude or change in value, envisaging new development paths.

Following the seminar, various expressions of interest were collected from companies to investigate this issue and to continue organizing seminars on the Industry 4.0 focus.

1. Annexes: e.g. agenda of the event, pictures, media coverage web- links etc

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| NAME OF THE EVENT | LINK |
| NUDGE – Methods and tools to encourage effective behaviors in containing risks in corporate contexts  | <https://www.interreg-central.eu/Content.Node/4STEPS/Methods-and-tools-to-encourage-effective-behaviors.html>  |
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