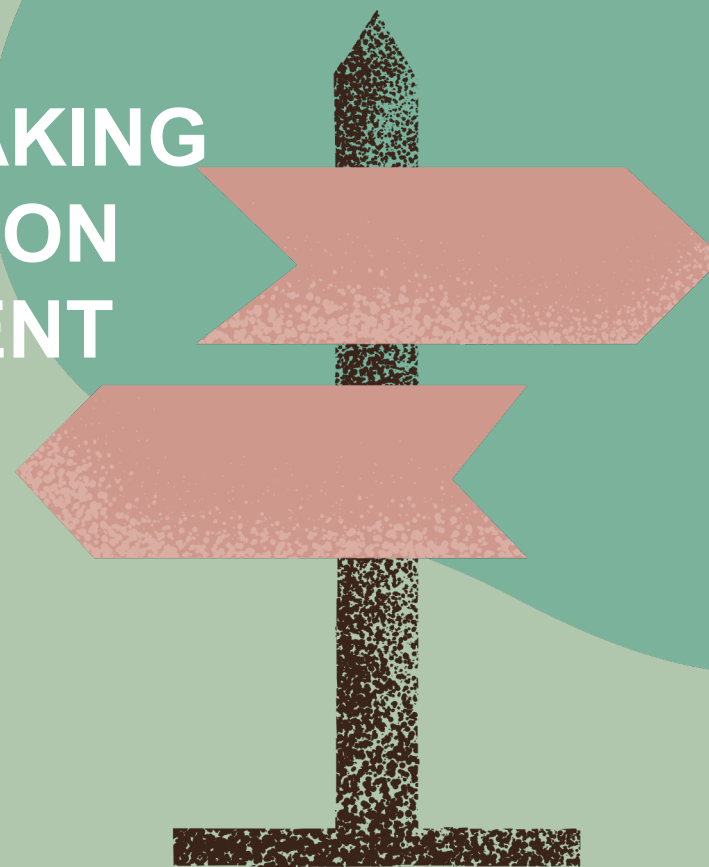


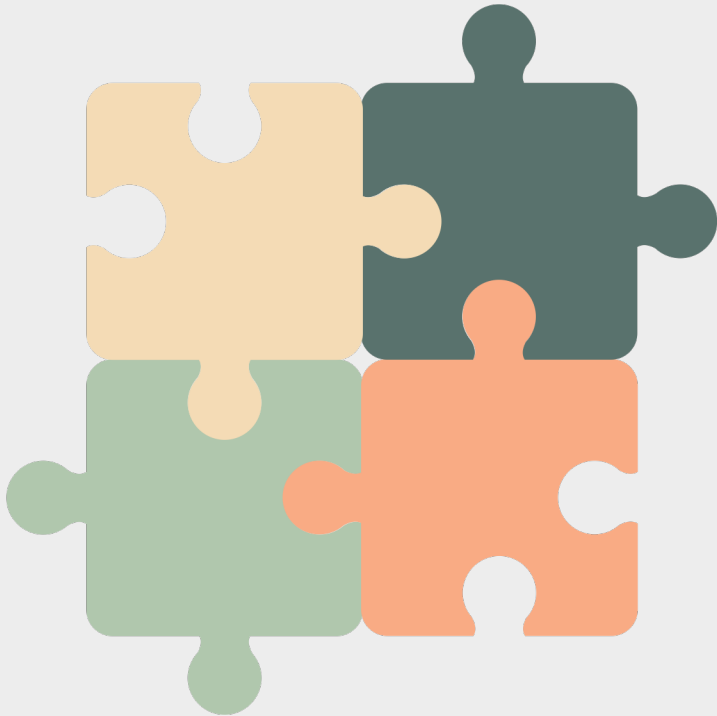


Armenia  
National SDG  
Innovation Lab

# DISRUPTING PUBLIC POLICY-MAKING AND MAINSTREAMING INNOVATION FOR SUSTAINABLE DEVELOPMENT



# Who are we ?

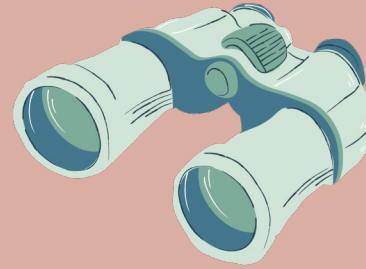


The Lab is the joint initiative of the Government of Armenia and the UN, supported by the UNDP in Armenia.

We envision mainstreaming the culture of innovation and experimentation by looking for “out of box” solutions, evidence, and disruptive technologies.



# OUR SERVICE LINES

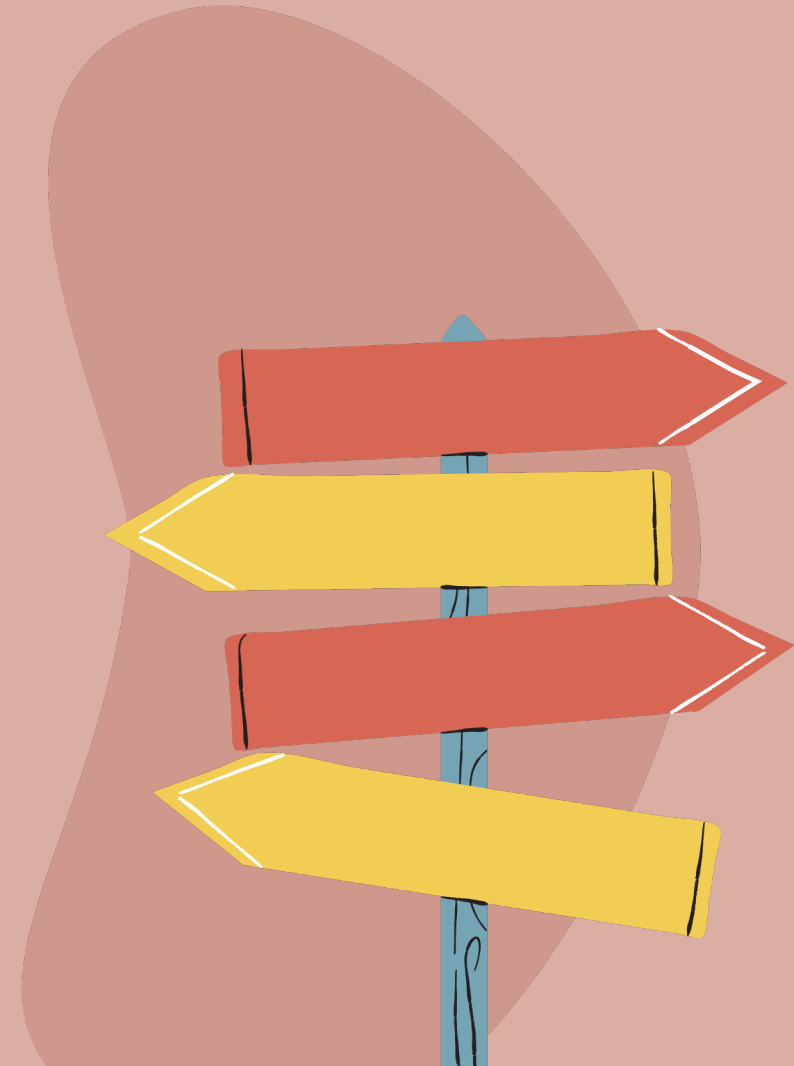


01 DESIGN THINKING

02 DATA SCIENCE

03 BEHAVIORAL INSIGHTS

04 DIGITALIZATION






# TAKE ME WITH YOU!




Testing several interventions to see what drives individual behavior to reduce plastic consumption during grocery shopping.

## 6 DIFFERENT TYPES OF NUDGES

Target   **5,809**  
Active consumers with loyalty cards

 **Intervention preparation period**  
08.2019 - 12.2019

 **Intervention implementation period**  
01.2020 - 07.2020



**829**  
Environmental letter



**830**  
Financial Incentive letter



**830**  
Environmental letter + small bag



**830**  
Financial incentive letter + small bag



**830**  
Environmental letter + big bag

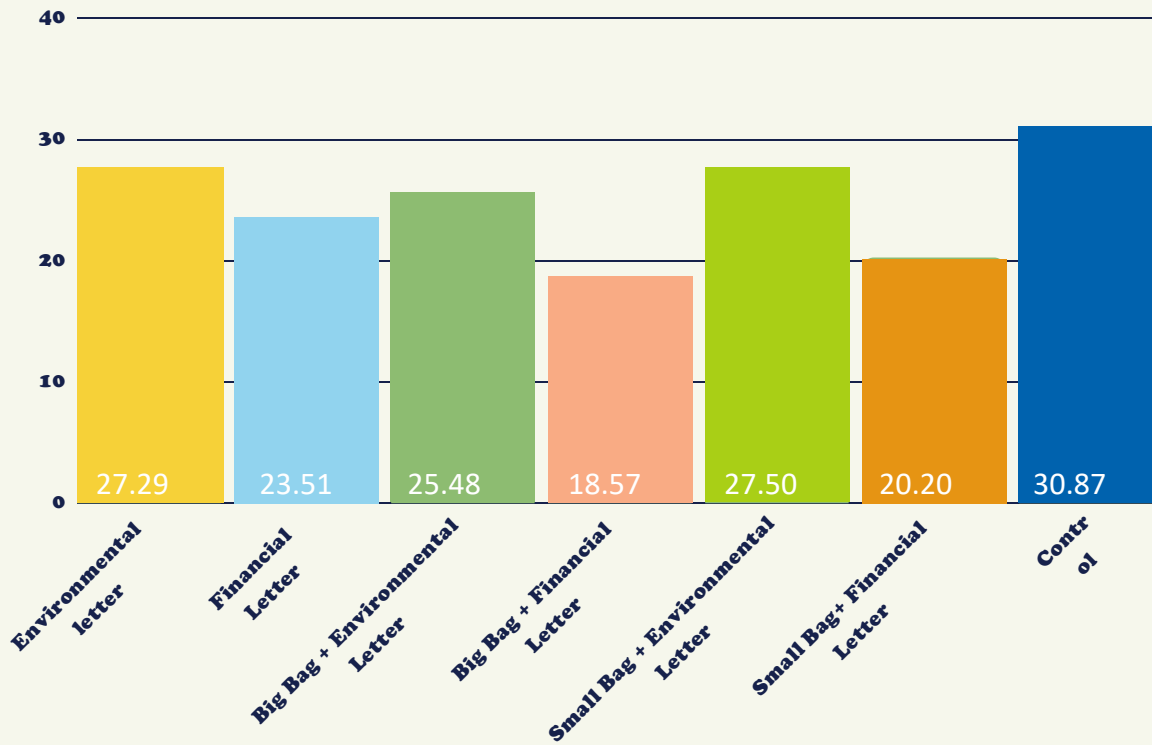


**830**  
Financial incentive letter + big bag



# RESULTS

Average plastic bag consumption by treatment groups during the experiment



The most successful nudge (decrease in consumption compared to control group)

**40%**

Big Bag + Financial Letter

The least successful nudge (decrease in consumption compared to control group)

**11.5 %**

Small Bag + Environmental Letter

**Systems/platform approach:**

vision of cross-sectoral  
interdependencies

**Define the desired behavior**

**Specify your advocacy targets**

**Explore the barriers to behavior change**

**Behavioral intervention:**

to guide the behavior of the citizens towards  
sustainable development

**Findings**



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# Thank you

In case of questions, contact us at: [info@sdglab.am](mailto:info@sdglab.am)

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