

# Nudging for Sustainable Mobility

Course Brochure 2025

A hands-on course for professionals driving more sustainable travel choices.



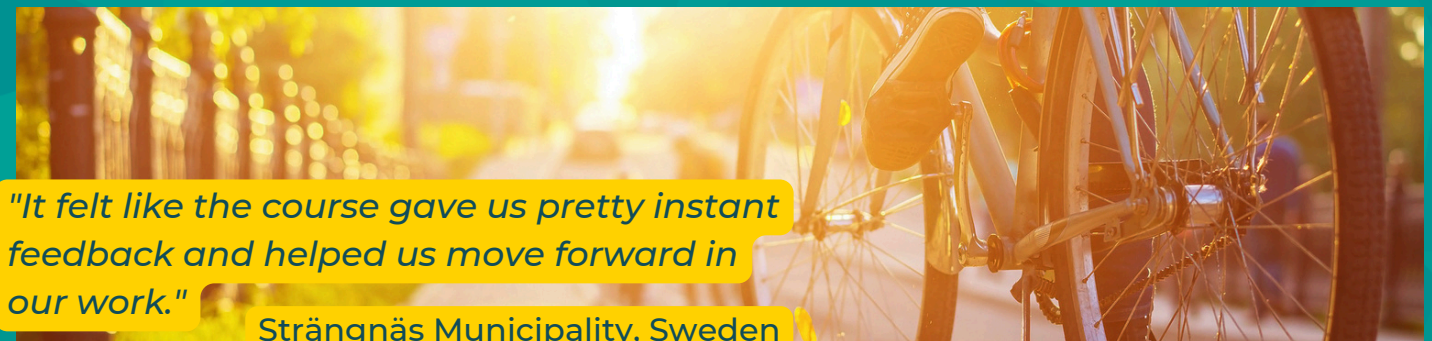
Co-funded by the  
European Union

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# Nudging for Sustainable Mobility

The course Nudging for Sustainable Mobility is developed in partnership with the EIT Urban Mobility Competence Hub, part of the European Institute of Innovation and Technology (EIT). Together, we aim to build capacity among Europe's mobility professionals and accelerate the transition to sustainable urban transport systems.

This course is designed for professionals working in mobility and sustainability seeking to create more sustainable mobility at workplaces and in cities, through the power of behavioral change.



## Nudging?

Across Europe, workplaces and cities are striving to become more liveable and sustainable. Encouraging walking, cycling, and shared transport is essential yet shifting people away from car dependency remains one of the biggest challenges. Too often, mobility planning overlooks the human element: habits, biases, and everyday decisions.

Nudging is friendly push in the right direction; a cost efficient, impact-driven approach to **changing mobility behavior** without restricting choice. In the context of **urban mobility**, it's a smart way to encourage better decisions like choosing to bike over taking the car, or trying a shared mobility service.

# From Theory to Practice

Through hands-on exercises and real case examples, you'll learn to:

- Translate behavioral theory into hands-on interventions
- Design and implement behavior-based mobility strategies
- Apply nudging principles in sustainable mobility planning and policy
- Understand sustainable mobility behavior through a human-centered lens
- Identify barriers to sustainable and accessible mobility

Whether you're designing a bike lane, planning a commuter campaign, or rethinking public transport incentives, this course helps you design it in a way that will make the behavior change stick.

## Who Should Take This Course?

This course is designed for:

- Sustainability Managers
- City planners
- Mobility managers
- Urban designers
- Policy makers and sustainability professionals working on transport behavior.

### En vänlig knuff i rätt riktning

NG

etenskap  
etenskap



*"A very interesting course covering many areas of sustainable travel. A tasteful mix of theory and examples of behavior-influencing activities from across Sweden. The course leader was knowledgeable and pedagogical. We are very satisfied with the course!"*

Region of Västerbotten,  
Sweden



# Course Structure

## Nudging for Sustainable Mobility

### Course Structure and Content

The course is structured into three key parts:

#### 1 Nudge Theory

The course will start with theory, core principles, and explaining how to identify behavior change opportunities to drive sustainable mobility choices.

#### 2 Case Studies and Nudging Tools

You will explore digital and physical nudging strategies, including interactive tools like Smart Nudges for mobility management.

#### 3 Interactive Workshop or Coaching Session

Participants will develop and refine their own nudging strategies based on their specific challenges.

You will receive expert guidance to ensure your interventions are realistic, measurable, and scalable. When implemented, these strategies can produce immediate and long-term impact, such as increased active mobility amongst school children, more public transport or bike commuters, etc.

In addition to this, coaching from Nudgd team of internationally experienced nudging experts is included.



# Course Format

## Nudging for Sustainable Mobility

Two available formats:

### For Teams and Groups

Choose between a half-day in-person session or 2 compact online sessions.

**Price** €4,000 per organization.

**Dates** To be agreed with Nudgd at a mutually convenient time.

### Open Course

Learn along with other participants online.

Ideal for you to be able to combine into your workday.

Participate on both occasions or watch the recordings.

**Price** €490 per person

**Dates** Spreads into 2 sessions in fixed dates.

#### Session 1

Wednesday, 26th November 2025  
10.00 - 12.00 CET

#### Session 2

Wednesday, 3rd December 2025  
10.00 - 11.00 CET

After the first session, you will also be given a tailored assignment as a part of the learning. This will be later discussed on the second session.

# Learn From Our Experts



**Katharina**



**Andrijana**

## **Katharina Paoli**

### **Behavioral Designer and CEO of Nudgd**

Katharina is one of Sweden's most sought-after lecturers and workshop leaders in nudging for sustainable choices. She has more than 10 years of experience as a communications strategist with a focus on CSR and sustainability communication.

Katharina has a very good pedagogical ability to convey knowledge in an inspiring way and good experience of implementing behavioral impact projects where nudging has been applied as a method for both municipalities, authorities and companies.

## **Andrijana**

### **Musura Gabor**

#### **Senior Behavioral Scientist**

Andrijana Mušura Gabor is a Senior Behavioral Scientist at Nudgd with more than 15 years of experience in behavioral economics, decision psychology, and behavior change.

At Nudgd, she focuses on understanding the drivers and contexts of behavior and develops evidence-based solutions that encourage sustainable choices in areas such as mobility, energy, recycling, water, compliance, and health. She is known for combining academic rigor with practical application and has a strong understanding of target groups and the behavioral challenges they face.



*"Nudgd highlights the benefits of shifting travel behavior towards sustainable mobility in a fun and clear way. We especially appreciated the tips shared during the webinar – those kinds of tips make it easy to 'copy and paste,' which we definitely plan to do to accelerate our path towards sustainable mobility."*

Mälardalen Energy Agency, City of Eskilstuna, Sweden

## What They Say



Average rate of 4.8/5  
from previous courses

**Ready to bring nudging into your sustainable mobility work?**

Simply reach out to Melina for the registration details, availability, and any practical questions.



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# About Nudgd

Nudgd has a long experience in behavioral design and nudging for sustainable behavior. We tackle behavioral challenges with practical solutions that deliver return on investments (ROI) and measurable results.

Our work has been awarded with the European Commissions Mobility Action Award, European Startup Prize for Mobility and the Nudge Awards.



**SUSTAINABLE CHOICES MADE EASY**

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