



Nudging for Sustainable Cities

Course brochure 2026

A hands-on course for professionals shaping smarter, more sustainable cities.



Co-funded by the European Union



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Nudging for Sustainable Cities

The course Nudging for Sustainable Cities is developed in partnership with the EIT Urban Mobility Competence Hub, part of the European Institute of Innovation and Technology (EIT). Our shared mission is to strengthen the skills of Europe's urban professionals and support the shift toward more sustainable, climate-friendly cities.

The course is designed for professionals working in, or looking to deepen their competence within, mobility, urban development or sustainability and who want to help shape more sustainable, attractive and human-centred cities. The course is based on nudging, a method from behavioural science and design, where smart and intentional adjustments to how choices, environments and services are structured make it easier for people to act in ways that strengthen a city's sustainability, accessibility and quality of life.



"It felt like the course gave us pretty instant feedback and helped us move forward in our work."

Kristina Welin, Public transport coordinator & Policy analyst, Strängnäs Municipality, Sweden

Nudging?

Nudging is 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.

By the end of the course, you'll know how to apply these methods to improve sustainable mobility.

From Theory to Practice

You will explore the foundations of behavioural science and learn how to apply them in urban contexts. In this course, you will:

- gain concrete behavioural insights that help you understand how people act in city environments
- learn tools to reduce friction and strengthen sustainable behaviours in everyday life
- develop a methodology for identifying human barriers in urban projects
- build the ability to design behavioural solutions that are actually used in practice
- draw inspiration from real cases where nudging has created measurable impact in cities

You will learn how to combine behavioural science, design and planning to create interventions and communication that people not only appreciate but actively choose supporting the development of more sustainable, liveable and human-centred cities.

Who Should Take This Course?

The course is designed for professionals working in:

- urban planning and urban development
- mobility and transport planning
- sustainability strategy and policy
- public health or behaviour change
- communication within the public sector or urban development
- project management in urban innovation and sustainability initiatives

Whether you work strategically or operationally, you will gain tools that strengthen the impact of your work and increase the effectiveness of the projects you lead.

En vänlig knuff i rätt riktning

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Nudg.se 2020. För ej särskilt publiceras utan tillstånd. Kontakt: katharina.pasch@nudg.se

"A big thank you to Katharina for an insightful presentation at our food waste conference. We truly appreciated how well the talk was tailored to our audience, and many participants said they felt inspired by your methods."

Tove Rydenstam, Project Coordinator, Mälardalen University, Sweden

Course Structure

Nudging for Sustainable Cities

Course structure and content

The course is structured into three key parts:

1 Nudge theory

The course begins with theory, core principles, and a clear method for identifying behavior-change opportunities that support sustainable choices in everyday life.

2 Case studies and nudging tools

You will explore digital and physical nudging strategies, including interactive tools like Smart Nudges in various fields.

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 reducing energy use in public buildings, 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 Cities

For Teams and Groups

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

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

Price €4,000 per organization.

Open Course

Spread over two days, you'll learn along with other participants ideal for you to be able to combine into your workday. The Open Course has a fixed date and will be conducted online. You can participate on both occasions or watch the recording.

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.

Session 1

Tuesday, 20th January 2026

Session 2

Tuesday, 27th January 2026

Price €490 per person

[Register now](#)

Secure your spot for January 2026
Early registration recommended

Learn From our Experts



Katharina



Andrijana

Katharina Paoli Brunat

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 15 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 Mušura 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.



What They Say

“Katharina spoke at a theme day on circularity and tailored the lecture beautifully to the audience. She managed, in an incredibly professional way, to highlight relevant examples and got the audience both laughing and actively engaged. In the evaluations, the lecture was mentioned as a valuable and inspiring part of the day.”

Anna Strannegård, Process Facilitator, Borås Region Sjuhärad Municipal Federation, Sweden



Average rate of 4.8/5
from previous courses

Welcome to reach out to us at hello@nudgd.se for any practical questions.

About Nudgd

Nudgd provides digital tools and advisory in behavioral design and nudging for sustainable behavior. Our work has been awarded with the European Commissions Mobility Action Award, European Startup Prize for Mobility and the Nudge Awards.

We turn behavioral challenges into practical solutions that deliver ROI and measurable results.



SUSTAINABLE CHOICES MADE EASY

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