

## Nudge policy analysis and its use in ecology

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**Abstract:** The report presents the possibilities of the Nudge theory to increase the effectiveness of environmental policies.

Based on theoretical analysis and empirical data, the following theses related to environmental policies are substantiated:

1. Achieving the goals of environmental policies depends on changing the behavior of a whole series of participants in them. Producers must change their economic behavior and direct investments in “clean” production. Consumers need to change their consumption pattern. Both changes are not spontaneous because of the associated cost increases.
2. Policies through traditional incentives to change behavior (through financial instruments) are rather ineffective. At the same time, nudge tools can lead to more radical and faster changes in this regard.
3. Although the conclusions in the report are based on environmental policies, they can be extrapolated to a large number of policies. The more the results of policies depend on the behavior of individuals, the more the importance of nudge tools increases. They should therefore be used at all stages of the policy cycle and their development should precede implementation.

Based on the example of Bulgaria, the following conclusions are drawn in relation to the use of nudge policy analysis:

1. There is not sufficient net capacity for the application of nudge analysis, nor for the use of nudge tools in the policy process.
2. Policy analysis must broaden the methods and use the knowledge of behaviorism.
3. The creation of specialized centers for nudge policy analysis can support the effectiveness of policies in conditions of unpredictability and accelerated social change.