Behavioral Science and Public Policies: Advancing Environmental Sustainability in Bulgaria through a Behavioral Lens

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Abstract: Policymakers can more effectively understand, target, and redirect unsustainable behaviors by applying behavioral science to environmental challenges. Focusing on the air pollution problem in Sofia Municipality as a case study, this paper provides an overview of behaviorally informed interventions designed to advance environmental sustainability in Bulgaria. It demonstrates how behavioral insights can guide the design and implementation of policies that reduce air pollution, encourage sustainable practices, and influence public attitudes and behaviors. The paper also discusses the challenges of applying behaviorally informed interventions in Bulgaria while highlighting key opportunities in the environmental policy landscape. It concludes that integrating behavioral science into environmental policymaking, particularly in urban contexts like Sofia, offers a promising pathway to more effective, targeted, and lasting policy outcomes and warrants further investment by the national government.