

**Question for written answer E-005006/2017  
to the Commission**  
Rule 130  
**Rachida Dati (PPE)**

Subject: The benefits of the 'nudge' for the economy and public policies

The concept of the nudge may be defined as a 'gentle encouragement' to individuals to modify their behaviour. Nudges may take the form of a message or symbol guiding a person's behaviour in a desired direction. They can be applied to both public policies and trade.

For public policies, nudges may help speed up implementation and reduce costs. For trade, they allow businesses to make savings and improve their image while contributing to better customer use of online trading.

The Commission has created, within its Joint Research Centre (JRC), a Foresight and Behavioural Insights Unit, to gain a deeper knowledge of behavioural insights, one of which is the nudge. However, few studies on the effectiveness of nudges, particularly in the medium and long term, have been carried out.

That being so, does the Commission propose, via the JRC, to carry out in-depth studies on the issue of nudges to gain more knowledge of their potential and exploit them more effectively?