



UNIVERSITÀ DEGLI STUDI DI ENNA "KORE"
FACOLTÀ DI SCIENZE ECONOMICHE E GIURIDICHE

SEMINAR

Stimulating waste prevention and recycling behavior through nudges. A framework and a research agenda

Local organizer: Amedeo Argentiero

Welcome address: Raffaele Scuderi

Speakers: Amedeo Argentiero, Vincenzo Fasone, Giulio Pedrini, Giovambattista Presti

Abstract: During last years, waste prevention and recycling behavior have gradually obtained an increasing attention by scholars and policy makers. By drawing links between economics and psychology, Behavioral Economics (BE) offers a useful framework to understand the phenomenon and stimulate pro-environmental behaviours by stressing the role of human factors in shaping decisions and choices. Within BE, however, two distinctive approaches, differing in the way they conceptualize the putative independent variables that govern human behavior, can be identified: 1) cognitive and 2) behavioral oriented models. After having presented these two psychological models, the authors will carry out a review of the main nudge-based experimental studies dealing with waste prevention and recycling and propose a research agenda to make nudges more effective in stimulating long-term behavioural changes. The authors will refer, in particular, to the trade-off between health care and environment protection emerged from the diffusion of non-recyclable face masks during the COVID-19 pandemic. Policy implications will be discussed in the light of the stricter regulations and targets recently adopted by the European Parliament for 2030.

Keywords: behavioural models, waste prevention, waste recycling, nudging, COVID-19

This event is organized by the Faculty of Economics and Law and is part of the IAERE 10 Tour, for the tenth anniversary of the Italian Association of Environmental and Natural Resources Economists - www.iaere.org

Seminar Series:

IAERE10 Tour

Date:

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11:30 a.m. - 1:00 p.m.

Venue:

On-line

Link:

meet.google.com/kvr-fgqq-ocz



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