



Universität
Basel

Research Project

The effect of nudges on the external costs of transport

Project funded by own resources

Project title The effect of nudges on the external costs of transport

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Organisation / Research unit

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Status Completed

This study is a randomized controlled trial to investigate the effect of recurring reports on total external costs in the mobility context. The study included 777 participants from Switzerland who tracked their mobility using a GPS tracker app. Results show that the reports reduced the total of measured external costs (including health, congestion, and climate externalities) by 2.0%, though this reduction was not statistically significant. Climate related costs that include CO2 emission reduced by 5.7%. Reports with positive feedback led to reductions in external costs, while negative feedback had a "boomerang effect" with participants generating even higher external costs. The effects of the treatment diminished over time, resulting in no significant long-term effects. Finally, the average participant values the received feedback between 0.62 and 2.42 Swiss francs per report.

Keywords Mobility, transport, external costs, RCT

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Follow-up Project of... [4496364 Empirische Analyse des Mobilitätsverhaltens mit dynamischen Preisanreizen \(MOBIS\)](#)

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