**Nudge Challenge**

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| The Government of Canada Workplace Charitable Campaign (GCWCC) engages federal public service employees and retirees to raise funds and donate time for those in need. It is the largest and most generous workplace campaign in Canada and takes place annually between September and December. In 2018, the campaigned raised $29.9 million.  There is concern that participation will be affected by Phoenix pay issues. However, there have been no issues with GCWCC pay deductions since they were implemented in February 2016. In addition, employees can choose to donate through credit card, PayPal, cash, or cheque.  You have been selected by your Department as the GCWCC coordinator for the 2019 campaign, and have been asked to to apply behavioural insights and experimentation to ‘nudge’ more public servants in your Department to participate in the GCWCC. |
| Step 1: Define Outcome  What is the specific behaviour/choice that you are encouraging people to make? |
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| Step 2: Diagnose Behavioural Barriers  What are some of the reasons that may discourage public servants from the desired behaviour? |
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| Steps 3 & 4: Identify and Design Interventions  What are some interventions or ‘nudges’ that you can use to encourage the desired behaviour? What touchpoints can you leverage to introduce these interventions? (Aim to have 2-3 nudge ideas.) |
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| Step 5: Test Interventions  How would you design a small experiment to test one of your possible nudges? How will you measure the impact of your nudges on the desired behaviour? |
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| *Congratulations! You just designed a behavioural insights experiment.*  The final step would be to analyze your results and scale up. |