



Title

Nudging – a way to change behavior and reduce the amount of accidents in agriculture

Presenting Author

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Abstract: (max. 400 words)

It is a well-established fact that a lot of accidents in agriculture are the results of behavior more than poorly maintained machineries or none available technical equipment.

We have tried for decades to change the attitude and work-culture in agriculture to create more focus on prevention of accidents – it does not seem to be an easy way to come around, so why not try another way by using the tools known from nudging which have worked out successfully in other branches?

Nudging is exactly the other way around – we make people change their behavior and then afterwards we will find an answer which can explain why people behave the way they do. We try to find an explanation for why people now behave in another way –we like the fact that behavior and attitude goes hand in hand – otherwise it conflicts in our brains (cognitive dissonance).

Nudging intervention has for now been tried out twice in Denmark and the 3 initiatives are going on right now in the following harvest period.

The way to start up a nudge is to define a concrete task which the farmer wishes to change. It is this exact wish that we will try to fulfil in a way that will make safety a natural part of the work-environment and included in a united solution. We want to show that even though safety is not the farmer's first priority, safety is still essential to include in the best solution. In that way, it makes really good sense to include safety and health when you design the new solution.

Nudging has now been tried out on 3 farms:

A pig farm – the wish was to be able to hand over the task correctly for substitutes

A dairy farm – the wish was to reduce the cellnumber in the milk

A crop farm – the wish was to complete the harvest the most effective way

All 3 processes of course in **a healthy and safe manner/way of working for the employees**

This presentation will include:

- A very short introduction to nudging and the principles nudging is based on
- How we for now have been working with nudging in Danish agriculture
- Some examples of initiatives we have implemented