**Problem:**
Water is a precious resource. The government of Belén, Costa Rica wanted citizens to reduce water consumption.

**Solution:**
Customer water bills were modified in one of three ways: The first compared the customer's consumption with the neighbourhood average and gave a happy face or a frowning face rating. The second did the same thing but using the city-wide average. The third asked customers to write their water consumption on a provided postcard that included the city average and to check off any of six tips to reduce water consumption.

**Result:**
While peer data on city-wide comparisons showed no statistical significance, the neighbourhood comparison and postcard groups registered a 4% to 5% reduction in water use. Extended to the entire city, this translates to the equivalent of 6,720 cubic meters saved per month, or 188,000 showers!

**Behavioural Insight:**
Using social norms as well as plan-making can provide effective "nudges" to motivate people to save water.

See full OECD report with over 100 examples and lessons from across the world: [oe.cd/Bl17](http://oe.cd/Bl17)
PROBLEM:
In Cape Town, South Africa, when young people find themselves in unsafe or unfamiliar environments, their safety is at greater risk – especially from violent crime.

BEHAVIOURAL INSIGHT:
1) Risk is greatest on the weekend; 2) Youth feel safest in socially and geographically familiar environments. 3) Crime is mostly opportunistic; and 4) Young people don’t make plans and stick to their usual weekend activities; hence do not follow through on alternatives even if they are presented to them.

SOLUTION:
An app that encourages young people to plan activities by making an active choice to remove status quo bias and publicly or socially commit to planned activities in self-selected safer environments.

RESULT:
Youth that used the “Safety Tool” were 50% less likely to participate in unsafe activities, 61% more likely to feel safe, and 50% less likely to experience any danger, including violent crime.

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The growth of antimicrobial resistance is a worldwide public health issue that increases mortality, sickness and the cost of care.

In the United Kingdom, the top 20% of prescribing doctors were targeted through randomised control trials. One set received a leaflet on reducing antibiotics, others were informed that their antibiotics prescription rate exceeded 80% of doctors in their area. The control group received no communication.

The doctors who received the letters reduced antibiotic prescriptions by 3.3% compared to those who were not sent the letter. This reduction amounted to 73,406 fewer doses of antibiotics across 790 practices.

Water is a precious resource. The government of Belén, Costa Rica wanted citizens to reduce water consumption. Using social norms as well as plan-making can provide effective “nudges” to motivate people to save water. Customer water bills were modified in one of three ways: The first compared the customer’s consumption with the neighbourhood average and gave a happy face or a frowning face rating. The second did the same thing but using the city-wide average. The third asked customers to write their water consumption on a provided postcard that included the city average and to check off any of six tips to reduce water consumption.

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Social norms can be used to encourage individual doctors to prescribe fewer antibiotics, and cause a change in institutional behaviour of health providers.