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On December 7, 2022, Dr. Bert George of the Department of Public & International Affairs was invited by the European Law Institute to take part in their High Level Expert Group on Nudges as Enablers of Sustainable Living, where he reflected on a strategic approach to nudging.

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A Strategic Approach to Nudging

—
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專業 創新 胸懷全球
Professional-Creative
For The World

Purposeful

Purposeful strategizing

Sustainable strategizing

- Consider SWOT organization
- Consider SWOT community
- Consider com./col. advantages organization
- Consider com./col. advantages community

Implementable strategizing

- Create coalition and commitment
- Move from broad to focused agenda
- Pay attention to implementation
- Ensure flexibility in implementation
- Seek for an evidence base
- Acknowledge causes and consequences

George & Bryson. Under Review. Strategizing: The Concept and Its Measurement.

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