

Review of: "Promoting Pro-Environmental Behavior for Sustainable Water Resource Management: A Social Exchange Perspective"

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Potential competing interests: No potential competing interests to declare.

The paper provides an interesting read on promoting behavioral changes for water conservation in Iran. I would add another potential area of interest -use of Nudges for consideration by the author in future efforts towards saving water.

Non-pecuniary incentives such as informational nudges along with awareness campaigns offer an alternative mechanism to change water consumption behavior. Informational nudges have increasingly gained attention of behavioral economists. For the interest of readers, Richard Thaler, is the pioneer in this area, and has won the Nobel Prize in Economics for his contribution to the development of nudge theory. Nudges influence actions by changing the settings in which individuals make decisions in such a way that it indirectly drives a desirable behavior. Water utilities across the globe have started to use informational nudges to encourage conservation and pro-environment practices. In case of developing countries, which often don't have the resources or the political momentum to introduce water meters and volumetric pricing, nudges provide a low-cost and feasible option to prompt conservation behavior. To test the effectiveness of nudges in water conservation, a randomized control trial can be designed in collaboration with local water agency.