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BEHAVIORAL ECONOMICS AND ENVIRONMENTAL SCIENCE: REDEFINING URBAN SUSTAINABILITY

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Резюме – по мере роста городов, в которых к 2050 году будет проживать 70 % человечества традиционное городское планирование сталкивается с двойным кризисом: неэффективностью распределения ресурсов и инертностью поведения горожан. Рассмотрим, как слияние поведенческой экономики и науки об окружающей среде приводит к смене парадигмы устойчивого городского развития. На примере конкретных примеров от амстердамских экспериментов с циркулярной экономикой до сингапурской декарбонизации, основанной на «подталкивании».

Resume – as cities grow, with 70 % of humanity expected to live in them by 2050, traditional urban planning faces a double crisis: inefficiencies in resource allocation and the inertia of urban behaviour. Consider how the fusion of behavioural economics and environmental science is leading to a paradigm shift in sustainable urban development. Using case studies ranging from Amsterdam's circular economy experiments to Singapore's nudge-based decarbonisation.

Introduction. Cities have long been engines of economic growth, yet their 21st-century role is increasingly that of climate battlegrounds. Conventional approaches – carbon taxes, green infrastructure mandates – often falter against human irrationality and systemic complexity. Enter behavioral economics, which dissects cognitive biases, and environmental science, which quantifies ecological thresholds. When merged, these fields empower cities to design policies that align human behavior with planetary boundaries [1]. The Economist contends that the next wave of urban innovation will be led not by engineers but by “choice architects” who understand both methane emissions and mental shortcuts.

Main part. Urban dwellers consistently undervalue long-term environmental benefits, a phenomenon behavioral economists’ term hyperbolic discounting. Barcelona’s “superblock” initiative overcame this by reframing car-free zones as immediate social gains (playgrounds, cafes) rather than distant climate wins. Post-implementation, nitrogen dioxide levels fell 33 % within a year, while 68 % of residents reported improved quality of life (Barcelona City Council, 2023). Such interventions reveal that tweaking choice architecture – e. g., defaulting buildings to renewable energy contracts – can yield faster results than punitive regulations. – Data Loops: From Ecosystems to Economies. Amsterdam’s “Energy Atlas” plat-

form exemplifies the merger of environmental analytics and behavioral incentives. By mapping real-time energy use against neighborhood demographics, the city identifies blocks where solar panel subsidies would have maximal uptake (e. g., areas with high homeownership and low trust in utilities) [2]. This precision targeting boosted residential renewable adoption by 22 % in 2022, slashing grid strain during peak demand. – Crisis as a Behavioral Catalyst. Cape Town’s 2018 “Day Zero” water crisis, where reservoirs neared total depletion, became an unintended experiment in rapid behavior change. By coupling real-time consumption dashboards with social norm messaging (“78 % of your neighbors are saving water”), the city cut daily use from 1.2 billion liters to 516 million in three months. Post-crisis, these habits persisted, proving that scarcity, when paired with behavioral nudges, can forge lasting cultural shifts.

Conclusion. The 20th-century city optimized for efficiency; the 21st-century city must optimize for human nature. As heatwaves and migration test urban resilience, success will hinge on policies that speak equally to the amygdala and the IPCC report. Rotterdam’s flood-risk gamification apps and Seoul’s AI-driven waste-pricing algorithms underscore a new truth: sustainability is not a technical challenge but a behavioral one [3]. The Economist forecasts that by 2030, cities failing to adopt this dual lens will face not just ecological bankruptcy but a collapse in civic trust.

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MECHANISMS OF NEUROMARKETING: THE INFLUENCE OF DOPAMINE ON CONSUMER DECISIONS

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Резюме – в данной работе будет рассмотрена экономическая значимость нейромаркетинга как инструмента повышения потребительского спроса на примере компании Apple.

Resume – this paper will examine the economic significance of neuromarketing as a tool for increasing consumer demand using the example of Apple.

Introduction. To remain competitive in the market, companies use various mechanisms to promote products and services that can help achieve business goals. Thus, in the early 2000s the term neuromarketing appeared. Neuromarket-