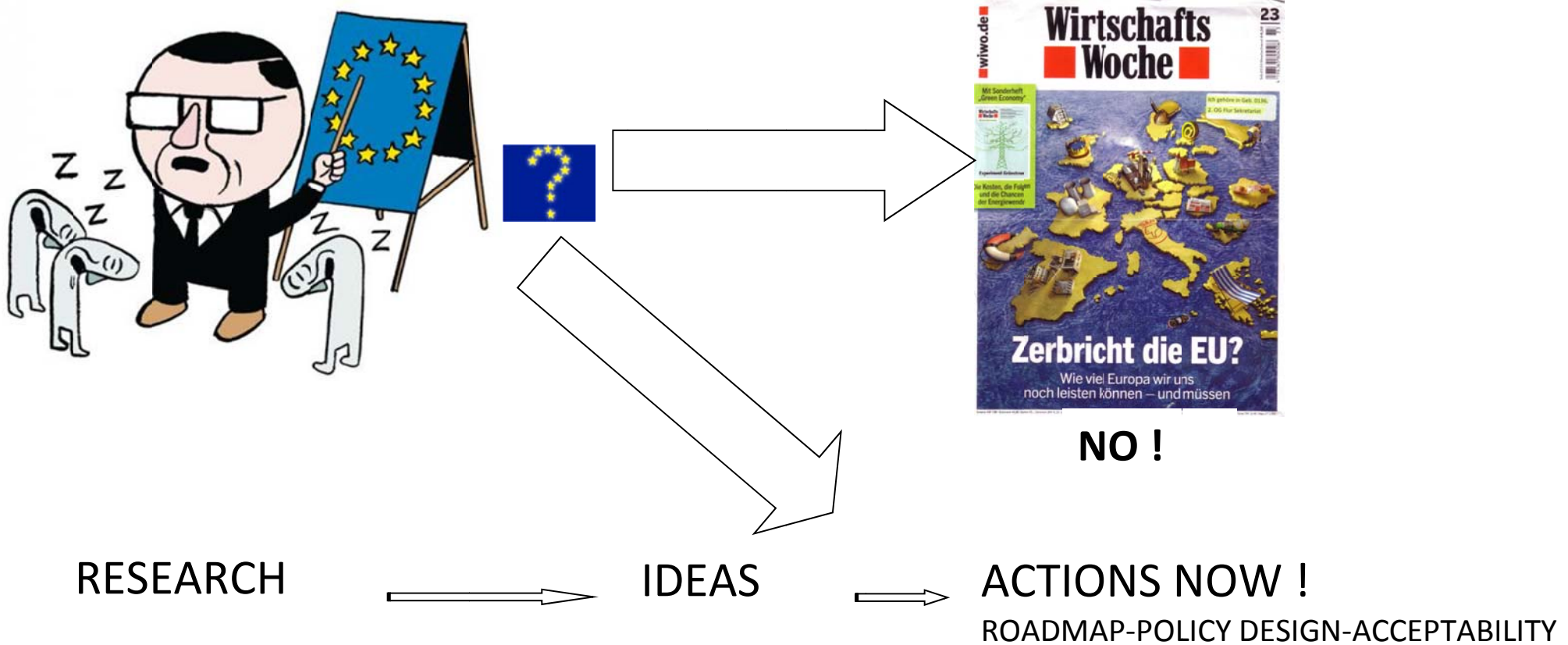




Strengthen Railway Reform in Europe: Learning from Behavioral Economics and Nudging

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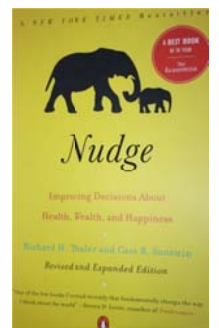
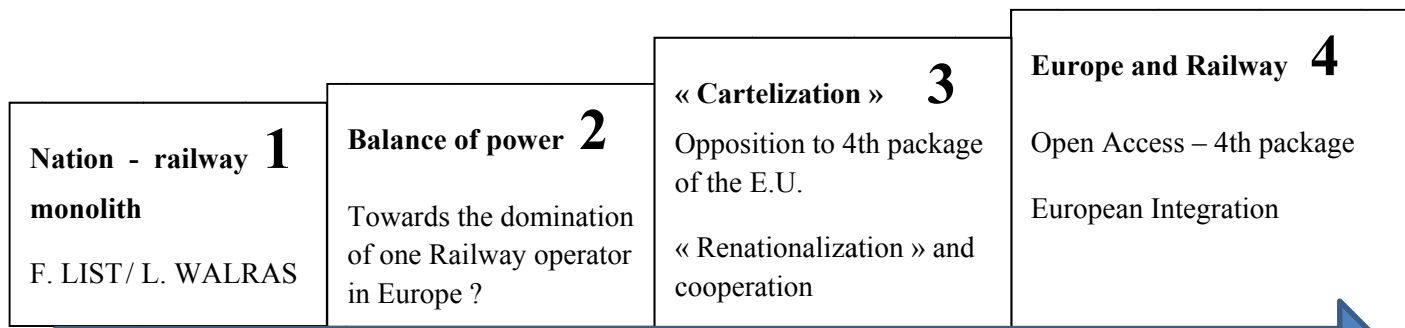


NUDGING : D. Kahneman (2011) ; R. Thaler & C. Sunstein (2008) : “Modifying the environment discretely makes it possible to orient people towards the right choices. Neither *laissez-faire* nor state intervention, a kind of liberal paternalism. Public policies should be designed to subtly incite the individual to make wise decisions” (Le Point, 1 April 2013, nr 2117, p. 83).

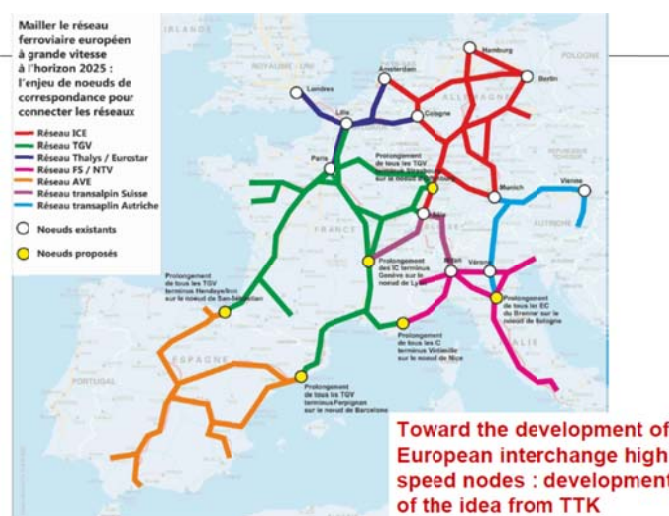
Following the idea of nudging “Europe” in the “good direction” and to improve dynamism of European rail system, Europe should shift its effort from the only co-financing of infrastructure lines (TEN-T for instance) to a more balanced policy prioritized as follow:

- 1) Key nodes : interconnection stations (Strasbourg – Offenburg and more) ; See **history of Leipzig Bahnhof** (19th- 20th century between Prussia and Saxony)
- 2) Action on cross border links
- 3) ERTMS for a better interoperability and interconnection of European rail networks and systems (Laroche, Guihéry, 2013)

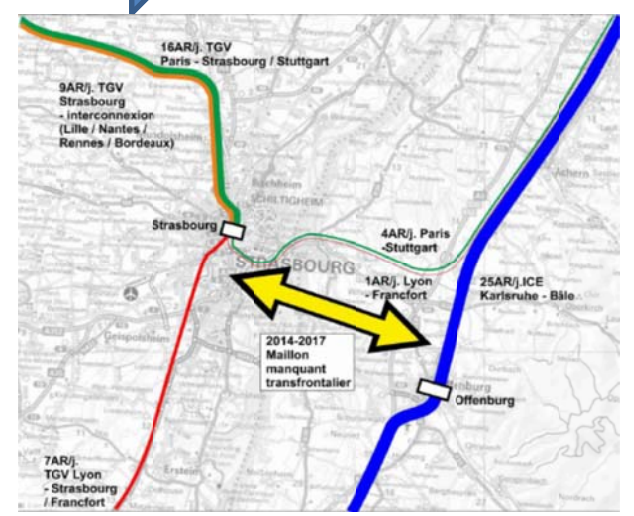
Perception of railway reform following System 1 - 2 Thinking of Kahneman (2012)



Map 1 : Interconnection stations : technical and Intercultural interoperability (Guihéry, 2014)



Map 2 (Perez, 2014) : existing nodes, suggested nodes for the European High Speed Rail Network



Map 3 : Incredible missing link between France and Germany in Offenburg / Strasbourg (Perez)

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