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Behavior Control and Goods-Transportation Planning for Better Economy



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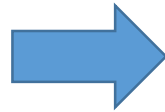
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Problem Statement

Competition
&
Profit Oriented



Uncontrollable
goods' price

High fuel consumption
(air pollution)

Frequent road damage
(unnecessary cost)





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Behavior Control: Coordinated Movement



Local action → coordinated movement

VS



Local action → uncoordinated movement

The Goal: To make truck operators to follow the standard loading practice voluntarily



Behavior Control: The Method

Information



Action

1. Set exemplary truck fleet with fair rates, standard loading
2. Spread information about the profit gained by the exemplary truck fleet
3. Spread the advantage of loading the truck by following the standard



Transportation Planning

Line formation (Drag Sharing)



1. Route, Timetable and Fleet planning for primary household needs
2. Line formation (via distributed control system) to save fuel and to attract truck operator to practice the standards



Conclusion

1. The insights and related behavioral interventions described in this series are designed to be implemented quickly. Many require a small budget but have great impact. Rapid testing and agile evaluation can enable us to refine strategy and measure the positive impact that behavioral insights can generate to drive mission achievement.
We invite any interested parties to work together to realize this idea
2. The study on behavior control can be extended to the study on policy making, even in studying on how to coordinate the “movement” of the entire country. These will be our future works.





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Thank You





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