changing behaviour for a cause

DecarboNet Project

A Decarbonisation Platform for Citizen Empowerment and Translating Collective Awareness into Behavioural Change.

This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 610829.

case studies

toolbox

literature studies

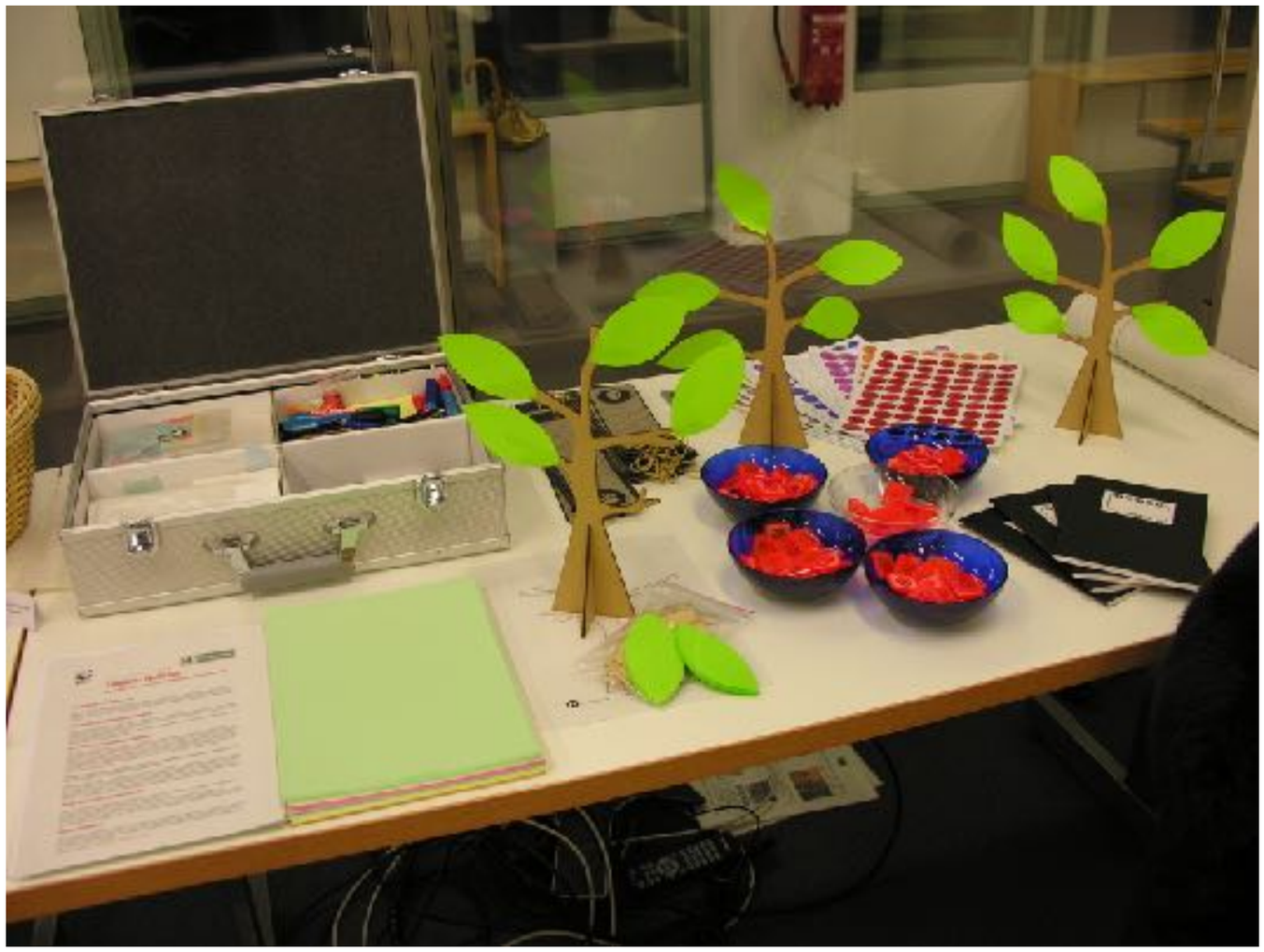
context studies

methodology

experiments

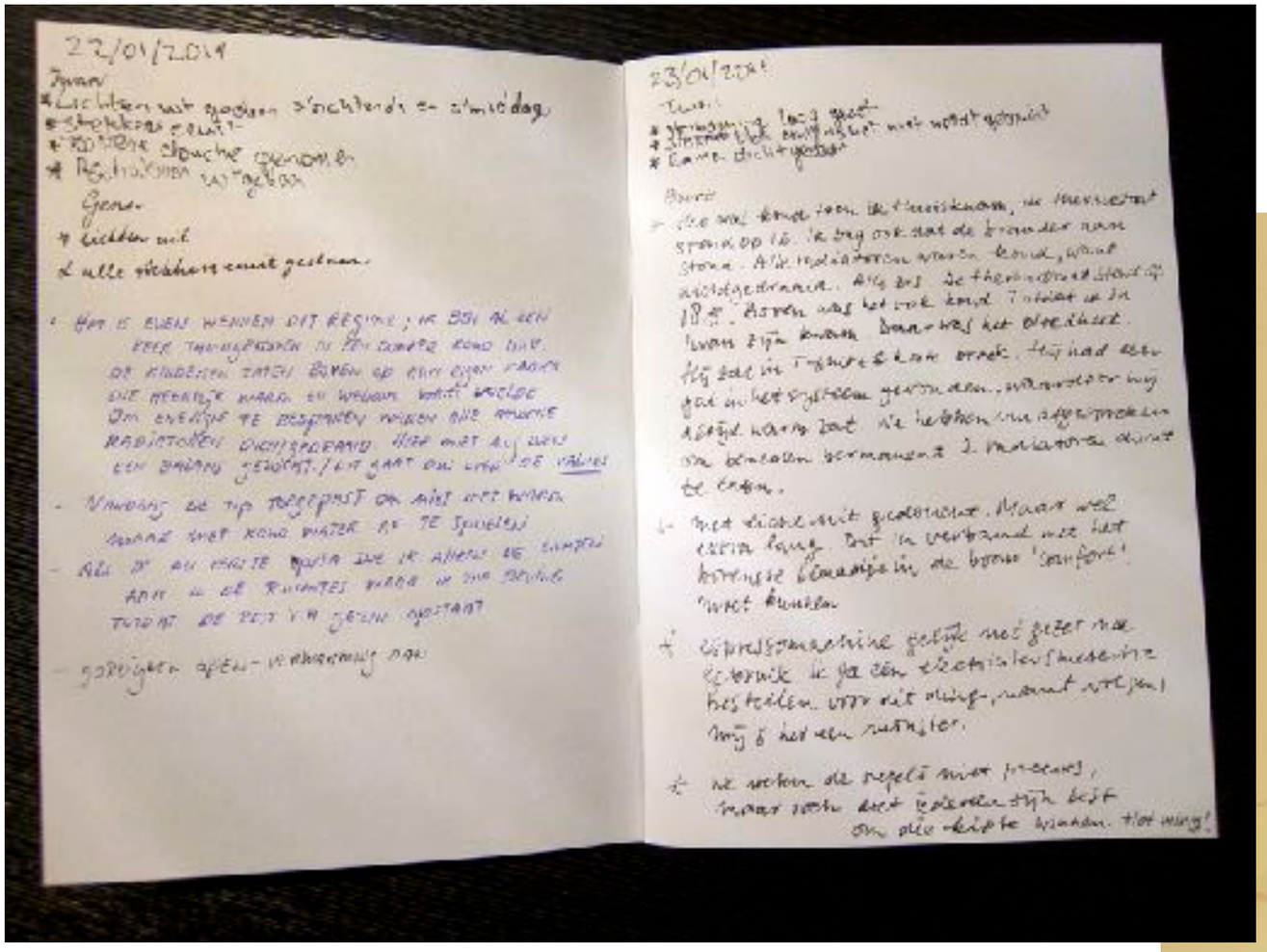
This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 610829.

context & case studies



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 610829.

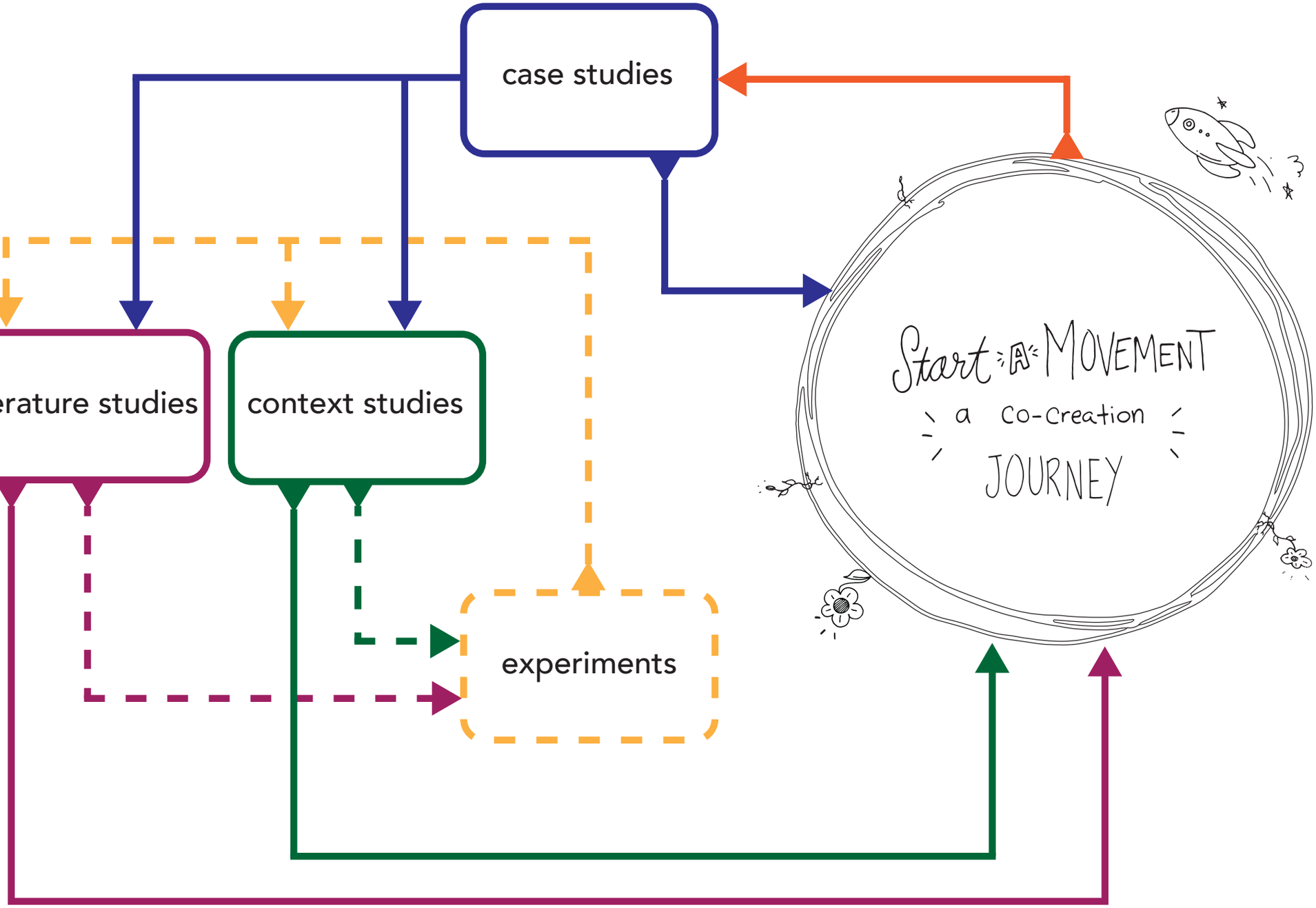
context & case studies



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 610829.

context & case studies

This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 610829.



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 610829.

‘Knowledge is about tomorrow.
In the now, we´re driven by the environment we currently live in. […]
environment determines our behaviour to a large degree, and to a larger degree than we intuitively predict.‘

Dan Ariely et. al.
‘Hacking Human Nature for Good‘, 2014

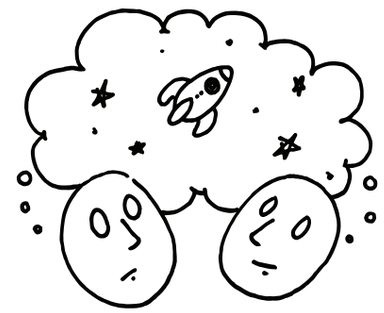
‘It's a delusion we can change peoples' behaviours.
Instead, people change their own behaviours.
Our role is to create an enabling environment and provide opportunities for people to become inspired by what their peers have achieved.‘

Les Robinson
‘How the science of behaviour change can help with sustainability‘
The Guardian, 2011

‘In every area of our lives, there is a gap between what we know we should be doing and what we actually end up doing. And rarely is knowledge the limiting factor. It‘s something else. So what is it?‘

Dan Ariely et. al.

‘Hacking Human Nature for Good‘, 2014

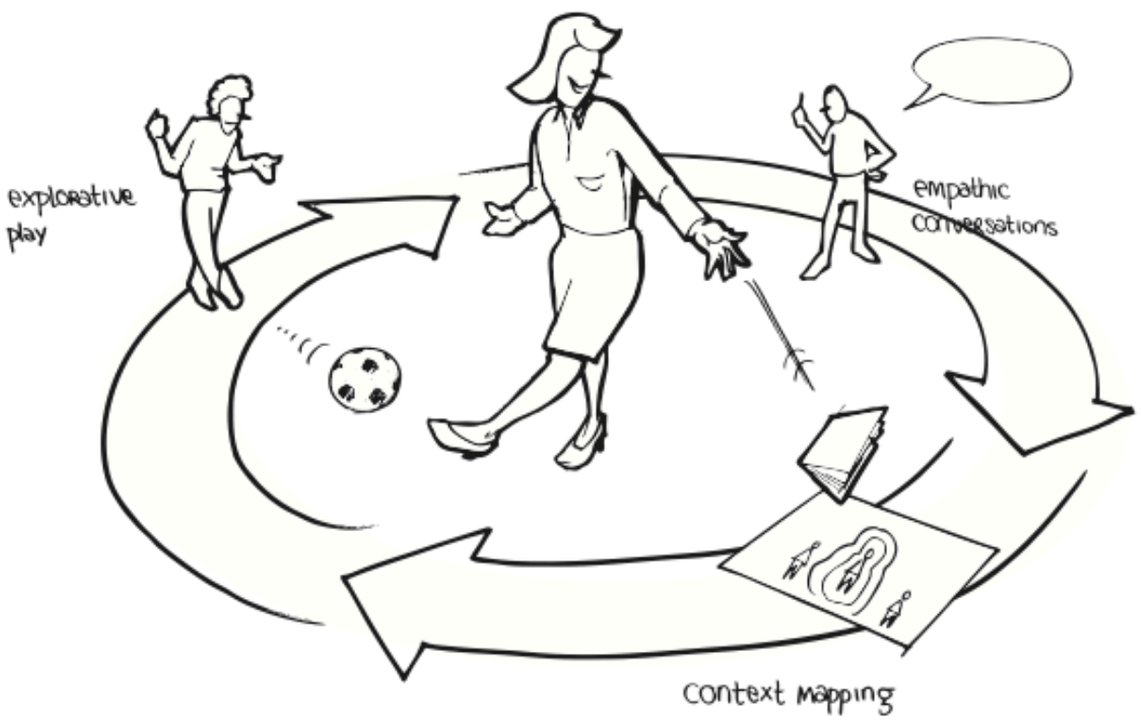


waag society's philosophy

waag society's philosophy

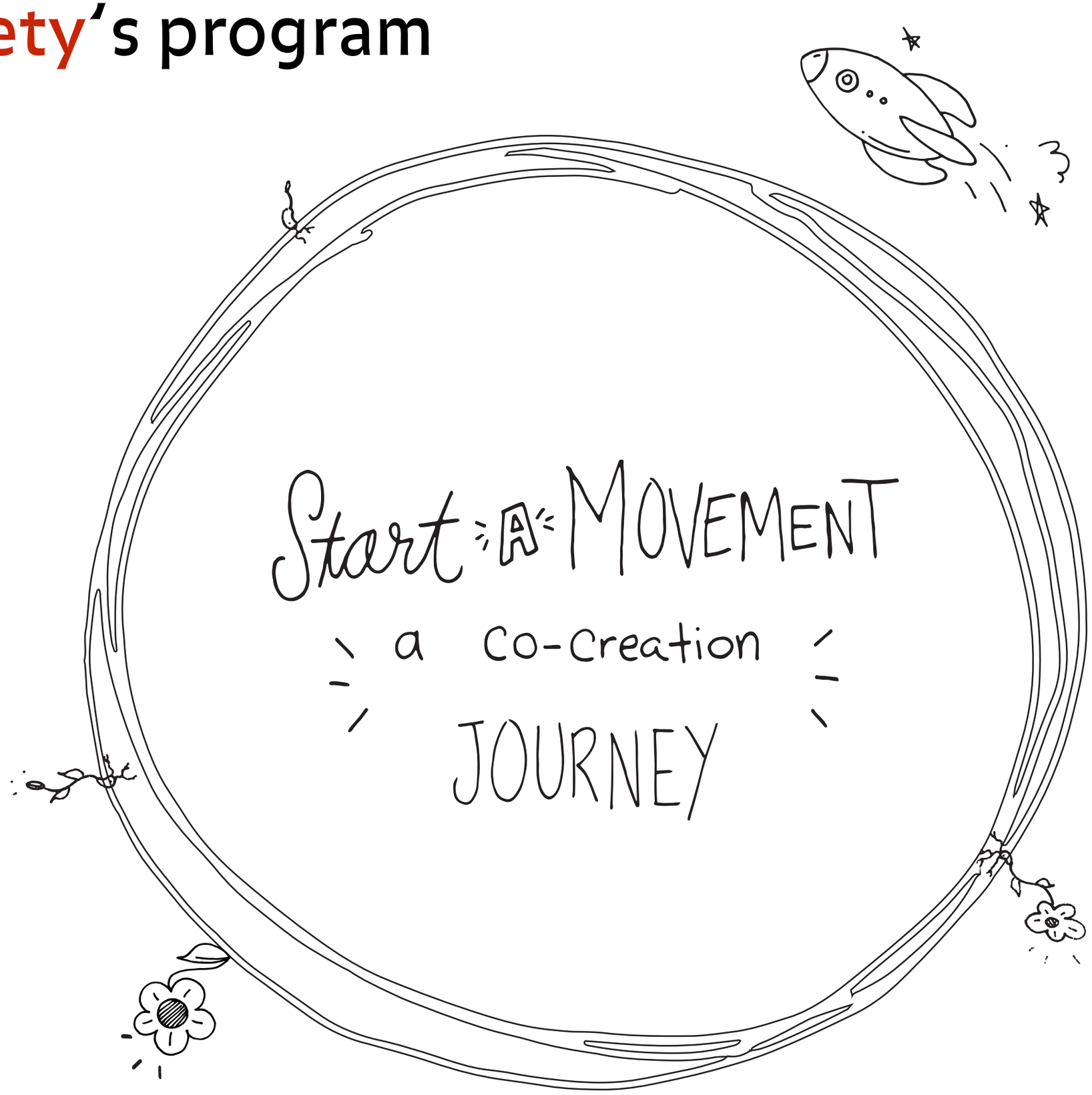
+

studies on behaviour



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 610829.

waag society's program

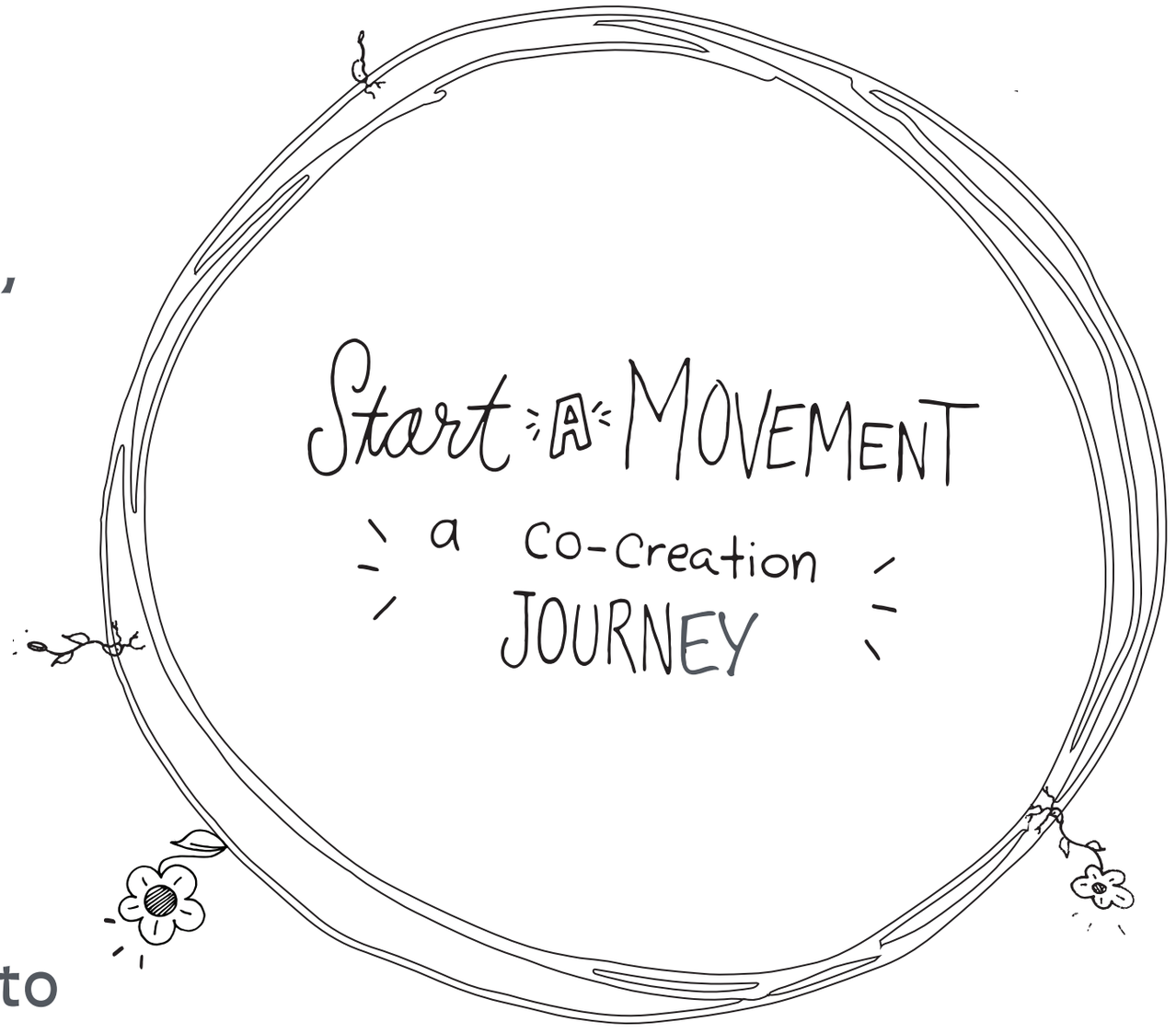


movement

A **movement** aims to encourage people to make informed (behavioural) changes in their life, in favour of a cause.

Through co-creation we create a **movement**.

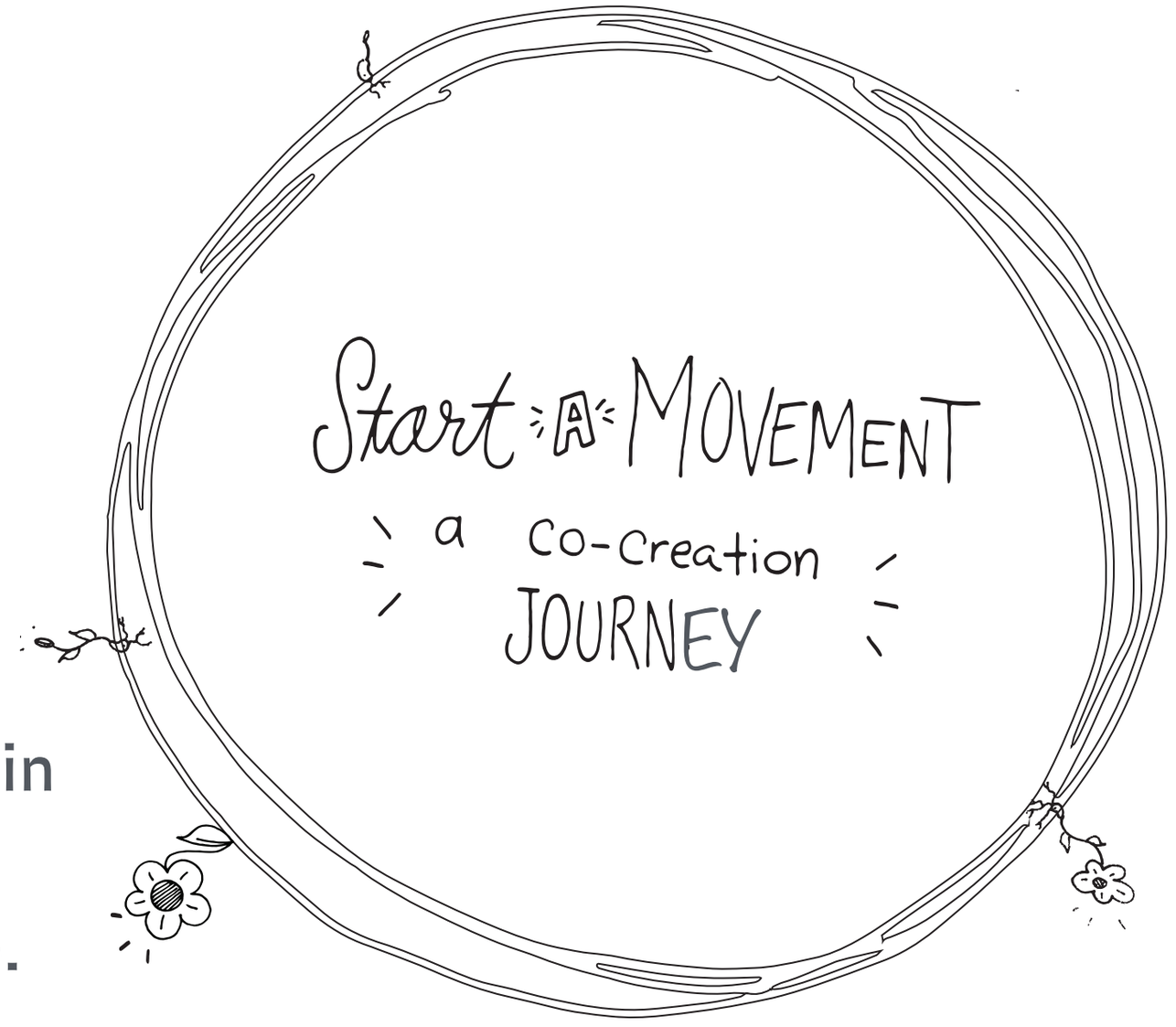
A **movement** has no end. It is in constant flux and adapts to new circumstances. It enables people to act and change their behaviour.



enabling environment

For this to happen, we need to design an **enabling environment** that allows people to join, act, share and/or reflect.

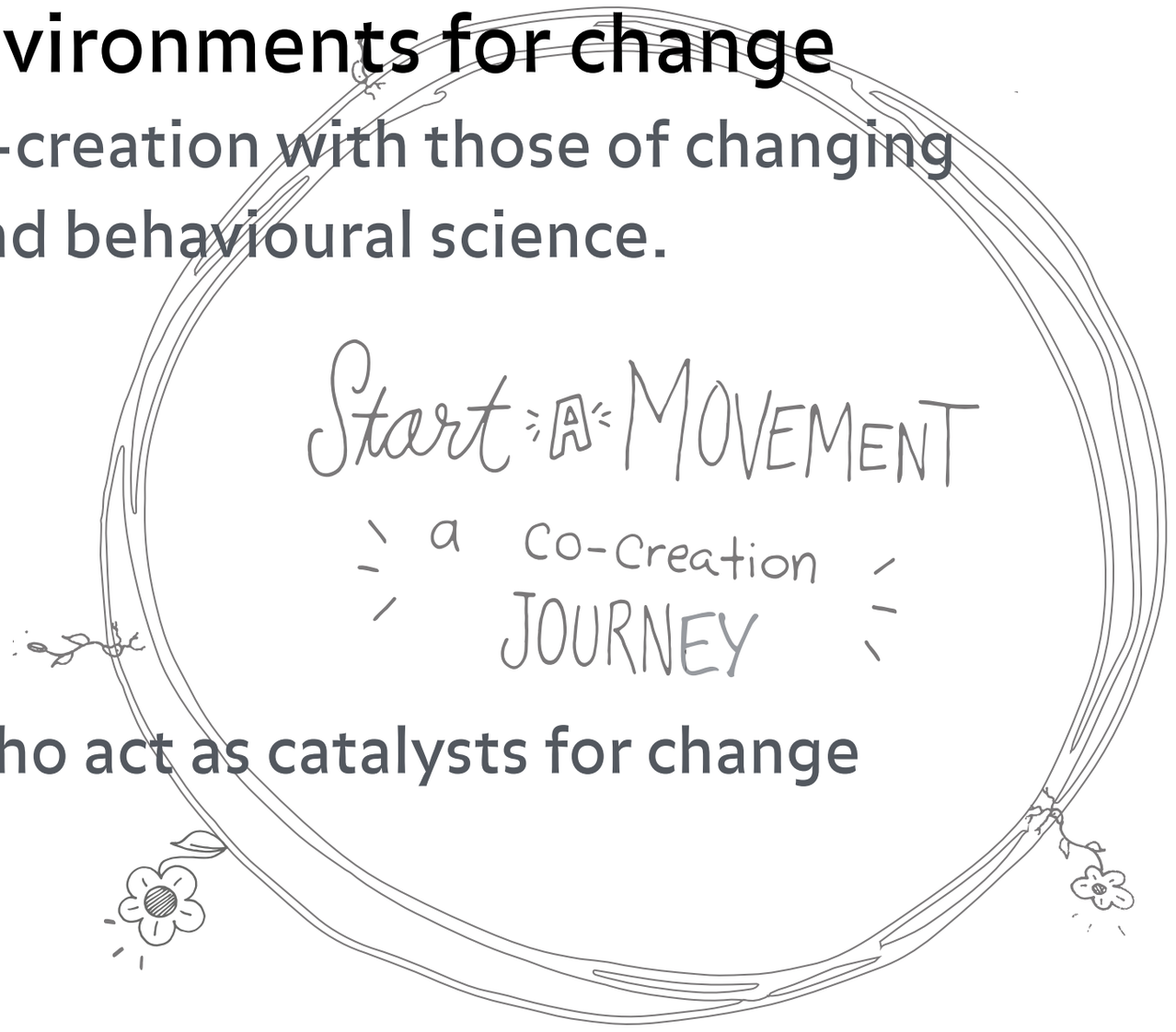
Enabling environments are the optimal circumstances for acting in favour of the movement – changing behaviour for the cause.



start a movement

What: creating enabling environments for change

combining principle of co-creation with those of changing behaviour in marketing and behavioural science.



For: change agents

people or organizations who act as catalysts for change

How: 5 iterative stages

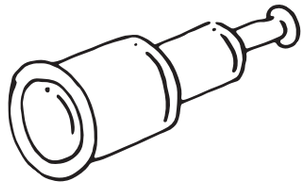
a hands-on program, with tools and strategies to support and document the work.

5 stages

stage 1: open your mind

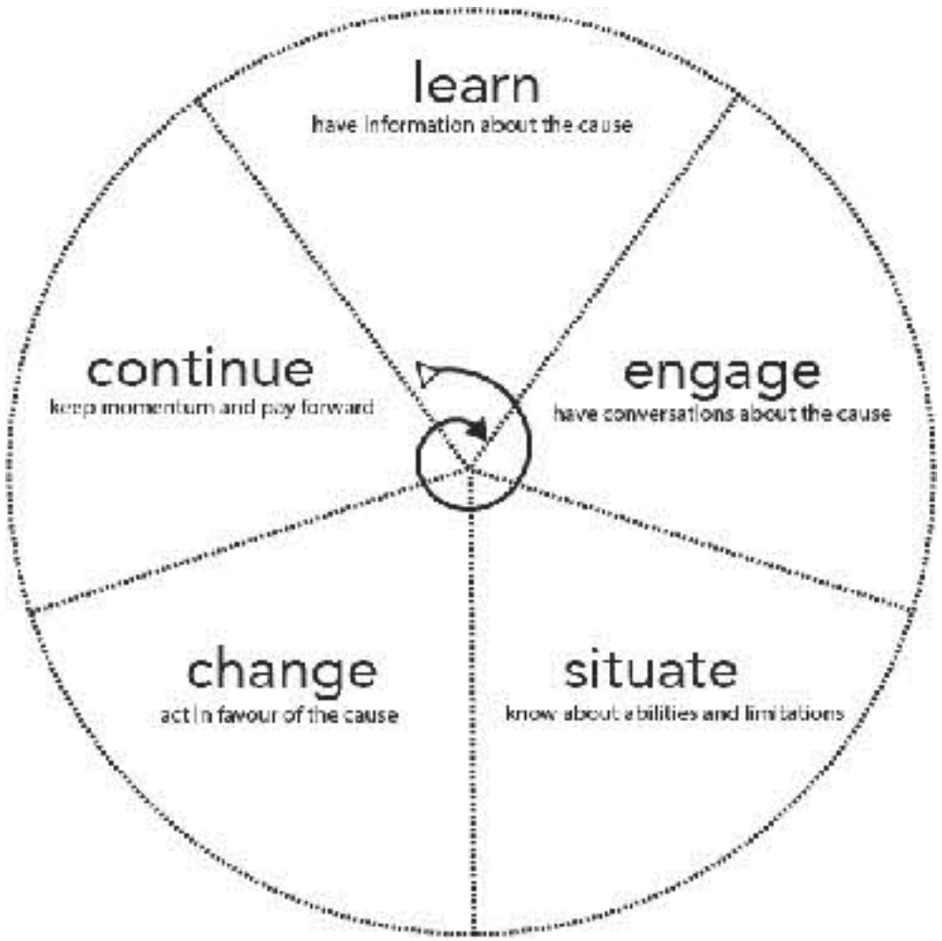
stage 2: enabling environment exploration

sensitize to the topic and method & explore possibilities



5 stages

stage 3: movement mission, stakeholders and audiences



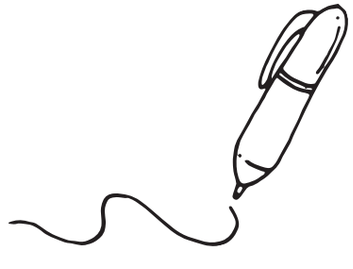
know who you want to reach
know your audience's baseline
know what you want to achieve

5 stages

stage 4: co-creation with users and various stakeholders

co-creating with a variety of experts will ensure:

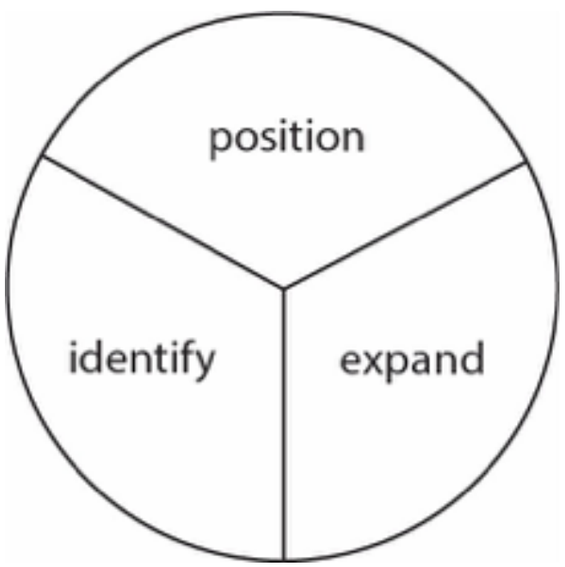
- relevance
- ownership
- agency
- sustainable design



5 stages

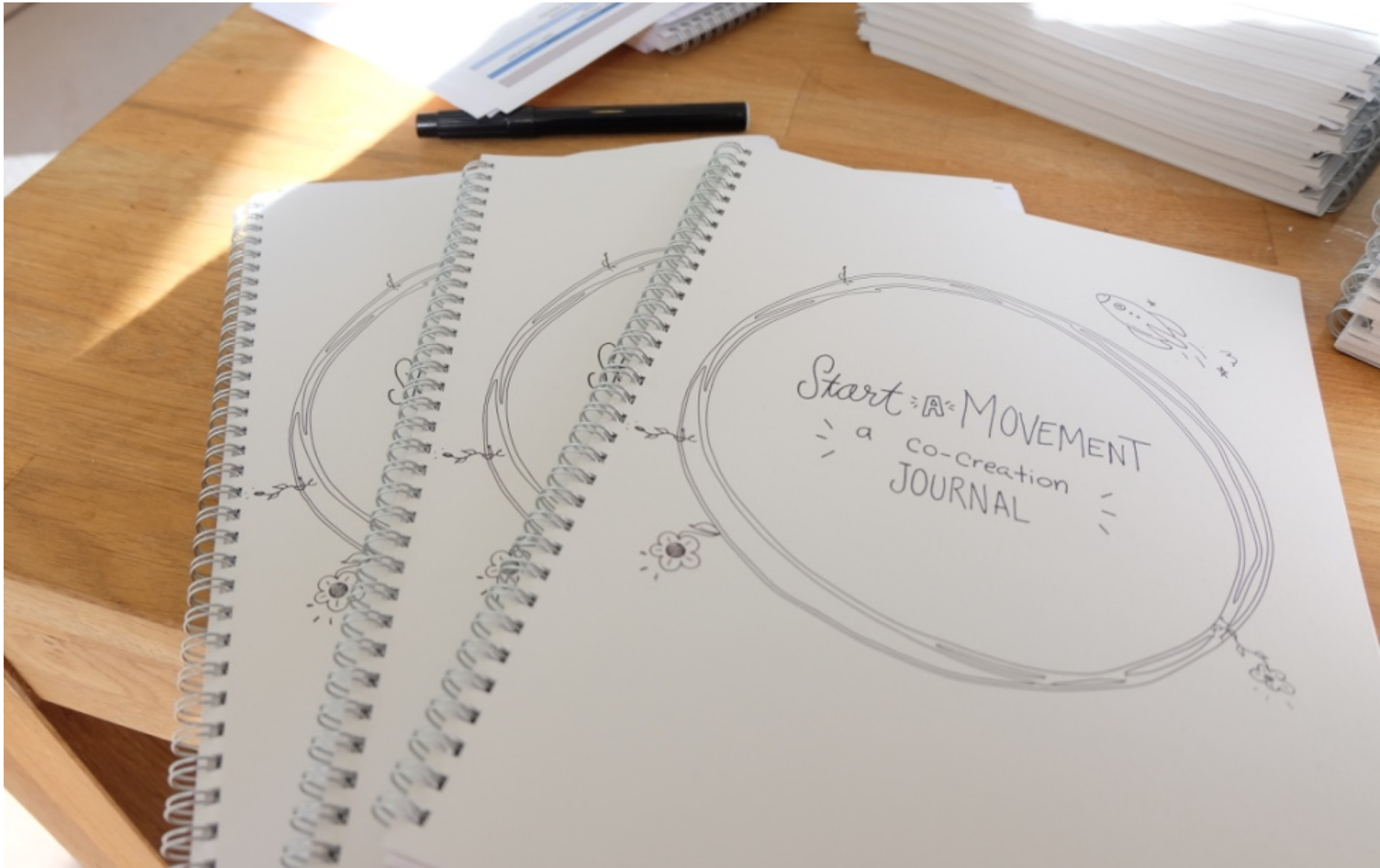
stage 5: enabling environment design

Develop, based your **movement mission** and your **co-creation process**, the most effective ‘enabling environment‘ to facilitate behavioural change.



some start a movement tools

some start a movement tools



‘Even when we change our routines, neural pathways remain etched in our brains, ready to be reactivated when we lose focus.‘

‘Altering behavior requires not only an understanding of how to persuade people to act [...] but also necessitates getting them to repeat behaviors for long periods, ideally for the rest of their lives.‘

Nir Eyal, Ryan Hoover

‘Hooked‘, 2014

waag society

institute for art, science and technology