changing behaviour for a cause
DecarboNet Project
A Decarbonisation Platform for Citizen Empowerment and Translating Collective Awareness into Behavioural Change.
literature studies

context studies

methodology

case studies

experiments

toolbox
context & case studies
context & case studies
context & case studies
'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
waag society’s program

Start a MOVEMENT
a co-creation
JOURNEY
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.
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.
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

coop-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