

# Using Behavioural Science to Encourage Sustainable Behaviour

THREE  
POINT  
FIVE

3– 4-hour, face to face workshop

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## Who is this workshop for?

This workshop is for anyone who is grappling with sustainability goals within their organisation, where behaviour change is key.

## Why is the workshop useful?

Often when we try to change behaviour we use data, facts and policies. However, research from the field of **behavioural science** suggests that these approaches often aren't the most effective.

## What is behavioural science?

Behavioural science is the study of human behaviour and why we behave the way we do. Rather than being rational and fact driven in our behaviour, behavioural science suggests that humans are far more emotional and bias driven. There's an increasing recognition that insights from behavioural science can be used to create **behavioural interventions** to improve environmental performance in a range of settings.

## What is a behavioural intervention?

A behavioural intervention is a coordinated set of activities designed to change specified behaviour patterns.

## What will participants learn in this workshop?

In this workshop learners will be guided through a series of steps which will allow them to create their own behavioural interventions.

In particular, learners will:

- Gain an understanding of what behavioural science is
- Explore a sustainability challenge through a behavioural science lens
- Work in teams to create behavioural intervention ideas
- Appreciate how to effectively target the behaviour they want to shift
- Explore the drivers and barriers to making the behaviour change
- Experience using creative problem-solving techniques to generate intervention ideas

# Examples of Key Content

3– 4-hour, face to face course

## The TESTS framework



The TESTS framework is a research backed model which serves to provide an iterative process which can be used to design behavioural interventions. Throughout the workshop, learners will work in groups on the first three stages – Target, Explore and Solution.



### EXPLORE: COM-B model of behaviour

The COM-B model helps us to understand how we can encourage our target audience to change their behaviour. The model proposes that in order to engage in a behaviour, we must have sufficient capability, opportunity and motivation.

### SOLUTION: The Behaviour Change Wheel

The Behaviour Change Wheel consists of nine types of behavioural interventions, and can be used to create intervention ideas, informed by the insights of the Explore phase.



### WRAP-UP: Trial

To wrap up the workshop, each group will share their top behavioural intervention ideas, receiving feedback from the rest of the learners.

### Where do nudges fit in?

Nudges are just one type of behavioural intervention. In this workshop participants will consider all nine types of behavioural interventions from the Behaviour Change Wheel.