What is Behavior Change?

rare | CENTER FOR BEHAVIOR & THE ENVIRONMENT

CONSERVATION X LABS

More than **450** community-led behavior change projects in over **60** countries

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Inspiring change so people and nature thrive.

Premises

1. Environment and development challenges are behavioral challenges.

2. Environment and development changemakers and practitioners rely on a limited set of strategies for changing behaviors.

3. A more complete set of strategies drawing on behavioral and social science applied with a user-centered approach will lead to breakthrough solutions to environment and development challenges.

What Does it Mean to Focus on *Behavior?*

Beliefs

- What you know or accept to be true

Attitudes

- What you think is good or bad

Intentions

- What you plan or intend to do

Behaviors

- What you actually do

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Behavior change: When people are doing something differently than they were before, such as starting or stopping something.

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Behavior Change 'For Good'

- **Principle of well being**

- **Principle of integrity**

- **Principle of empowerment**

See it: Decision-Making in Action

You are about to buy a new phone charger for $21.99, when you learn that the exact same charger is available for $12.99 at another store, 10 minutes' walk away.

Would you walk to the other store to get the cheaper phone charger?
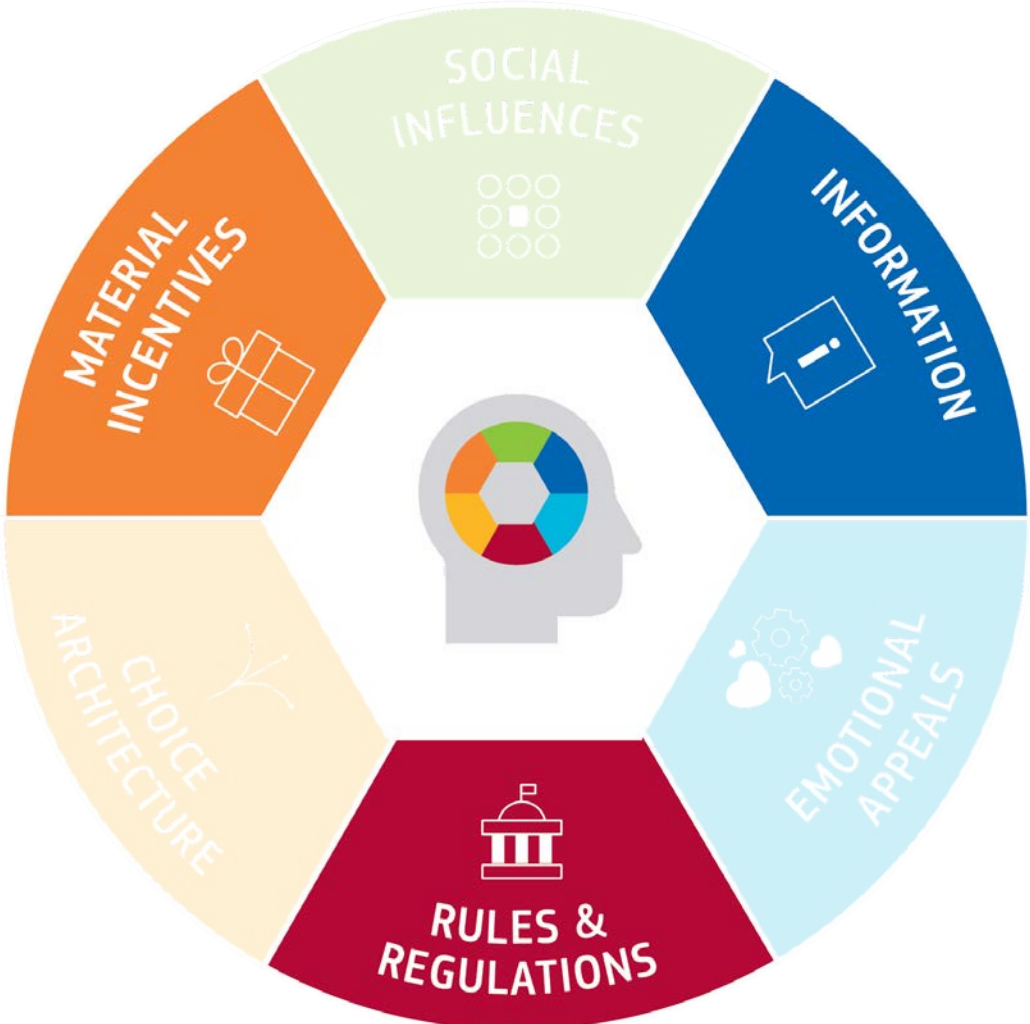
You are about to buy a new computer for $1129, when you learn that the same computer is available for $1120 at another store, 10 minutes' walk away.

Would you walk to the other store to get the cheaper computer?

Would you walk 10 minutes to save $9?

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Levers of Behavior Change

Levers of Behavior Change

Levers of Behavior Change

Levers of Behavior Change

Material Incentives

Increasing or decreasing real or perceived costs, time, or effort for doing a behavior

proximity

Sprinkler

Automated watering-can-style irrigation, without the backache.
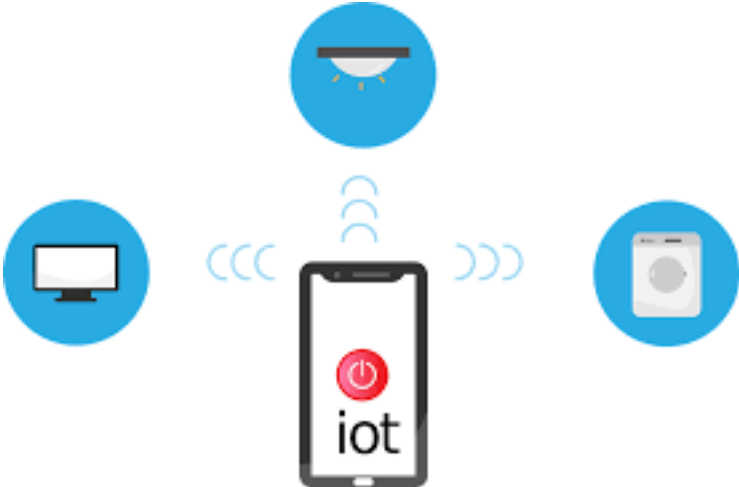
Price: 55,000 kyats / 39 USD
Area Coverage: 0.1 acres
Products Sold: 9,508

Designed in 2016

← →

Other Tool Ideas

Smart IoT devices

Mobile apps

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Material Incentives

- Make it easy (or the alternative hard)
- Give rewards or penalties

Rules & Regulations
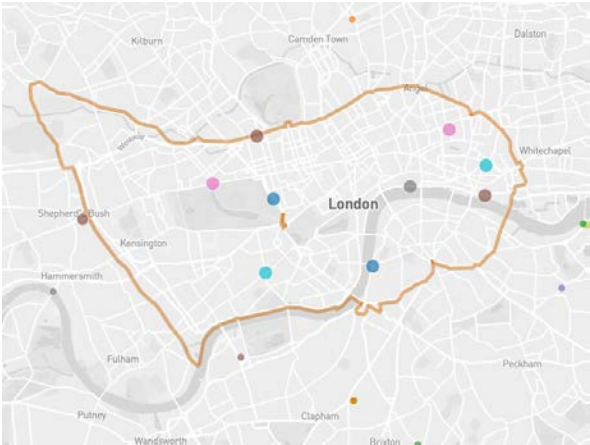
Enacting rules that constrict or promote a behavior

Cloud

Fishing Boat

100 km

Depth < 300 mts

Microprocessor

Satellite comms

Harvest Power

AIS Receiver

Battery

Patrol Boat

Hydrophone x 4

Circular Phased Array

Setup in the high seas
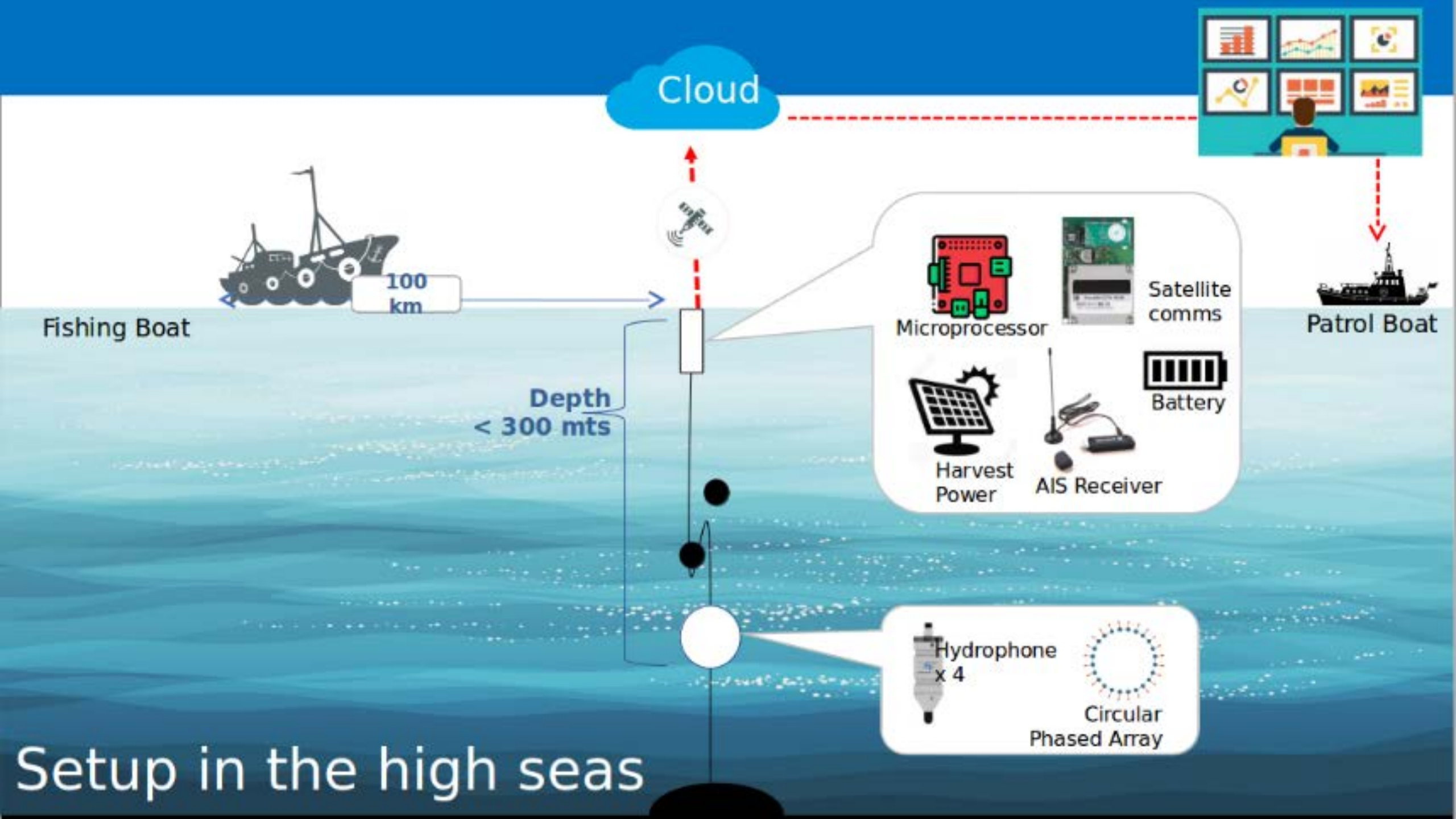
Other Tool Ideas

Digital passwords /
face ID / fingerprint ID

Blockchain

Geofencing

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Rules & Regulations

- Mandate behavior
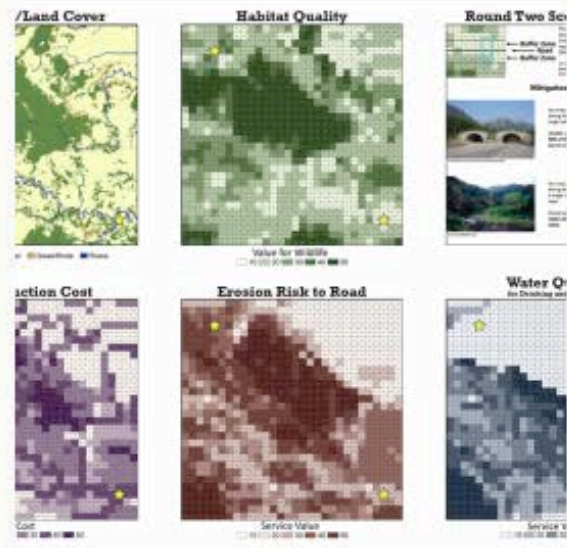- Prohibit behavior

Information

Providing information about what the desired behavior is, why it's important, and how to do it
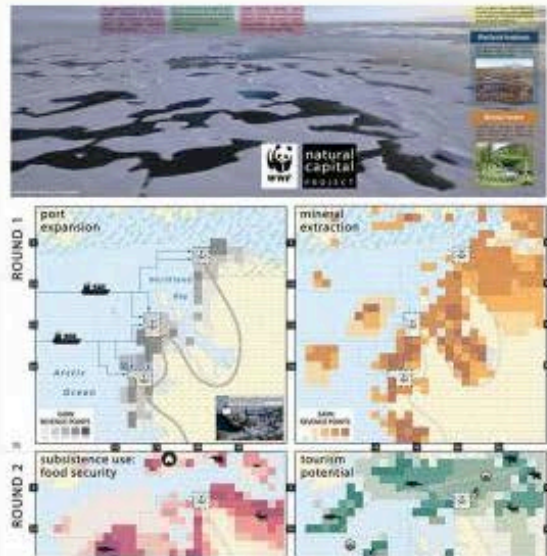
Our Current Games

Best Coast Belize!

Roads to a Resilient Future

Ranchland: Farm or Fallow

Northland: Arctic Choices

natural capital PROJECT

Other Tool Ideas

Web apps and mobile apps

Machine learning and artificial intelligence

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Information

- Provide step-by-step instructions
- Build awareness and understanding

Emotional Appeals

Using emotional messages to drive behavior
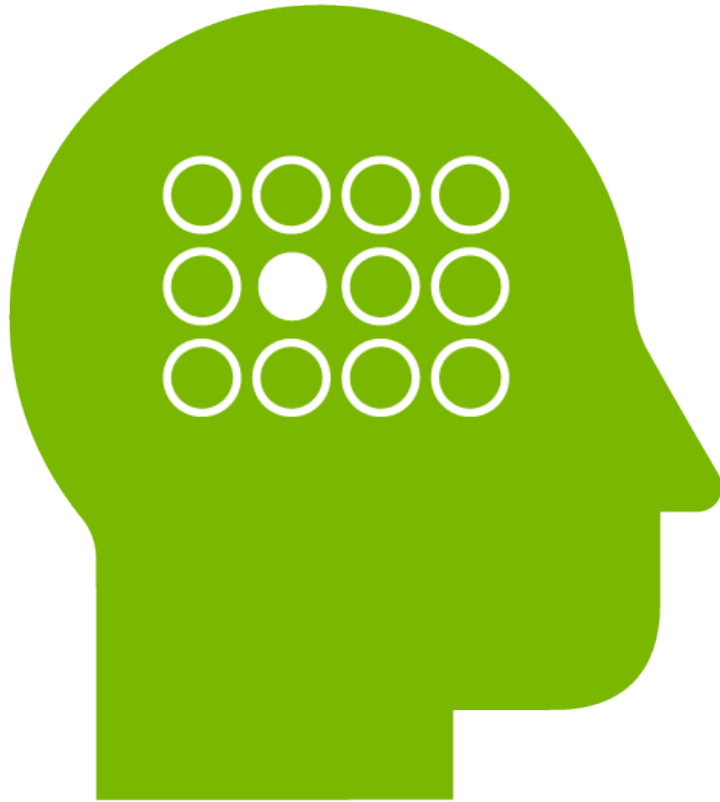
Wildeverse

Other Tool Ideas
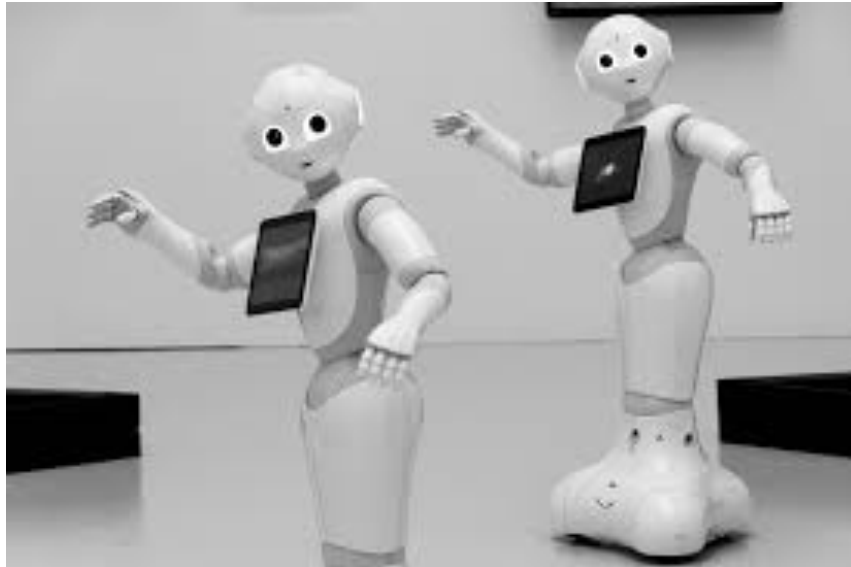
Robots

Wearable devices and gadgets

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Emotional Appeals

- Leverage emotions
- Personalize the message

Social Influences

Leveraging the behavior, beliefs, and expectations of others

LITTERATI

Become an Environmental Hero.

Join the worldwide Litterati community to help crowdsource clean the Earth.

Create or Join Challenges!

Inspire friends, family, co-workers, classmates, or even the whole world to work together.

Connect with others. Work together. Create change.

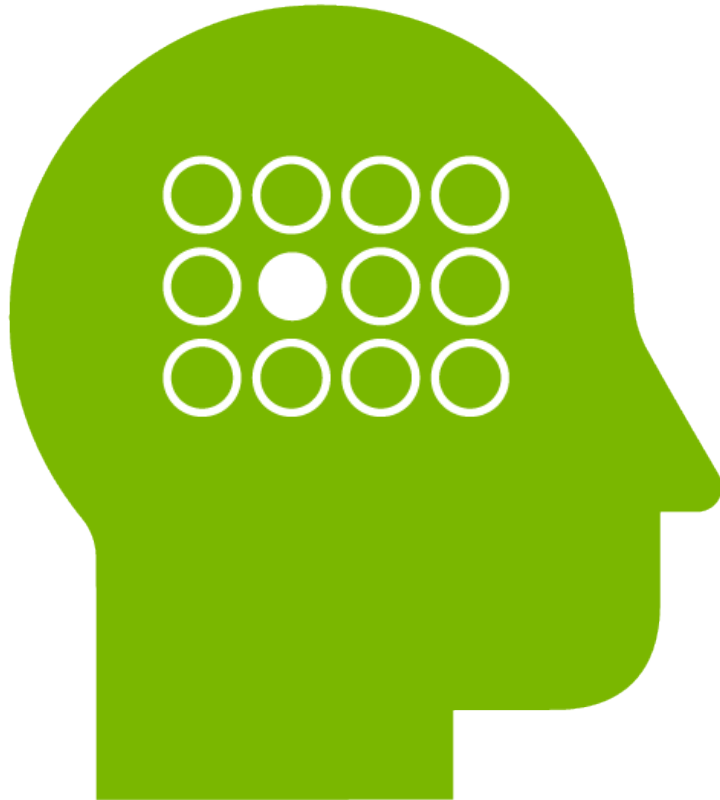And see your impact through maps, graphs, and visualized data.

Other Tool Ideas

Wearable devices

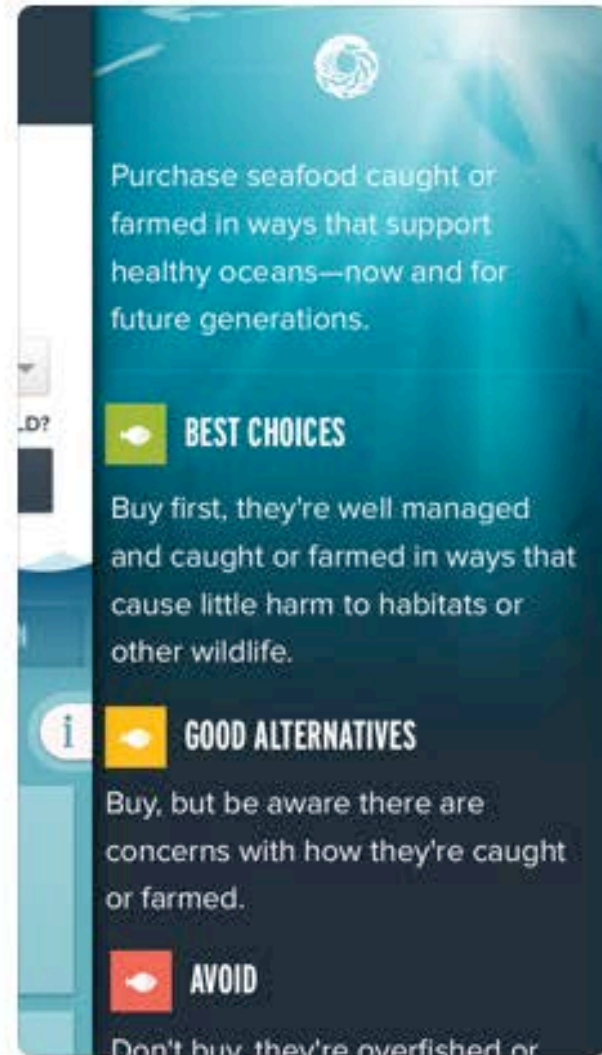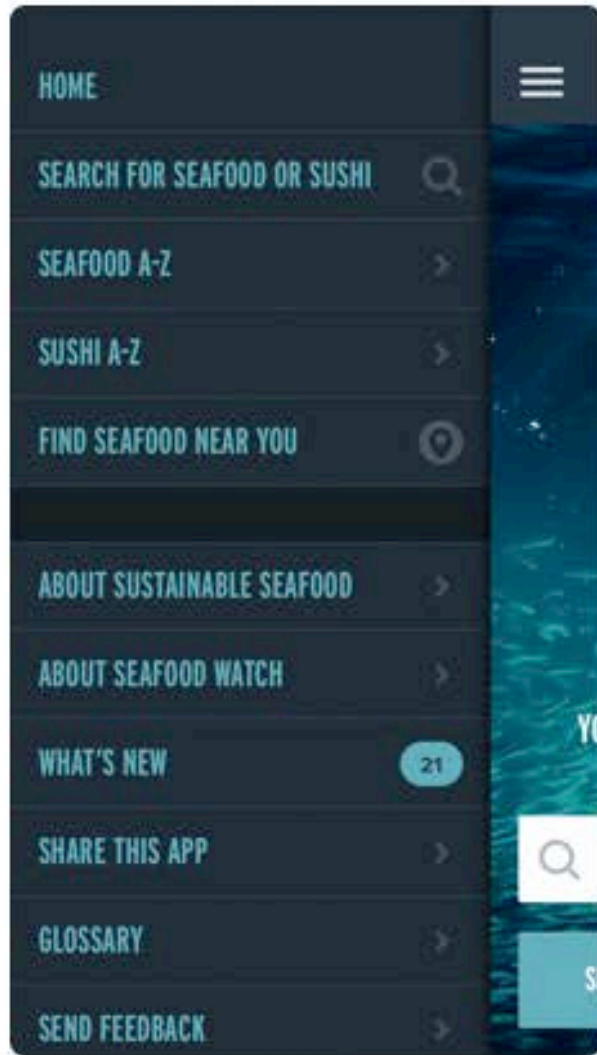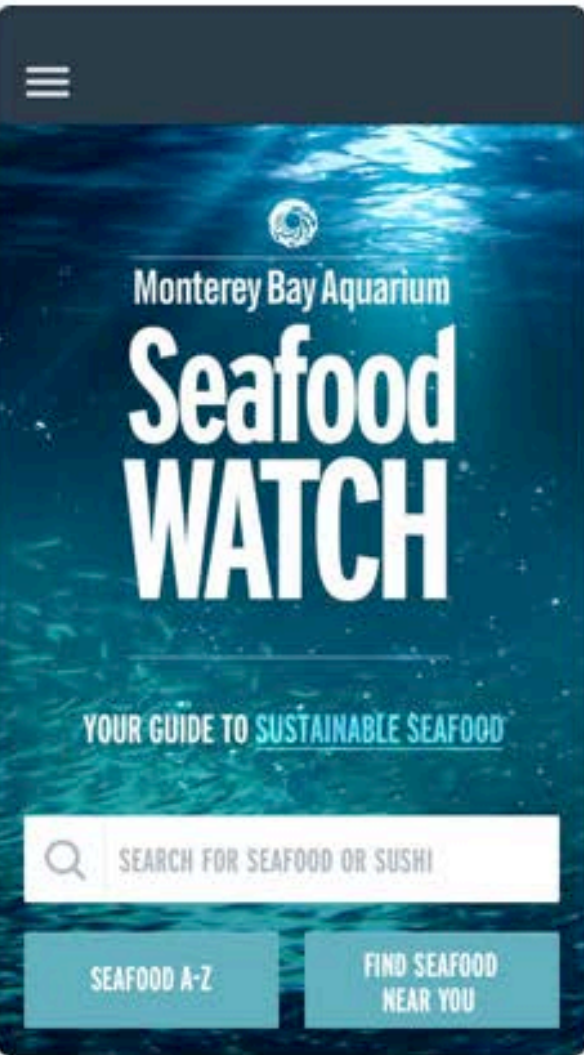Smart IoT sensors

Social Influences

- Make the behavior observable
- Make the desired behavior the perceived norm
- Eliminate excuses for not engaging in the desired behavior

Choice Architecture

Changing the context in which choices are made

Monterey Bay Aquarium
Seafood
WATCH

YOUR GUIDE TO SUSTAINABLE SEAFOOD

SEARCH FOR SEAFOOD OR SUSHI

SEAFOOD A-Z | FIND SEAFOOD NEAR YOU

HOME

SEARCH FOR SEAFOOD OR SUSHI

SEAFOOD A-Z

SUSHI A-Z

FIND SEAFOOD NEAR YOU

ABOUT SUSTAINABLE SEAFOOD

ABOUT SEAFOOD WATCH

WHAT'S NEW   21

SHARE THIS APP

GLOSSARY

SEND FEEDBACK

TUNA

TUNA - ALBACORE

WHERE IS IT FROM?   IS IT FARMED OR WILD?

DOMESTIC   IMPORTED   FARMED   WILD

OUR RECOMMENDATIONS   ECO-CERTIFICATION

RESULTS   5   3   12   i

BEST CHOICE   LOCATION: SOUTH PACIFIC
               METHOD: TROLL/POLE

BEST CHOICE   LOCATION: U.S. NORTH PACIFIC

Purchase seafood caught or farmed in ways that support healthy oceans—now and for future generations.

BEST CHOICES

Buy first, they're well managed and caught or farmed in ways that cause little harm to habitats or other wildlife.

GOOD ALTERNATIVES

Buy, but be aware there are concerns with how they're caught or farmed.

AVOID

Don't buy, they're overfished or

Other Tool Ideas

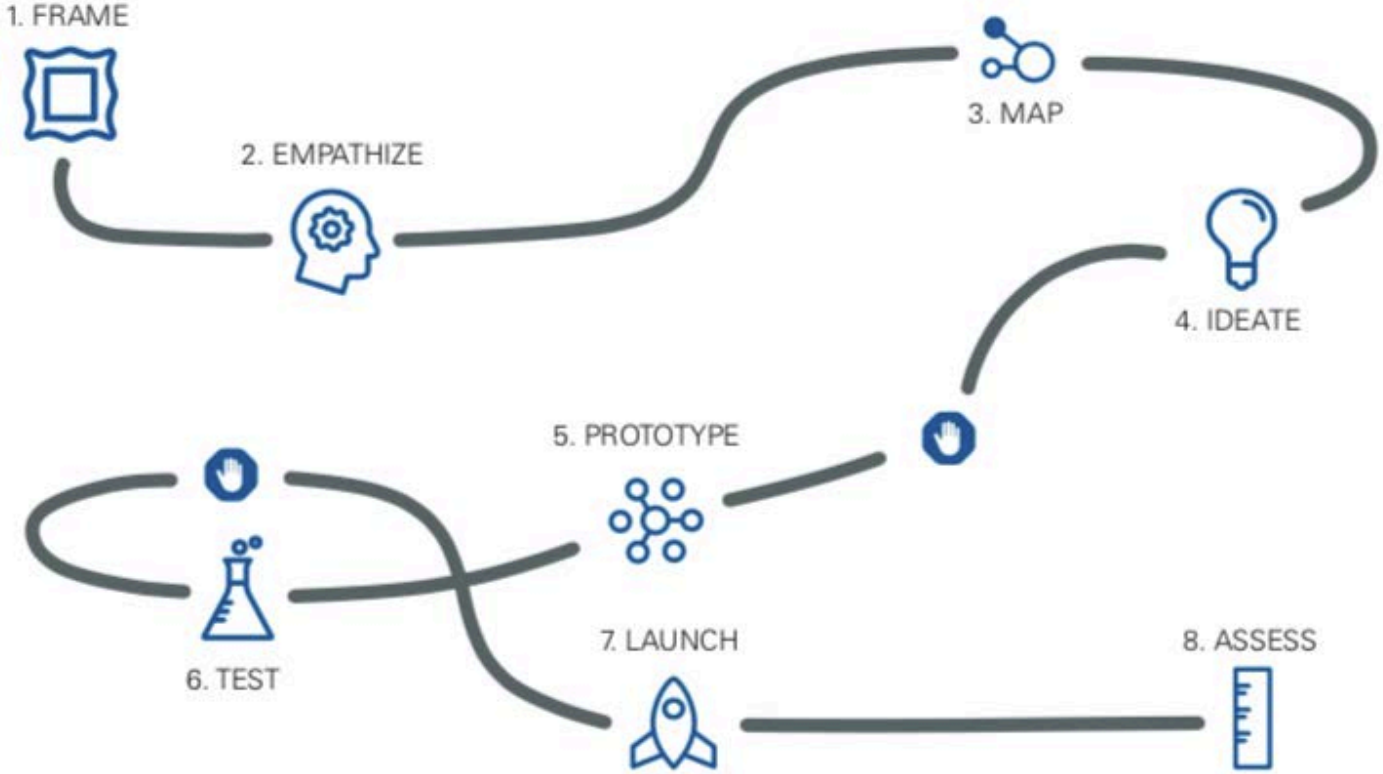
Wearable devices, mobile apps, and web apps

Smart IoT devices

Choice Architecture

- Direct attention
- Simplify messages and decisions
- Use timely moments and prompts
- Facilitate planning and goal setting

The Behavior-Centered Design Journey

1. FRAME
2. EMPATHIZE
3. MAP
4. IDEATE
5. PROTOTYPE
6. TEST
7. LAUNCH
8. ASSESS

Want to keep exploring? Check out behavior.rare.org for strategies, tools, trainings, and more.

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