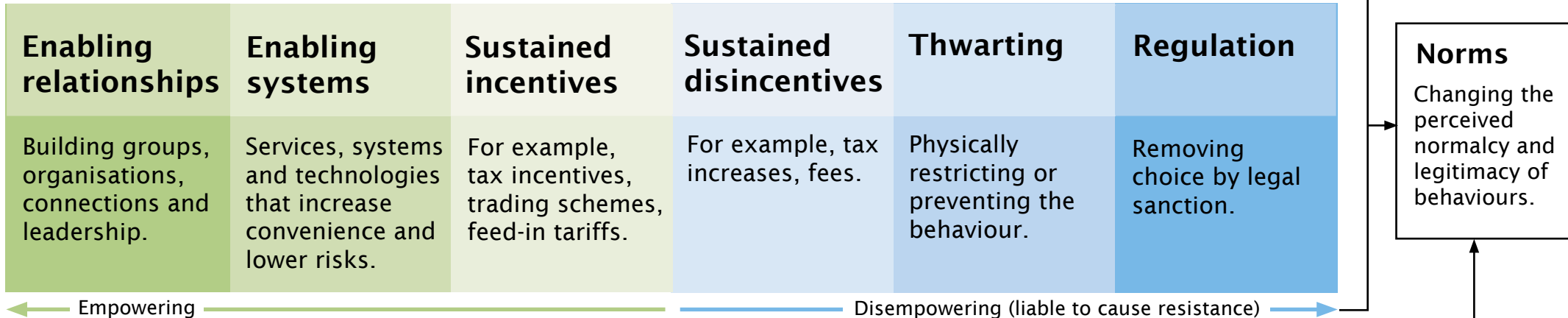


A palette of behavioural interventions

The starting point

Relative advantage A behaviour or product that gives better results than current practice in terms that matter to the user. The essential pre-condition for sustained change.

Sustained interventions [A comprehensive spectrum - see page 2 for examples.]



Short interventions [A short list of methods that are relatively easy to implement.]

- Autonomy** Sharing important decisions e.g. how, where, when, who with, and whether to act.
- Familiarity** Increasing familiarity with the new behaviour, especially HOW to do it [= self-efficacy].
- Social proof** Demonstrating that plenty of similar people have successfully adopted the behaviour.
- Deliberation** Enabling the actors to discuss the new behaviour with their peers.
- Incentives** Lowering the financial costs of acting (e.g. grants, in-kind support).
- Commitment** Inviting small, safe acts before inviting more difficult acts.
- Reciprocity** Offering gifts or privileges.
- Enjoyment** Creating enjoyment, delight or fun.

Social norms are influenced indirectly by:
(a) an accumulation of social proofs; and
(b) changes in the environment in which people judge social norms.

Sustained interventions - a spectrum

Enabling relationships	Enabling systems	Sustained incentives	Sustained disincentives	Thwarting	Regulation
What it means					
Building groups, organisations, connections and leadership.	Services, infrastructure and technologies that increase convenience and lower perceived risks.	Lowering the financial costs of adoption.	Raising the financial costs of inaction.	Physically restricting or preventing the behaviour.	Removing choice by legal sanction.
Examples					
Leadership programs, green teams, support groups, mentors, buddies, partnerships, action groups, communities of practice, online networks.	Bike ways, family services hubs, sustainability audit teams, food recycling systems, smart meter systems, safety by design, catchment support officers.	Tax incentives, feed-in tariffs, emissions trading schemes.	Alcohol and cigarette taxes, congestion taxes carbon taxes.	Reducing car parking spaces, reduced drinking hours, mandatory income management via BasicsCard, pre-commitment technology on poker machines.	Indoor smoking bans, raising the drinking age, mandatory seat belt laws.
Design questions “Should we aim to...”					
...empower through social support and leadership?”	...increase convenience and decrease perceived risks?”	...decrease the costs of change?”	..increase the costs of the current behaviour?”	...physically restrict choice?”	...ban the behaviour?”