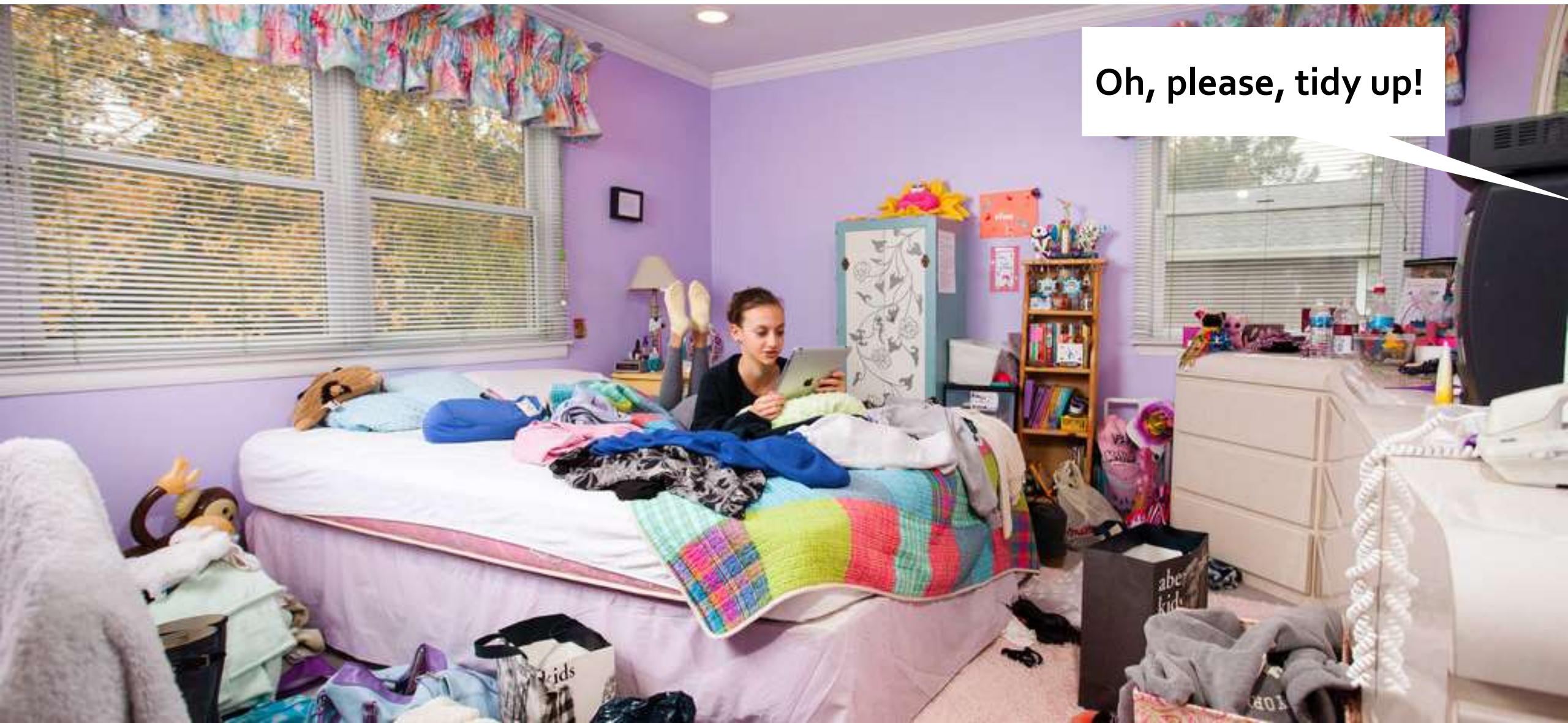


✘ Framework for any behavioural issue



Oh, please, tidy up!

✘ This guy will NOT do the trick



**✘ STEP 1: Select & specify target behaviour**



Who needs to DO

what

when

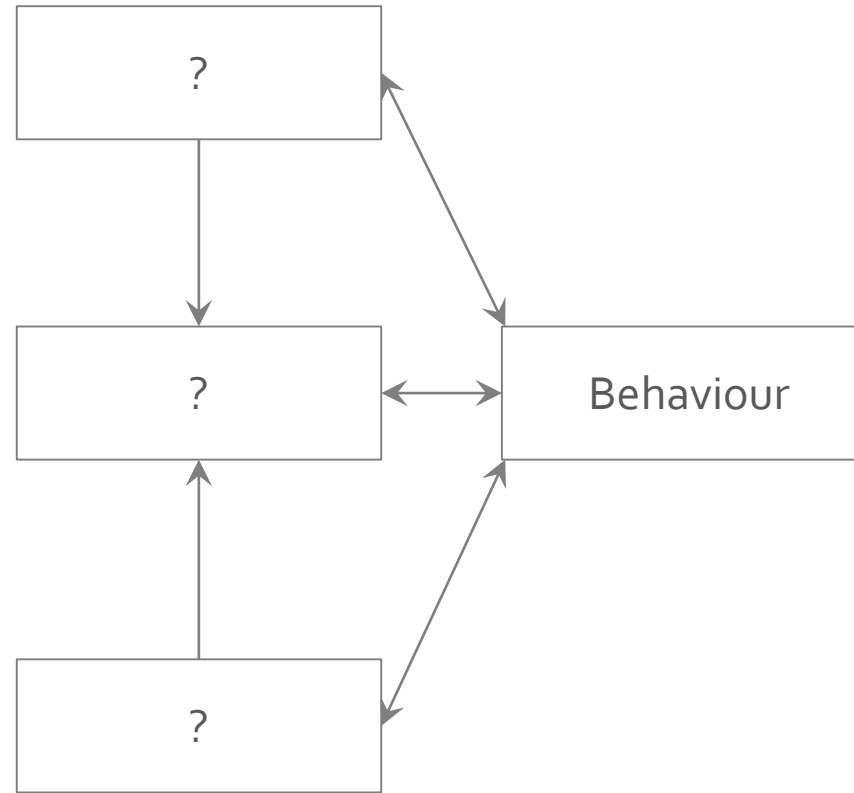
where

how often

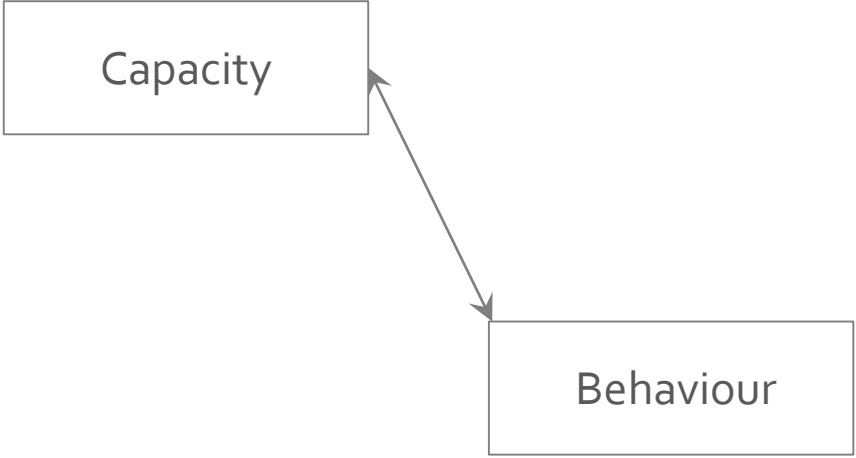
and with whom?

Behaviour

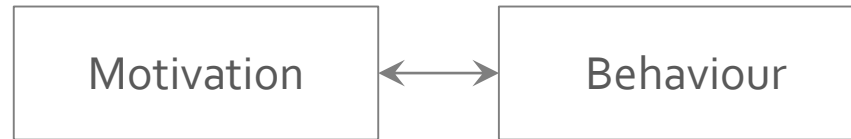
# ✘ STEP 2: Understand the behaviour



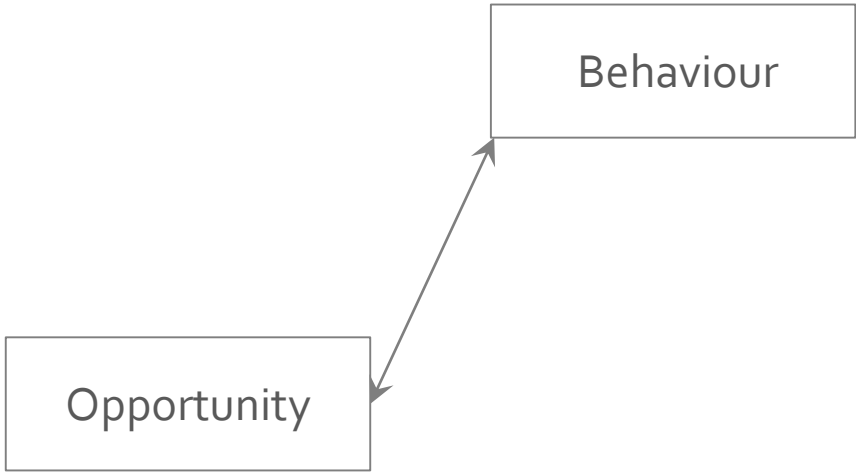
✘ 2a. Capacity  
✘  
✘



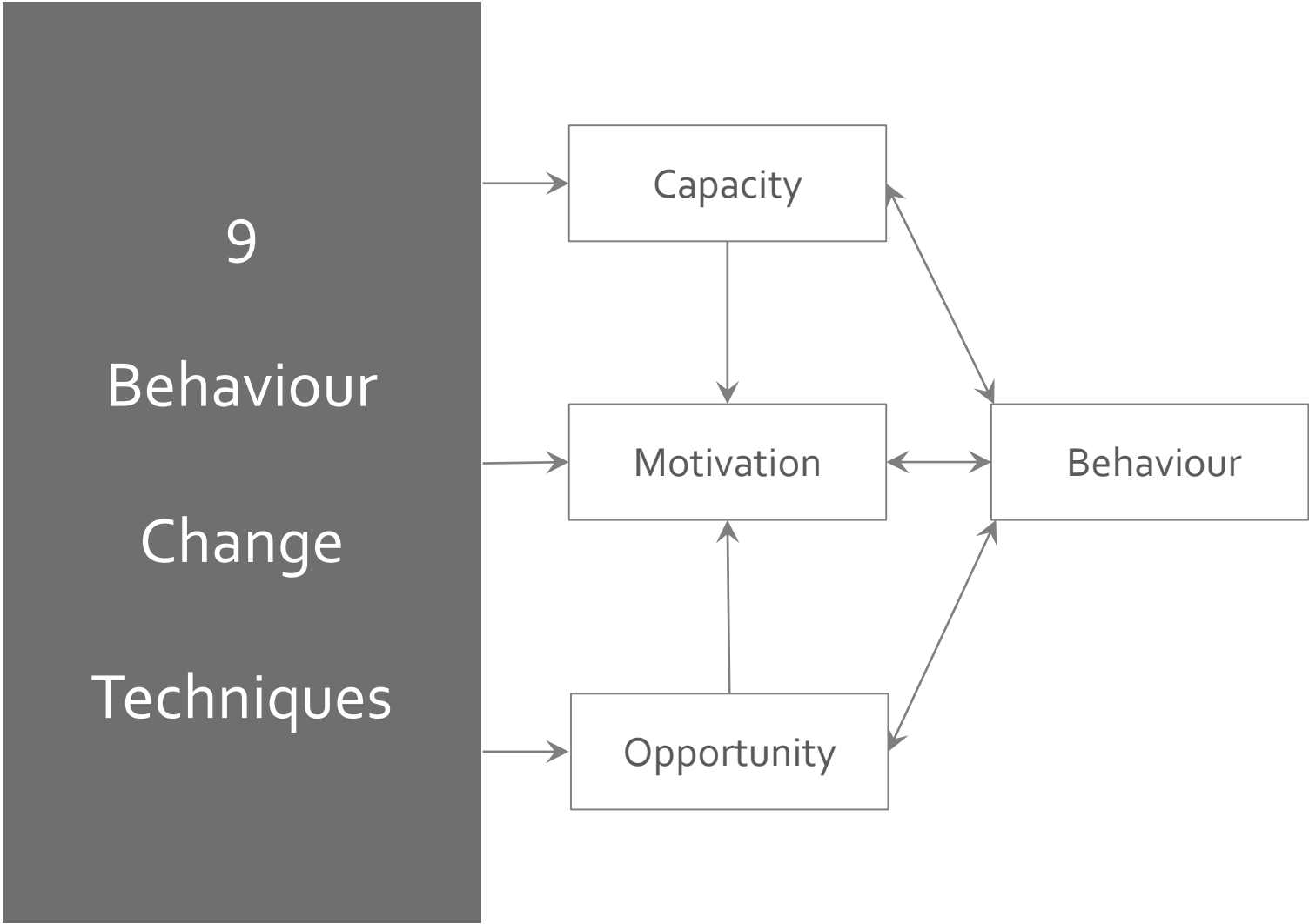
✘ 2b. Motivation  
✘  
✘



✘ 2c. Opportunity  
✘  
✘



✘ ✘ ✘ STEP 3: Influence the behaviour





✘ ✘ ✘ 3a. Education



✘ 3b. Persuasion  
✘  
✘



Many of your neighbours bike to work. Join them!

✘ 3c. Incentivisation



❌ 3d. Coercion  
❌  
❌



✘ 3e. Training  
✘  
✘



✘ 3f. Restriction  
✘  
✘



✘ ✘ ✘ 3g. Environmental restructuring



✘ 3h. Modelling  
✘  
✘



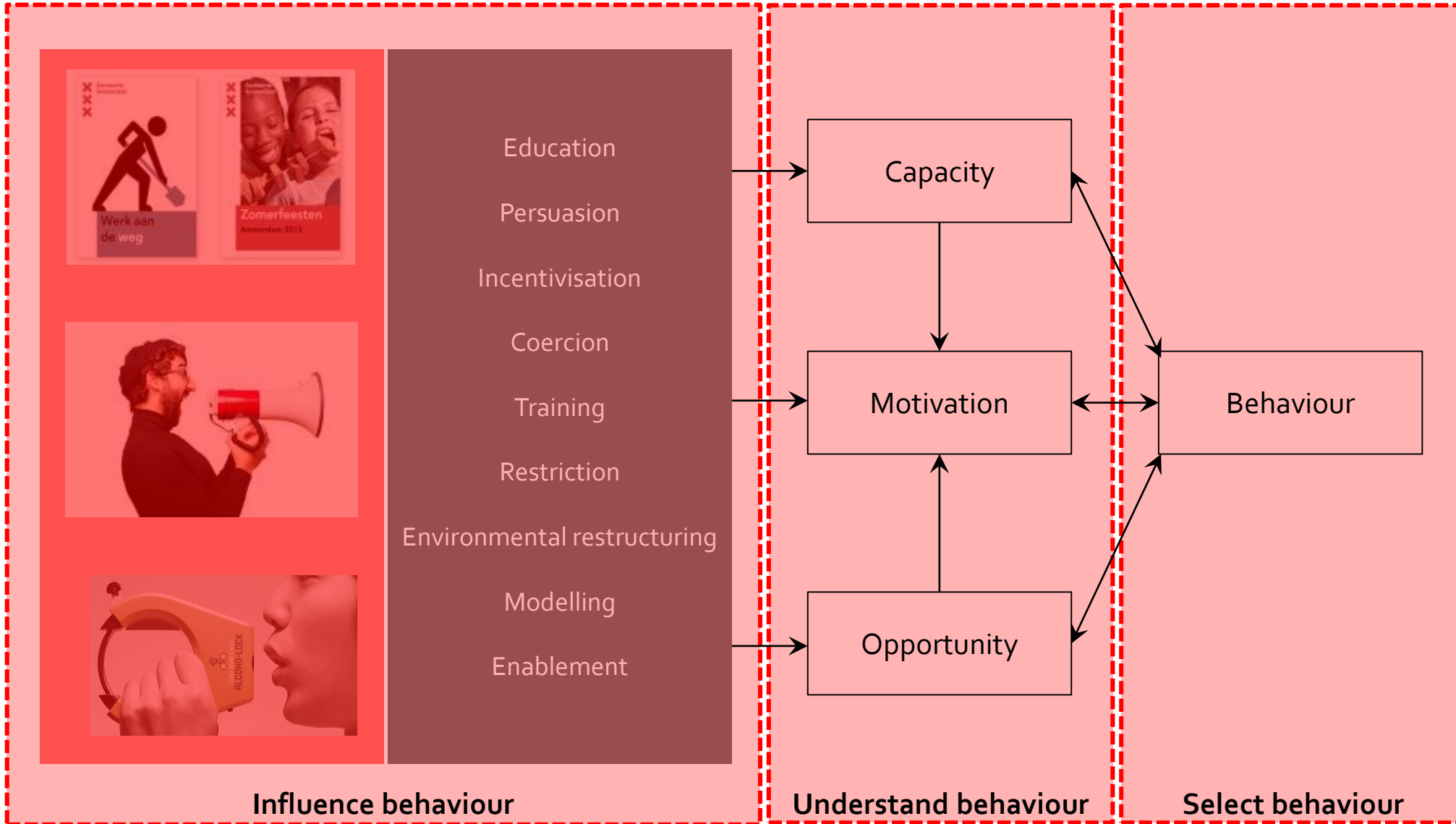


❌ 3i. Enablement  
❌  
❌



These two people  
are buddies

# XXX Behaviour change: systematic approach



# ✘ Behaviour change: many disciplines are needed



- Education
- Persuasion
- Incentivisation
- Coercion
- Training
- Restriction
- Environmental restructuring
- Modelling
- Enablement



**× Want to know more?**  
**×**  
**×**

**Meet me after this session (until 14.00)**

**@ Dutch Cycling Embassy**

**Stand E2**

**Koen van 't Hof**

**City of Amsterdam**

**Bicycle Programme**

**Manager Behaviour & Innovation**

**The presented framework is based on The Behaviour Change Wheel (Michie et al., 2014).**

**Go to [www.behaviourchangewheel.com](http://www.behaviourchangewheel.com) for more information.**