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?
STEP 2: Understand the behaviour
2a. Capacity
2b. Motivation
2c. Opportunity
STEP 3: Influence the behaviour

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Behaviour

Change

Techniques

Capacity

Motivation

Opportunity

Behaviour
3a. Education
3b. Persuasion

Many of your neighbours bike to work. Join them!
3c. Incentivisation
3e. Training
3f. Restriction
3g. Environmental restructuring
3h. Modelling
3i. Enablement

These two people are buddies.
Behaviour change: systematic approach

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

- Influence behaviour

- Capacity
- Motivation
- Opportunity

- Understand behaviour

- Select behaviour
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 for more information.