

Changing Behaviours

Changing Behaviours & accelerating modal shift

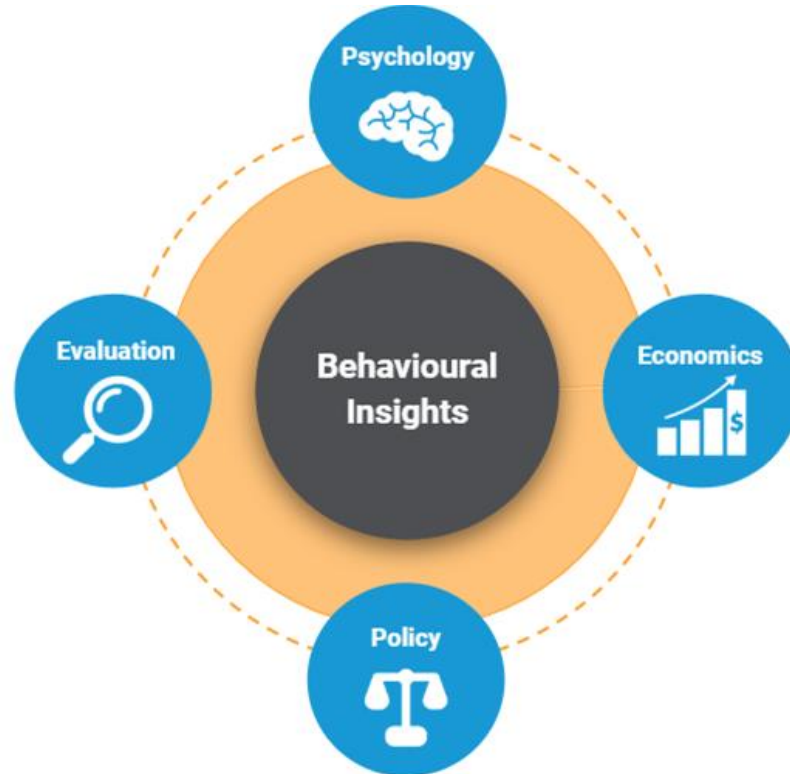
Global Future Cities Program Malaysia Capacity Building Event

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The Behavioural Insights Team*





What are Behavioural Insights?



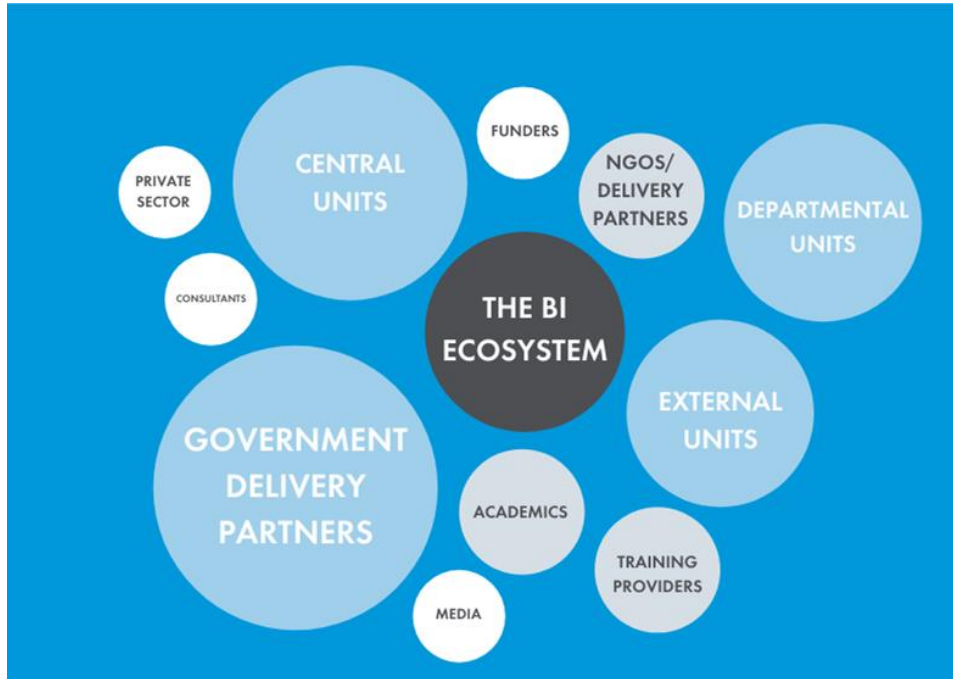


Why use behavioural insights?

1. Behind almost every public policy issue is a set of human behaviours.
2. Understanding and addressing behaviours will help ensure policy and services have greater impact and efficiency.
3. Enables you to understand why people *do* use (benefits) or *don't* use (barriers) a service.
4. Provides you with a framework and tools to decide priorities based on impact and feasibility.
5. Produces data needed to track progress and make real time decisions.
6. Supports the transition from early adoption to full scale modal shift.

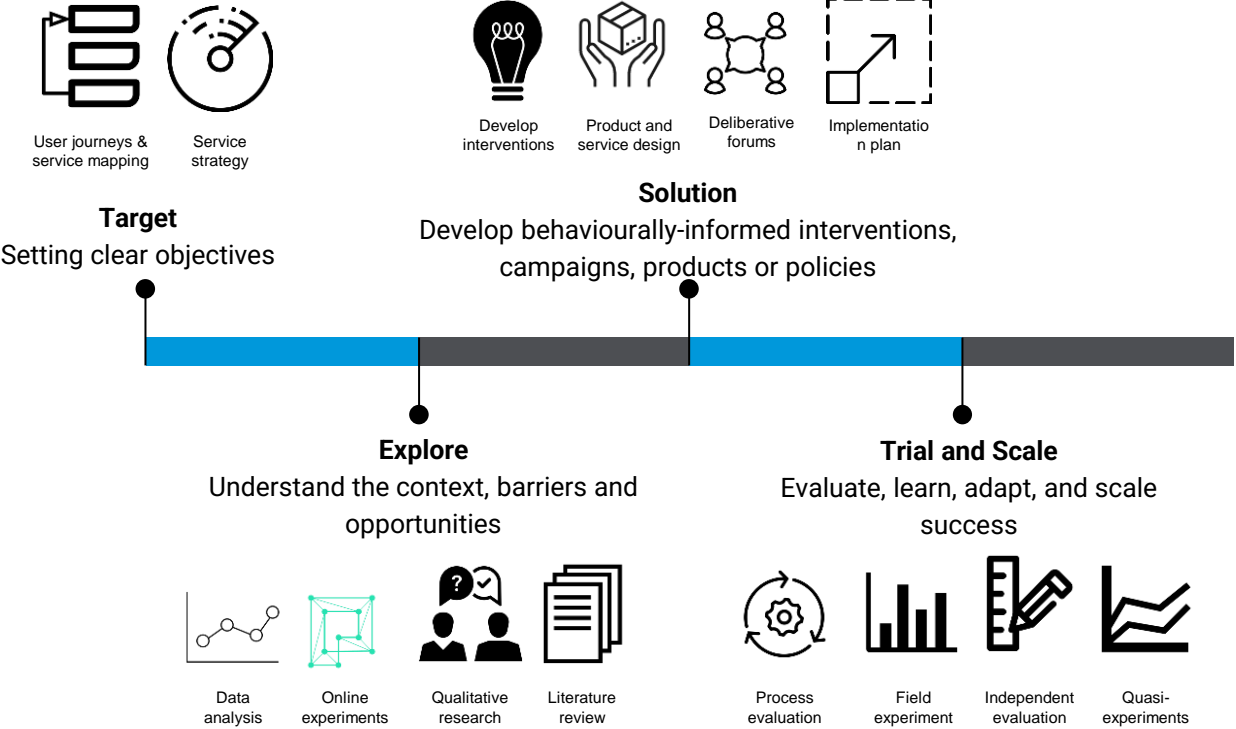
Building the BI ecosystem

Enabling BI to thrive

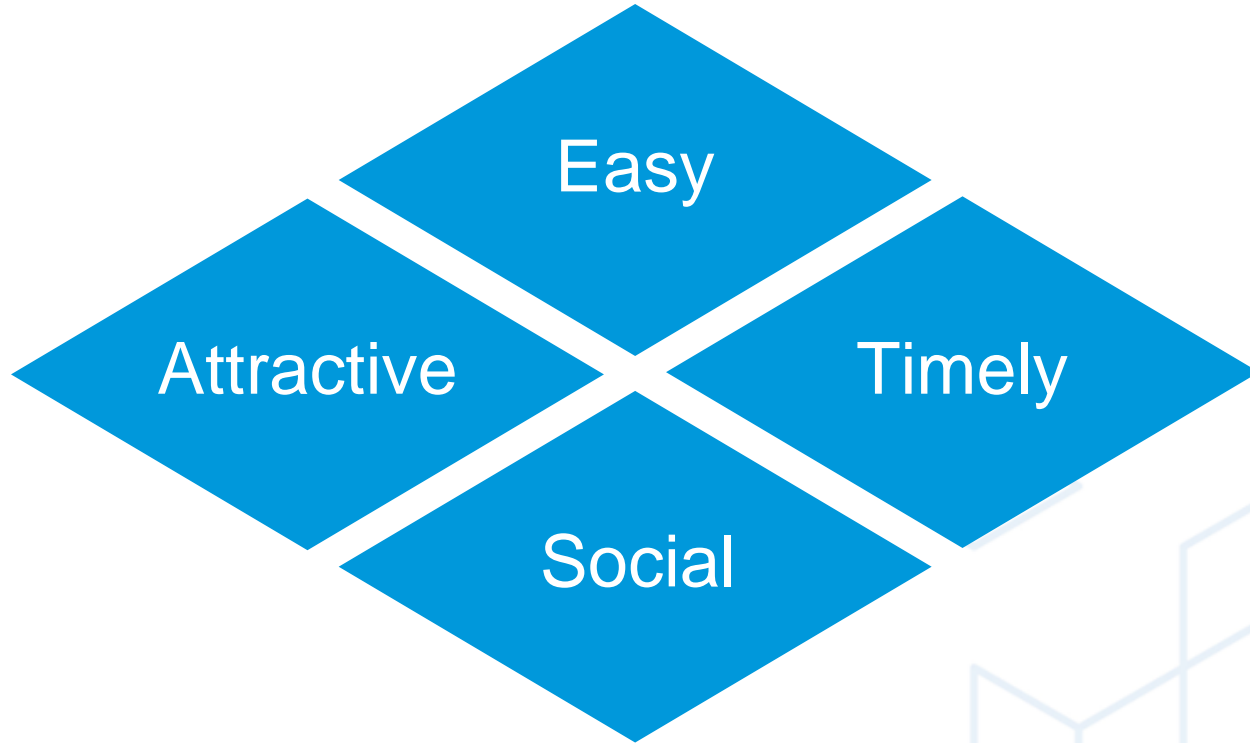




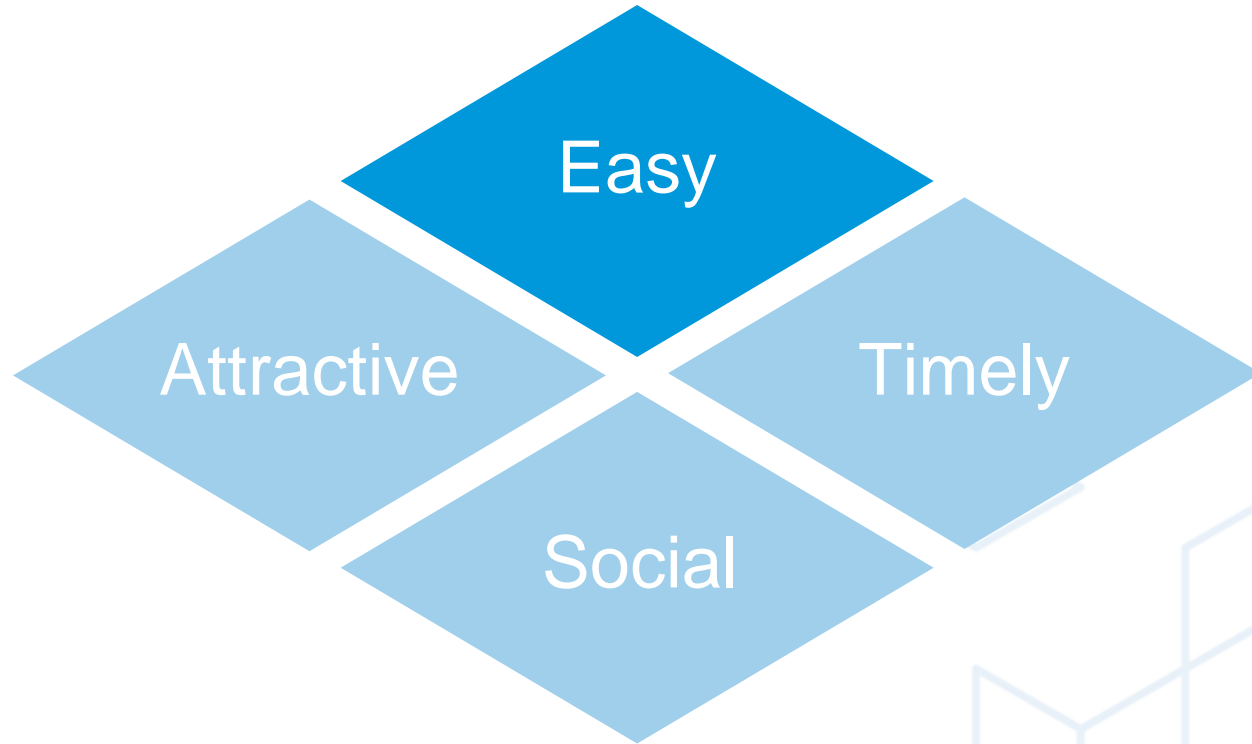
Our TESTS methodology across the project life cycle



EAST

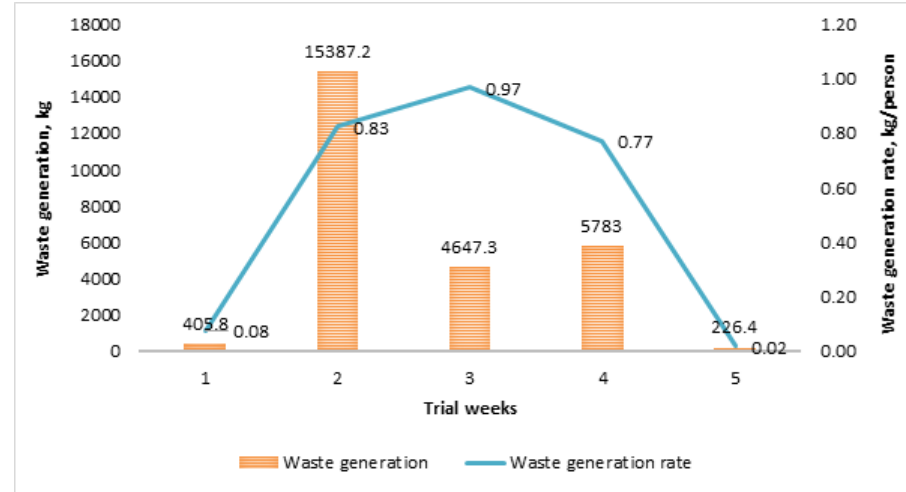


Easy

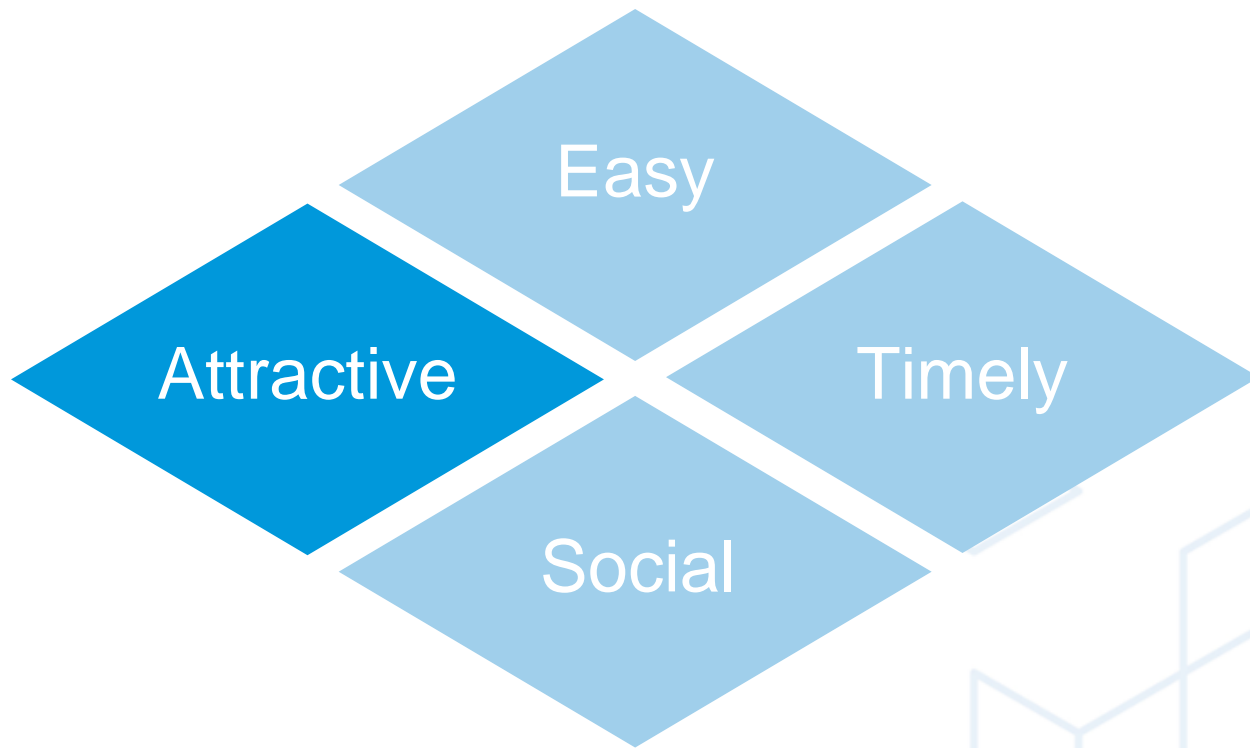




Improving waste collection in Mongolia



Attractive











Willingness to return to public transport



% likely to take the train (in the scenario)

	 Ventilation	 No ventilation	 Ventilation	 No ventilation
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Quiet



Discount



Normal price



Crowded



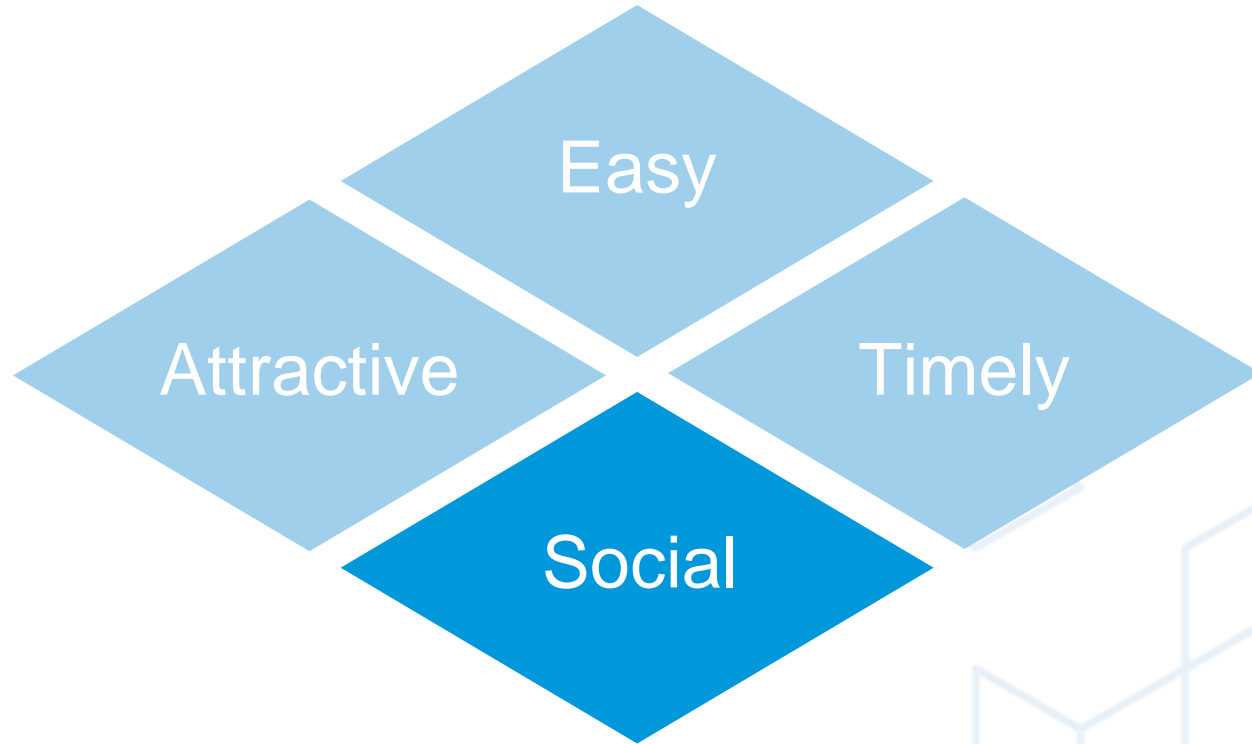
Discount



Normal price

70%	75%	63%	63%
72%	70%	57%	62%
52%	44%	38%	36%
48%	40%	35%	32%

Social



Household rooftop solar contagion



Adding rooftop solar panels increased average installations within a half-mile radius by 0.44 in Connecticut – replicated similar findings in California and Europe.

Research in Europe indicates **visibility** drives effect – panels integrated into side of building lead to more new adoptions than panels attached to roof.

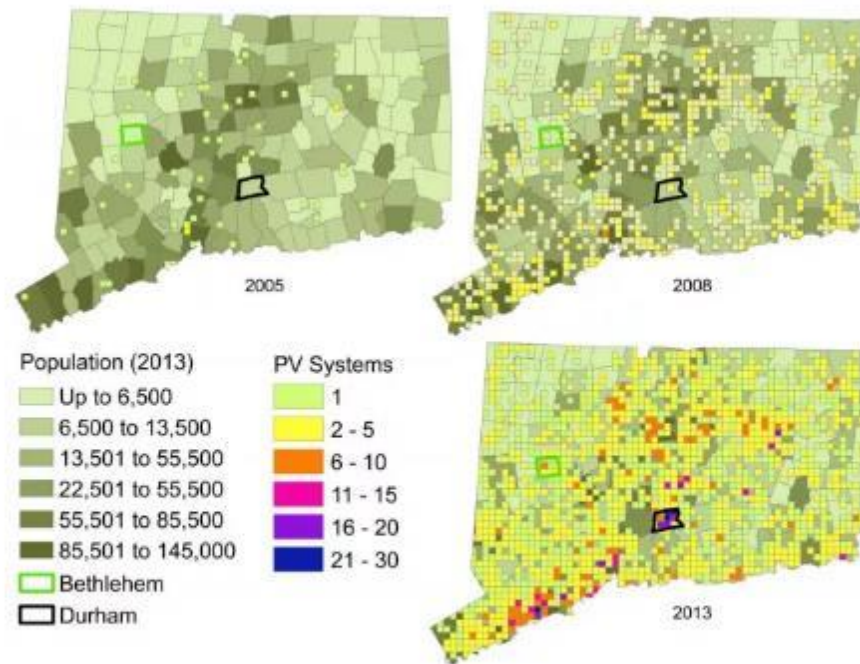
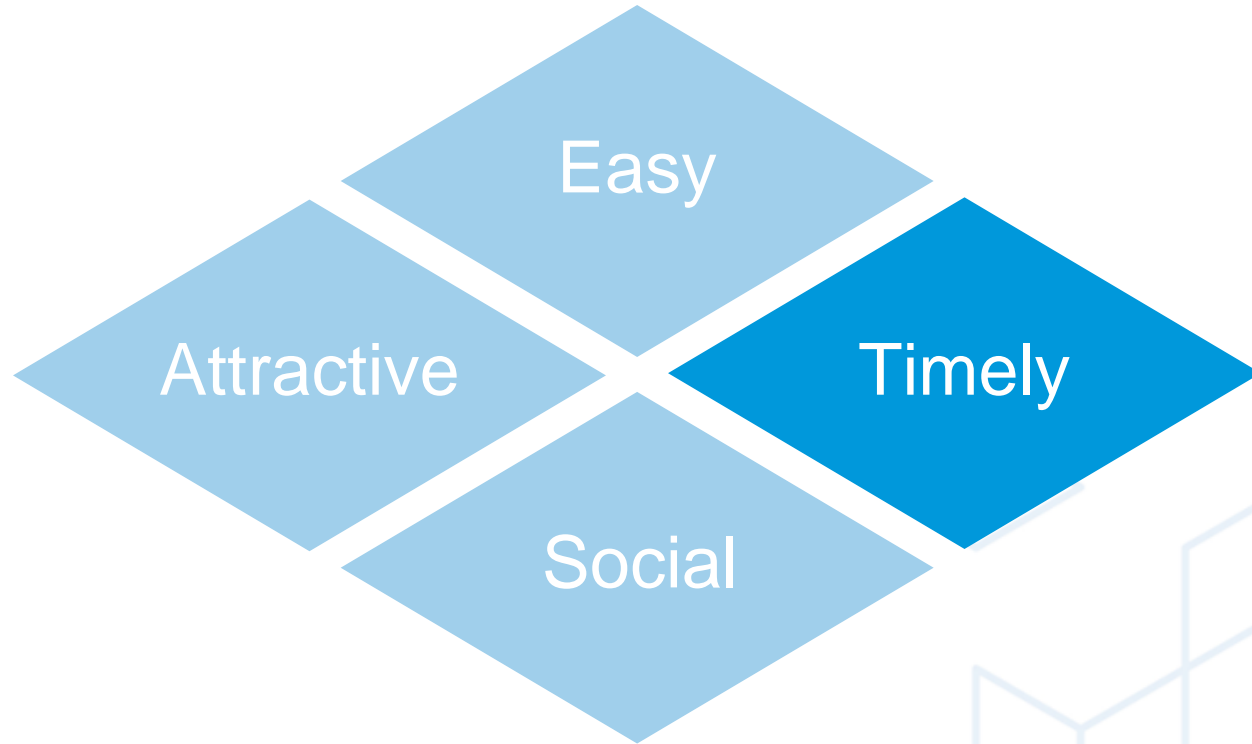




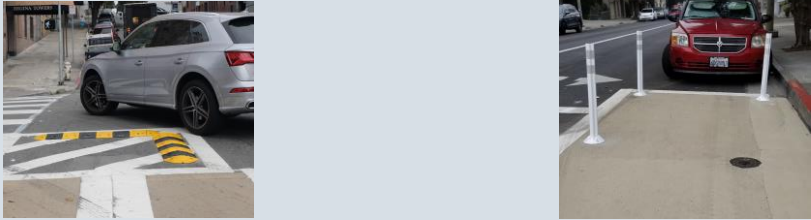
Figure 6. The spatial pattern of adoption does not simply follow the population distribution; even at early stages of adoption solar PV systems diffuse from small- and medium-sized centers.

Timely





Reduce transit-related injuries in the USA

What we tested	Photos from implementation
Enhanced centerlines	
Rubber speed bumps	
Slow turn wedges / pedestrian safety zones	

Accelerating modal shift



Small changes to the way choices are presented and services are designed, can have a **big impact on behaviours.**

Conclusion

- **Behavioural insights** draws on research into psychology, economics, sociology and anthropology to **influence choices**
- Knowing **how humans really behave** can help design and implement **better policies and services**





Thank you and good luck!
**Please contact us for any
further help...**

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