Behavioural insights for planning, governance and collaboration
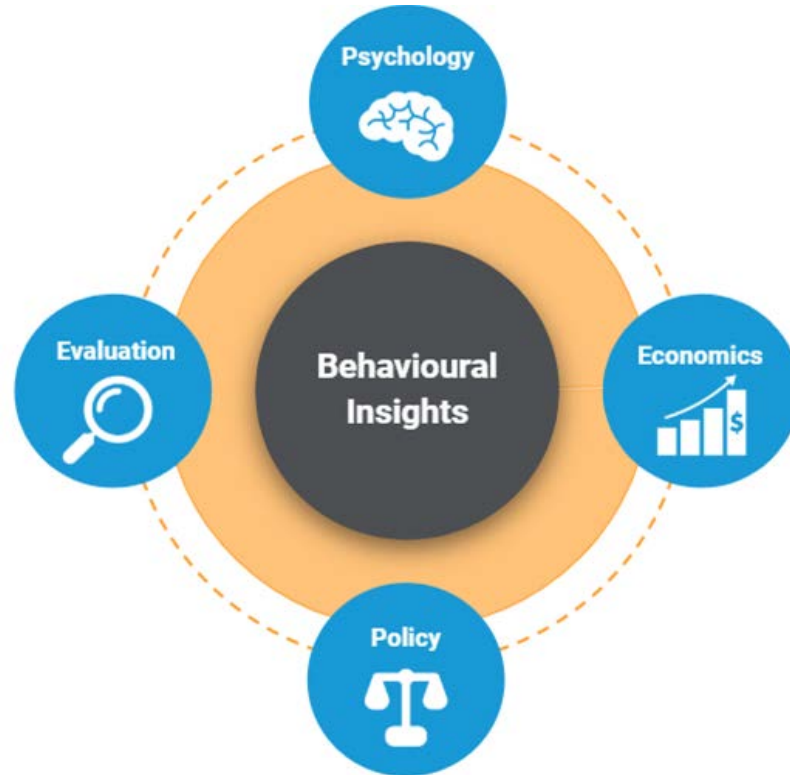
Global Future Cities Program
Indonesia Capacity Building Event

Dr Nick Goodwin
Director APAC International Programs

THE
BEHAVIOURAL
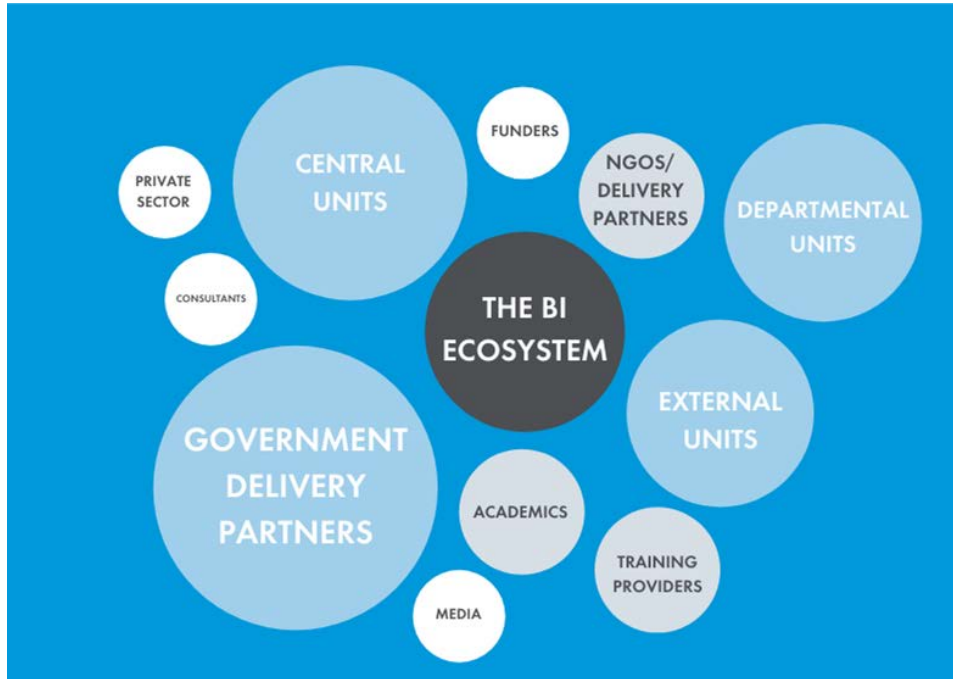INSIGHTS
TEAM

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 develop services that people will use.
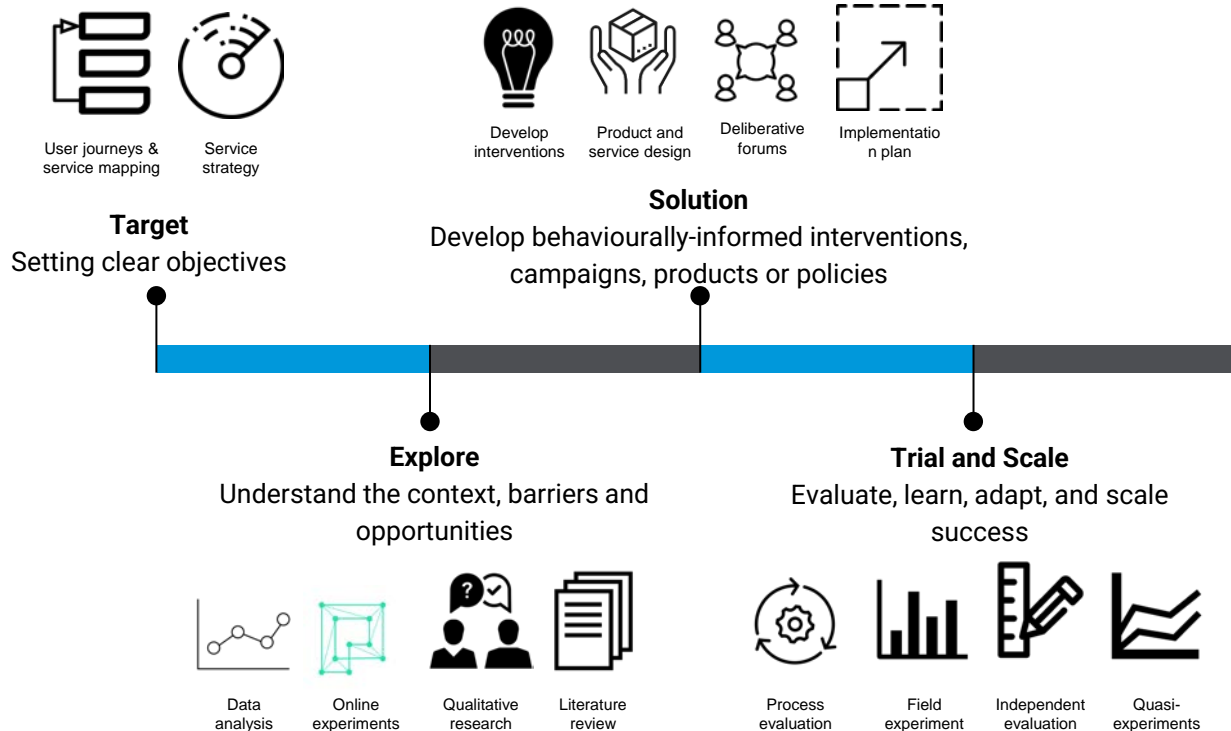6. Helps engage citizens, their leaders and governments.
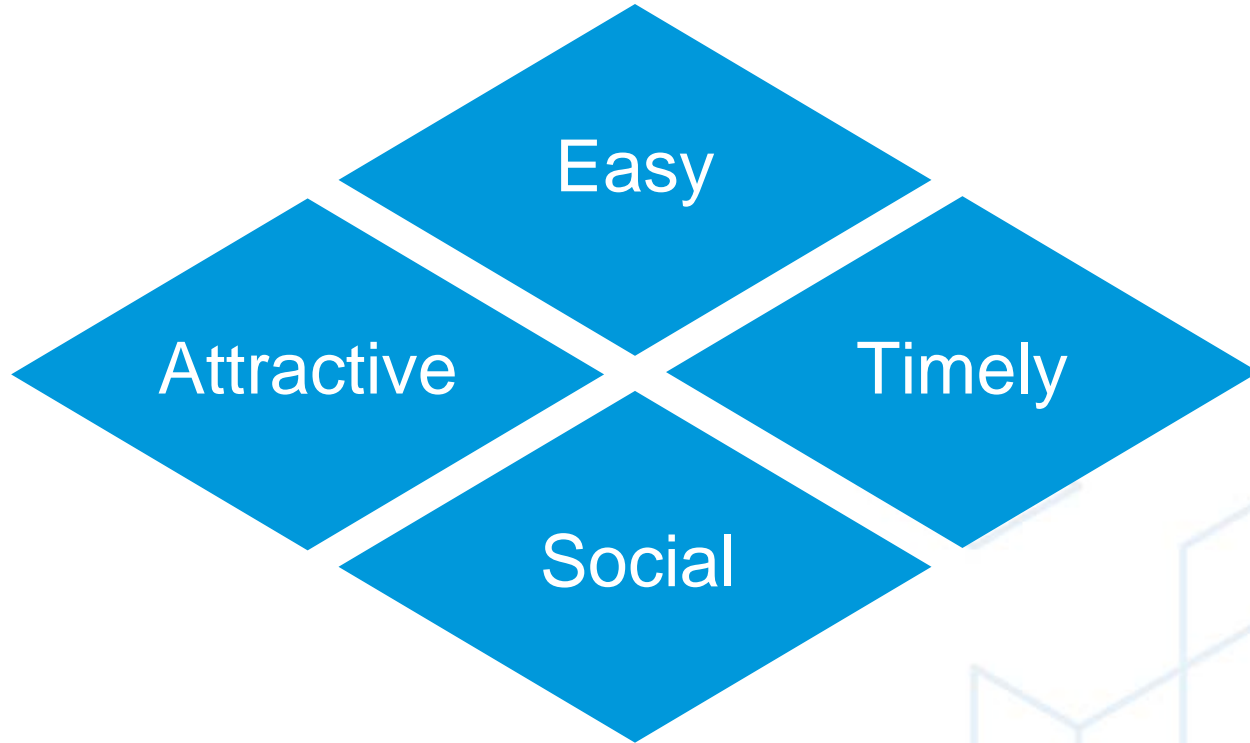
Building the BI ecosystem
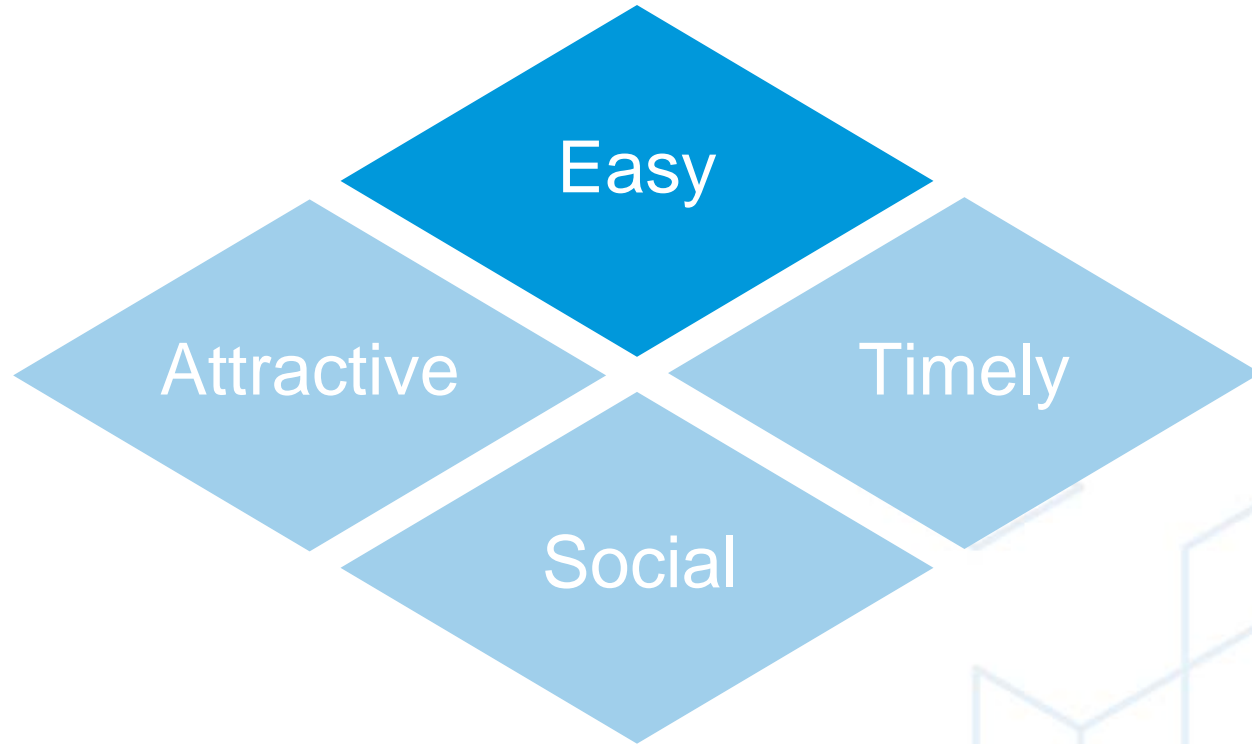## Enabling BI to thrive

Our **TESTS** methodology across the project life cycle

Target
Setting clear objectives

User journeys & service mapping

Service strategy

Solution
Develop behaviourally-informed interventions, campaigns, products or policies

Develop interventions

Product and service design

Deliberative forums

Implementation plan

Explore
Understand the context, barriers and opportunities

Data analysis

Online experiments

Qualitative research

Literature review

Trial and Scale
Evaluate, learn, adapt, and scale success

Process evaluation

Field experiment

Independent evaluation

Quasi-experiments

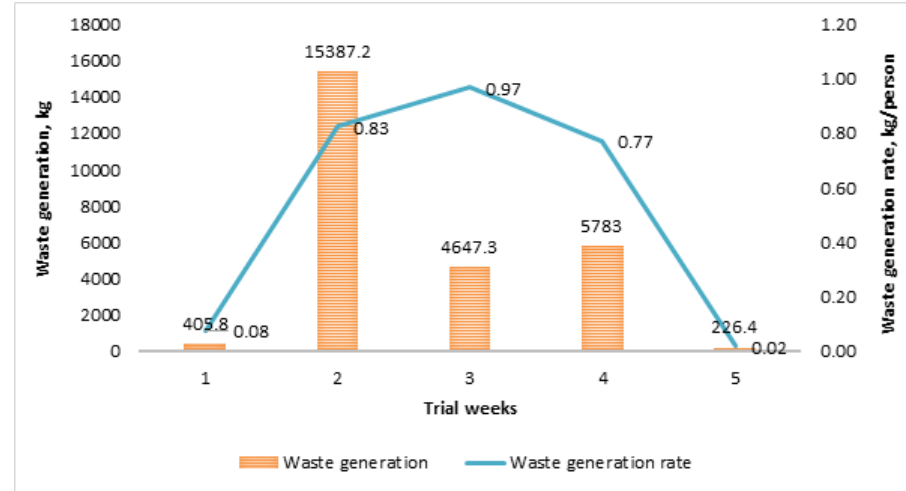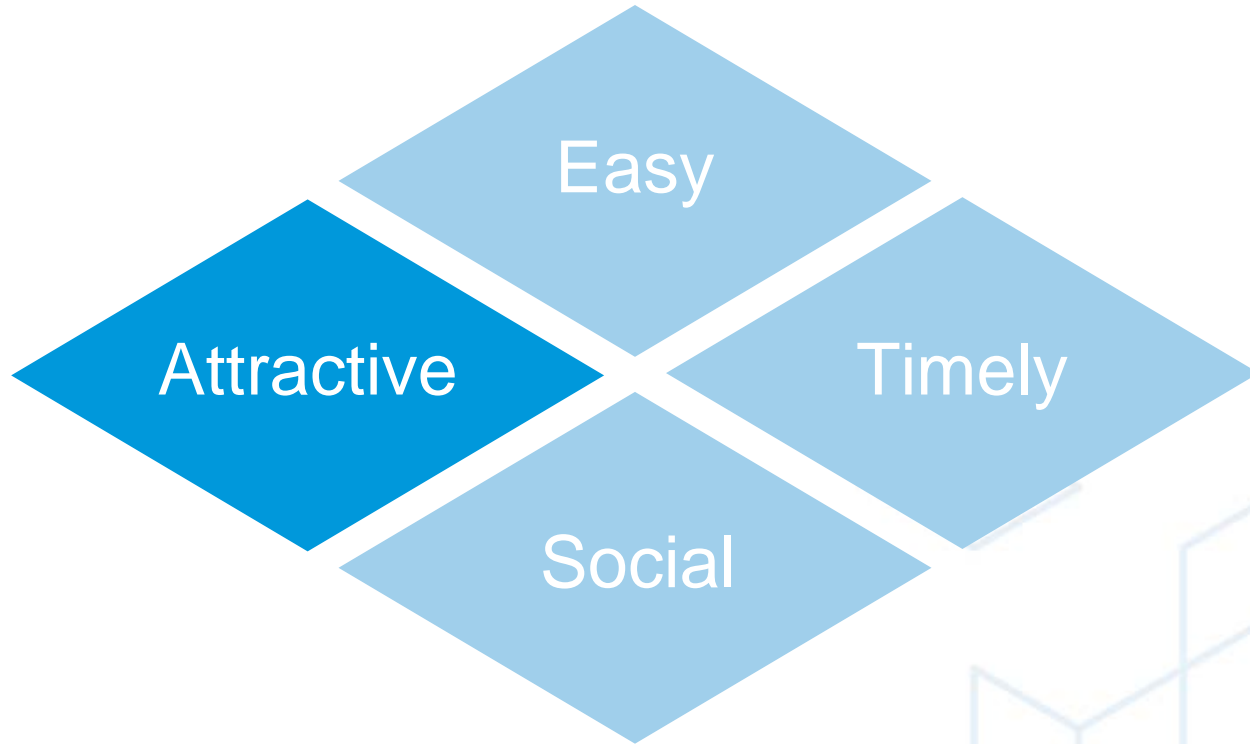# EAST

Easy

Easy

Attractive

Timely

Social

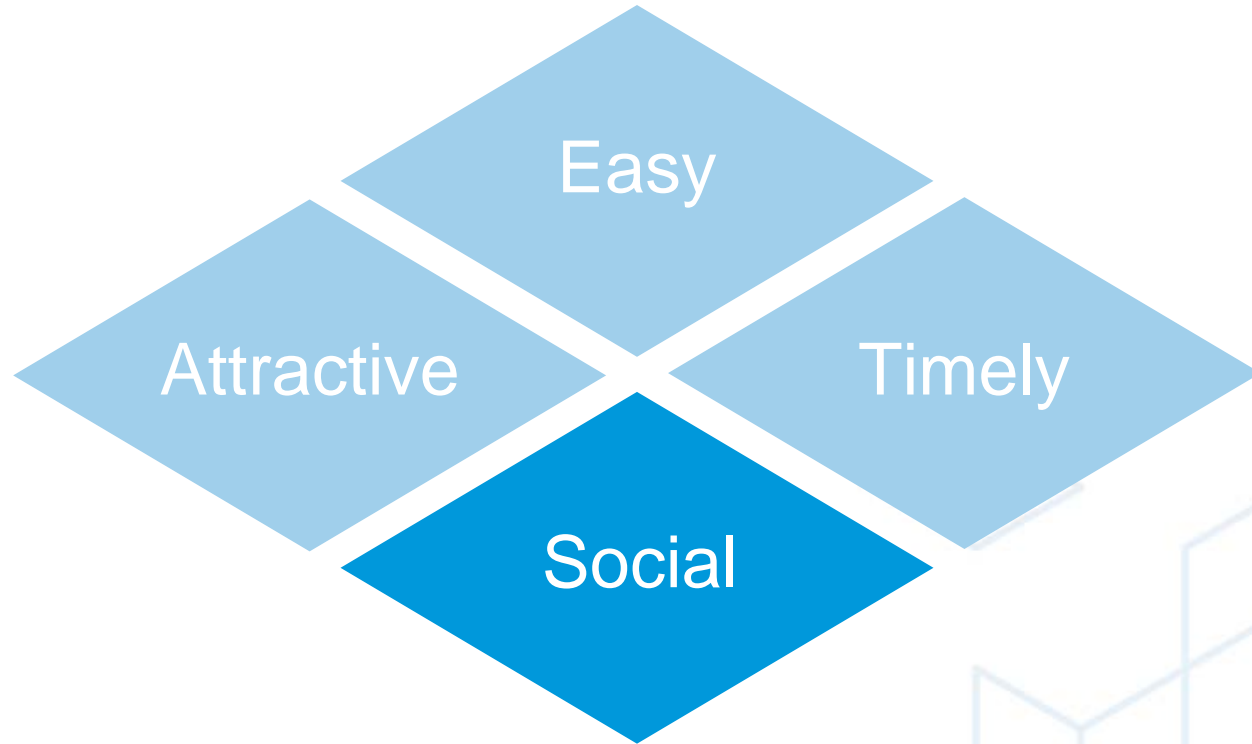# Improving waste collection in Mongolia

Attractive

Reducing single-use plastic waste in the Solomon Islands

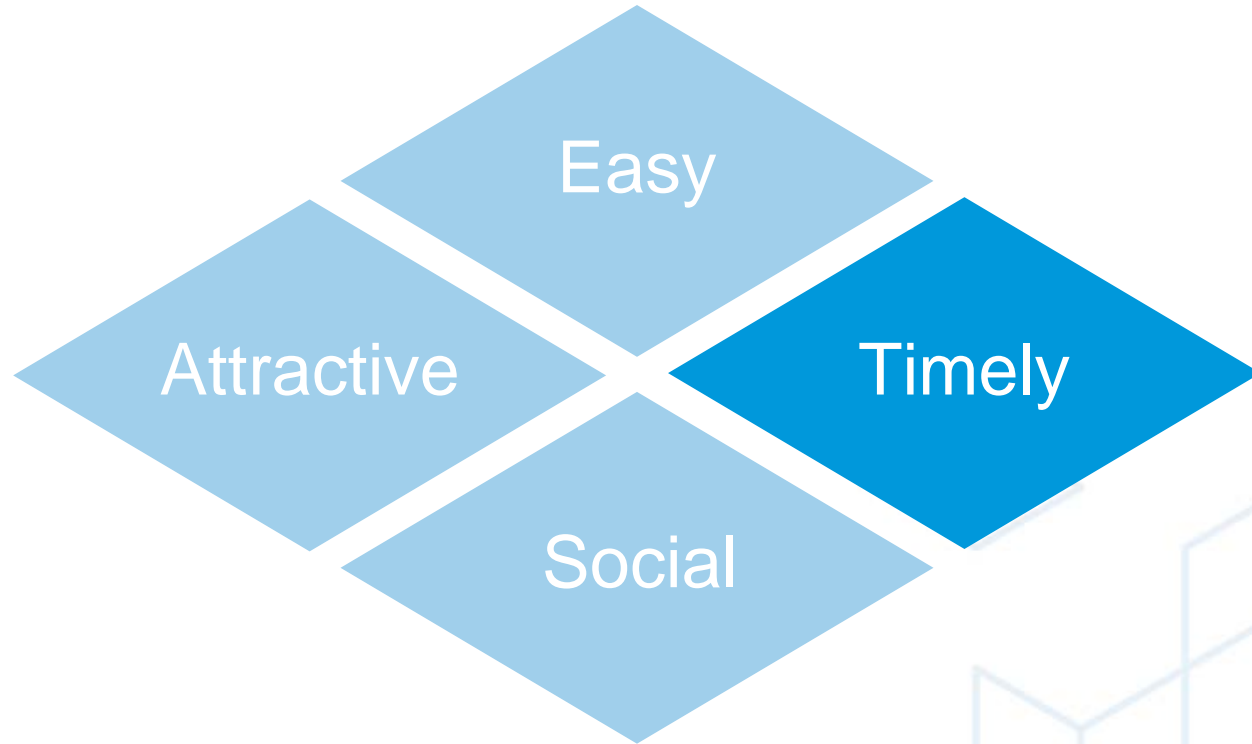**Discounted payment**

Reusable container
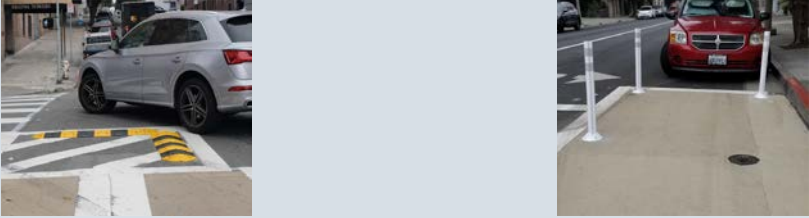
Social

Creating safe schools in Indonesia

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	

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

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