

Feedback on intervention ideas coming out of the behaviour change workshop

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Goal workshop

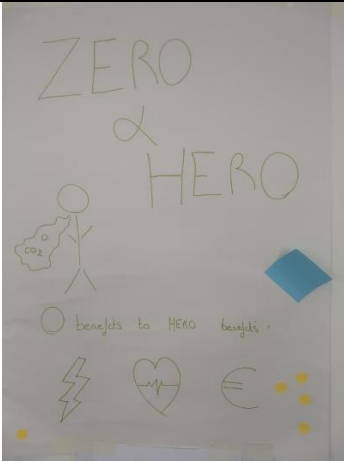
- Learn the different types of pieces of the behavior jigsaw puzzle
- Be able to ask the right questions to your communication or behaviour expert
- Play with the different pieces and engage with your target group: who are they, what do they want and why?

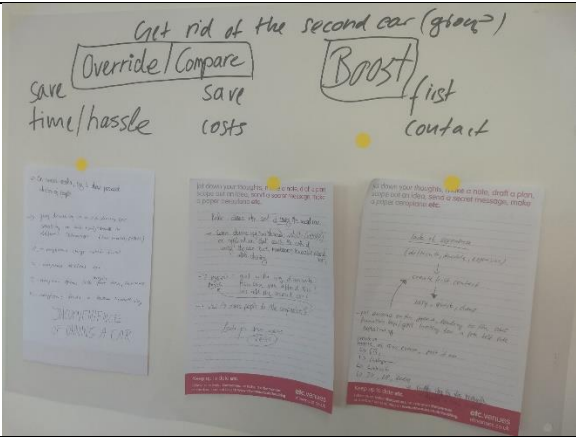
The ideas created today:

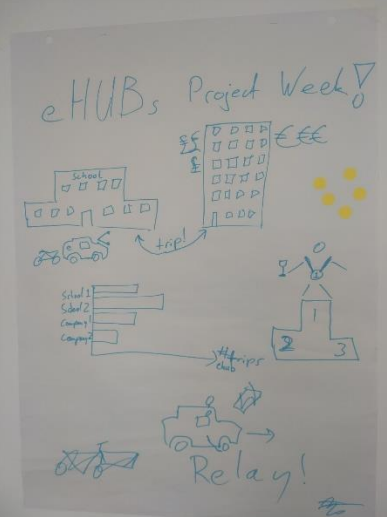
- are result of a practice process, so not ideas with enormous depth
- they are not intended as full-fledged interventions you can roll out, but more as inspiration on the process of how to develop fruitful interventions
- in general, it is hard to say from the description of the intervention ideas, which target behaviour was chosen to work on, implying that the interventions are still quite generic.
- In all proposals, quite a few assumptions were made, which is logical looking at the short time span you had and the fact you were asked to create something on the spot. However, were you to roll out these interventions for real, we advise strongly to check if your assumptions are indeed correct.

WINNER WITH THE MOST VOTES

<p>Extreme street makeover</p>	
<p>Target behaviour</p>	<p>Car owners will stop using the private car for short trips (< 10 km) in the city and use electric shared vehicles from the eHUBS instead</p>
<p>Top</p>	<p>make impact visual of the HUB, create positive associations and connect a strong driver of people of livability of their own personal neighbourhood.</p>
<p>Tip</p>	<p>think about if you really want to give an image of cars parked everywhere? You are then signaling an extreme norm that cars are everywhere, thereby confirming popularity of the car</p>

<p>Zero & Hero</p>	
<p>Target behaviour</p>	<p>Car owners will try out electric vehicles from the eHUB in the first half year</p>
<p>Top</p>	<p>framing the solution of shared mobility in the need of the target group/personal gains, namely quicker, healthy and saving money, whilst looking cool.</p>
<p>Tip</p>	<p>check if this message would really sink in by car owners, do you tackle their attentional bias of 'car sharing is only for people without cars? Combine with other interventions to make sure that you are not only sending out information, but that there is a concrete call to action and car owners will actually do something, namely trying out the HUB.</p>

<p>Second car</p>	
<p>Target behaviour</p>	<p>Households with second cars will get rid of the second car and start using eHUBS instead</p>
<p>Top</p>	<p>different determinants and strategies are aligned with each other. Great to see that you have incorporated narratives and humor in the little video-clips, increasing fluency of the message.</p>
<p>Tip</p>	<p>check with second car households if money really is a reason to stop owning a car. If this is not the case, it won't convince them. If this indeed is the case, can you support your message with an additional tool where people can calculate how much money they save?</p>

<p>eHUBs projectweek</p>	 <p>The diagram is a hand-drawn sketch on a piece of paper. At the top, it is titled 'eHUBs Project Week'. Below the title, there are several elements: a school building labeled 'School' with a flag on top; a car with an arrow pointing towards it labeled 'trip!'; a person standing on a podium with the number '1' on it; a list of locations: 'School 1', 'School 2', 'Campus 1', 'Campus 2'; a car with an arrow pointing towards it labeled 'Relay!'; and a grid of small squares with some circles next to it. There are also some scribbles and a small drawing of a person at the bottom right.</p>
<p>Target behaviour</p>	<p>Car owners will stop using the private car for short trips (< 10 km) in the city and use electric shared vehicles from the eHUBs instead</p>
<p>Top</p>	<p>great visualization of the intervention! Interesting that you used aspects of gamification and competition.</p>
<p>Tip</p>	<p>You've used schools and kids as an entry point, but you should think of how to engage parents actively in this intervention? Can you check the assumption if families with car indeed use the car for short trips.</p>