



# EMPOWERING POSITIVE CHANGE

## CHALLENGE

- ▶ **48 percent** of the world population lives in a less developed country
- ▶ **2.5 billion** people do not have access to clean sanitation
- ▶ more than **100 million** people die annually as a result of environmental pollution

Current campaigns that address these issues often ignore fundamental aspects of human behavior and what drives it. While a deep understanding of psychology and **evidence-based interventions** is necessary to hit the bullseye, and **really change behavior**.

We can significantly improve the **quality of life** in developing economies by simply leveraging our understanding of what drives people's behavior. This will directly yield more sensible, safe and sustainable behavior.

## OUR APPROACH

The Behavior Change Foundation brings state-of-the-art expertise in behavior change to not-for-profit organizations and local communities. Together, we **analyze** a local issue, **develop** a suitable intervention to directly influence the desired behavior, and **measure** its impact **in the local community**. Worldwide. For free.

The core values of our approach are:

- ▶ Respect for **cultural norms and values**, and for the **autonomy** of the individual. Sustainable change can only come from intrinsically motivated behavior.

- ▶ **Science**: all of our work is based on the most recent scientific insights in psychology and human motivation.

**For example**, in rural Nepal, we addressed the issue of dental hygiene using a tailored behavior change intervention. Using **proven intervention techniques**, such as self-persuasion, peer inspiration, and implementation intentions, children learned to connect tooth brushing to their own dreams and goals. This way, we increased their **intrinsic motivation** to keep their teeth clean.