



Enabling Behaviour Change

to promote walking
and cycling

Chandigarh
20th December 2022

Many people in our cities are open to cycling



But are stuck in the middle of the eternal argument!

If we build cycle tracks, more people will start cycling!



If more people start cycling, let's build cycle tracks!



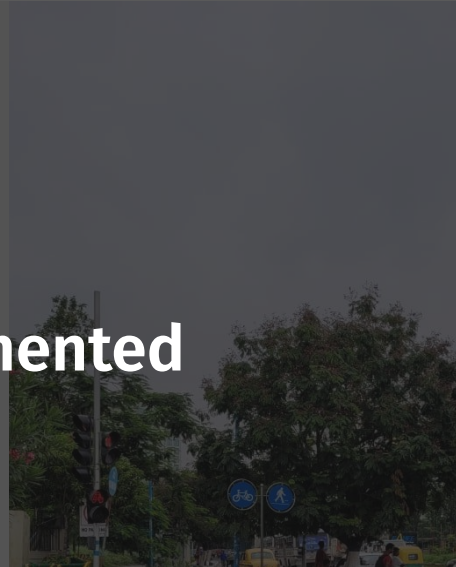


While cities are stuck in this argument, more people are deciding every day to get their own cars and motorcycles!

But...

**Many cities have built cycling
infrastructure!**

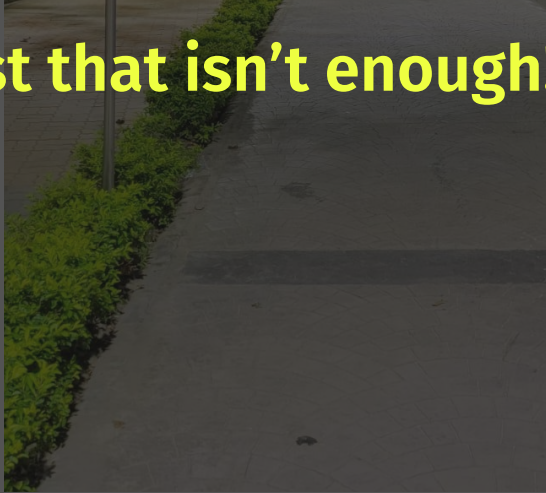




While well-designed and properly implemented infrastructure is critical,



Sometimes, just that isn't enough!



Awareness building and changing
knowledge, attitudes, and beliefs
are important.

BUT

**They may not be enough to create a
change in behaviour.**


**So, how do we get more people to
walk and cycle?**

**By tapping into
Behavioural Insights!**


WHAT is the **Behavioural Insights** approach?

The **Behavioural Insights** approach uses **evidence** of the **drivers of behaviour** to address practical issues.

WHAT drives behaviour?



**What is the
easy
behaviour**



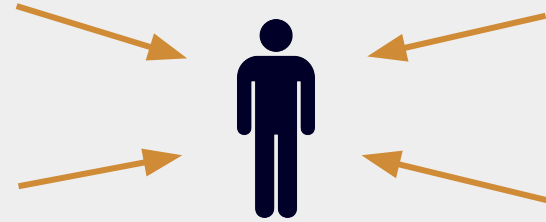
**What is the
accepted or
“normal”
behaviour**

WHAT drives behaviour?



Internal Factors

Our **biases, attitudes, beliefs, and automatic reactions** shape our actions and behaviour



External Factors

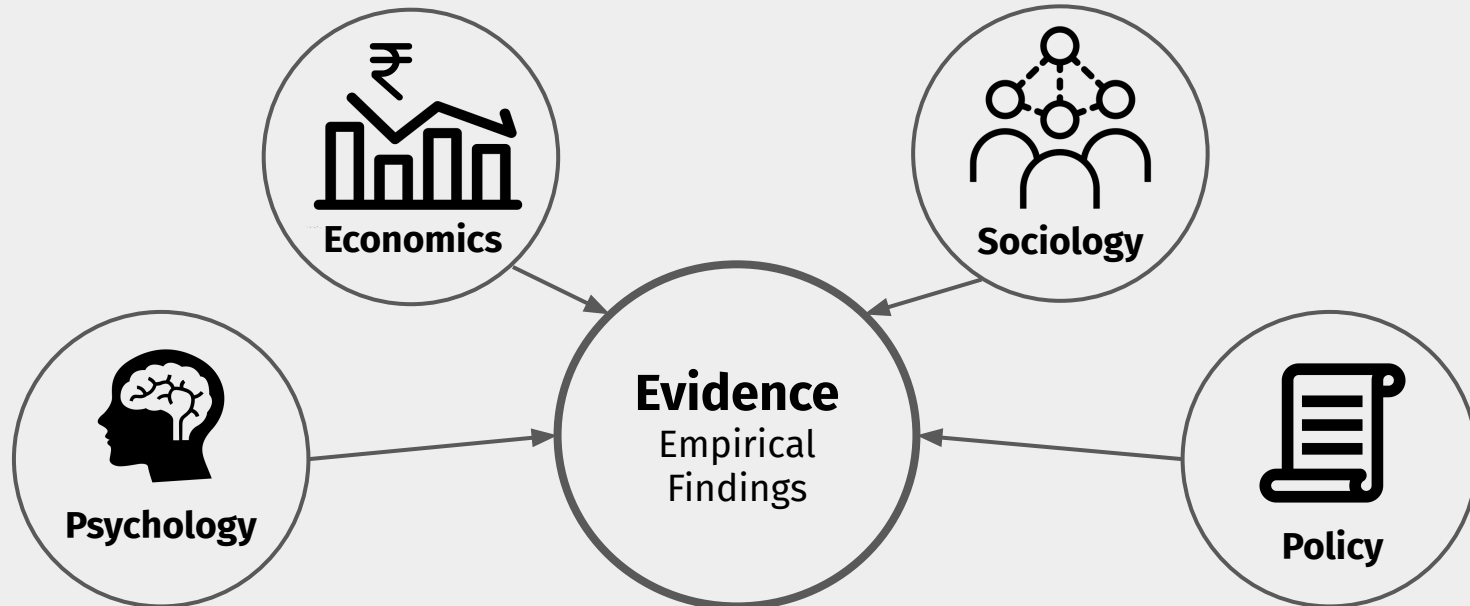
Physical / Institutional Environments

Systems, policies, & processes impact our decisions by making some actions easier or more beneficial than others.

Social Norms & Networks

The **community around us and our interpersonal relations** with friends, family, and peers defines what we consider normal and desirable behaviour

Let's look at an example of a widespread behaviour change that we might all be familiar with—**SMOKING**. In the last decade, it has been addressed with **evidence-based interventions addressing different aspects** of changing behaviour.



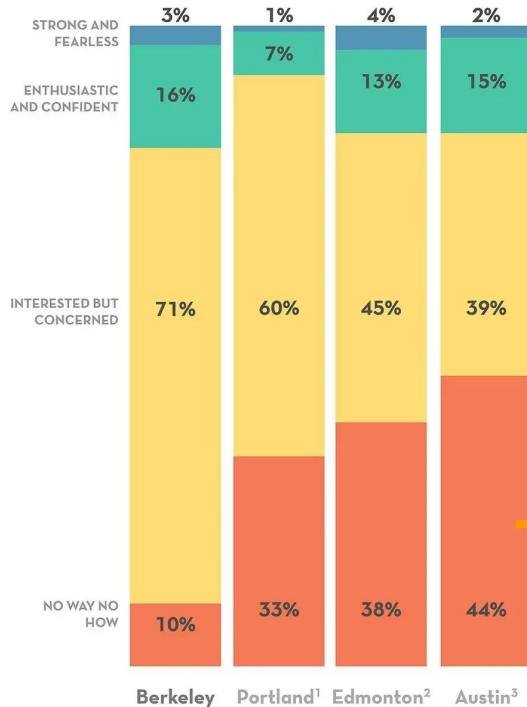
Let's take a look at our own example — Cycle2Work



First, let's understand - WHO are we targeting?

Type of Cyclist

The majority (71%) of survey respondents are interested but concerned about bicycling in Berkeley.



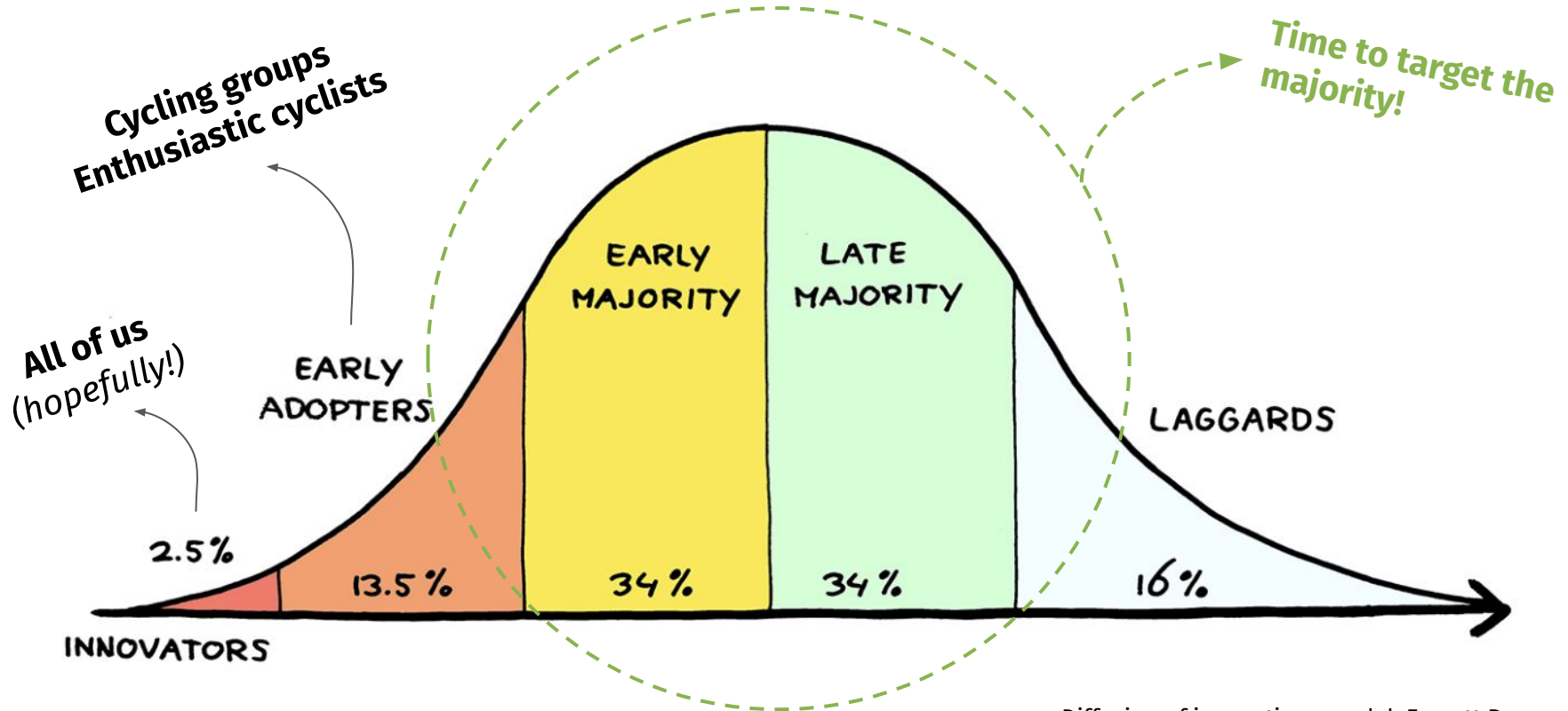
Strong and Fearless: Captive users, ardent cyclists with years of experience on-road

Enthusiastic and Confident: Recreational cyclists, schoolchildren

Interested but Concerned: New cyclists, fitness enthusiasts, women

No Way No How: People with disabilities, elderly etc.

First, let's understand - WHO are we targeting?



HOW can Behavioural Insights be applied?

Environment Design

Changes to the environment in which decisions are made

E.g. Building cycle tracks, providing safe and free cycle parking, providing shower facilities



Shed reserved for cycle parking at IPCA Laboratories, Silvassa

HOW can Behavioural Insights be applied?

Environment
Design

Process
Design

**To make the process of
decision making easier to
consume to nudge change**
*E.g. A team within companies to
help guide new people choose
right cycles, etc*



Helpdesk set up for Cycle2Work Campaign

HOW can Behavioural Insights be applied?

**Environment
Design**

**Process
Design**

**Change the law,
policies etc.**

*E.g. Cycling Action Plan
for the city/corridor,
Healthy Streets Policy etc.*

**System / Rule
Change**



*Silvassa developing a cycling network plan & launching a
Cycle2Work Newsletter*

HOW can Behavioural Insights be applied?

**Environment
Design**

**Process
Design**

**To provide benefits to
create the nudge.**

*E.g. Extra vacation days per
month, gifts vouchers, high
parking fees for cars etc.*

**Incentives/
Disincentives**

**System / Rule
Change**



Participants receiving certificates & other sports gears as incentives for being top performers in the campaign

HOW can Behavioural Insights be applied?

Packaging information
such that the key
message nudges change.
*Route options (Fastest,
Shortest, Safest, Well-Shaded,
etc.)*

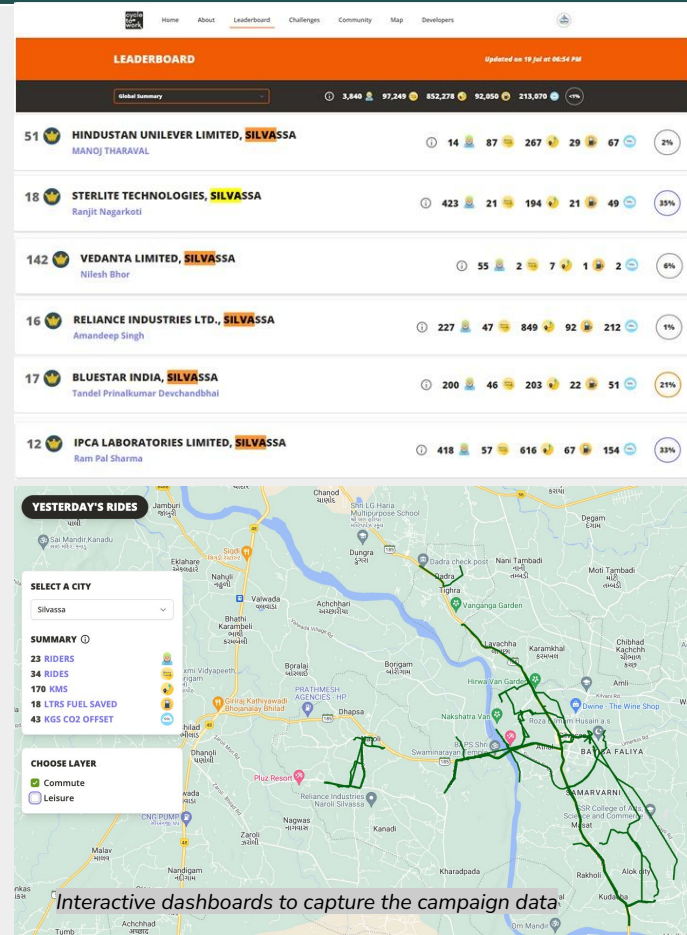
**Environment
Design**

**Information
Provision**

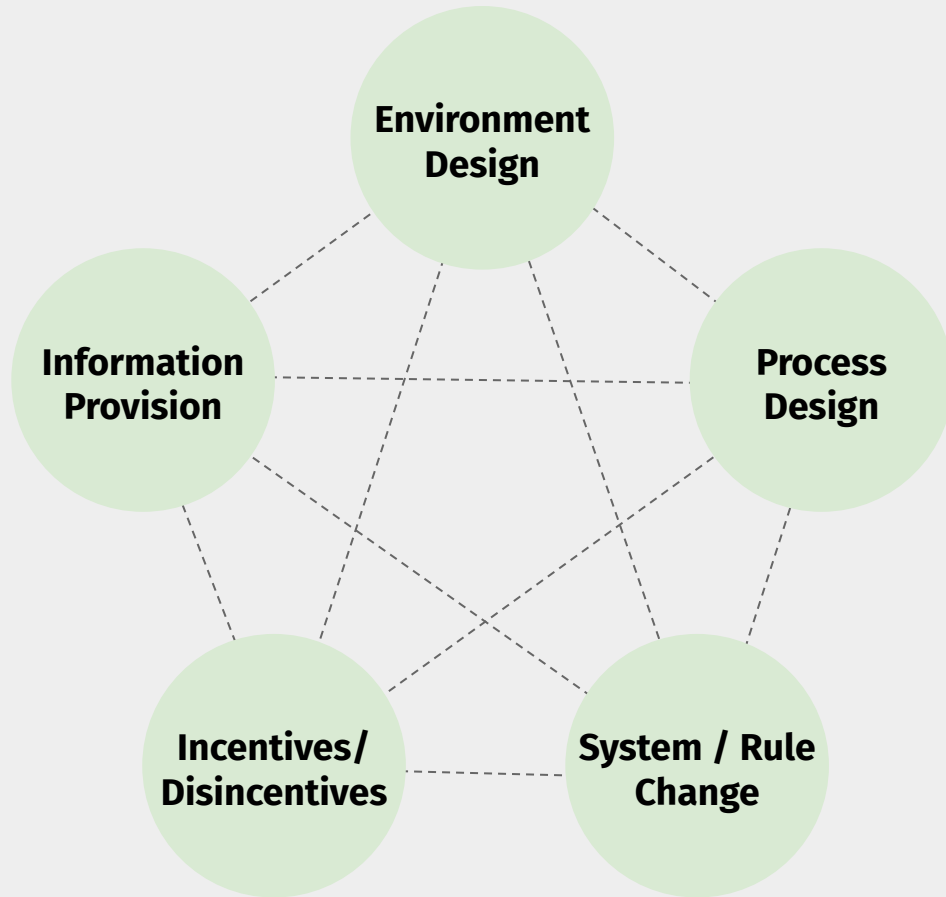
**Process
Design**

**Incentives/
Disincentives**

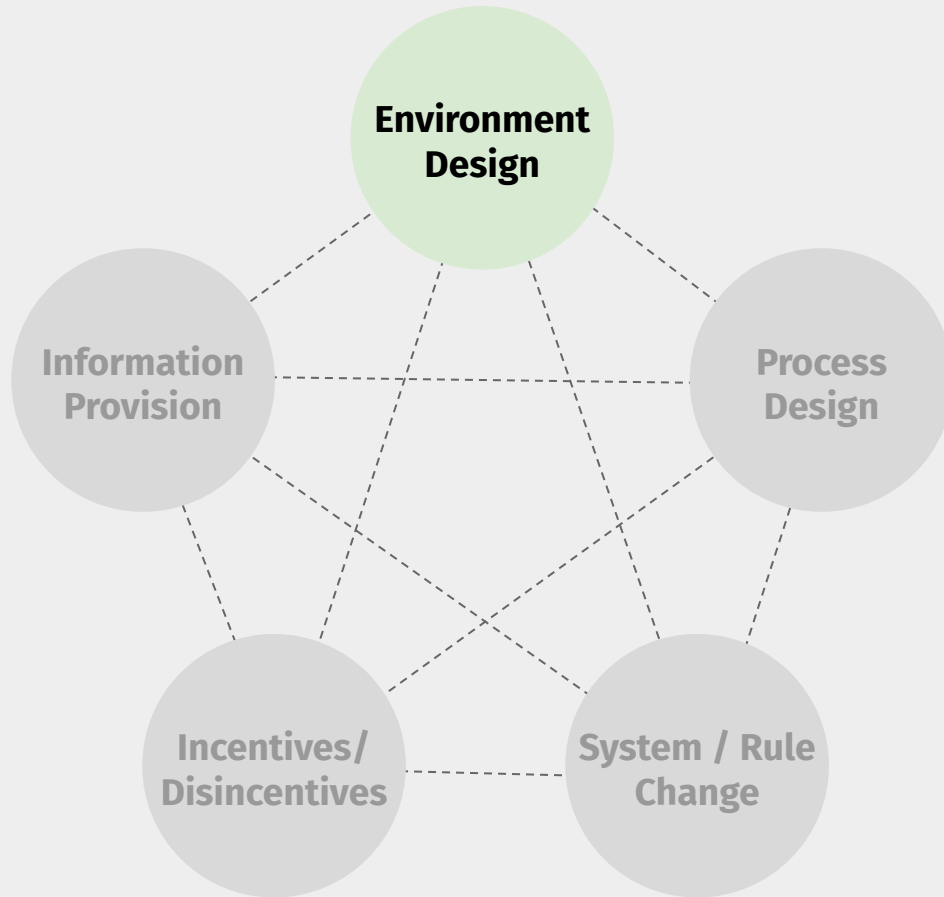
**System / Rule
Change**



HOW can Behavioural Insights be applied?

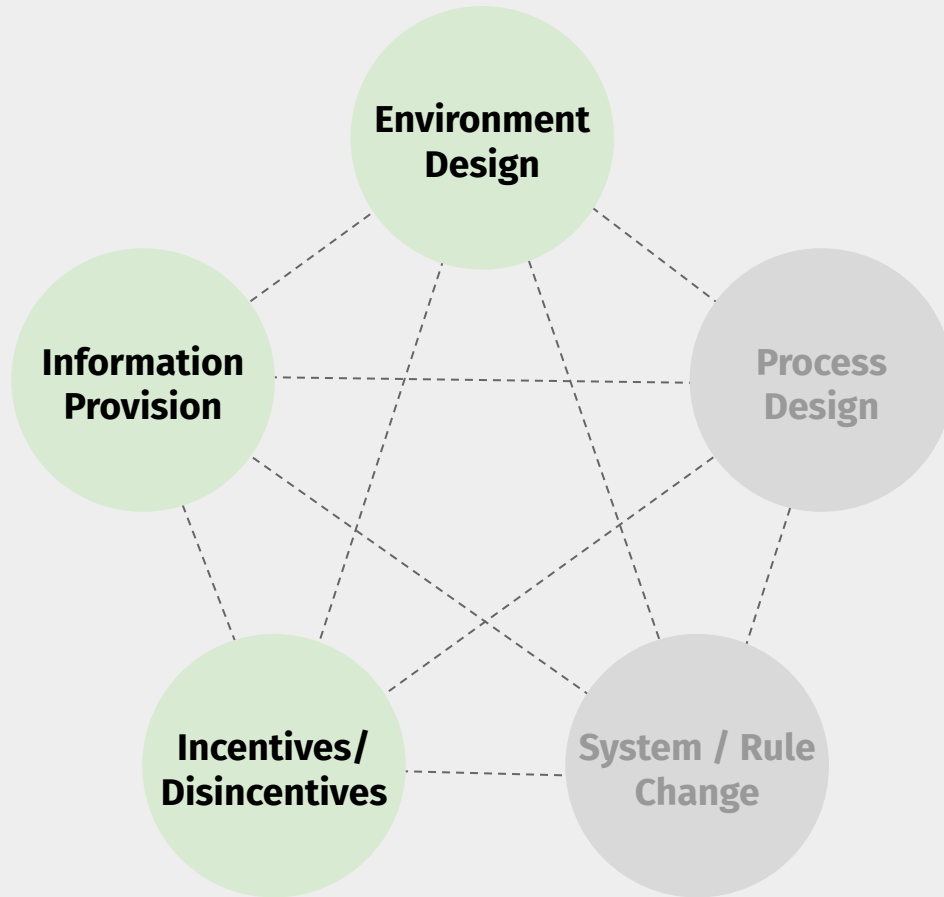


HOW can Behavioural Insights be applied?



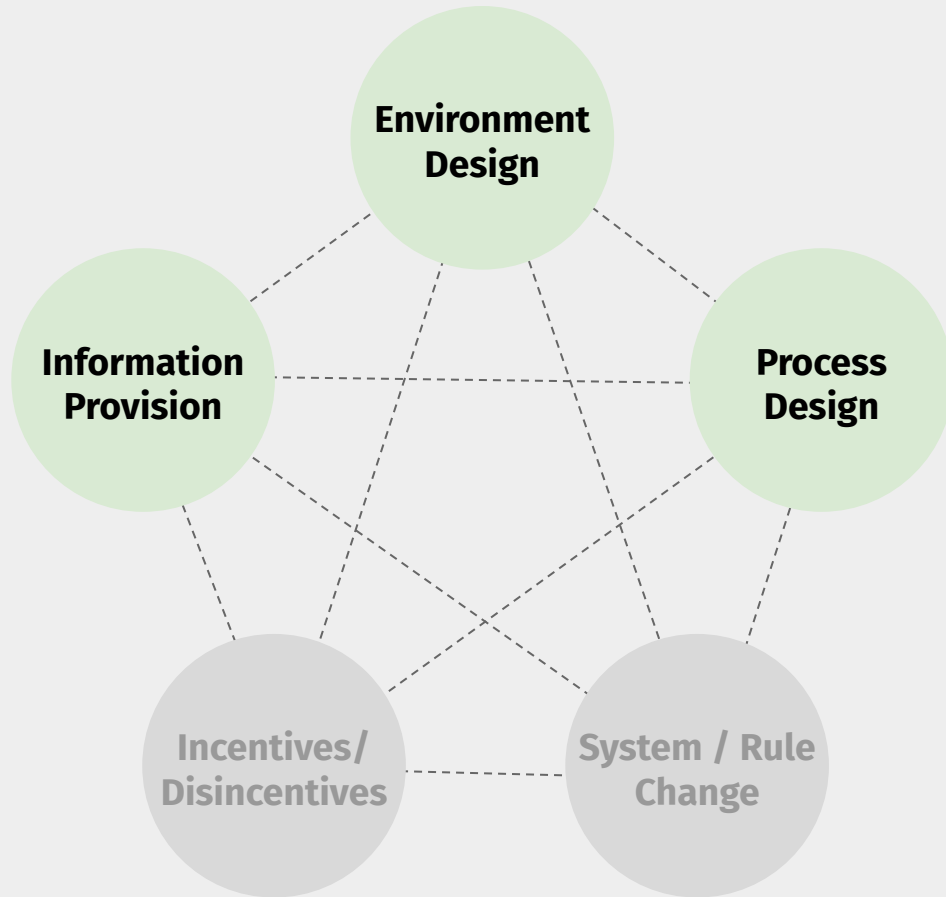
Interventions could be designed just focussed on any one of these strategies.

HOW can Behavioural Insights be applied?



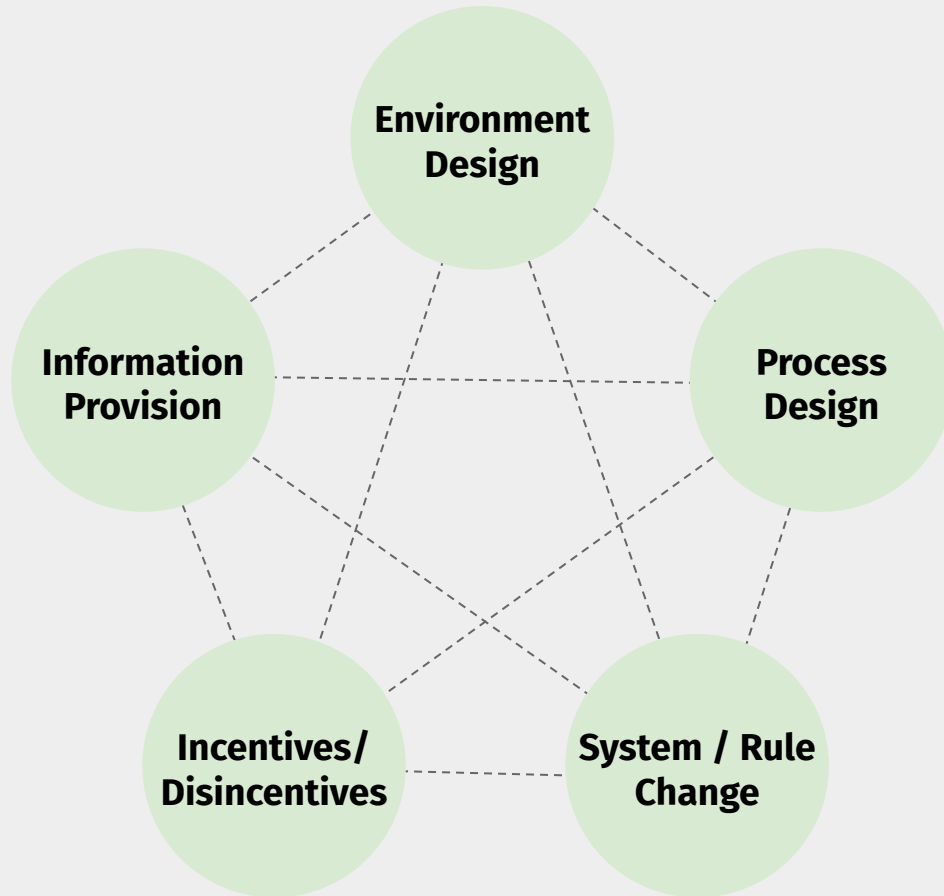
Or interventions can be designed with multiple strategies working together.

HOW can Behavioural Insights be applied?



Or interventions can be designed with multiple strategies working together.

HOW can Behavioural Insights be applied?



Ideally, different combinations of these strategies should be tested with different groups, and their effectiveness measured to identify the combinations most effective in changing behaviour.

HOW to develop a Behaviour Change intervention?

TEST

Identify a target behaviour and a **MEASURABLE** behavioural outcome

Understand the context - barriers and enablers for the desired behaviour

Design and test an intervention to encourage target behaviour

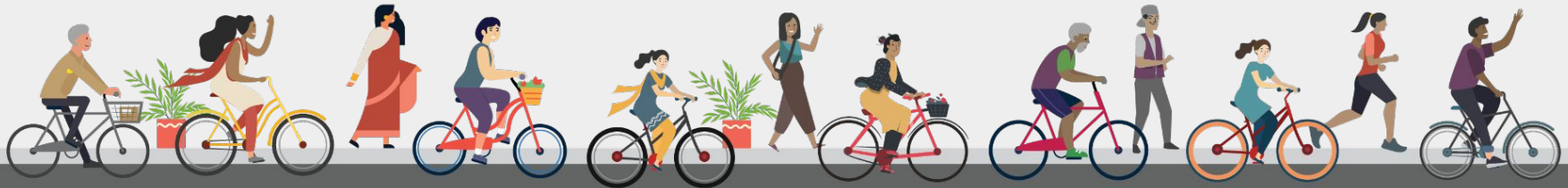
LEARN

Track the intervention and collect data on the impact of interventions

Evaluate WHETHER, and BY HOW MUCH the intervention encourages target behaviour

SCALE

Develop a strategy to scale up EFFECTIVE interventions



Just remember to make the solutions you design:



EASY

Making interventions which require as minimal effort as possible.

E.g. making the desired behaviour the default option

Just remember to make the solutions you design:



EASY

TIMELY

Interventions should be rolled out when individuals are most receptive to them, which typically occurs with significant changes or life events.

E.g. moving to a new city, starting a new job etc.

Just remember to make the solutions you design:

EASY

TIMELY

SOCIAL

Interventions should be highly influenced by the thoughts, approval, and behavior of others.

E.g. convincing people that majority of others engage in the preferred behavior, encouraging communities to hold individuals accountable

Just remember to make the solutions you design:

Interventions should make the desired behaviour attractive.

E.g. incentives such as financial rewards, lottery systems, or “gamifying” activities to make them more enjoyable.



ATTRACTIVE

EASY

TIMELY

SOCIAL

Just remember to make the solutions you design:



EASY

ATTRACTIVE

TIMELY

SOCIAL

So, WHERE do we go from here?

***Cycle2Work* is just one example.**

**We can leverage the power of Behaviour
Insights to enable other desirable
transport behaviour as well!**

Increasing the number of children cycling to school
(Cycle2School campaign)

Increasing ridership of buses
(Bus2Work campaign)

Reducing car use for short trips

Thank you!



<http://bit.ly/c4conline>



<https://bit.ly/s4ponline>

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