



CENTER FOR
BEHAVIOR & THE
ENVIRONMENT



Behavior-Centered Design Training

Text You Can Use to Make the Case for Attendance

Feel free to copy/paste/change the language below to help support your efforts to attend our behavior-centered design training.

Why are you interested in this training?

Environmental challenges are behavioral challenges. To solve them, we need people (whether they are consumers, fishers, farmers, businesspeople or policymakers) to change how they interact with their surrounding land, water and atmosphere. Historically, our project teams have relied on the more traditional levers for change: rules and regulations, material incentives and awareness campaigns. Recently, Rare's Center for Behavior & the Environment (BE.Center) released [new research](#) that provides scientific evidence for how behavioral science can augment our traditional approaches and produce lasting environmental outcomes.

How will this training support the organization's and your project's goals?

Our organization is dedicated to applying the best, science-based interventions to our environmental challenges. By incorporating behavioral science and behavior-centered design into our project, we will be doing just that. The BE.Center compiled a [literature review](#) of the scientific studies supporting behaviorally informed interventions and a [practical guide](#) for how to apply behavioral insights. This training will give me the tools we need to be able to incorporate this work into how we motivate change among our audiences.

Further, the entire environmental field is moving in this direction. In 2020, the International Union for Conservation of Nature (IUCN) passed a motion that conservation organizations must move beyond raising awareness. 28 of our peers co-sponsored this motion. It's in our organizational best interest to keep pace with where the field is growing.

This training will provide hands-on practice with the additional levers of change (emotional appeals, social influences, and choice architecture). It will also teach me the behavior-centered design process, which walks through a step-by-step method for when and how to apply behavioral insights to reach our targeted impacts. I believe that as a result of this training, I will be better equipped to design programs for our organization and can help teach my teammates what I have learned.

Finally, our donors are starting to take note. The BE.Center released the above resources in partnership with the Scientific and Technical Advisory Panel for the Global Environment Facility (one of the world's largest environmental funders). A recent USAID funding opportunity specifically called out behavior change programs as part of its grant requirements. As more donors require behaviorally informed programs, this training will help our team expand our theories of change, while also clearly articulating the logical frameworks and change management steps involved with how we will implement our proposed programs.

Our proposals will be more compelling and our programs more impactful.