

Launching a Behavioural Insights Project



Conduct field and desk research to understand population and behaviour



Co-design innovative solutions to policy problem

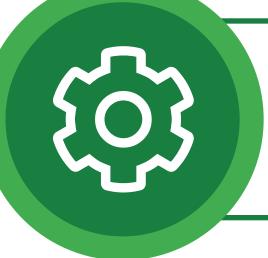




Use experimental methods to test solutions (ideally via RCTs) by collecting data in the field



Analyze data, summarize findings and recommend next steps in a client report



Get the Wheels Turning
What a project needs to launch

Target behaviour • Data • Population for testing • Touchpoints • Ability to randomize

The Winding Road
Challenges to project progress

Priority changes • Legislation or policy • Technical feasibility • Coordination complexities





Stay Hydrated
What keeps a project going

Innovation Mindset • Data and science literacy• Strong problem definition



