

# Ready to **RIDE**

MODEL FOR BEHAVIOUR SHIFT

## Launching a Behavioural Insights Project

**R**  
Research

Conduct field and desk research to understand population and behaviour

**I**  
Innovate

Co-design innovative solutions to policy problem

**D**  
(Collect)  
Data



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

**E**  
Evaluate

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

