

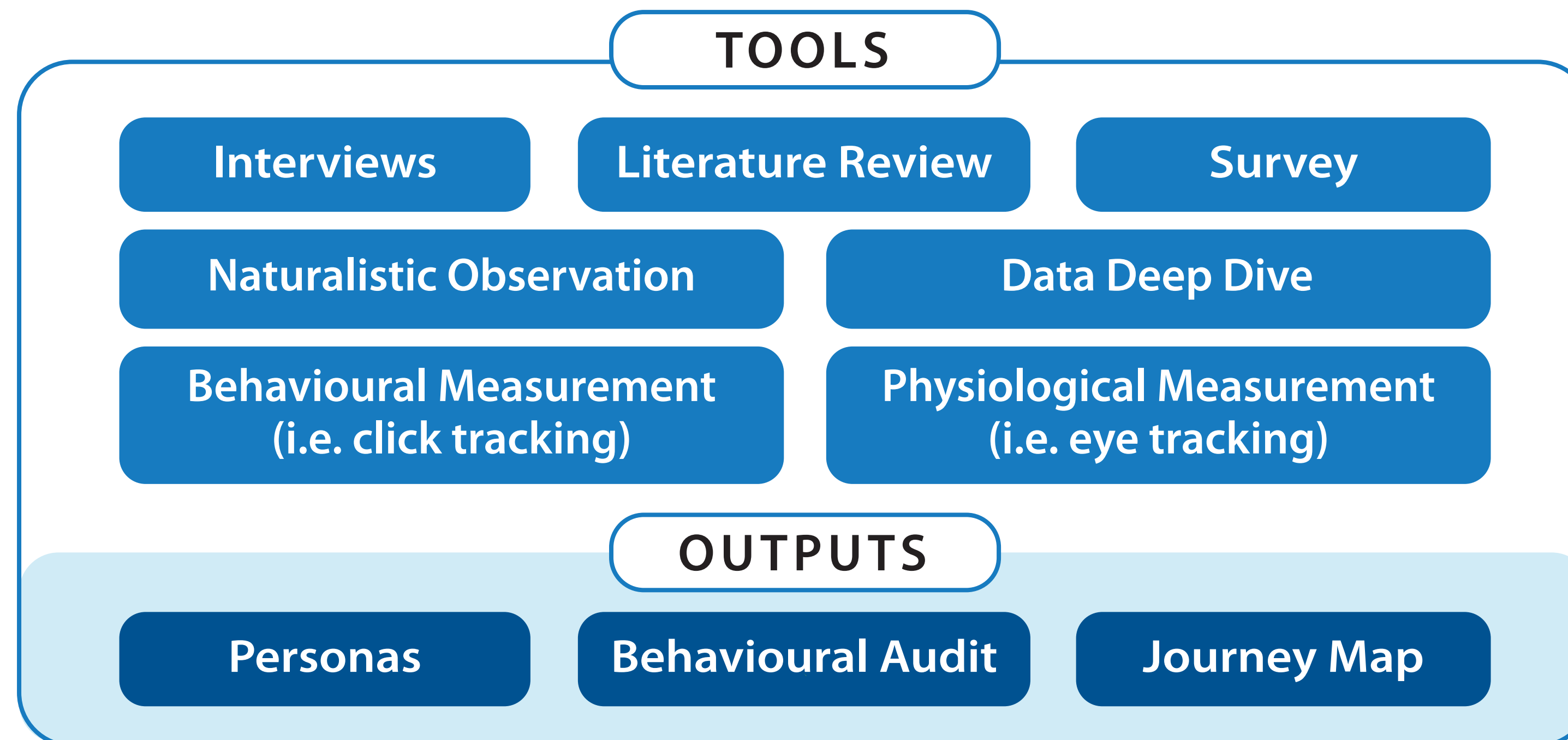
# Tools for the RIDE

MODEL FOR BEHAVIOUR SHIFT

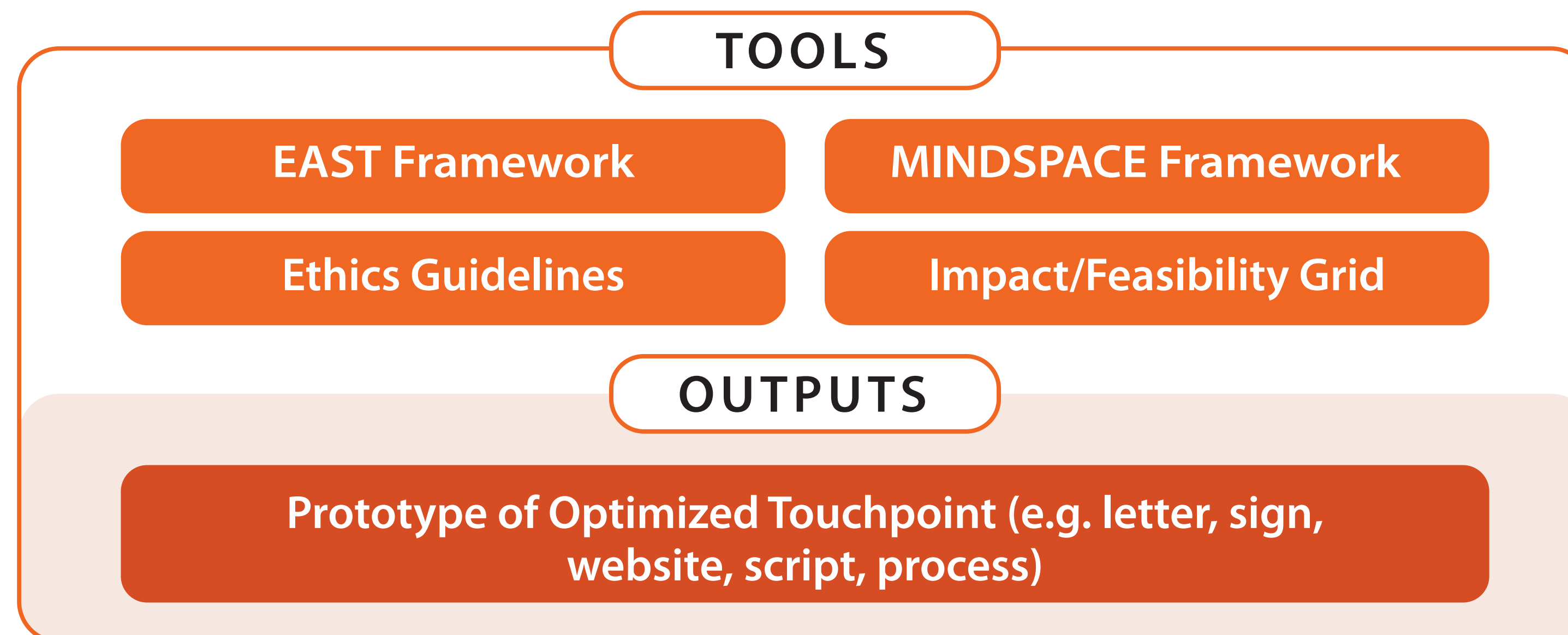
## Toolkit for Behavioural Science Projects



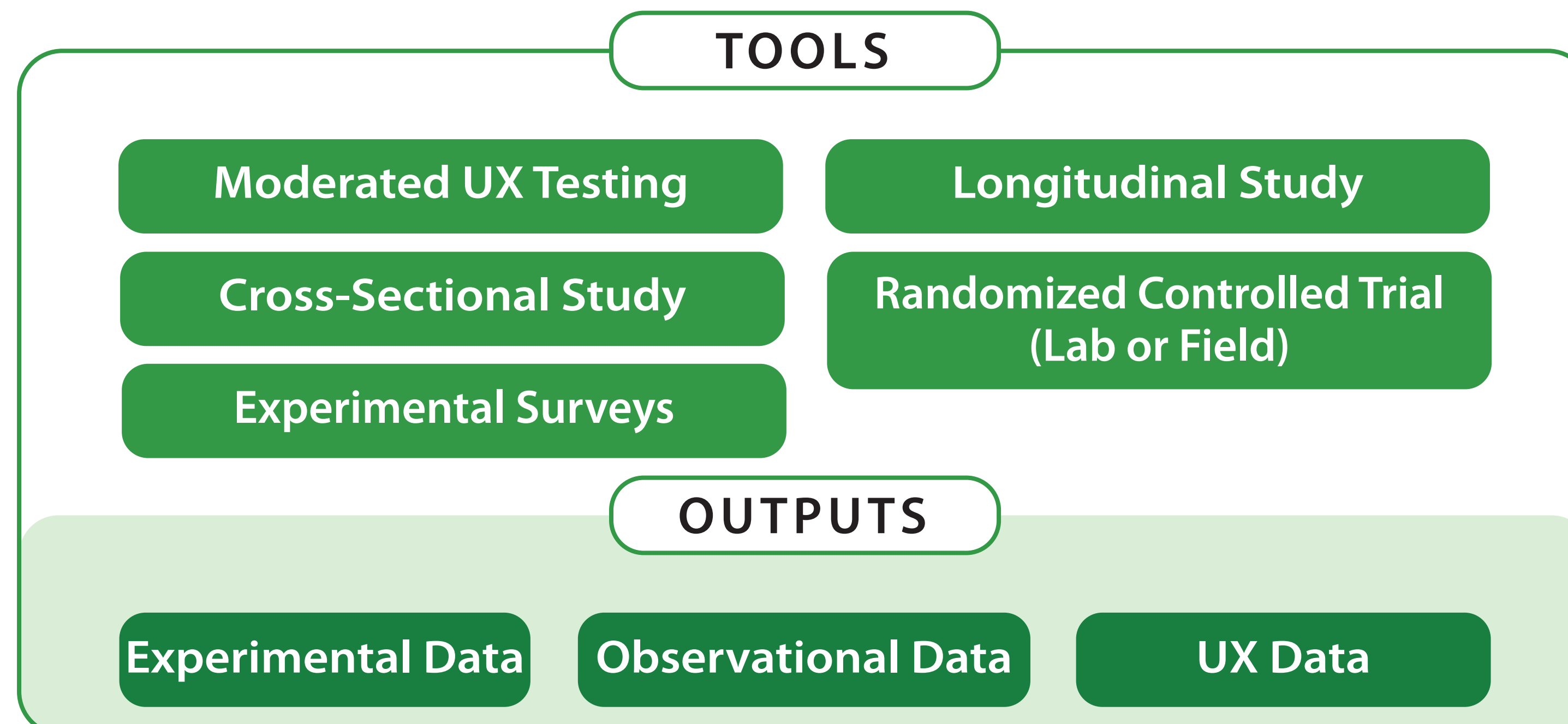
Uncovering the barriers/drivers of the behaviour



Developing an intervention to address barriers/drivers



Designing the research approach and gathering data



Determining the impact of the intervention

