

# One-page summary: A guide to designing and trialling behavioural interventions

## Background

As part of the EPA-IUA Campus Living Labs Sustainability Project, behaviour change interventions were designed to encourage waste prevention and recycling within university campuses. This guide provides actionable steps for practitioners to develop and trial their behavioural interventions.

## Step 1: Defining your ultimate outcome and desired behaviours

The first step for designing behavioural interventions is to define an ultimate outcome and break it down into desired behaviours. This exercise helps set an achievable goal and translate it into behavioural terms.

## Step 2: Identifying key behavioural barriers

The following step consists of identifying the barriers that impede your target audience from engaging in the desired behaviours. This step helps reveal the root causes of the problem you aim to address.

## Step 3: Ideate solutions and select the most appropriate Intervention

Develop a behaviour change intervention by smoothing out barriers and encouraging your target audience to engage in your desired behaviour(s).

## Step 4: Trial your behavioural intervention

Once you have developed your behavioural intervention, pilot it to assess its effectiveness before rolling it out at scale. Make sure you have measurable outcome metrics, the ability to link your intervention to the outcome metrics, and use an appropriate evaluation method.

