



Behaven Academy

Equipping your teams to change behaviour

Achieving goals linked to sustainability or health often depends on changing what people do, not just what they know. Yet most teams lack the tools and methods to make that happen. Behaven Academy changes that.

What is it?

Designed by our behavioural science PhDs, Behaven Academy equips teams with **practical skills** to turn insight into action, using proven methods that make change easier and more rewarding.

From first steps to organisation-wide adoption, our programmes help teams apply behavioural science in practice.

Our formats

- 1. Introduction** (free 5-day email course)
Learn the essentials in five short lessons. Understand what drives behaviour and spot opportunities for better results in your work.
- 2. Foundations** (3-hour online training)
A hands-on introduction for teams ready to apply behavioural science. Leave with key concepts, simple tools, and the confidence to challenge common myths.
- 3. Immersion** (3-day in-person course)
An immersive journey from theory to practice. Build the skills to embed behavioural science in strategies, services and operations, and design interventions that deliver measurable impact.
- 4. Bespoke** (custom format & support)
Programmes built around your organisation's goals. From leadership sessions to pilot projects, we co-create learning that strengthens engagement, adoption and results.

Why learn with us

- ✓ **Trusted.** Delivered to leaders and teams in business, government and NGOs, including ACR+, the French Brands Association, L'Oréal and IKEA.
- ✓ **Specific.** Focused exclusively on sustainability and health, so every example is relevant.
- ✓ **Applied.** Proven methods, action-oriented delivery so participants leave ready to use what they've learned.

Available in **English and French**.
2026 Immersion: Brussels, Amsterdam, Paris and Geneva.

"We appreciated Behaven's adaptability in delivering a tailored training for public authorities on behaviour change in the context of circular economy, waste prevention and resource use."

— Ernest Kovács, ACR+ (Association of Cities and Regions for Sustainable Resource Management)

"A masterclass combining behavioural science and marketing pragmatism. Behaven's dynamic and interactive facilitation balances theory and practice. The content is concrete and immediately applicable, helping to redesign decision environments and positively influence sustainable choices."

— Anne-Laure de Hulst, United Brands Association

Let's build your behaviour change capability.

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