

# Behaven

Make behaviour  
change your  
policy lever

Turning public ambition  
into citizen action

You are developing policies, programmes and campaigns to improve sustainability and health, but change is slow.

Even when people care, habits, friction and the environments around them get in the way. That's why public institutions are increasingly designing services and environments that make better choices easier and more rewarding.

## Make behaviour change your lever for impact

Public institutions that embed behaviour change into their work can:

- **Turn policy into action**, helping people follow through on good intentions.
- **Build trust and participation** by supporting citizens, not just instructing them.
- **Achieve measurable outcomes**, from energy savings to waste reduction.
- **Support equity** by making better behaviours more accessible to everyone.

## Public institutions are shifting

Across Europe, governments and cities are making behaviour change part of public service, e.g.

**Copenhagen**  
rewards green  
tourists with  
coffee and  
museum perks.

**SNCF**  
redesigns public  
spaces to reduce  
antisocial  
behaviour.

**Brussels**  
encourages  
cleaner parks  
through positive  
social norms.

They don't just inform.  
They make it easier to act.

## How Behaven helps

We work with governments, cities and public agencies to turn ambition into action, combining behavioural science, communications and design.

- ✓ **Smarter tools:** we understand what drives behaviour and help you shape services that work with, not against, how people decide.
- ✓ **Expert team:** behavioural scientists and strategists with decades of experience.
- ✓ **Trusted by brands:** we've supported the UK Government, Brussels-Capital Region and the City of Lille, among others, on mobility, waste or energy.

## What we offer

- **Research & insights:** learn what shapes citizen behaviour, beyond surveys or assumptions.
- **Behaviour change campaigns:** move people from awareness to action, improving policy compliance and service uptake.
- **Behavioural design:** make services and systems easier to navigate, adopt and maintain.
- **Evaluation:** measure change and link outcomes to priority targets.
- **Behaven Academy**  
Train teams to apply behavioural science.

Let's design behaviour change  
into your next policy or  
programme.

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