

SEI is an international non-profit organization that works with **environment and development issues** from local to global policy levels.

The **SEI Initiative on Behaviour and Choice** examines how to bring about change in decision-making at the household level toward sustainability, mostly in low-income countries.

# Why multi-level drivers of behaviour and choice?

- Many development interventions rely on people to **change their behaviour**, e.g. by adopting a new cooking practice.
- Many interventions fail to acknowledge the human dimension, e.g. leaving out personal motivation to change behaviour.
- Need to better understand the cognitive and social factors that influence human behaviour in the household.
- Factors that influence human behaviour operate in tandem, on many levels, but we have limited knowledge of how they interact to influence the individual.



# SEI Initiative on Behaviour and Choice

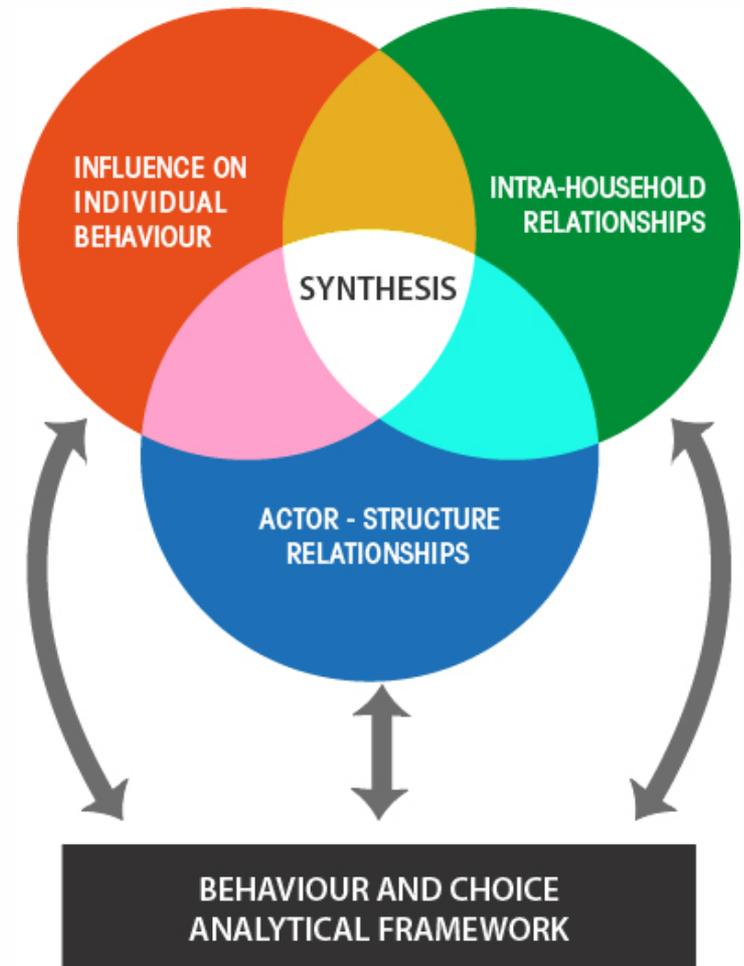
Using case studies on technology adoption and change of practice: Cookstoves; Sanitation; post-harvest processes for mango; *manure management in Bangladesh*; *mini-grids in Zambia*; *recycling in York*; *lab in the field experiments in Uganda*.

To study determinants of behaviour in the household across 3 themes: individual, community and national/international levels

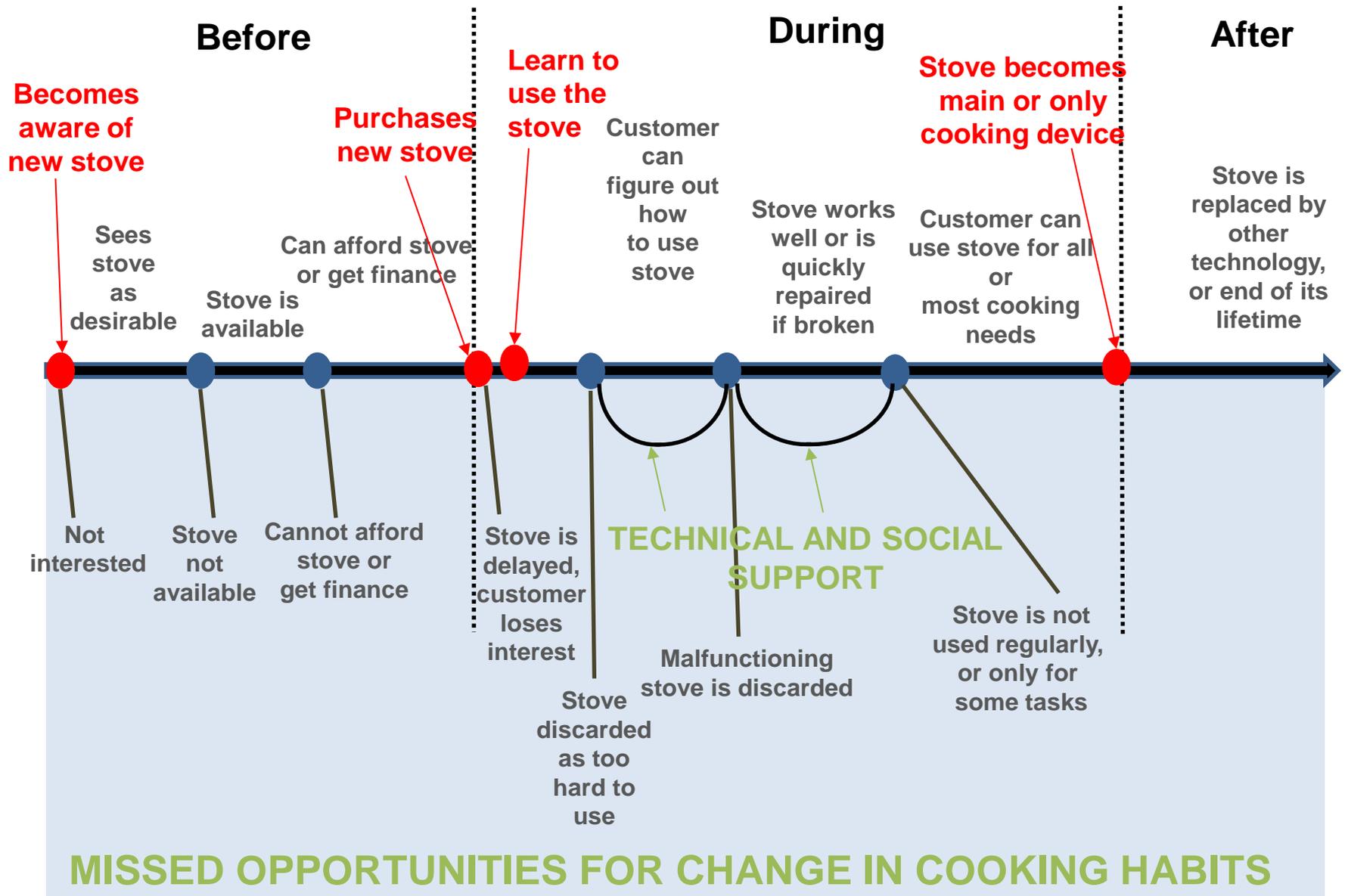
By applying methods and approaches from Service Design, Sociology, Behavioural Economics, Political Economy

Resulting in a **conceptual model** for understanding behaviour; **new tools and methods** for gathering end user insights

**Key boundary partners to date:** Kenyan Government; Kenyan and Zambian cookstove implementers; Rockefeller Foundation, UN Women; etc.



# USER JOURNEY TOWARDS CHANGE IN COOKING HABITS



# Key insights from user journeys

- Adoption is not a one-off event but involves choosing to use the stove over and over until a new practice is established.
  - Delineate when the in adoption process support mechanisms are needed, and what these should be.
- The factors that motivate the purchase of a stove may not motivate its adoption.
  - Test effectiveness of specific interventions at different points in the journey.
- Applicable to any behaviour change process that occurs over time.