

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

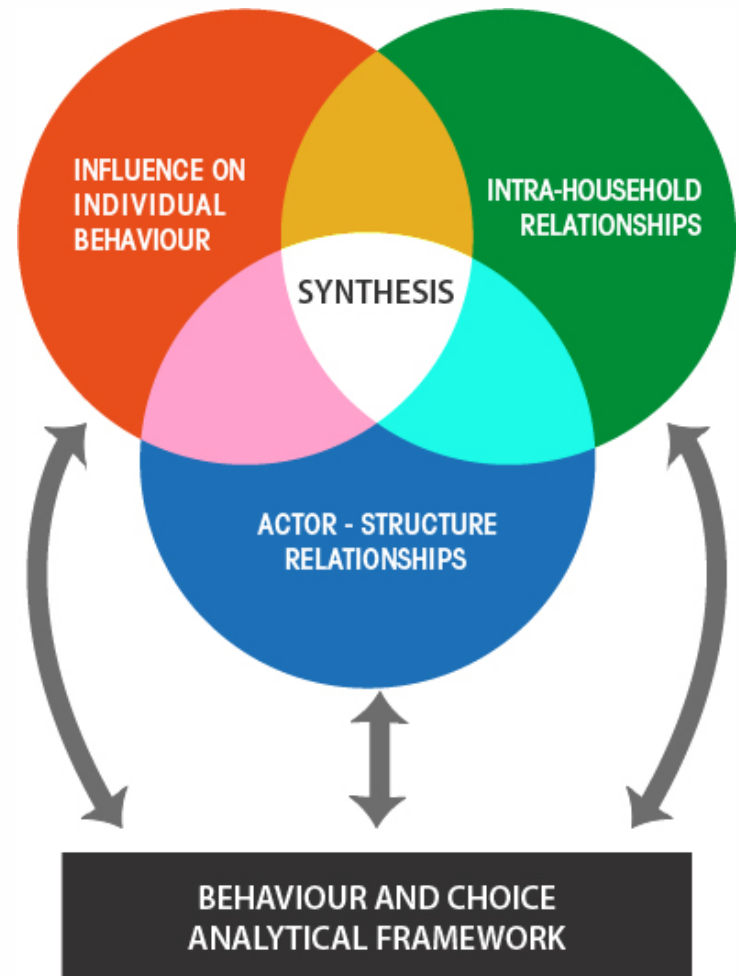
Using case studies on technology adoption and change of practice: Cookstoves; Sanitation; post-harvest processes for mango; *manure management in Bangladesh*; *mini-grids in Zambia*; *recycling in York*; *lab in the field experiments in Uganda*.

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

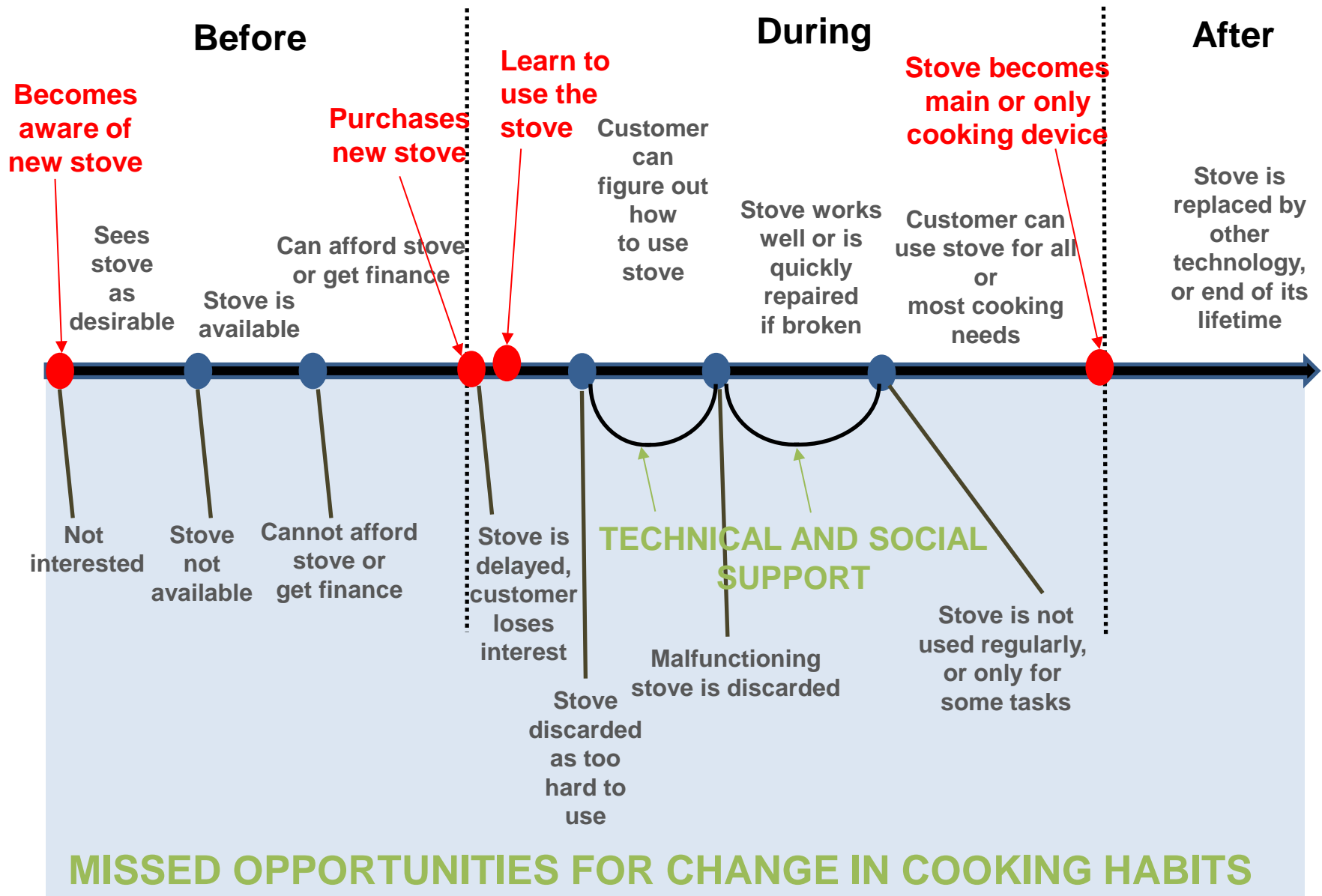
By applying methods and approaches from Service Design, Sociology, Behavioural Economics, Political Economy

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.