

**MAKING THE
CHANGE HAPPEN
THE SURVEY**

**WHAT THE MOST
INFLUENTIAL NGOs
WORKING ON CLIMATE
CHANGE AND
SUSTAINABILITY
HAVE TO SAY ABOUT
BEHAVIOUR CHANGE**

Imprint

The Academy of Change

is a non-profit initiative of the [Collaborating Centre on Sustainable Consumption and Production \(CSCP\)](#) and [Behaviour Change](#), funded by the [KR Foundation](#). You can find more information on the initiative on its website <http://aochange.org>.

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The Academy of Change

Introducing the Initiative

As we transition towards a low carbon society, significant change will be required. Within that, sustainable behaviour change has a major role to play and the thought leadership of NGOs will be critical to make it happen.

In this context, the **Academy of Change** is dedicated to support NGOs working on climate change and sustainability to better use insights on behaviour change to increase their impact. It will offer 50 future leaders working on climate change and sustainability within the NGO sector a unique professional development journey to help build their skills in enabling more sustainable behaviour among citizens. This is possible by allowing the integration of evidence-based knowledge about the underpinnings

of behaviour and behavioural theory into NGO strategies and projects.

In addition, the **Academy of Change** facilitates direct implementation of behaviour change interventions on the ground. In partnership with local NGO partners, the Academy of Change co-develops sustainable behaviour change pilots in different countries around the world. The goal is to test behavioural theory in reality and contribute to the evidence base on how to accelerate change in the sustainable behaviours and lifestyles that really matter. The insights generated in these pilots will also feed into the capacity building programme of the Academy.



About this Report

The rationale of the Academy

The Academy of Change has been conceptualised to be as participatory and engaging as possible. This means creating a dialogue and building capacity about sustainable behavioural insights in a way that is useful and impactful for NGOs. What do NGOs think, do and need about behaviour change?

To find in more detail, we went to the source: we asked 200 of the most influential NGOs working on climate change and sustainability worldwide about their views, current use, needs and opportunities when it comes to applying behavioural knowledge into their own work. This is the first initiative worldwide of this kind and scale.

The results of the survey are eye-opening and **make the case for placing behavioural insights among the core strategies to make the sustainable change happen**. They will also support the further development of the capacity building programme of the Academy. The survey highlights are presented in this report.



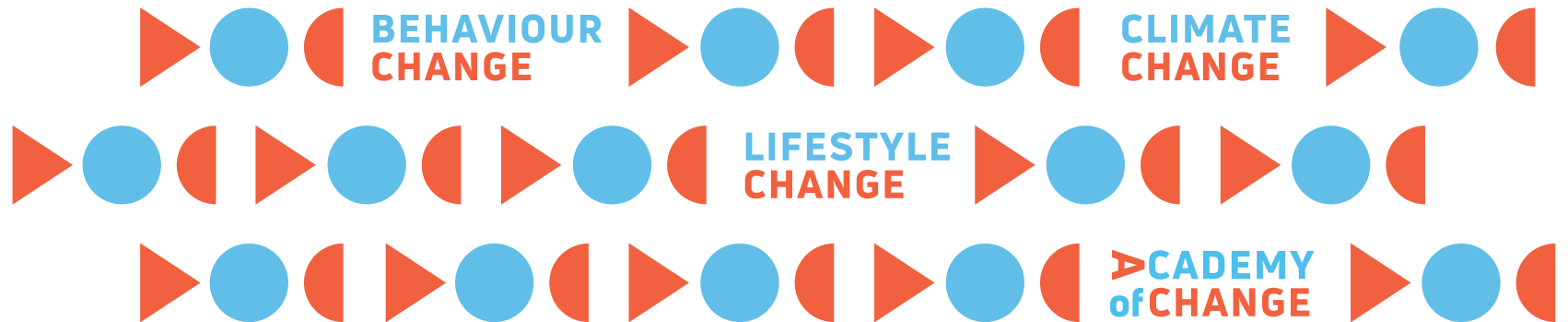
About the Survey

When, how, who?

- The online survey was conducted between November 20 and December 8, 2017, sent out to approximately 200 representatives of NGOs working on climate change and sustainability from all around the world, including organisations that are part of the project partners' networks or were identified via desktop NGO mapping.
- From the contacts approached, a total of 46 completed all questions of the survey; 75 respondents completed at least some questions.
- The results of the survey are communicated in an aggregated and anonymized manner. Individual responses to the survey will be kept confidential.



UNDERSTANDING NGOs



NGO diversity means increased opportunities

NGOs active in sustainability and climate change worldwide

UK: 11

**Netherlands, Italy, Nepal, Costa Rica,
Macedonia: 2**

Germany: 9

**Turkey, Latvia, Peru, Sri Lanka, Tanzania,
Myanmar, Mozambique, Spain, Hong
Kong, China, Bangladesh, Colombia,**

Belgium: 7

**Indonesia, Taiwan, Czechia, Czech
Republic, Hungary, Sweden, Switzerland: 1**

USA: 6

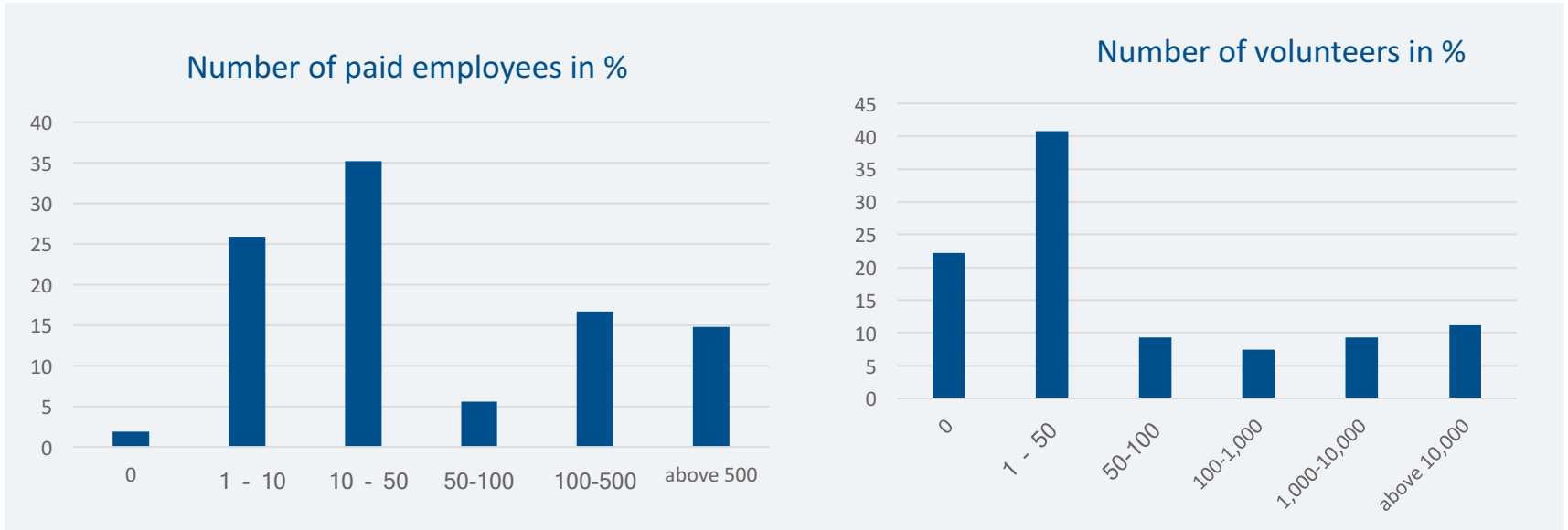
France, Brazil, Italy, Denmark: 3

NGOs from various countries, of different sizes and models, with diverse types of activities and funding sources. The great diversity among NGOs and their presence worldwide increase the amount of entry points as well as the outreach potential for integrating behavioural insights into NGO strategies and initiatives.



1 – 10,000 Strong

Number of paid employees and number of volunteers of the NGOs

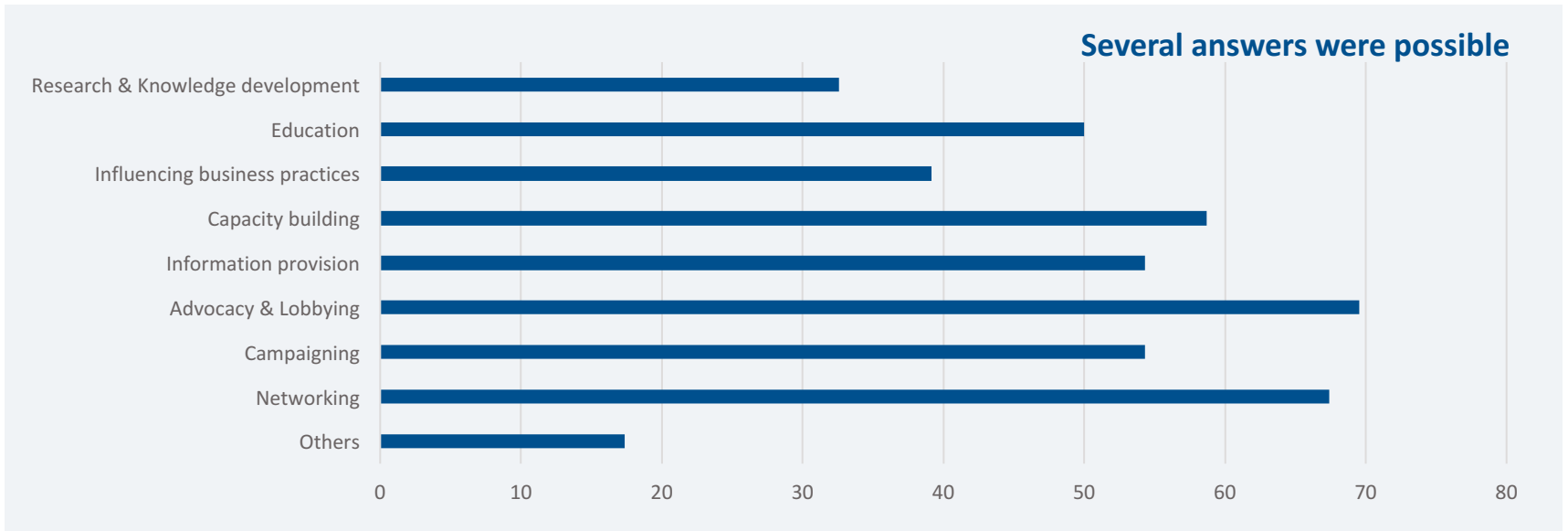


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Everyday business: That's what NGOs do

Main activities performed by NGOs

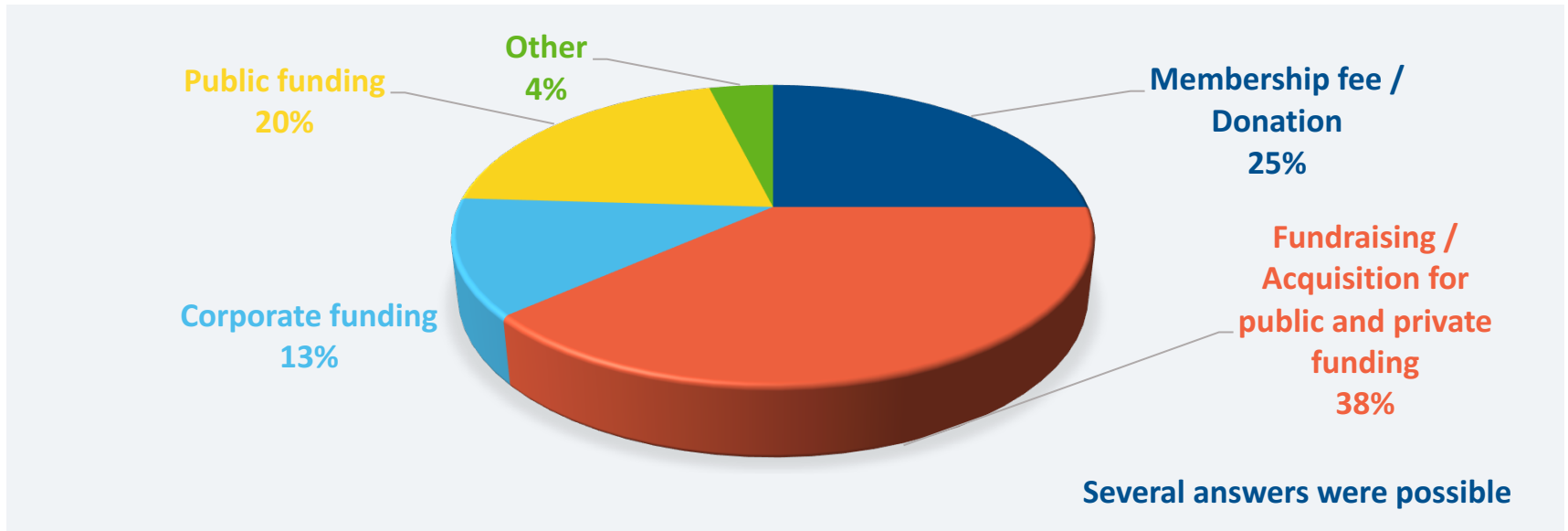


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Show me the money

Main funding sources of the NGOs



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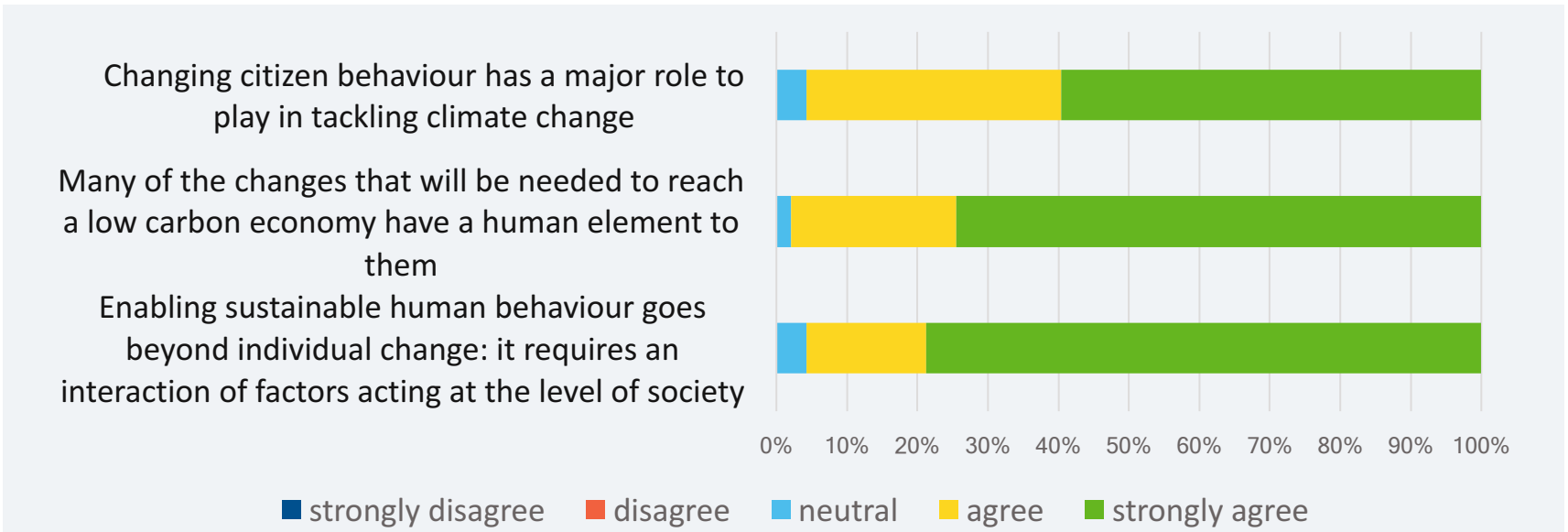




NGOs & Behaviour Change

Behaviour change is key for tackling climate change

The role and nature of behaviour change strategies



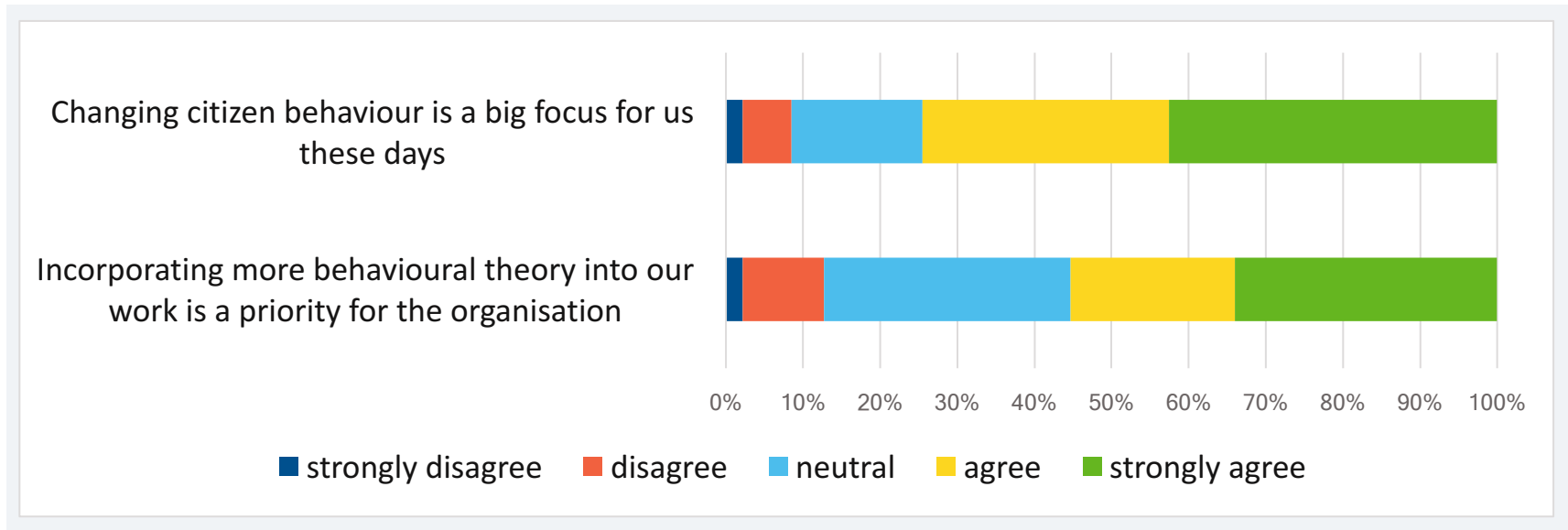
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Tackling behaviour change in the context of sustainability and climate change is as complex as inevitable – and NGOs recognise this. However, as enabling sustainable behaviour goes beyond individual change, additional approaches in terms of policy instruments and business action are necessary.



Addressing citizen behaviour is a priority for NGOs

Current focus and potential behavioural tools among NGOs



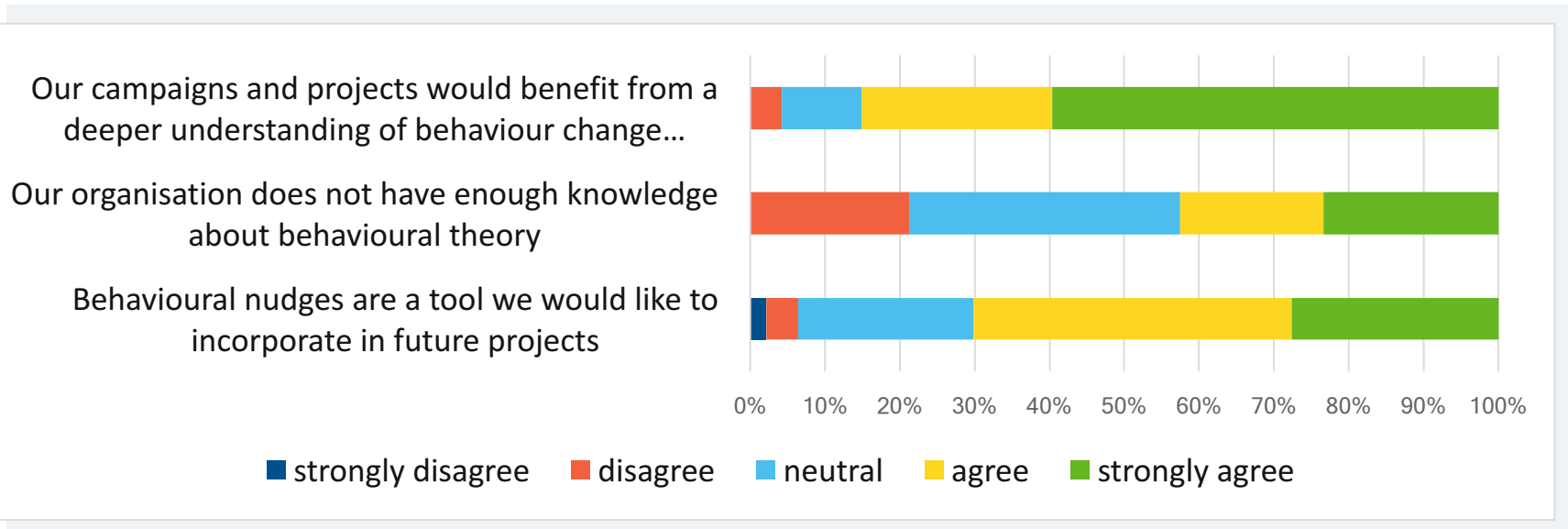
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Despite of their various target groups and types of activities, NGOs consider changing citizen behaviour as an important part of their work.



The need for behavioural knowledge is clear

Where NGOs stand and the potential benefits ahead



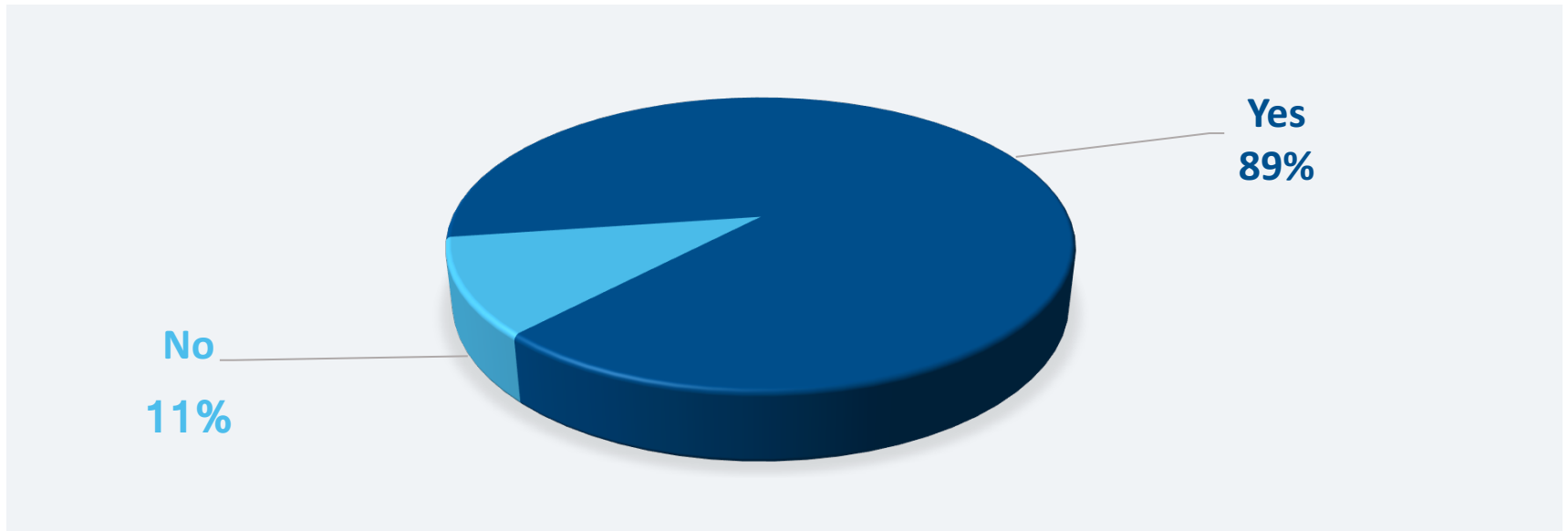
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As NGOs already anticipate, the integration of behavioural insights into NGO campaigns, projects and strategies is a clear need and has the potential to generate positive impacts. These could range from a more effective engagement with their target audiences through to the activation of multiple drivers of behaviour and the actual change of impactful behaviours in the short-, mid- and long-term.



Active or reactive when addressing behaviours?

Most NGOs are actively trying to tackle citizen behaviour change



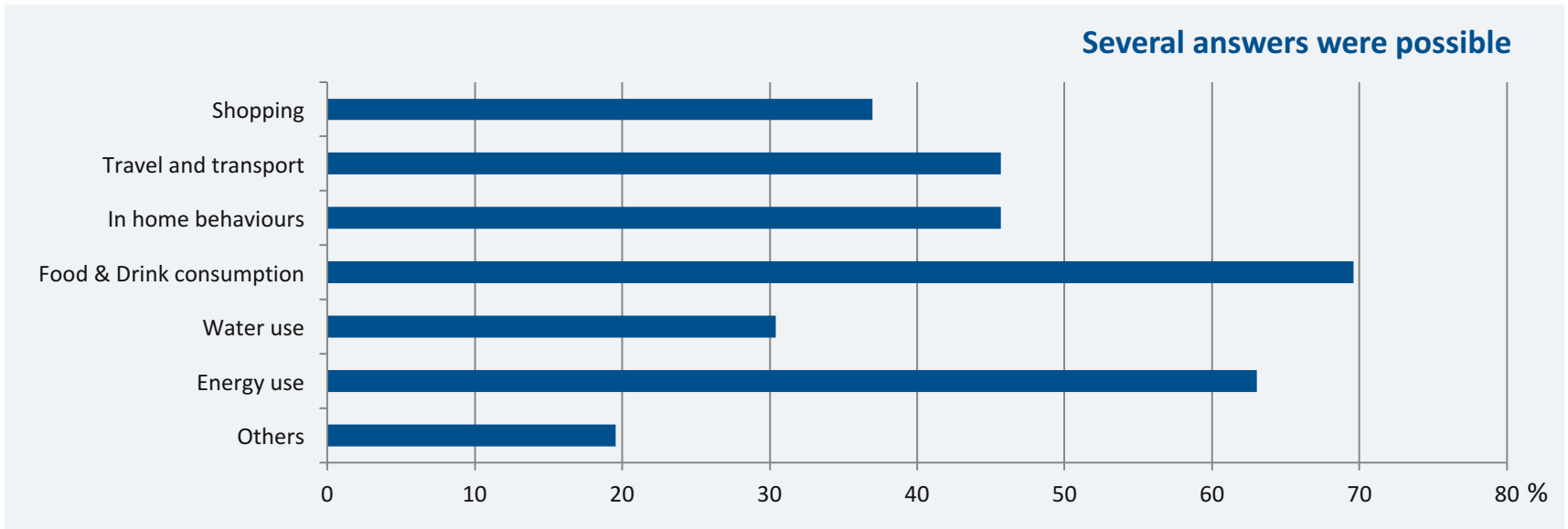
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Mindset shift and support to sustainable behaviours has already reached the strategic level of NGO planning and implementation of initiatives.



Eating, drinking and using energy

Types of behaviour tackled by NGOs



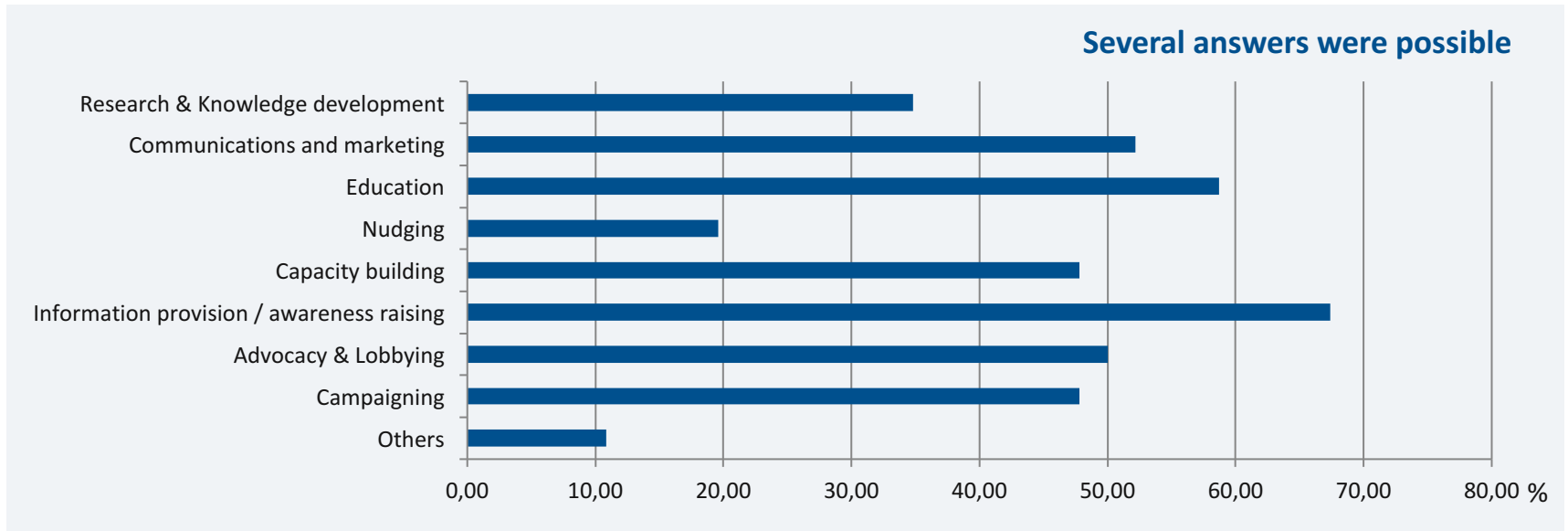
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The top three behaviours NGOs address the most – food consumption, housing-related behaviours, including energy use, and mobility – are exactly the consumption areas that altogether account for 70-80% of the environmental impacts of lifestyles. This means that NGOs are already looking into ways to change the behaviours that really matter.



How to change these behaviours?

Main activities performed by NGOs to tackle behaviour change



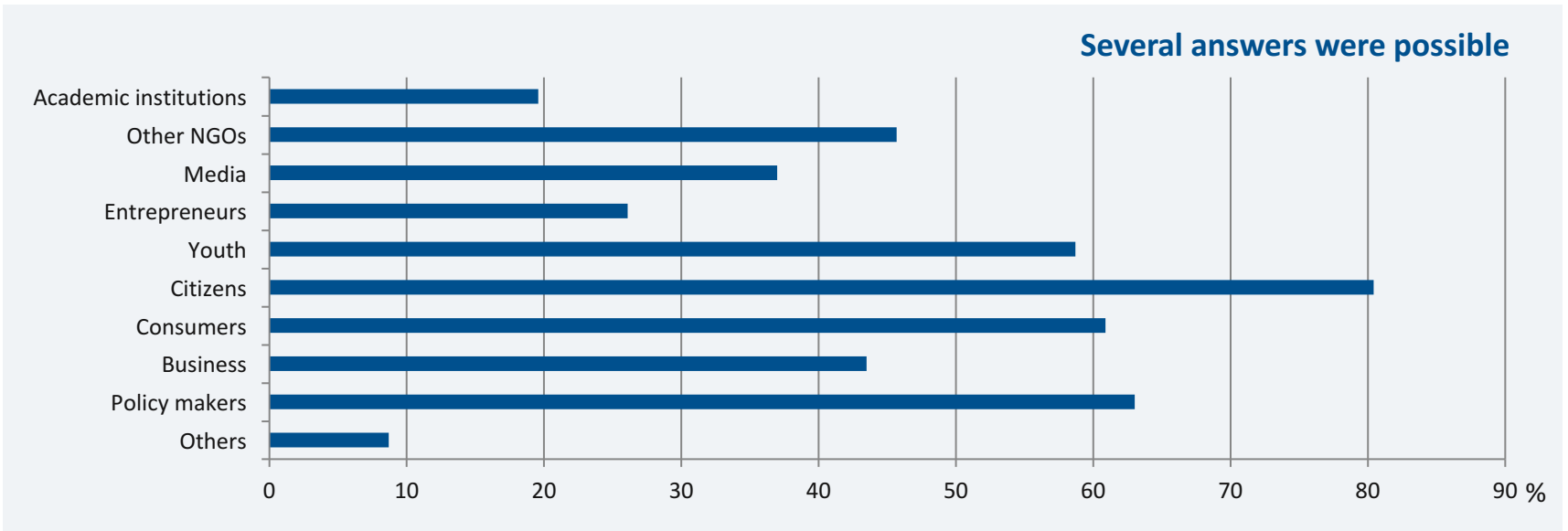
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Traditional work areas of NGOs such as awareness raising, education and communication are still the main vehicles for NGOs to tackle behaviour change. However, other activity areas such as advocacy, lobbying and nudging are growing in importance as means to achieve behaviour change by NGOs. This gives a whole new dynamic to the topic of behaviour change, which becomes more systemic and holistic to tap into the potential of drivers of behaviour change acting at the level of society, such as infrastructure, regulation and business innovation.



Policy makers scored second!

Main target groups of NGOs when tackling behaviour change



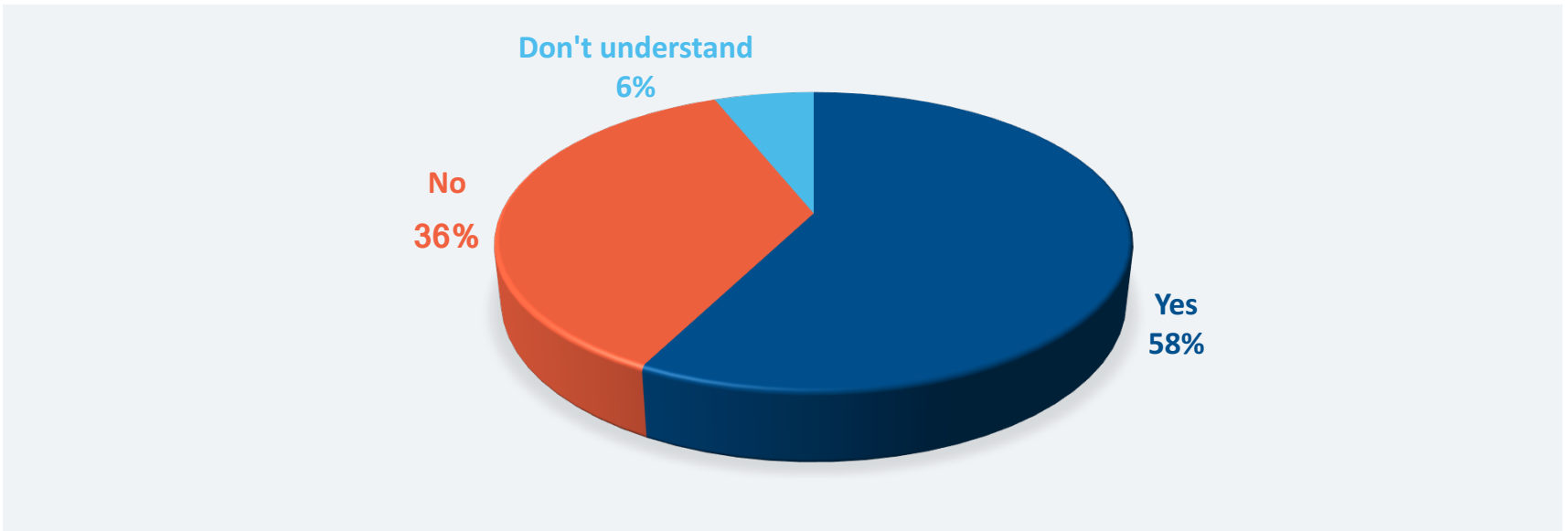
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In line with the previous page, policy makers were indicated by NGOs among their main target groups when implementing behaviour change activities, along with citizens, consumers and youth. This reinforces the need to address drivers of behaviour change acting not only at the individual level, but also at the level of policy making.



Making use of target group segmentation approaches

Focusing on the right audience



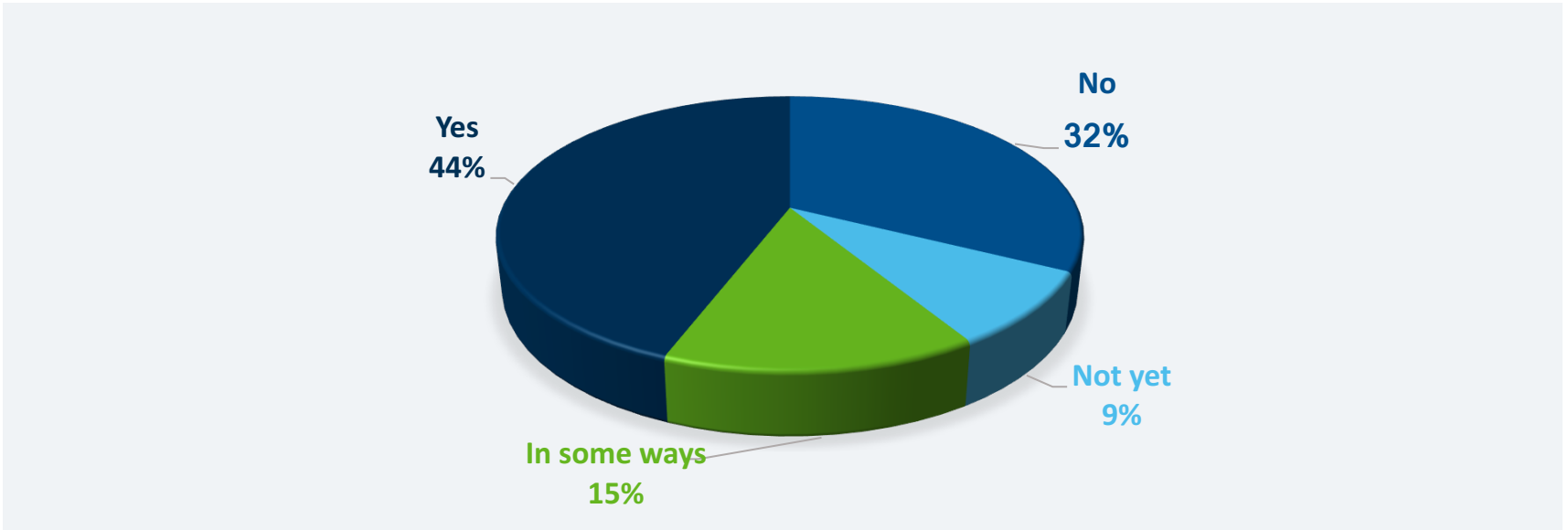
N=33

As over 40% of NGOs either don't know or don't apply target group segmentation approaches when conceptualising behaviour change interventions, this calls our attention to the potential for increased use of such approaches in order to help NGOs in addressing the right audience – thus becoming more effective and impactful. Among the NGOs that already use segmentation insights, some reported the use of ethnographic analysis when defining their target audiences, based e.g. on lifestyle factors or sustainability impacts.



Behavioural insights are not yet systematically applied

Using theories and models when developing behaviour interventions



N=34

Most NGOs declared not to use behavioural insights in a consistent way when planning and implementing their behaviour change activities. This provides an opportunity for integrating evidence-based knowledge into the behaviour-related activities that NGOs already conduct, thereby increasing the impact and effectiveness of their activities.

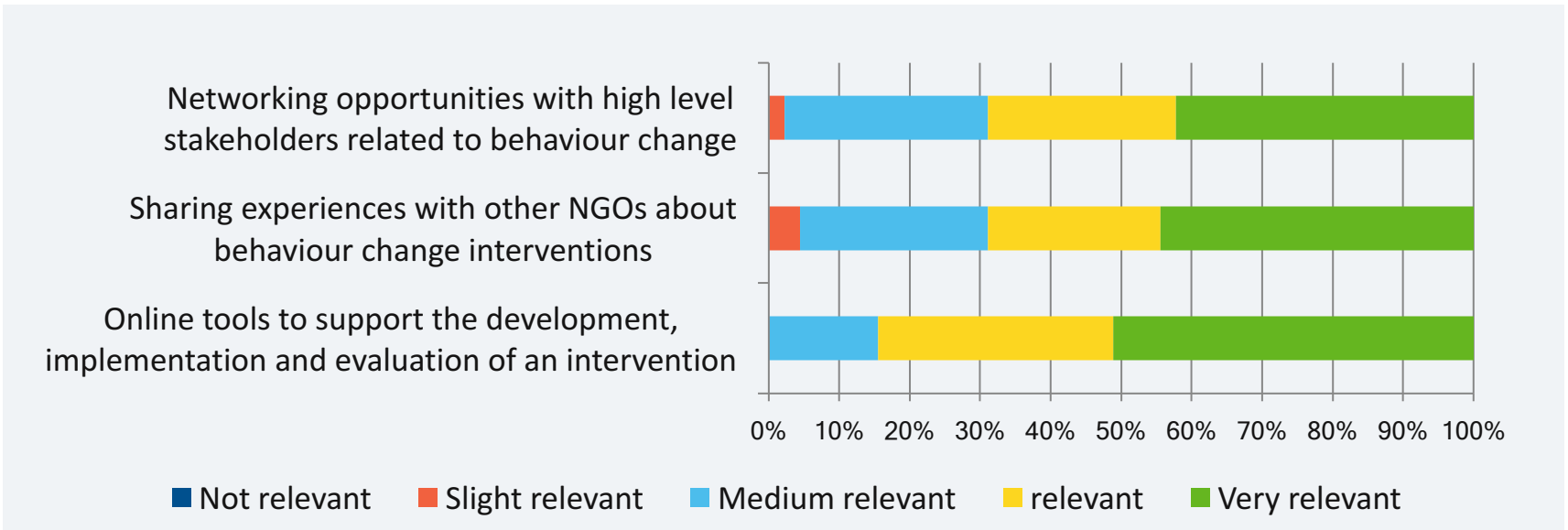


The background features a repeating pattern of blue circles and orange triangles. The top and bottom rows consist of a blue circle, an orange semi-circle, and an orange triangle pointing right. The middle row features a blue circle, an orange semi-circle, an orange triangle pointing right, a white rectangle containing the text, an orange semi-circle, an orange triangle pointing right, and a blue circle.

NGOs & Academy of Change

Hands-on tools in the Academy!

Most relevant features when building capacity on behaviour change



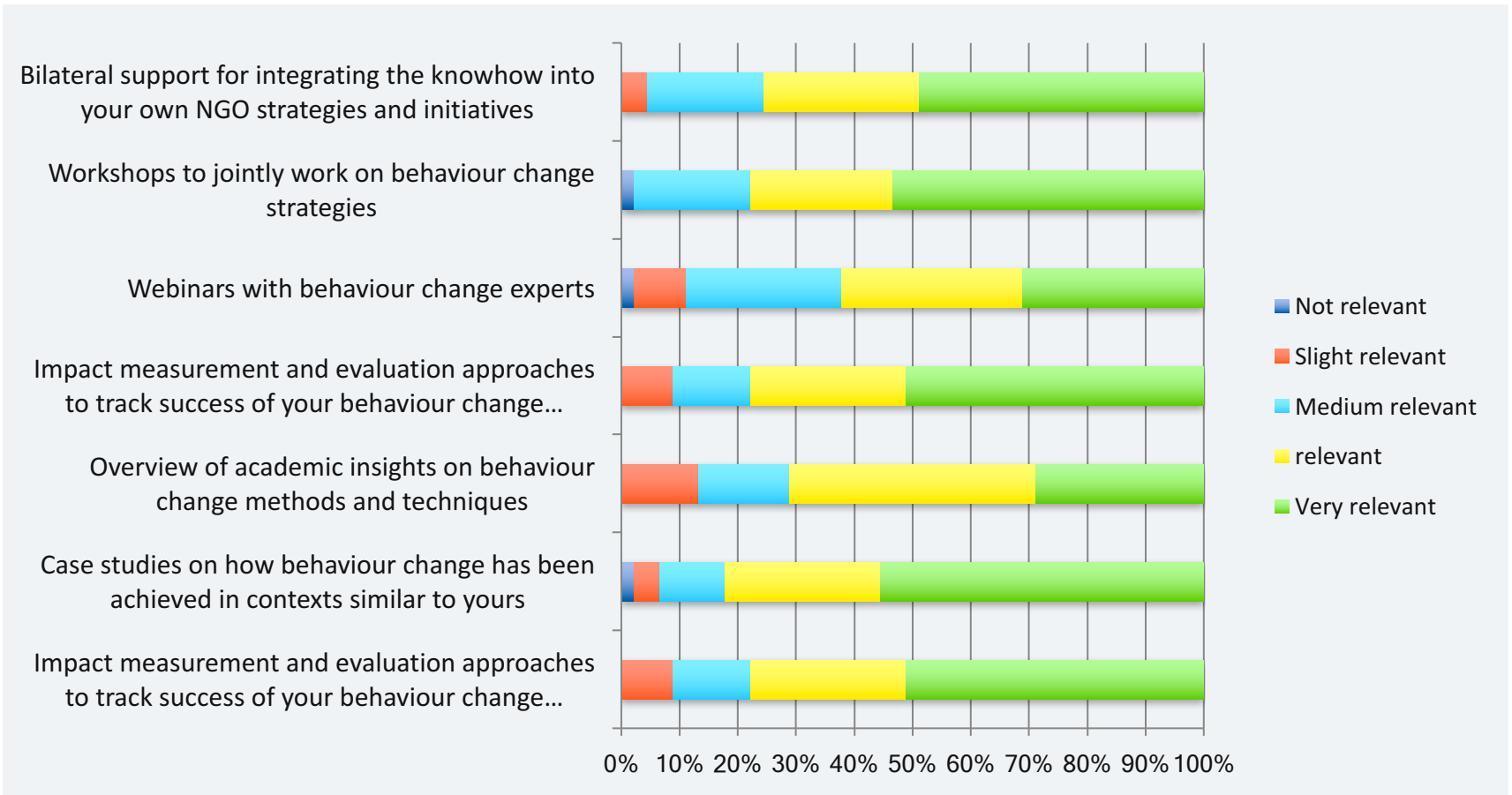
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The answers above show NGO preferences for different possible features of the Academy of Change programme. While all suggested features received high levels of interest by the respondents, it shows that the most “hands on” approaches are ranked the highest. It has to be taken into account here, that the different approaches are not mutually exclusive and might be best applied in a set.



Hands-on tools in the Academy!

Most relevant features when building capacity on behaviour change



N=45



The background of the entire image is a repeating pattern of blue circles and orange triangles. The circles and triangles are arranged in a grid-like fashion, alternating in a way that creates a sense of movement and rhythm. The colors are a vibrant blue and a warm orange-red.

ACADEMY OF CHANGE

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