Design for behavior change: dagli strumenti alle policies

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Design offers a well-established set of processes and tools to sustain behavior change.

**The Behaviour Change Framework**

Learn to design behaviour change by integrating behavioural economics into your design process.
Behavior change calls for going beyond the established *User Centred Design* practice, in situations in which multiple actors and stakeholders operate in a frame of tensions and sometimes open conflicts.

**From UCD to complex participatory design**
Prototypes can be a way of aligning actors and building capacity.

Prototypes can help citizens, businesses, public bodies and policy makers cooperate and co-create innovative solutions.

Prototypes as means for transformation
The real implementation of new solutions calls for organisational transformation.
Organisational contexts are not only ex-ante entities, but also living environments that can be transformed during the co-design processes.

Not only citizens: change organisations
Bridge the gap between top-down and bottom-up
Mission-Oriented Research & Innovation in the European Union
Mariana Mazzucato, 2018

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