



**POLITECNICO**  
MILANO 1863

# **Behavioral change e sostenibilità ambientale Innovazione, strumenti, tecnologie**

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## **Design for behavior change: dagli strumenti alle policies**

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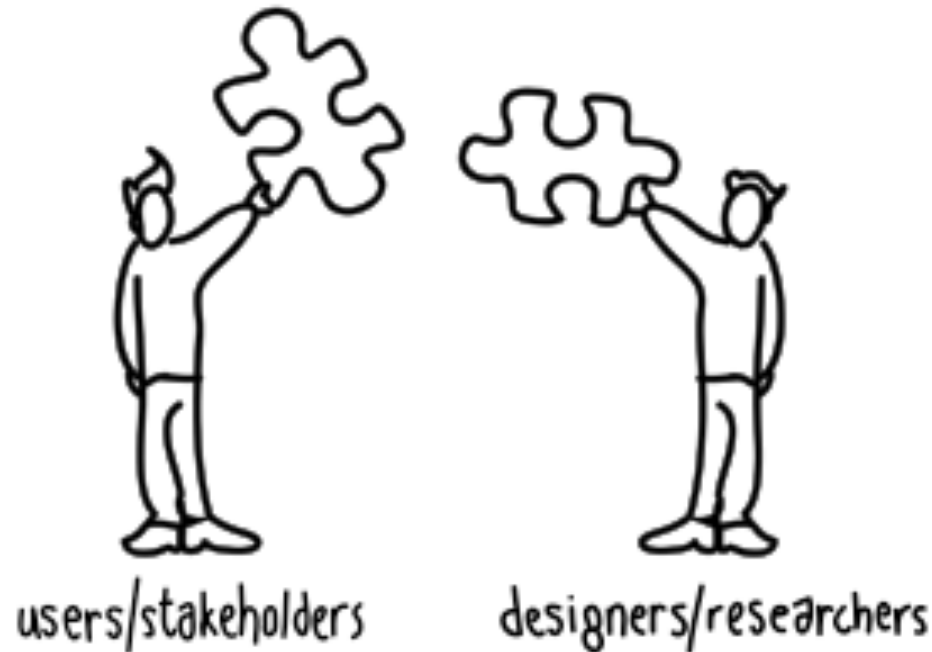
# The Behaviour Change Framework

Learn to design behaviour change by integrating behavioural economics into your design process



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

**Design and/or for behavior change**



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**

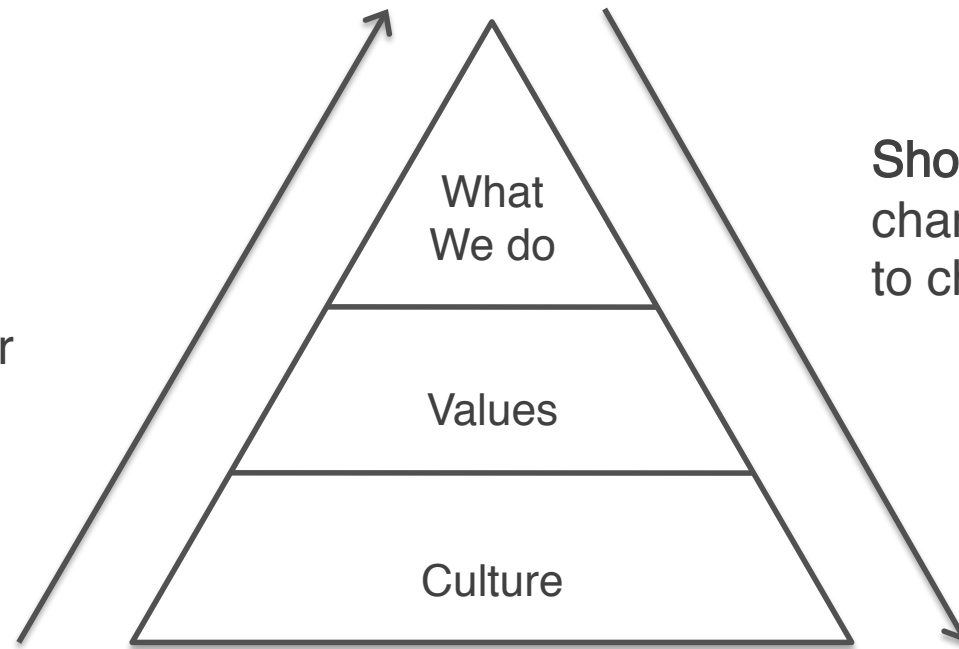


Prototypes can be a way of aligning actors and building capacity.

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

**Prototypes as means for transformation**

Shein's model:  
change  
assumptions to  
change behavior

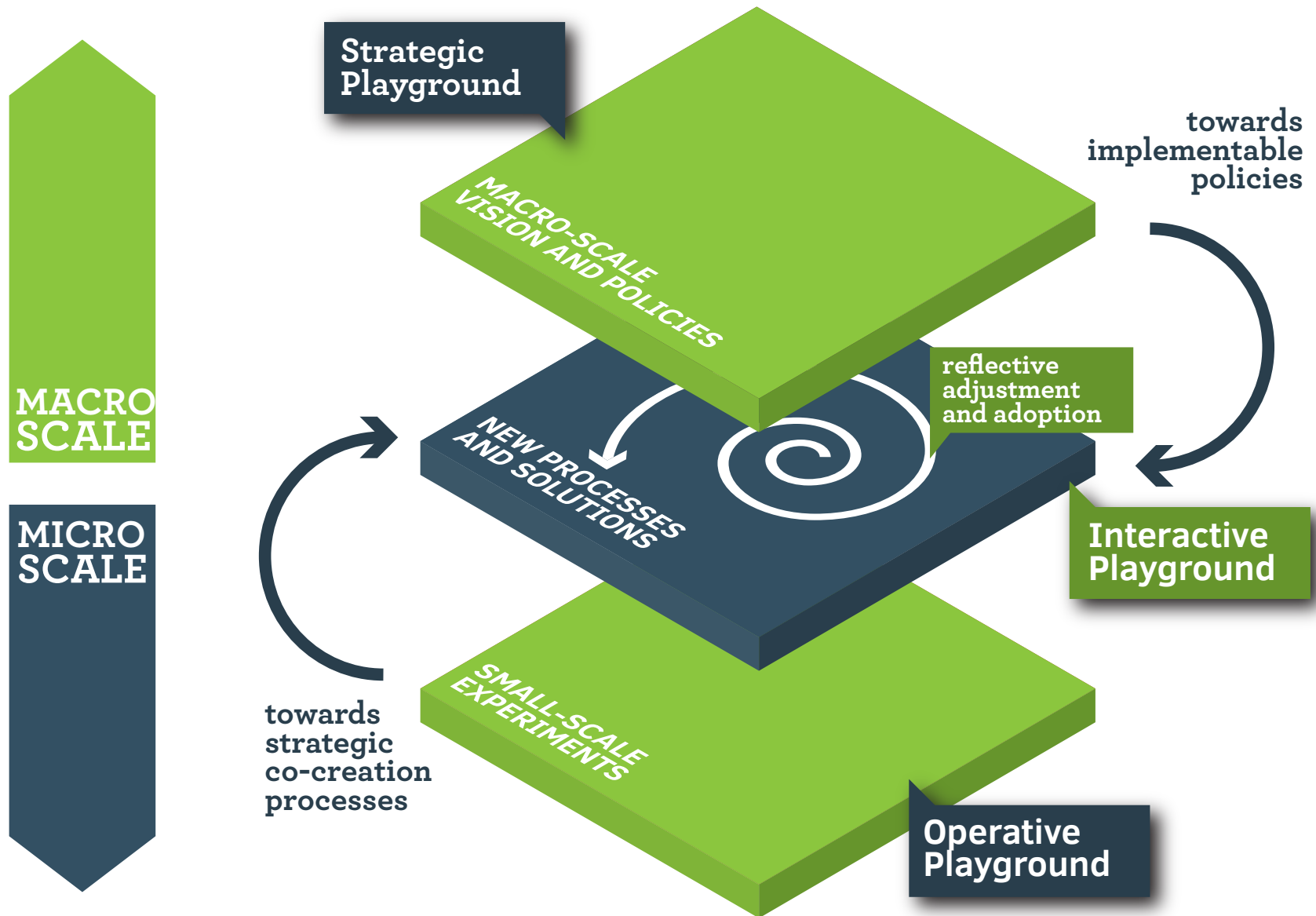


Shook's model:  
change behavior  
to change culture

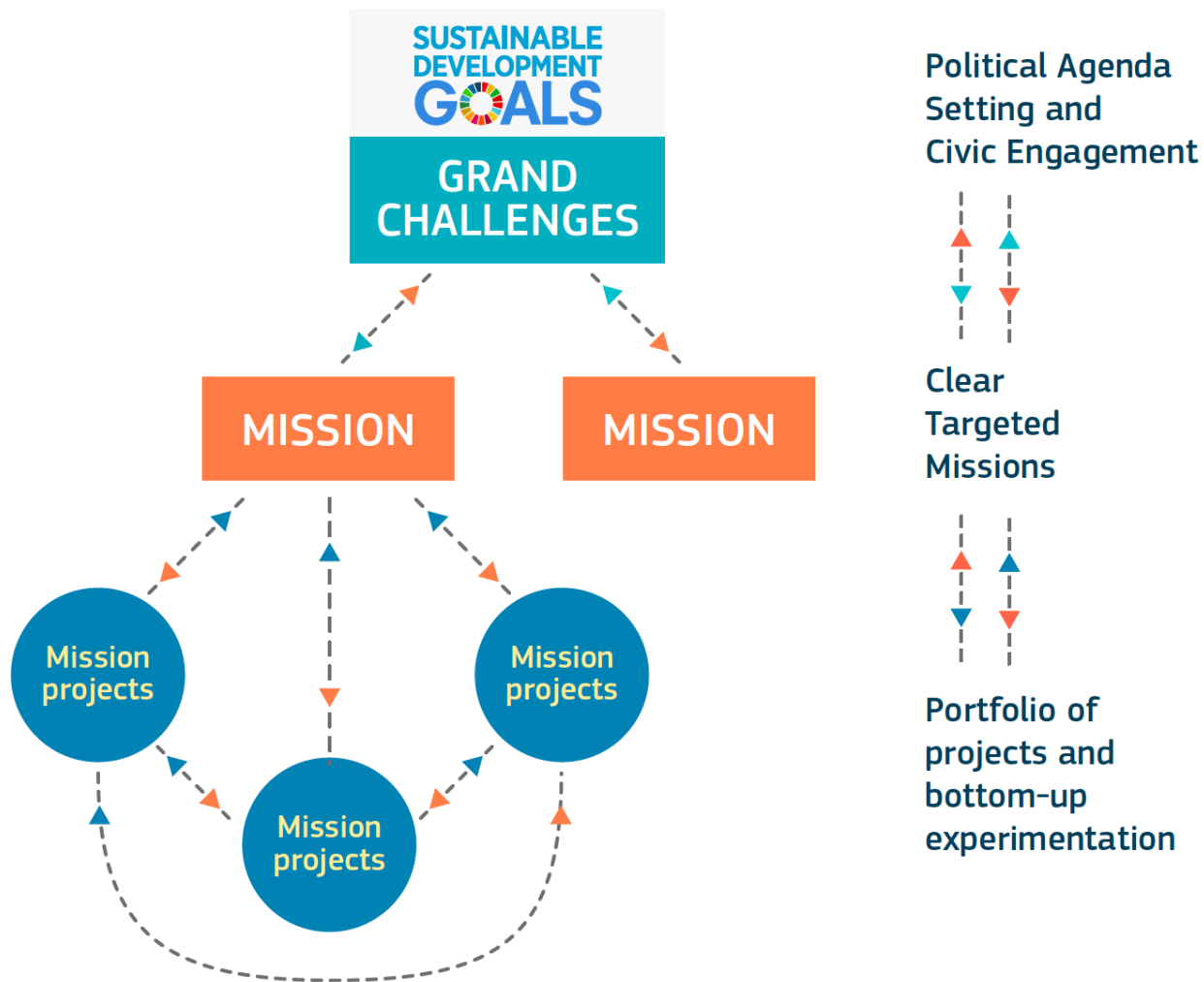
The real implementation of new solutions calls for organisational transformation.

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

**Connect with the bigger picture**