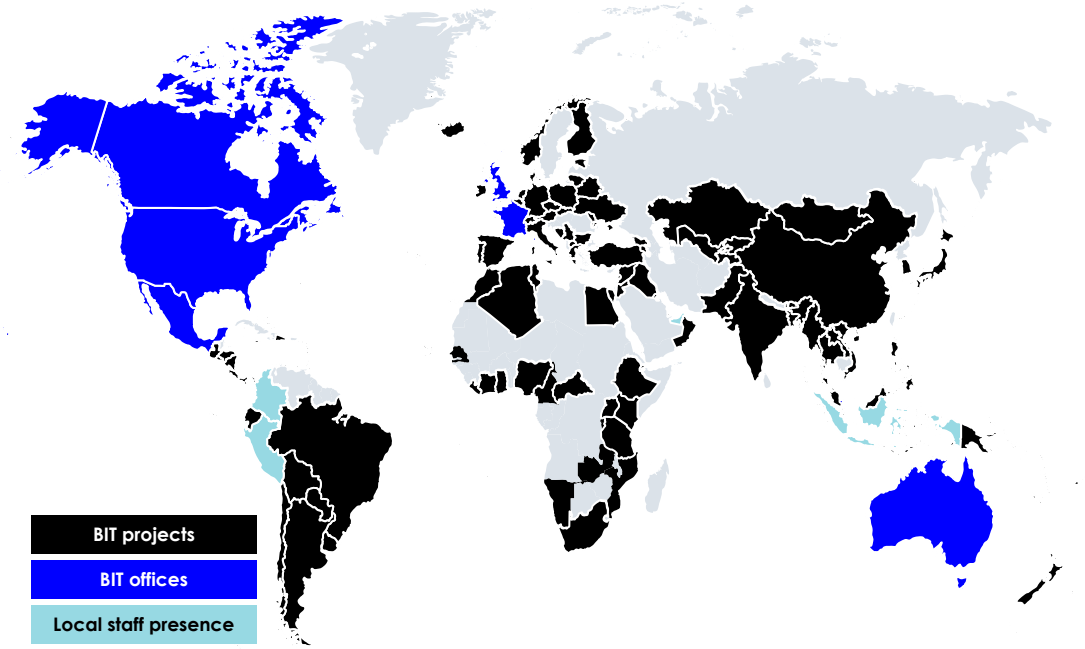


Behavioural Insights Team

Behavioural Exchange 2025 brochure

BIT is an
**applied research
and innovation
consultancy,**
specialising in
**social and
behavioural
change.**



9

International
offices

200+

Expert
staff

1,800+

Projects including over
1,000 trials

80+

Academic publications

100+

Countries where we
have worked

BIT projects

BIT offices

Local staff presence

Many of the world's greatest challenges ultimately come down to human behaviour. We work with partners to solve those challenges, in four ways



Understanding behaviour, diagnosing, forecasting

We work with partners to understand behaviour - the drivers, motivations and barriers to change. We assess the evidence, we diagnose behavioural mechanisms, we identify levers of influence, and we judge whether an idea is likely to be impactful. This includes creating predictive analytics models; exploratory analysis; behavioural models; theories of change; and evaluation.



Solution design, testing & evaluation

We are experts in innovation, working with partners to get a clear definition and understanding of the problem, develop behavioural interventions and solutions (with evidence-based approaches that increase the likelihood these interventions will work). We also ensure those solutions are evaluated robustly, at either the programme or project level



Policy advice

We provide a range of policy advice to partners. This might take the form of an in-depth literature review on a specific policy area; recommended interventions that have already been proven to be successful elsewhere; or developing behaviourally informed strategies on a range of issues, from public engagement on climate change, to national anti-obesity strategies.



Capacity building

We support partners looking to embed behavioural insights into their work. These projects range from long-term strategic capacity-building partnerships to help you build your own institution or practice; to shorter workshops introducing key concepts and methodologies. In all cases, our support is tailored to your needs.

Health:

Changing behaviours is key to preventing disease, improving wellbeing, and strengthening health systems



Health

We have conducted 400+ health projects

Minimising future health system risks:

We used social norms messaging to GPs to combat antimicrobial resistance, achieving 1/4 of the UK's target at 1/100th of the budget.

Strengthening health systems:

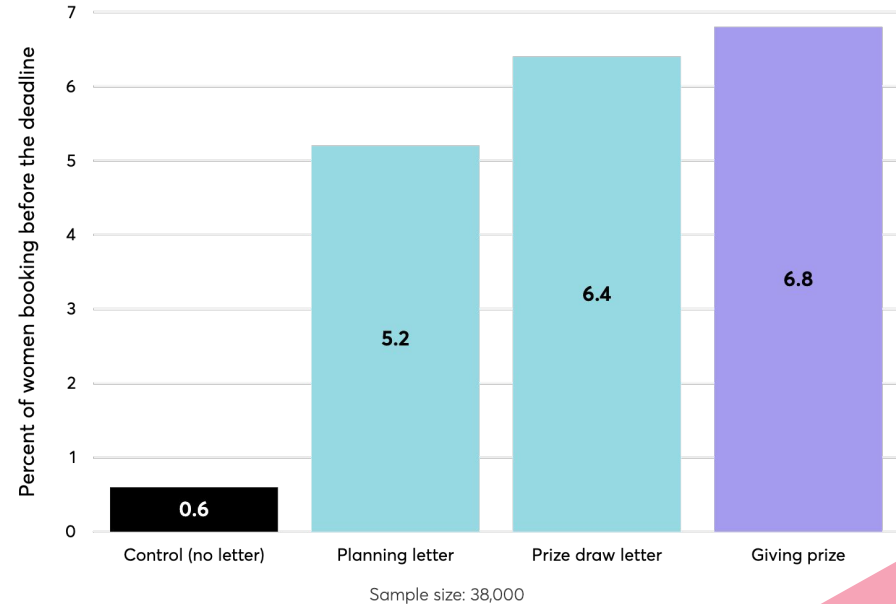
We reduced missed hospital appointments by **25%** by emphasizing the monetary cost to the NHS in SMS reminders

Combating obesity:

We developed a **toolkit** of over 30 policies to help policymakers in the UK halve obesity by 2030.

We worked with Yarra Ranges Council in Australia to increase [breast cancer screenings ten-fold](#) by testing several different letters. These included letters which suggested

- Planning appointments,
- Winning a prize draw,
- **A prize draw that could be given to another inspirational woman that they know.** This was the most effective version.



Health

Future directions

Issue: Medical non-adherence undermines healthcare efficacy and costs governments hundreds of billions of dollars each year. ⁴ Existing AI health chatbots lack the behavioural science component that can change how people act.

Idea:

AI-powered health chatbot that engages with people's behaviors: A chatbot delivering personalised behavioural support to help people manage chronic conditions, stick to treatment plans, and build lasting healthy routines.

Evidence for idea:

A systematic review shows that tailored behavioural health mobile phone interventions can reliably boost treatment adherence. ⁵



Education:

Behavioural insights help shape learning environments that work for everyone



Education

We have conducted 200+ education projects

Boosting achievement:

We increased exam pass rates by 25% among students who had previously failed UK high school exams through a simple values affirmation exercise

Maximising attendance:

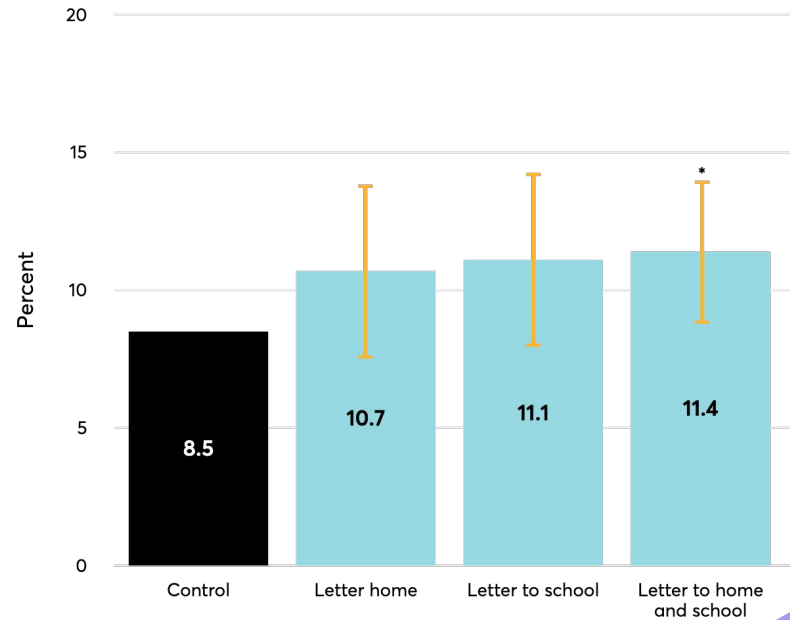
We increased the proportion of students achieving good attendance by 4 percentage points using a simple text message

Improving inter-school cooperation:

We doubled applications from headteachers to support other schools using the 'messenger effect'

We worked with the Department for Education in the UK to increase [acceptances to selective universities by over 30%](#) by sending letters from a role model. These letters were sent

- To the students' home
- To school
- **Both to pupils' home and schools.** This was the most effective version



Total N=11,104
*** p<0.001, ** p<0.01, * p = 0.1

Education

Future directions

Issue: Globally over 250 million students are out of school, and amongst those in school there are still massive achievement gaps. ^{14 15}

Idea:
Behavioural learning management system. This all-in-one platform focuses on improving school attendance, achievement and teacher outcomes by harnessing AI EdTech and wise interventions. ¹⁶

Evidence for idea:
Behavioural insights have repeatedly been shown to move the needle in educational contexts. ¹⁷



Sustainability:

The climate challenge can only be solved with major changes to society and human behaviour



Sustainability

We have conducted 200+ sustainability projects

Making transport greener:

We developed over 100 policy ideas to promote electric vehicle adoption, including the UK's [green license plates](#). We also boosted the use of a cycle-share scheme in the US 4-fold, by using timely 'moments of change' to disrupt habits.

Improving energy efficiency:

We redesigned appliance labels, boosting selection of more efficient models by [22%](#).

Spearheading climate change communications:

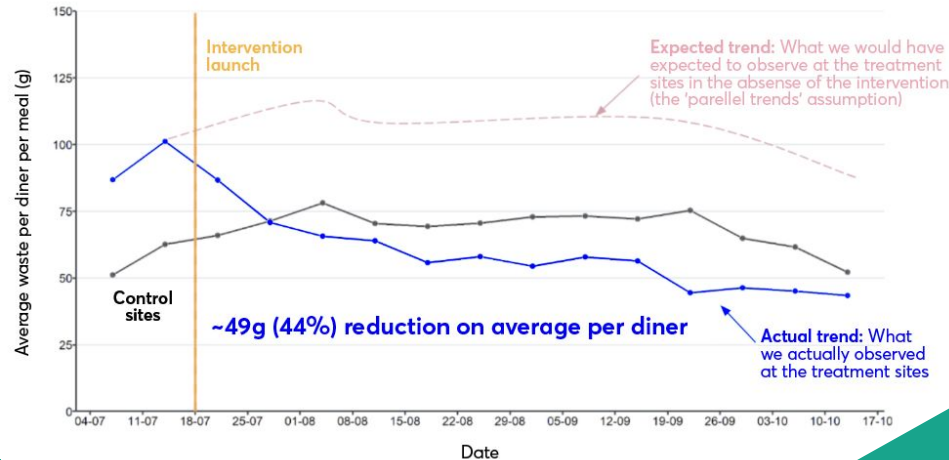
Our research underpins the Welsh government's flagship net zero communications [strategy](#), and we co-wrote the chapter on public engagement and green choices in the [UK's net zero strategy](#).

We worked with ne'ma, the UAE's National Food Loss and Waste Initiative, to develop a multi-component behavioural intervention that **reduced [food waste](#) in UAE hotels and canteens by up to 44%**.

The intervention focused on three nudges:

- Reducing the default size of portions (allowing seconds)
- A social comparison with other hotels, and clear food bins
- Behavioural prompts and messaging throughout the canteen

Weekly food waste by trial group



Sustainability

Future directions

Issue:

While 80% of the planet support climate action, our actions don't match our values, and support is more fragile than ever in the face of mis-information, a cost of living crisis, and opposing political narratives.

Idea:

Building receptiveness for net-zero action: We need to understand deep (not superficial) public attitudes; the ways in which narratives spread; and how to design climate policy to be popular, even whilst - to be effective - policy action over the next decade will have to impact the ways we all travel, use energy and consume.

Evidence for idea:

Our recent work on public engagement and support for net zero is leading the way.



Sustainability

Future directions

Issue:

In the UAE only about half (51%) the population say they recycle.¹

Idea:

Green UAE Challenge: A national rewards-based recycling programme that makes sustainability engaging. Through a mobile app, people earn discounts, track their recycling habits, and join gamified community challenges, helping to build a culture of sustainability across the UAE.

Evidence for idea:

There is both experimental and real-world evidence suggesting that gamification can improve attitudes and behaviours to motivate recycling.^{2,3}



Capacity building:

Behaviour change needs more than ideas – it needs capacity at every level



Capacity building

We have conducted 50+ capacity building projects

Establishing Behavioral Insights Units (BIUs)

We helped establish behavioural insights units in several countries including Australia, Singapore, China and Brazil - working both for governments and NGOs.

Reducing Sludge in government services

We supported the New South Wales in Australia to develop a [sludge audit toolkit](#) to create more customer-centric government services.

Building national BI capacity

We have delivered bespoke training to over 50,000 civil servants and practitioners around the world. We are, by a large margin, the world's largest provider of professional behavioural insights training.

Currently, we're supporting Novo-Nordisk to promote physical activity and healthy eating among children across 5 continents.

We are collaborating with a coalition of partners such as city governments, academic institutions and non-profit organisations to design, implement and evaluate tailored solutions to combat childhood obesity across 5 continents.



Capacity building

Future directions

Issue:

Behavioural science is a cutting-edge field, and senior leaders often lack experience and training in applying these approaches.

Idea:

Behavioural science for systems change. Selecting senior leaders to apply behavioural science to complex problems, blending behavioural insights with systems thinking, data and AI methods, and innovation.

Evidence for idea:

Behavioural insights have been successfully applied globally to solve an array of problems.⁸



International development:

Development goals are only achieved
when policies work with real
human behaviour



International programs

We have conducted 200+ development projects

Strengthening public health:

We **tripled COVID-19 vaccinations** in Argentina through the use of a behaviourally-informed chatbot

Enhancing sustainability:

We improved dry waste segregation in Bhutan by **10 percentage points** through a targeted initiative to support better waste practices.

Increasing tax revenue:

We **tripled tax receipts** in Guatemala through behaviourally informed letters.

We partnered with the global innovation fund to run [17 projects](#) across Indonesia, Bangladesh and Guatemala.

We supported each partner to gain the skills and tools needed to run behavioural insights projects independently.



The collage features six report covers, each with a title, a date, and a small image. The reports are:

- Encouraging businesses to learn about formal apprenticeship programmes in Bangladesh** (Report, 20th Aug 2020) - Image: People in a workshop.
- Addressing Information Barriers to Birth Registration** (Report, 20th Aug 2020) - Image: A woman holding a child.
- Improving school management in Guatemala with 'rules thumb'** (Report, 9th Nov 2020) - Image: A classroom.
- #JustSavelt - Encouraging Usage of Agent-Based Bank Accounts to Improve Financial Inclusion** (Report, 20th Mar 2020) - Image: Hands holding a smartphone.
- Nudging bystanders to combat sexual harassment in Bangladesh** (Report, 15th Mar 2021) - Image: A busy street scene.
- Strengthening public health: We tripled COVID-19 vaccinations in Argentina through the use of a behaviourally-informed chatbot** (Report, 20th Aug 2020) - Image: A person using a chatbot interface.

International programs

Future directions - Health

Issue:

Global childhood immunization coverage stalled in 2023, leaving 2.7 million additional children un- and under-vaccinated compared to pre-pandemic levels in 2019.⁹

Idea:

Behavioural Vaccination Lab and What Works Center:

Establish a long-term, multifaceted research program to use behavioral insights to generate evidence on effective vaccination strategies and deploy targeted interventions to close coverage gaps in vulnerable communities.

Evidence for idea:

Behavioural interventions have been shown to reliably improve vaccination uptake.¹⁰



International programs

Future directions - Sustainability

Issue:

Global deforestation continues at an alarming rate, with roughly 10 million hectares of forest lost each year, driven in part by poverty and unsustainable resource use.¹¹

Idea:

Behavioural sustainable livelihoods program to reduce deforestation. Using behaviourally informed incentives to empower communities to choose sustainable practices that protect forests, while simultaneously reducing demand in consuming regions, and tackling corruption and malpractice along the trade routes.

Evidence for idea:

Poverty reduction strategies and technical assistance programs have been shown to help deforestation in LMICs.^{12 13}



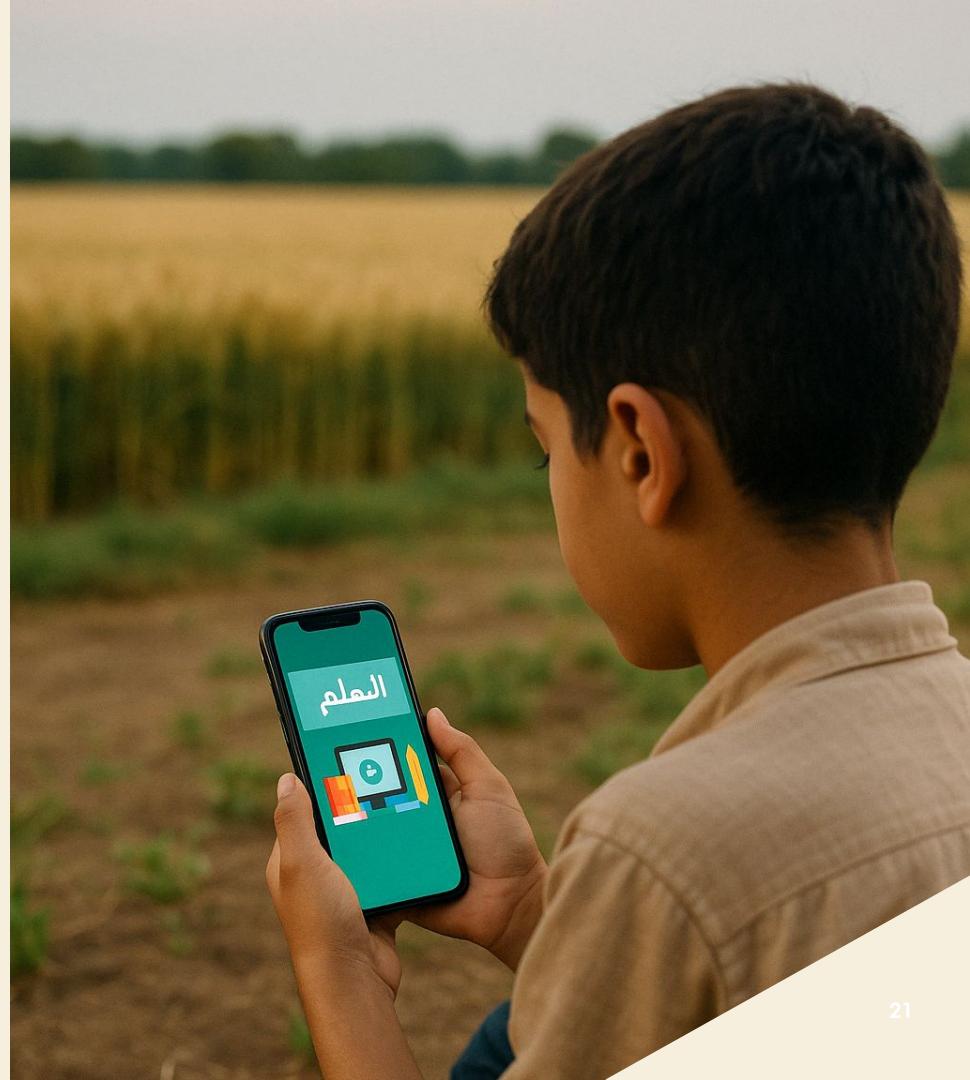
International programmes

Future directions - Education

Issue: In conflict-affected areas, students often fall behind due to disrupted schooling and limited resources.

Idea:
SMS and WhatsApp based bite-sized, behaviourally-informed learning content in conflict-affected and low-connectivity regions. Lessons are designed to build habits, boost confidence, and encourage consistent engagement.

Evidence for idea:
Behavioural and gamified approaches have been shown to boost educational attainment.^{6,7}



International programs

Future directions - Capacity building

Issue:

In many LMICs, limited state capability and systemic inefficiencies hinder effective public service delivery.

Idea:

BI development accelerator: This accelerator focuses on improving state capabilities in LMICs to improve public services through more agile forms of government, better use of data and a model of innovation that puts people at the centre of reform.

Evidence for idea:

Leveraging BI and data in government can strengthen accountability, improves responsiveness, and delivers measurable improvements in government.¹⁸



Resources for further reading:

General:

Applying behavioural insights to solve problems: [EAST framework](#)

Applying behavioural insights to government: [Behavioural government](#)

Future directions for behavioural science: [BI Manifesto](#)

Using behavioural insights to unpack behaviour: [Explore report](#)

Sustainability:

Building sustainable societies with behavioural insights: [How to build a net zero society](#)

Behavioural insights for conservation: [Behaviour change for nature](#)

Behavioural insights applied to climate engagement: [Net zero communications and public engagement](#)

Behavioural insights applied to sustainable diets: [A menu for change](#)

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