


EASY

 **DEFAULTS**

Go with the flow of the pre-set option

 **REDUCE THE 'HASSLE FACTOR'**

Reduce the effort required to undertake a task

 **SIMPLIFY MESSAGES**

Break the goal down into simple actions

ATTRACTIVE

 **ATTRACT ATTENTION**

People can be drawn towards the desired behaviour

 **DESIGN REWARDS AND SANCTIONS FOR MAXIMUM EFFECT**

Use effective incentive designs e.g. lotteries

 **PERSONALISE MESSAGES**

Tailor messages to the individual

SOCIAL

 **NORMS**

Show that most people perform the desired behaviour

 **NETWORKS**

Behaviour can be spread peer to peer

 **MAKE A COMMITMENT TO OTHERS**

Public promises 'lock-ourselves' into doing something

TIMELY

 **PROMPTS**

Prompt people when they are most likely to be receptive

 **IMMEDIATE COSTS AND BENEFITS**

We are more influenced by immediate costs and benefits than those delivered later

 **MAKE A PLAN**

Help people plan their response to events