

Understanding and promoting behavior change

You want to better understand your target groups, effectively reach them and prompt sustainable behavior change?

We are **BECAUSE**, your experts in Behavior Change and Social Marketing.

We support you with services in applied research, consulting and process guidance. In doing so, we combine methods from psychology and economics. We develop our solutions from the perspective of your target group. Society as a whole as well as the individual can benefit from it. Our approach is modular and adapts to your problem and available resources.

FOCUS

The focus of our work lies on the topics



HEALTH



ENVIRONMENT



RISK PREVENTION

OFFER

— SCIENTIFIC RECOMMENDATIONS & EMPIRICAL STUDIES

Do you need a sound decision-making foundation based on scientific recommendations? We provide an overview of the current state of research and conduct qualitative and quantitative studies for you.

— TARGET GROUP ANALYSIS

Would you like to better understand your target group? We analyze attitudes, values and needs from the perspective of the target group.

— BEHAVIORAL AND CONTEXT ANALYSES

Do you want a basis for effective measures to change behavior? We analyze the reasons and framework conditions that influence the behavior of a target group.

— TRAINING IN BEHAVIOR CHANGE

Would you like to expand your expertise in social marketing, behavior change and the relevant research methods? We develop a training module, workshop or presentation tailored to your organization.

— ACADEMIC PARTNERSHIP

Can your project benefit from our approach to Social Marketing and Behavior Change? Our experts are looking forward to hearing from you.

APPROACH

Definition of the behavior to be changed and target group. **Diagnosis** of the motivations and conditions that prevent (barriers) or promote (benefits) behavior change. **Design** and **testing** of measures that reduce barriers and increase benefits to prompt desired behavior change. **Implementation** and evaluation of the measures in practice.

