Behaviour change

- Identify, develop, and run behaviour change training and tools that enables others to design more effective behaviour change interventions, through the Behaviour Change Lab
- Identify, develop, and implement behaviour change projects directly

Background

Behaviour Change is one of ActSEA's most unique offerings, which encourages behaviours that lead to a more equitable and sustainable society.

We do two types of projects:

- Implement behaviour change interventions to encourage positive behaviours within our key target communities in Indonesia, Cambodia, and Singapore (see: Vision and mission).
- Train and/or guide social/environmental causes and aspiring changemakers to design and implement their own behaviour change interventions.

Roles and responsibilities

Behaviour Change Lab
Identify opportunities for behaviour change training and tools in Indonesia, Cambodia, and Singapore, as well as throughout Southeast Asia:

- Desk-based research on behaviour change theories, concepts, and tools
- Participate in learning opportunities
- Reach out and engage with potential partners, with the communications teams

Develop behaviour change training and tools through:

- Concept notes, curricula, specifications, and training materials
- Prototypes and pilots

Promote behaviour change training and tools, with the communications teams.

Run behaviour change training, including recruiting and training facilitators.

Ensure regular reflection, monitoring, evaluation and learning, with the Programs Quality Team.
Behaviour change projects
Identify behaviour change project opportunities in Indonesia, Cambodia, and Singapore:

- Develop and implement a platform for team members to propose projects
- Network with potential local partners, with the communications teams

Develop behaviour change projects through:

- Background and desk-based research, as well as needs assessments, with the Research Team
- Community planning workshops

Implement behaviour change projects.

Ensure regular reflection, monitoring, evaluation and learning, with the Programs Learning Team.
Learning
Develop capacity to implement behaviour change activities:

- Raise and manage funds to carry out activities, with the Grants and Donations Teams
- Develop systems and procedures to guide team members through a process of identifying, developing, and implementing behaviour change projects that are in line with ActSEA's mission and values
- Provide training and mentoring to team members who are developing and implementing behaviour change projects, with the Knowledge Team
- Provide training to local partners, with the Capacity Building Team

Department	Programs
Purpose	- Identify, develop, and run behaviour change training and tools that enables others to design more effective behaviour change interventions, through the Behaviour Change Lab - Identify, develop, and implement behaviour change projects directly
Status	COMPLETE

Apps

- Behaviour Change