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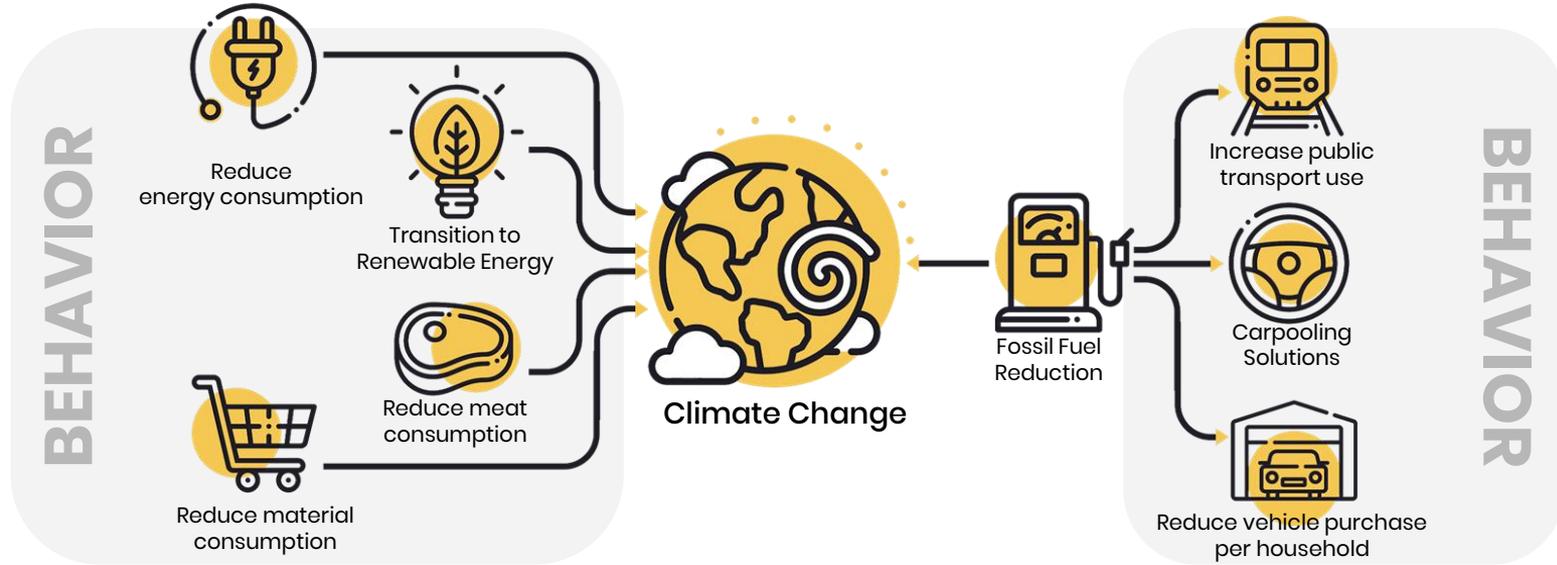
BeChange is Driven By the Goal to Promote Sustainable Living

The daily way of life for most people in the world today is fundamentally unsustainable. As such, the UN has defined specific areas of focus, to reach sustainability goals for the world.



Real World Problems

The real world problems that we face today often have numerous common sense solutions.



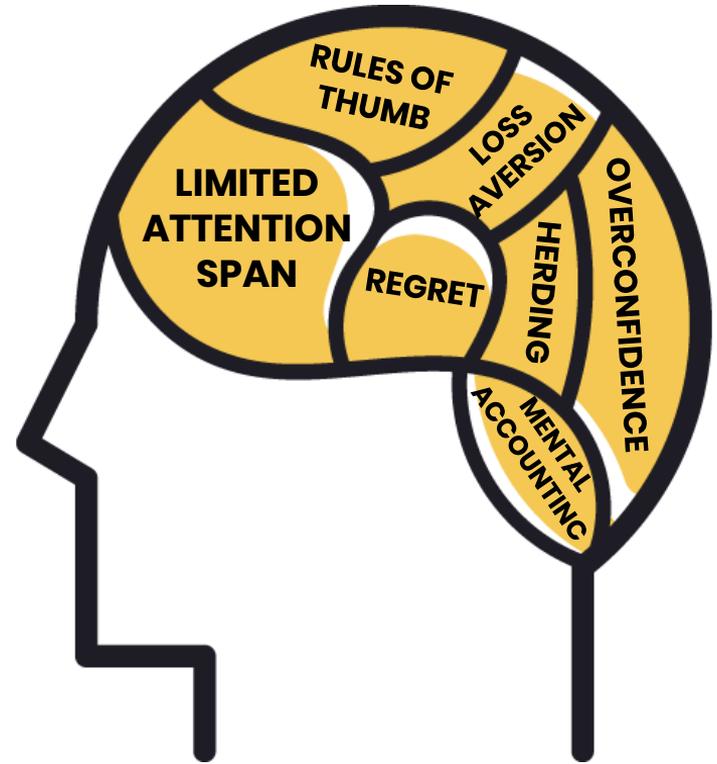
Problems and Solutions are Interconnected and Codependent, in our world today.

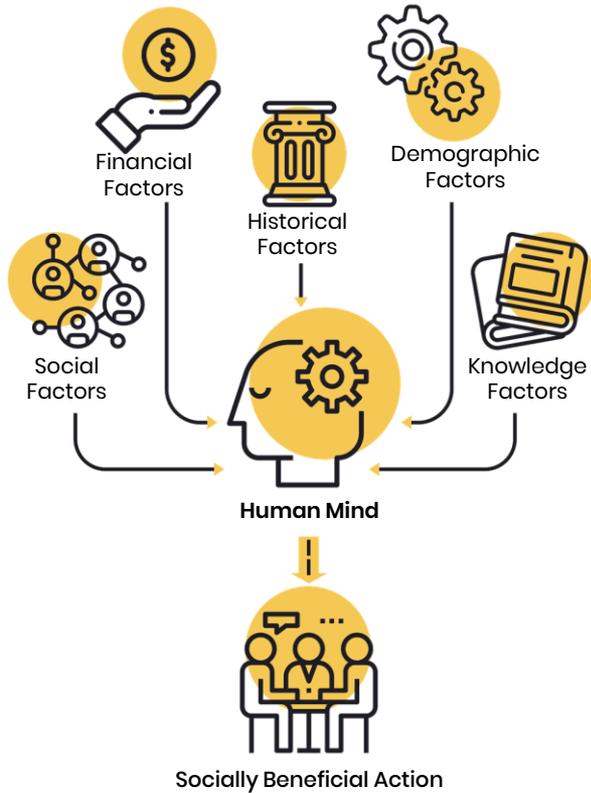
Most, if not all, solutions can be narrowed down to specific actions required at the consumer level. These actions involve conscious changes in behaviors by consumers, towards more sustainable consumption habits.

Technology Solutions Lack Behavioral Insights

While there are solutions out there to help people make better and more sustainable choices, many of them fail when it comes to influencing behavioral change in people.

New research from behavioral sciences are showing that human beings are not necessarily rational actors. If that were the case, everyone would rationally choose to make better choices on their own.





Changing Behaviors Means Changing Minds

An individual is impacted by many factors towards taking certain actions or making a certain decision.

These factors can vary between people. However, statistically, a subset of factors can be identified for the majority within a finite user/consumer group. BeChange identifies the most relevant factors for a given context and user group, refining these factors and their incremental impact with each iteration.

Progress is impossible without change; and those who cannot change their minds cannot change anything.

George Bernard Shaw

Operating Principles of BeChange:

Human beings are not always rational actors.

Beneficial actions require nudging.

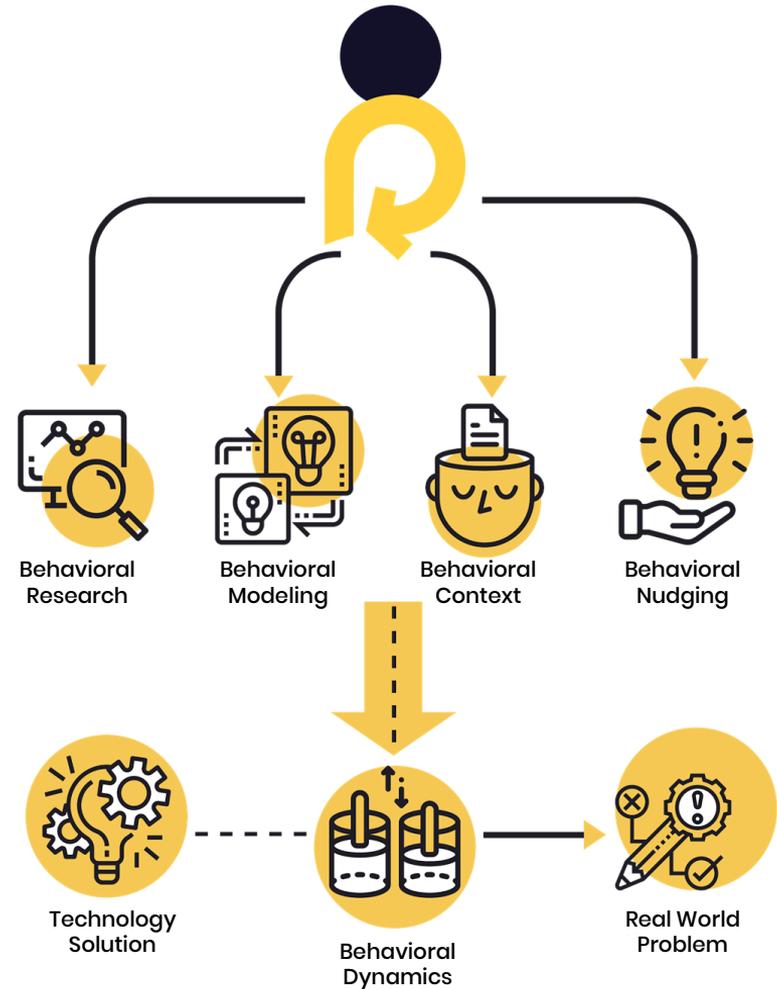
Localized behavioral tendencies vary between groups and contexts.

Behavioral tendencies are dynamic and can change over time.

Finding the proper behavioral triggers for a specific group is an iterative process.

When it comes to influencing human behaviors, a “one size fits all” solution does not always exist. BeChange believes that context matters. Behavioral triggers vary between contexts and user groups.

BeChange brings behavioral research into action, to influence user behavior towards socially beneficial outcomes.





Our process begins by asking the question, what are the behavioral factors that impact an individual to adopt a sustainable common-sense solution to a societal problem?

We operate in the domain of user behavior, conducting behavioral analysis and diagnoses, to provide targeted interventions customized for every problem and every user group.

01

We bring existing Behavioral research relating to the specific context

02

We conduct our own research among the target group

03

We identify factors that influence user behaviors

04

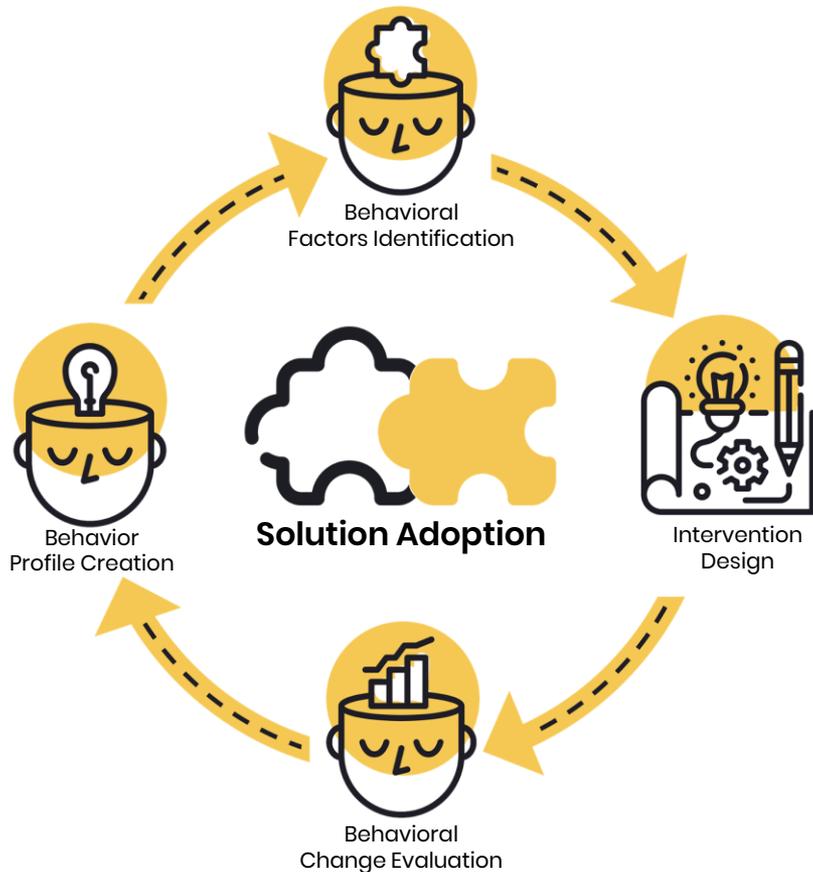
We create interventions and policies to influence behavior

05

We evaluate the behavioral change

06

We use insights to conduct further research and propose next level interventions



We use an iterative method, applying the most relevant knowledge from behavioral sciences, combined with real-time behavioral data. We identify the most accurate characterization within a given context, and design context-specific interventions, to influence solution oriented behavior changes.



BeChange is Your Strategic Partner for:

Influencing user
adoption for
your social tech
solutions

Understanding
the nuances of
behavior of your
target user
groups

Impacting user
behavior
change through
your social tech
solutions

Designing
interventions
and policies to
maximize your
social impact

We provide behavior-centric, customized and sustainable solutions for real-world problems.

Contact us: Hello@BeChange.ca

