

LESSONS FROM OUR PERSONAL BEHAVIOUR-CHANGE CHALLENGE

The 'personal behaviour-change challenge' was part of a seminar on changing individual energy behaviour. To achieve maximum learning outcome, students were asked to change their own energy consumption behaviours by applying strategies from the seminar.



METHOD

- 10 week individual behaviour change challenge
- Examples of behaviour: reduce shower time, reduce meat consumption and food waste.



STRATEGIES APPLIED

- Goal setting
- Monitoring/reminders via diary
- Sharing progress
- Coupling new behaviour to other routines

ENABLERS

- Exchange with the group (social accountability and conscience)
- Tools and structural elements (e.g., smart watch)
- Repetition
- Financial savings
- Health benefits

BARRIERS



- Unavailability of alternatives (food challenge)
- Comfort
- Old routines
- Social norms and others' expectations

HOW TO OVERCOME BARRIERS



- Find a creative alternative to the behaviour
- Support from social circle

KEY LESSONS

- The first step is the hardest
- Small steps make it easier to reach the goal
- Relapsing is part of the process

Keep at it!

