

Company profile:

## The Behaviouralist

The Behaviouralist works with organisations to demonstrate the potential economic, social, and environmental benefits that can be achieved through engaging with behavioural science.

We have a history of delivering successful innovations in a policy context. By success we mean that we have:

- (a) changed the outcome indicator for the better
- (b) generated significant economic savings.

Founded in 2014 by Dan White, Dr Rob Metcalfe and Professor Bob Hahn, The Behaviouralist is comprised of world-renowned experts in behavioural science and economics, we are a unique blend of academic prowess and real-world commercial application.

Co-Founders Rob and Dan were responsible for some of the UK's earliest applied behavioural economics research, which led to mainstream interest.

We understand behaviour and believe that the utilisation of behavioural economics can have a profound effect on many programmes and policies. These methods can be applicable to a wide range of policy challenges (payment arrears, housing, education, health, etc.) and provide a robust and cost-effective result.

### Addressing misunderstandings in behaviour change:

- 1) Behaviour is what people actually do, not what they say they do:
  - Surveys can only predict 3% of actual behaviour (Webb & Sheeran, 2006)
  - Focus groups suffer from selection bias
- 2) 'Before and After' measurements have too many variables: any number of external factors could have influenced the behaviour change.
- 3) The effectiveness and outcomes of Awareness Campaigns are not measurable

We've published ground-breaking research, developed traditional and digital platforms for behaviour change interventions and delivered measurable change across a diverse range of industries and sectors.

### Examples of Our Work:

We are undertaking numerous projects collecting Housing Association and Local Authority payment arrears, channel migration, behaviour change through digital platforms (with our in-house designers), energy consumption reduction (at store and home level), transport demand management in cities and offering consultancy to Local Authorities, to name just a few of our projects.

Our most recent paper talks about our work with Virgin Atlantic Airways, where we changed pilots' fuel consumption behaviour pre-, during and post-flight. This 8-month project saved them 6,828 metric tons of fuel, worth 3.3 million pounds (at a time when fuel costs were higher than now), according to the airline. That also prevented the emission of 21,507 tons of carbon dioxide to the atmosphere.

Let us show you how we can help you.