



Right place, right time

Conventional communication risks being very distant from the behaviour it aims to influence

We know that positive attitudes or intentions may not be enough to change behavior

- We need to get as close as possible to the behaviour itself
- Influencing people when they are likely to be most receptive
- Research shows that there are moments in people's lives when they are more open to change

Transitional moments include:

- Having a baby
- Moving house
- Starting university
- Bereavement
- Even coming back from holiday...

Targeting drivers at 'moments of pain' to get them to try the bus



Encouraging people to recycle next time

