

# Mastering Behaviour Change for Sustainable Solutions



Understand foundational theories of behavior change and their application to sustainability challenges



Integrate insights to analyze sustainability issues.



Understand how to prototype, test and implement sustainable solutions

**T**his programme will allow you to harness the power of behavioural science to develop sustainable solutions.

This programme equips participants with the knowledge and skills to address sustainability challenges through behavior change strategies.

Participants will explore the integration of diverse disciplines such as psychology, economics, public policy, and behavioural insights to understand and influence environmental behaviors. Key topics include behavior change theories, designing effective interventions, evaluating impact, and navigating policy landscapes. Through case studies and practical applications, participants will gain insights into applying interdisciplinary approaches to foster sustainable practices and contribute to environmental stewardship in various contexts.

This programme is delivered in partnership with Verian.

## WHO SHOULD COME

- Junior to mid-level professionals who are interested or involved in understanding how to develop sustainable solutions that gear towards sustainable goals for organisations, CSR, policy and programmes.

## WHAT YOU WILL GAIN

- An appreciation for the different aspects of behaviour insights and how they influences diagnosis of sustainable behaviour influences diagnosis of sustainable behaviours
- Understand how to practically integrate evidence when developing sustainability solutions and strategies

## ABOUT THE PARTNERSHIP

Verian is a world leading, independent research, evidence, evaluation, and communications agency, providing services to government and the public realm. We work with our clients to help solve the next generation of public policy challenges.

Combining expertise in human understanding with advanced technologies and data science, our work with clients creates policy interventions, designs better public services, and unlocks behaviour change. We support the rapid development of policy thinking in moments of urgency. We implement policies on the ground. We build communications to reach diverse and complex audiences. We bring global best practice and local expertise.



**Email**  
[lkysppoe@nus.edu.sg](mailto:lkysppoe@nus.edu.sg)



**LinkedIn**  
Lee Kuan Yew School of Public Policy  
Executive Education



**Website**  
[https://lkyspp.nus.edu.sg/  
executive-education](https://lkyspp.nus.edu.sg/executive-education)

