

# Systematic Behaviour Change in Development Projects

PEAK Applied Course, 15–16 March 2016



## Systematic Behaviour Change in Development Projects

### PEAK Applied Course A32/16

**Objectives** The course will give an introduction into the planning, design, and evaluation of systematic behaviour change campaigns. The participants will learn how to conduct a quantitative survey measuring the behavioural factors, how to identify the required behaviour change techniques and how to verify their effectiveness.

**For whom** The course targets professionals interested in behaviour change, especially in water, sanitation and hygiene in developing countries.

**Course Subjects** Developing systematic behaviour change campaigns

- ▶ Increasing knowledge of contextual, social, cultural, and psychological behavioural factors
- ▶ Developing a quantitative questionnaire
- ▶ Preparing a survey and analysing data
- ▶ Selecting behaviour change techniques and designing behaviour change campaigns
- ▶ Developing and conducting a field test
- ▶ Monitoring change in behavioural factors and behaviour

**Online Participation** Participation in the course via Internet using video conference is highly encouraged. During all presentations interaction with the lecturers will be available through text chat. Group tasks will be conducted in virtual groups moderated by an assistant. Technical requirement is broadband Internet access (> 1 MB/sec). Installation of video conferencing client software is necessary. Details are available upon registration. Please keep in mind that for the online course the course hours are also from 8.30 am to 5 pm CET.

**Lecturers** Prof. Dr phil. et dipl. zool. Hans-Joachim Mosler  
Dr Nadja Contzen  
Eawag, Environmental Social Sciences,  
Environmental and Health Psychology, Dübendorf

Cover photo: Eawag

**Information** Prof. Dr Hans-Joachim Mosler, Eawag, Dübendorf  
Phone +41 (0)58 765 55 42  
Hans-Joachim.Mosler@eawag.ch

**Course Documentation** The participants will receive course documentation.

**Course Language** The course will be conducted in English.

**Confirmation** The participants will receive a course certificate.

**Course Secretariat and Registration** Eawag, PEAK, 8600 Dübendorf  
Phone +41 (0)58 765 53 93  
peak@eawag.ch or www.peak.eawag.ch  
Registration deadline: 9 March 2016.

**Course Fee** CHF 650.– fee includes taxes, course material, lunch, refreshments during the coffee and tea breaks, apéritif. Other meals and hotel accommodation are not included. CHF 550.– fee for online participation including course material.  
Payment by 11 March 2016.

**General Terms and Conditions** Eawag's general terms and conditions apply:  
[www.eawag.ch/agb/index\\_EN](http://www.eawag.ch/agb/index_EN)

**Date, Time** Tuesday, 15 March 2016 from 8.30 am to 5 pm (CET), followed by an apéritif  
Wednesday, 16 March 2016 from 8.30 am to 5 pm (CET)  
**The times of the course are indicated in CET.**

**Location** Eawag  
Überlandstrasse 133  
8600 Dübendorf

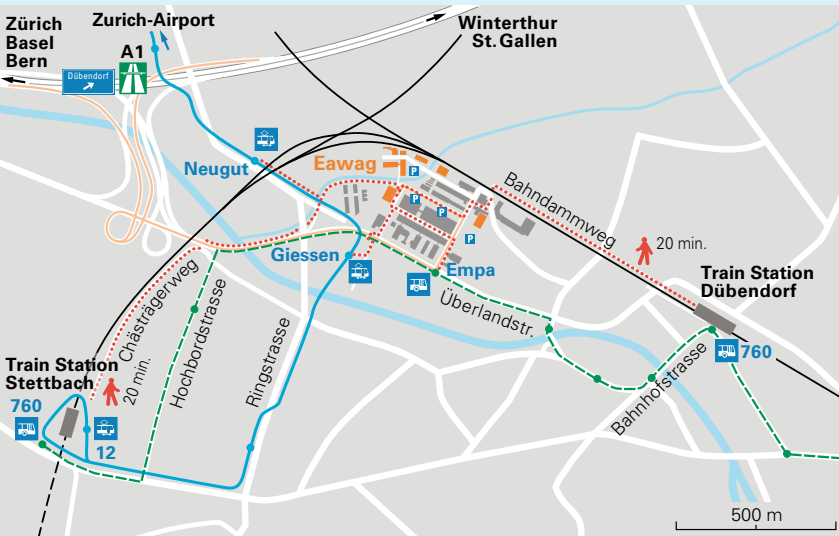
Eawag is a research institute within the ETH domain and one of the world's leading research institutions in the field of water and aquatic ecosystems. It focuses on concepts and technologies for the sustainable use of water resources, while striving to reconcile the ecological, economic and social aspects of the water bodies. Eawag also undertakes teaching and consultancy work, and thereby acts as an important link between research and practical application. About 500 staff are employed by Eawag in Dübendorf and Kastanienbaum.

[www.eawag.ch](http://www.eawag.ch)

Eawag offers a continuing education programme to practising professionals, which goes by the name of PEAK (practice oriented Eawag courses). The courses are based on current research work and experiences. Several courses are run every year, which, alongside PEAK's purpose of knowledge transfer, serve as a forum for dialogue between the participants, and between research and practice.

[www.peak.eawag.ch](http://www.peak.eawag.ch)

Eawag, Überlandstrasse 133, 8600 Dübendorf, Switzerland  
[www.eawag.ch/en/aboutus/locations/duebendorf/](http://www.eawag.ch/en/aboutus/locations/duebendorf/)



Please stamp

Eawag  
 Geschäftsstelle PEAK  
 Überlandstrasse 133  
 8600 Dübendorf  
 Switzerland

## Registration

### Systematic Behaviour Change in Development Projects

PEAK Applied Course A32/16

Tuesday and Wednesday, 15–16 March 2016

Please send me the hotel list.

Online participation only.

Name \_\_\_\_\_

First Name \_\_\_\_\_

Organisation \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Date \_\_\_\_\_

Signature \_\_\_\_\_

Billing address \_\_\_\_\_

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Please mail this form to: Eawag, PEAK, Überlandstrasse 133, 8600 Dübendorf, Switzerland, [peak@eawag.ch](mailto:peak@eawag.ch) or register online [www.peak.eawag.ch](http://www.peak.eawag.ch)