GENDER AND CLIMATE LEARNING SERIES

Behaviour Change & Climate Action Resource List

1. **Use of Behavior Change Techniques in Clean Cooking Interventions: A Review of the Evidence and Scorecard of Effectiveness.**

Review of 55 interventions in 20 countries, focusing on behaviour change techniques (BCTs) used along the clean cooking value chain. Highlights which techniques (knowledge-shaping, social support, incentives, etc.) tend to work better.

Link - https://www.tandfonline.com/doi/full/10.1080/10810730.2014.1002958

2. **Behaviour change and climate action**

The piece explains that achieving climate targets requires people to change daily behaviours such as travelling, buying, and using resources differently. It highlights three key factors for change - motivation, ability, and triggers, to say people need purpose, opportunity, and prompts. It suggests that governments and organisations should make sustainable options simpler, appealing, and socially rewarding so that positive actions become routine.

Link - https://idronline.org/article/climate-emergency/behaviour-change-and-climate-action/

3. **Talk health, not climate for low-carbon lifestyles**

The article argues that framing climate change in terms of health such as linking pollution to respiratory illnesses or extreme heat to heatstroke can motivate people to act more than focusing solely on environmental impacts. It suggests that health-focused messaging is more relatable and urgent, especially in countries like India where public health concerns are immediate. It calls for communicators to use health narratives to encourage sustainable behaviours and policy support.

Link - https://idronline.org/article/climate-emergency/climate-communication-needs-health-focused-messaging/
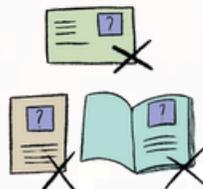
4. Small-Scale Behavior Change Communication Interventions 2016: Summary Results Report

This report presents experiments in Guatemala, Uganda, Ghana, and Bangladesh where behavior change communication (BCC) campaigns promoted clean cookstoves and fuels, reaching over 11 million people (including ~6.3 million women). The campaigns led to increased awareness, recall, and intention to purchase cleaner stoves, with positive but variable outcomes across countries.

Link - https://cleancooking.org/wp-content/uploads/2021/07/551-1.pdf

5. Germany & Motivation: Influencing Motivations Linked to the Adoption of Improved Flame-Based Cookstoves among Indigent South African Households: A Behaviour-Centred Design Approach

A case study using behaviour-centred design (BCD) to understand what drives or blocks adoption of improved cookstoves among poor, mostly female householders. Offers insight into what motivates change.

Link - https://www.mdpi.com/2071-1050/15/6/5328

6. Evaluation of Clean Cooking Behavior Change Communication Interventions

An evaluation report (Clean Cooking Alliance / FAO) of BCC campaigns that reached 13 million people, using mixed media; assesses changes in knowledge, attitudes, and purchase behaviour of cleaner cookstoves/fuels.

Link - https://cleancooking.org/binary-data/RESOURCE/file/000/000/557-1.pdf

7. Behaviour Changes to Advance Gender Equality in Climate Action: The example of Chad

The article discusses the necessity of understanding the knowledge, attitudes, and behaviors of individuals involved in climate adaptation processes to ensure gender-responsive strategies. It highlights that while there is general support for integrating gender considerations into climate policies, challenges persist due to entrenched gender norms and practices that hinder women's rights and participation. The report emphasizes the importance of fostering behavior change among both men and women to create equitable and effective climate adaptation outcomes.

Link - https://napglobalnetwork.org/2022/01/chad-changes-advance-gender-equality-in-climate-action/

8. Cleaner Cookstoves, Greener Lives: Behavioral Diagnostics Note – Madagascar Ethanol Clean Cooking Climate Finance Program

The World Bank's report focuses on understanding the behavioral barriers to adopting ethanol cookstoves in Madagascar. It identifies key factors influencing men's decisions, such as perceived benefits, social norms, and economic considerations. The report emphasizes the need for targeted interventions to promote behavior change among men, ensuring the widespread adoption and sustained use of cleaner cooking technologies.

Link - https://documents1.worldbank.org/curated/en/985421614066122537/pdf/Cleaner-Cookstoves-Greener-Lives-Behavioral-Diagnostics-Note-MG-Ethanol-Clean-Cooking-Climate-Finance-Program.pdf

9. Clean cooking for all? A critical review of behavior change communication in cookstove programs

The article critically examines how cookstove programs employ behavior change communication (BCC) strategies to promote the adoption of clean cooking technologies. It highlights the importance of understanding local contexts, cultural norms, and gender dynamics to design effective BCC interventions. The review emphasises the need for inclusive approaches that consider the roles of both men and women in decision-making processes related to household energy use.

Link - https://www.sciencedirect.com/science/article/abs/pii/S221462962030116X

10. Behavior Change Communication: A Key Ingredient for Advancing Clean Cooking

The article discusses the importance of behaviour change communication (BCC) in promoting clean cooking practices to reduce household air pollution, which poses significant health risks. It emphasizes the need to move beyond solely technological solutions and incorporate behavioural theories to design effective interventions. The authors advocate for evidence-based strategies that consider individual, community, and systemic factors to enhance the adoption of clean cooking methods.

Link   https://www.tandfonline.com/doi/epdf/10.1080/10810730.2014.996305?needAccess=true

11. Unpacking behavior within clean cooking adoption in India

The study explored how Behaviour Change Communication (BCC) influences the adoption of clean cooking practices in India, focusing on the roles of awareness, access, and usage. It found that personalised interactions, especially with women, significantly boosted awareness, while established supply chains and affordable pricing improved access. The research suggests that integrating technology with community engagement can effectively promote sustained adoption of clean cooking solutions.

Link - https://sambodhi.co.in/bcc-webinar/assets/doc/Unpacking-Behavior-within-Clean-Cooking-Adoption.pdf
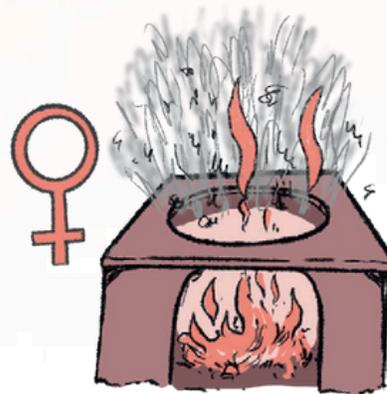
12. Behavioural change promotion toward cleaner cooking solutions

The EnDev Learning & Innovation Agenda report examines ways to encourage people in low-income communities to switch to cleaner cooking solutions. It highlights the social, economic, cultural, and regulatory factors that shape cooking habits and stresses the need to understand these before designing interventions. The report also offers practical guidance, examples, and best practices to help ensure cleaner cooking technologies are adopted and used consistently.

Link - https://endev.info/wp-content/uploads/2021/10/EnDev_Learning-and-Innovation-Agenda_Clean-Cooking_Behavioural-change-promotion-toward-cleaner-cooking-solutions.pdf

13. Responding to the Climate Change Challenge: Using Behavioural Science to Promote

The Public Health Wales guide explains how behavioural science can support tackling climate change by encouraging sustainable actions. It presents the "Act Now" framework, which focuses on immediate benefits, committing to change, addressing habits, considering capability, opportunity, and motivation, making actions relatable, and taking advantage of opportunities. The document also offers practical advice for professionals on designing interventions that effectively promote eco-friendly behaviours.

Link - https://phwwhocc.co.uk/wp-content/uploads/2022/11/PHW-BSU-Responding-to-the-Climate-Change-Eng-final-2-1.pdf

14. The potential of behavioral changes to achieve a fully renewable energy system - A case study for Germany

The article explores how changes in human behaviour can significantly reduce energy consumption across various sectors. It presents estimates of the potential and impacts of final energy demand reductions based on behavioural changes.

Link - https://www.sciencedirect.com/science/article/pii/S2667095X22000125

15. Behavior Change for Low Carbon Energy Access Technologies: A Toolkit

Description - This toolkit equips teams and practitioners with behavioral science approaches to understand and address barriers to clean energy adoption among low-income communities. Focusing on solar home systems, improved cookstoves, and clean cooking solutions, it provides flexible tools—not fixed answers—to design context-specific, effective interventions that can be adapted to other clean energy technologies as well.

Link
https://documents1.worldbank.org/curated/en/099041524110530160/pdf/P1760111c62fe90fb1a27e1179a9687106c.pdf

16. Behaviour Change And Communication Strategy For Promoting Clean Cooking In Kenya

This Behaviour Change Communication (BCC) strategy aims to promote clean cooking among Kenya's rural, peri-urban, and informal communities—especially women—by raising awareness of its health, economic, and environmental benefits. Centered around the rallying call "Upishi Bora, Afya Bora," the campaign employs a mix of media outreach and grassroots engagement through seven strategic pillars, leveraging both ATL and BTL tactics and supported by a robust implementation and monitoring framework.

Link   -
https://energy.go.ke/sites/default/files/KAWI/Other%20Downloads/BCC%20Strategy%20for%20Promoting%20Clean%20Cooking%20%20Kenya(1).pdf

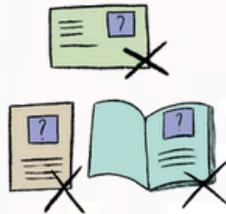## 17. Harnessing Behaviour Change For Promoting Energy Efficiency

This report by the Alliance for an Energy Efficient Economy (AEEE) explores how behavioural science can be leveraged to promote energy efficiency in India. It highlights the psychological, social, and contextual factors that influence energy-related decisions and outlines strategies to design more effective behaviour change interventions. Through case studies and practical frameworks, the report emphasizes the importance of user-centric approaches, nudges, and sustained engagement to drive long-term behavioural change across residential, commercial, and industrial sectors. The report recommends strategies such as personalized communication, leveraging social norms, framing messages for loss aversion, using default settings, and providing real-time feedback to overcome barriers to energy-efficient practices.

Link: https://aeee.in/wp-content/uploads/2021/10/harnessing-behaviour-change-for-promoting-energy-efficiency.pdf

18. Social and Behaviour Change for Reducing Household Air Pollution Handbook for the Facilitator

This facilitator handbook is part of a project which aims to reduce Household Air Pollution (HAP) in Jharkhand through community-led Social and Behaviour Change Communication (SBCC). Designed for use with Self-Help Group (SHG) women, it outlines three interactive group meetings focused on HAP awareness, promoting clean cooking alternatives like LPG, and enabling economic empowerment. Activities such as conversation maps, flashcards, and games guide participatory learning. The handbook culminates in a community meeting to reinforce key messages and catalyse collective action, with a strong focus on inclusivity, behavioural change, and local ownership.

Link: https://asar.co.in/report/social-and-behaviour-change-for-reducing-household-air-pollution-handbook-for-the-facilitator/

19. (a) Clean Cooking, Clear Facts: Busting Myths for a Healthier Home (video)

This animated explainer, part of a behaviour change communication toolkit, highlights the health and environmental benefits of clean cooking, urging families to move away from traditional chulhas and biomass fuels. It showcases affordable, efficient alternatives like LPG, solar cookers, and induction stoves, while debunking common myths and emphasizing how clean cooking can improve well-being, save money, and suit diverse Indian cooking styles.

Link: https://asar.co.in/video/clean-cooking-clear-facts-busting-myths-for-a-healthier-home/

(b) The Hidden Danger in Our Homes: How Clean Cooking Can Save Lives (video)

This animated short film follows an Indian family to highlight the hidden dangers of household air pollution from traditional cooking fuels like wood and coal, which cause serious health issues and worsen outdoor pollution—especially impacting women and children. It urges families to adopt clean cooking solutions, improve ventilation, and spread awareness to create healthier homes and communities.

Link: https://asar.co.in/video/the-hidden-danger-in-our-homes-how-clean-cooking-can-save-lives/
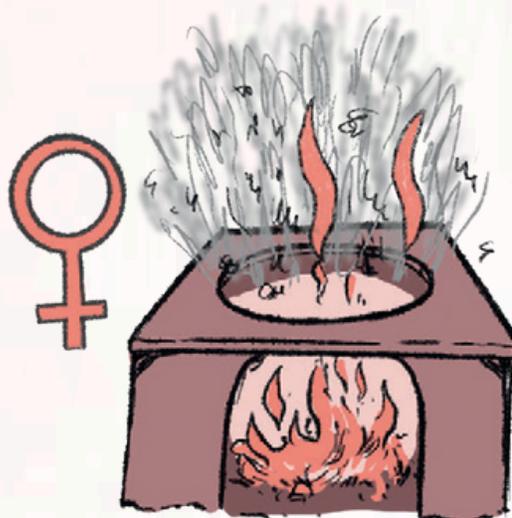
20. Behavior Change Approaches to Enable Uptake and Use of Clean Stoves and Fuels

This series of technical briefs, developed under the USAID|TRAction Project, distills key lessons from household air pollution research conducted between 2011 and 2014, focusing on behavior change strategies to promote the adoption and correct use of clean cookstoves and fuels, offering practical insights into what works, what doesn't, and what's next. The briefs cover communication tactics, system setup for technology access, financial mechanisms to encourage uptake, and factors influencing consistent and exclusive use of clean cooking solutions.

Link: https://cleancooking.org/bcc-resources/behavior-change-approaches-to-enable-uptake-and-use-of-clean-stoves-and-fuels/

21. How to Build a Net Zero Society: Using Behavioural Insights to Decarbonise Home Energy, Transport, Food, and Material Consumption

The "How to Build a Net Zero Society" guide from the Behavioural Insights Team explores using behavioural science to influence areas such as home energy use, transport, food, and material consumption to help achieve a net-zero society. It provides a framework and recommendations for policymakers and businesses on encouraging sustainable choices and supporting the shift towards a lower-carbon society. By combining policy design with behavioral insights, the report emphasizes the importance of making sustainable choices easier, more attractive, and socially supported to drive large-scale climate action.

Link: https://www.bi.team/wp-content/uploads/2023/01/How-to-build-a-Net-Zero-society_Jan-2023-1.pdf

22. Transforming mindsets to spark demand for solar PU

This SNV report explores how shifting community mindsets can drive demand for solar-powered productive use (PU) technologies in rural areas. It emphasizes the importance of understanding local perceptions, aspirations, and behavioral barriers to adoption. By applying human-centered design and behavioral insights, the report outlines strategies to build trust, demonstrate value, and foster ownership— ultimately enabling communities to embrace solar PU solutions for improved livelihoods and energy access.

Link:
https://www.snv.org/assets/downloads/f/191310/x/d147958475/transforming-mindsets-to-spark-demand-for-solar-pu.pdf

23. Integrating Behavior Change In Energy Efficiency Programs In Developing Countries: A Practitioner's Guide

This World Bank report explores how behavioral science can enhance energy efficiency programs in developing countries by addressing the human factors that influence energy use. It emphasizes the importance of understanding motivations, habits, and social norms to design effective interventions that go beyond technology upgrades. By integrating behavior change strategies—such as tailored communication, nudges, and gender-sensitive approaches—into energy efficiency initiatives, the report offers a practical framework for achieving sustainable development outcomes and reducing energy demand.

Link: https://openknowledge.worldbank.org/server/api/core/bitstreams/0de2cf3d-55ce-5711-bf0e-a038d6ce66f9/content