

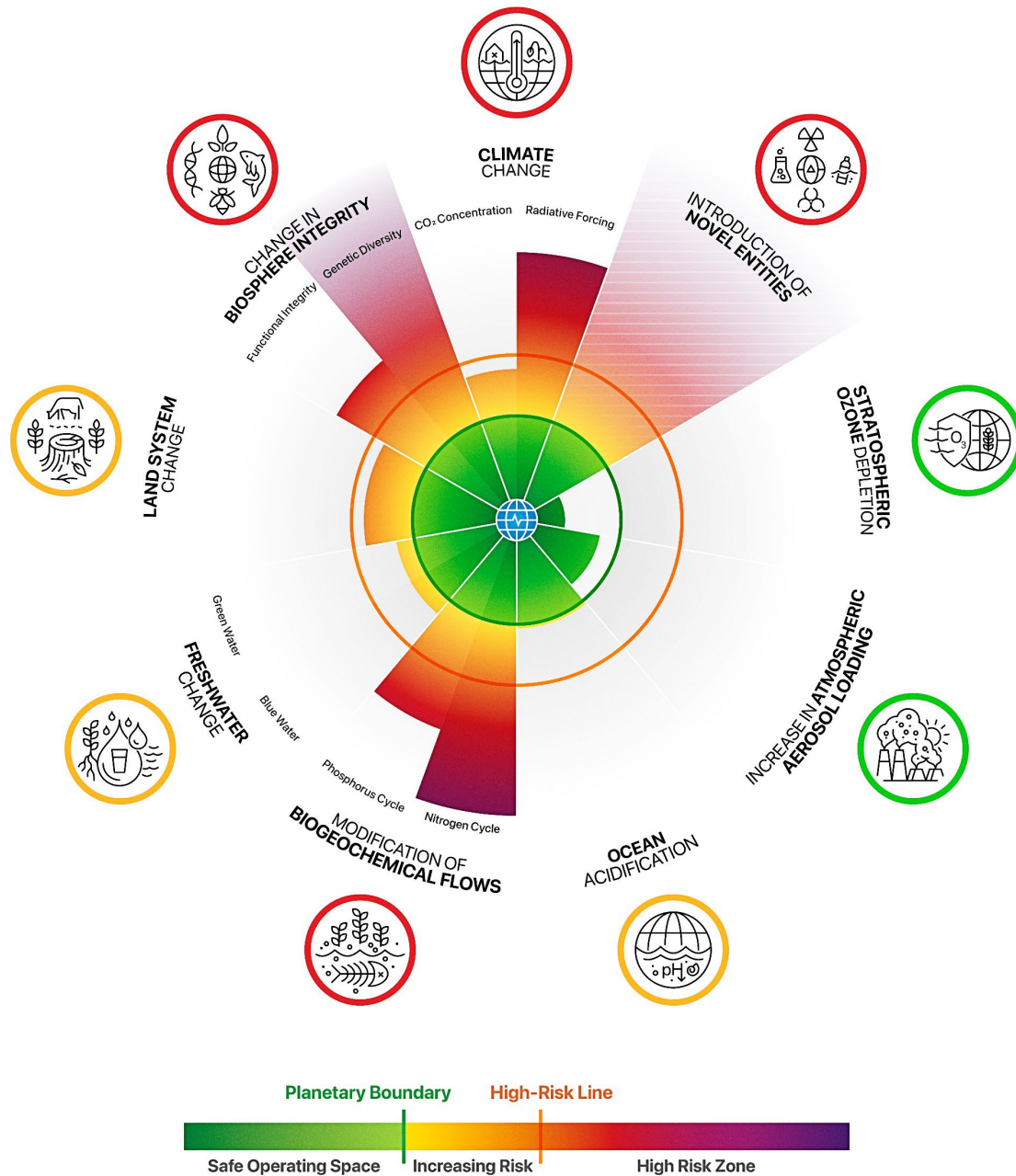


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Behavioural Interventions for Climate Adaptation in Small Islands

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Oceans & Small Islands in the Spotlight

The Planetary Boundaries Science Lab at PIK finds that seven of nine critical Earth system boundaries have been breached, leaving only ozone depletion and aerosol loading that are within safe limits.
(PIK, 2025)

<https://setkab.go.id/111-pulau-ini-ditetapkan-presiden-jokowi-sebagai-pulau-pulau-kecil-terluar/>
<https://www.pik-potsdam.de/en/news/latest-news/seven-of-nine-planetary-boundaries-now-breached-2013-ocean-acidification-joins-the-danger-zone>



SIMPLE Problem



COMPLICATED Problem



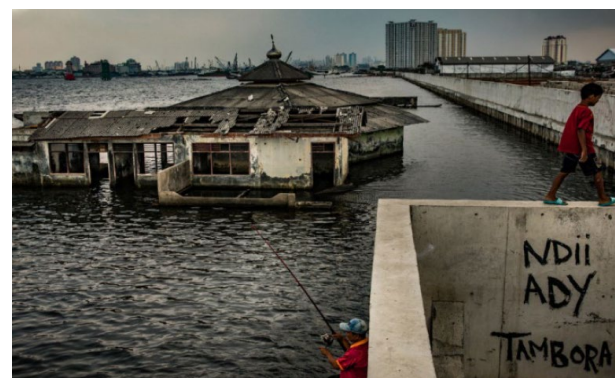
TECHNICAL

- Challenges are "mechanical" (construction, protocols, procedures).
- Usually addressed (technically) by experts or authorities.

COMPLEX Problem



CRISIS



ADAPTIVE

- Challenges are "behavioral" (cultural, social, political).
- They require broader ecosystem collaboration at different levels (across silos) to solve problems together.

Behaviour-Change Design (BCD)

“Behavior-Centered Design is a structured approach that **combines behavioral science and design thinking** to develop solutions that help people adopt new behaviors that benefit nature and society.”

(Rare)

BCD is a theory-based approach to **changing behavior that links changes in environments to changes in brain processes**, which in turn lead to new behaviors and outcomes. It uses a creative, iterative design process grounded in behavioral science.

(London School of Hygiene & Tropical Medicine)

Behavior-Centered Design is both **a behavioral theory and a program development process**. It recognizes that behaviors change through learning and environmental disruption and offers a flexible framework for understanding and influencing those behaviors.

(Sanitation Learning Hub (IDS / Sussex University))

Beyond raising awareness. BCD collects **warm data**:

- What are the real **levers of change**?
- What do people actually **feel, believe, and desire**?
- What **social norms** shape their decisions?
- How do **power, culture, and identity influence** what's possible?

COM-B Model



C

Knowledge, skills, and abilities to engage in a behavior

CAPABILITY

Can this behavior be accomplished in principle?

Physical

Psychological

O

external factors that make the execution of a behavior possible

OPPORTUNITY

Is there sufficient opportunity for behavior to occur?

Social

Physical

M

internal processes that influence decision-making and behavior

MOTIVATION

Is there sufficient motivation for the behavior to occur?

Automatic

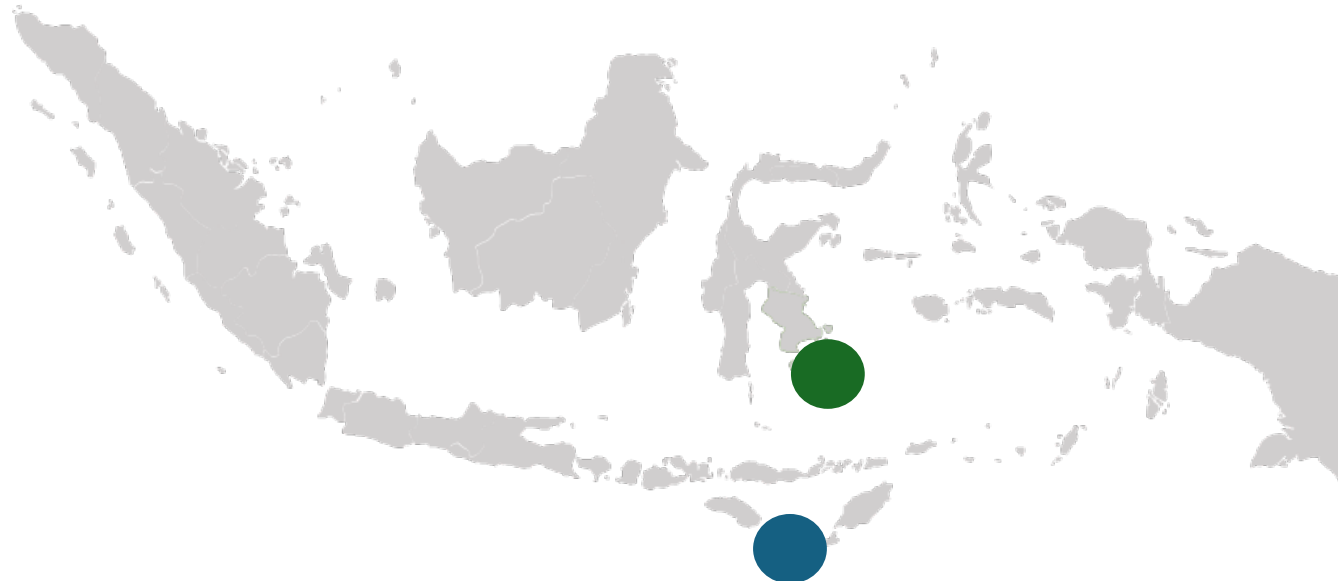
Reflective

**TARGET
BEHAVIOR**

B

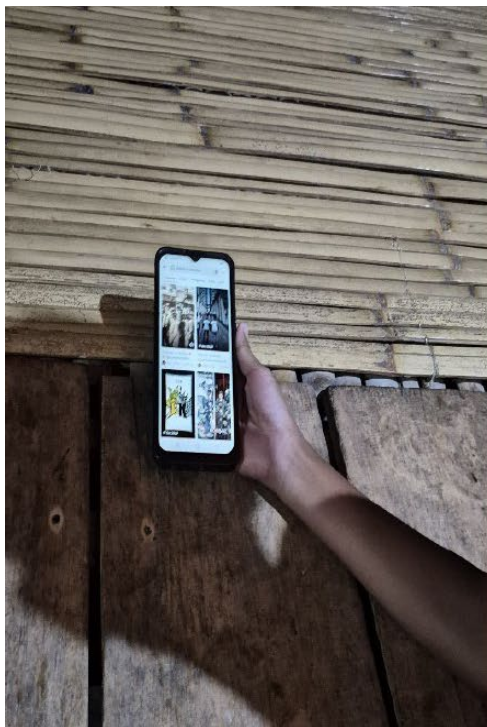
Case Studies

Climate change disproportionately affects communities in small islands. Impacts on access to resources and livelihood. Communities exposed to modernization, fast-paced, and instant wins. Neglecting cultural and local wisdom existed. Communities used to have local wisdoms that value local landscapes dan conservation models that highlights the connection of human and nature.



SABU RAIJUA, EAST NUSA TENGGARA

WAKATOBI, SOUTHWEST SULAWESI





Levers for SBC Intervention

- **Utilizing informal hubs as a means for sharing knowledge.**
 - Example: residents collect updates about village happenings from various outlets, such as during goje-goje while weaving seaweed, at arisan meet-ups for fisherwomen, or even at the market. These casual gatherings create an opportunity for the community to enhance their social bonds.
- **Revitalizing indigenous knowledge through a transdisciplinary approach to foster ecological connections**
 - Example: collecting narratives from elders, connect with youth, to conserve water and food security through collective action



Environmental Issue

Study Findings

Barriers

Assets

Co-Creation

Discuss in your group:

1. What solutions can be developed using behavioral insights?
2. What metrics to measure/How to measure success?
3. Why do you think this will be lasting solutions?

Behavioural Interventions Handbook for Climate Adaptation in Small Islands

**Yulia Sugandi
2025**

Scan Me!



Behavioural Interventions Handbook for Climate Adaptation in Small Islands
Designing effective interventions

Scan Me!



The Behavioral Interventions Handbook by YKAN is a practical guide to designing climate adaptation through behavioral and cultural lenses. It offers tools, insights, and approaches to shift everyday actions toward rooted climate resilience by enhancing community's existing strengths.

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Thank You

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