



The design psychology of community-led behavioural change: an intentional framework for adaptation

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Individual versus community-led behavioural change for climate change adaptation

Individual behavioural change (Behavioural economics-nudging)

- shifting responsibility to the individual
- violation of autonomy
- ineffectiveness of improving welfare
- long-term adverse effects
- harmful to democracy and deliberation

Individual versus community-led behavioural change for climate change adaptation

Individual behavioural change (Environmental Psychology)

- information provision
- commitment
- feedback
- incentives
- goal setting
- choice architecture

Individual versus community-led behavioural change for climate change adaptation

Community-led behavioural change: behavioural change deriving from the transformative agency of community action, when grounded in place-based, lived experience

- community-led and community-based initiatives
- collective climate action
- collective care
- community resilience
- commons/commoning

Community-led and community-based initiatives

Collective experiences of difficult emotions coming from facing the challenge of climate change, directly or indirectly, can lead to individual activation toward sustainable practices when exchanged on a communal level

- conservation programs
- health interventions
- low-carbon initiatives



Collective action

Lack of public engagement with IPCC reports (Whitley, 2024), but people still feel connected to objectives that affect their quality of life such as air, water and food

- overcomes the limitations of 'us' and 'them' by stressing climate change as common threat
- uniting point based on shared challenges, ways of living and knowledge about at-risk areas and adaptive capacity

Collective care

A reflective reaction to the inability of governments to provide a welfare state in the face of pandemics (Littman et al., 2022) and climate change (Osborne, 2023)

- decoupling from the neoliberal logic and instilling intersectional care thinking
- self-care as collective care
- interdependence as the norm
- systematic organisation of collective care mobilisation and implementation

Community resilience

The ability of communities to absorb external changes and stresses while maintaining the sustainability of their livelihood" (Adger et al. 2002, p. 358)

- social capital
- place-based knowledge
- transgenerational skills
- lived experience
- sociocultural and spiritual practices
- indigenous & women knowledge

Commons/Commoning

The non-commodified systems of social production (De Angelis and Harvie 2014, p.291)

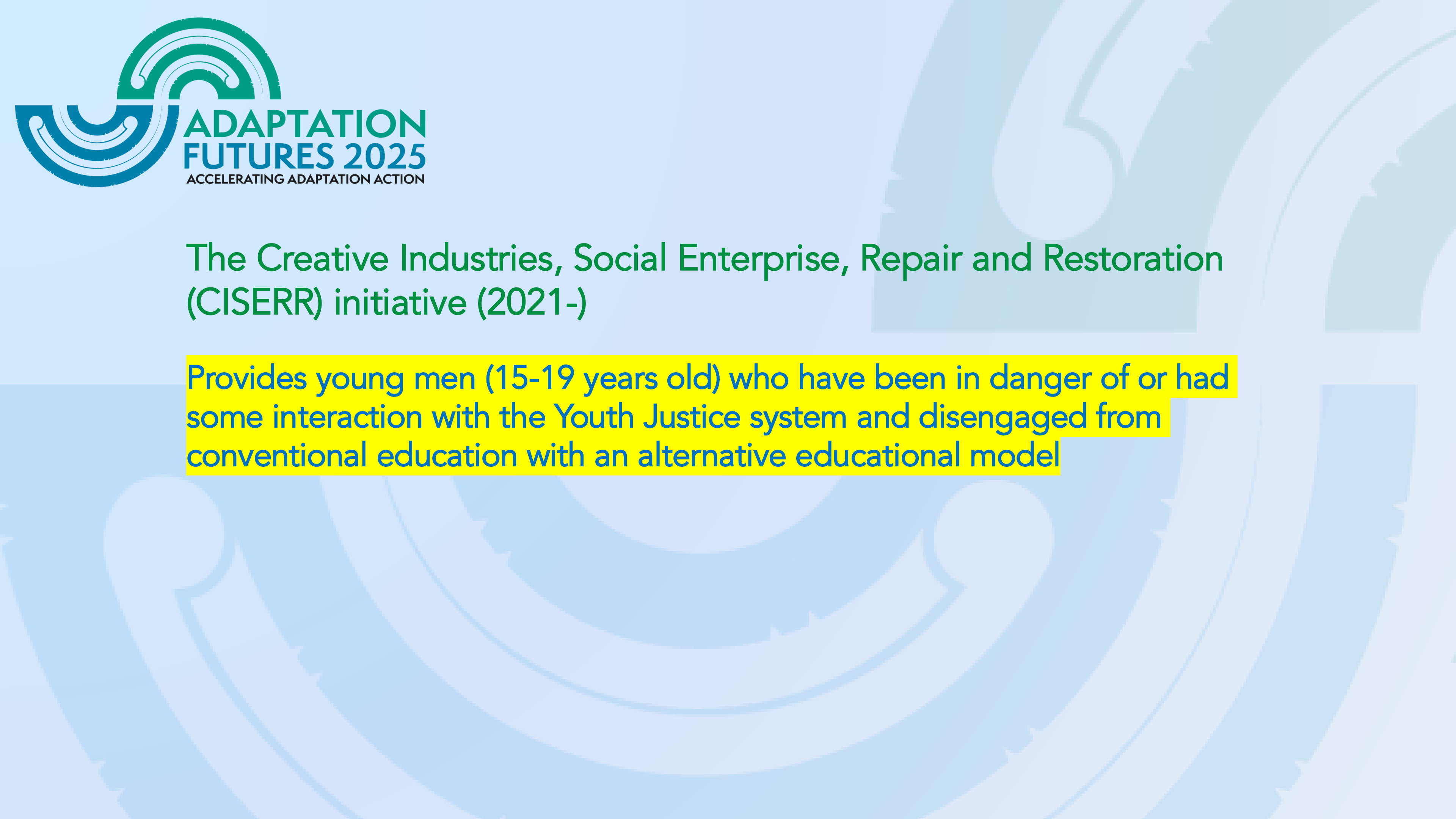
- Community land trusts (Stone et al., 2022)
- energy commons (Bauwens et al., 2024)
- anti-extractivist commons (Boiler, 2014)
- squatting commons (Cayuela and García-Lamarca, 2023)
- mobility commons (Beemer et al., 2025)
- repair commons (Apostolopoulou et al., 2022)

Design Psychology for adaptation

Communities develop their own designs forming respective psychologies and vice versa in the process of adaptation

Ontological design: the constant redesigning of a product, space or condition while interacting with its habitus

Design psychology: a platform of empowerment for communities to proactively prepare for scenarios of change and adaptation whilst also contributing to the systemic makeover of governance, infrastructure, education and labour



The Creative Industries, Social Enterprise, Repair and Restoration (CISERR) initiative (2021-)

Provides young men (15-19 years old) who have been in danger of or had some interaction with the Youth Justice system and disengaged from conventional education with an alternative educational model

Theory of Change

Theory of Change (TRSC)

Activities

Assumptions

Intermediate outcomes

Ultimate goals



Impact map

CISERR: Impact Map

IF WE:	BY:	THIS WILL RESULT IN:	AND EVENTUALLY WILL LEAD TO:
If we expose at-risk-youth to alternative education models, they will engage with their communities.	1.Engagement in Education Conduct 3 face to face workshops over 10 weeks with max 13/15 participants. Over a period of 12 months (x2) to build skills in: • Build interpersonal skills • Build skills in developing a work pathway • Build Construction skills • Gain certification in Manual Arts skills.	Re-engage through soft skills, mentor-led education, scaffolded commercial training/activities. Opportunities to acquire interpersonal and professional skills Individual identified learning/training that supports a work experience pathway, or return to education.	• Engaged with skills development/learning opportunities in community e.g. apprenticeships/ traineeships/meaningful employment
If we provide creative manual and repair skills training, at-risk-youth can get access to employability pathways.	2.Creative Industries Program Conduct 3 face to face workshops over 10 weeks with max 13/15 participants. Over a period of 12 months (x2) to build skills in: • Build relationship skills Develop communication skills Build connections to the wider community • Build confidence in communication skills which will assist with interview skills.	Re-engage through soft skills, mentor-led education, scaffolded commercial training/activities. Opportunities to acquire interpersonal and professional skills Individual identified learning/training that supports a work experience pathway, or return to education.	• Engaged with skills development/learning opportunities in community e.g. apprenticeships/ traineeships/meaningful employment
If we provide training in life skills (such as opening a bank account or using the internet) they will be able to navigate everyday life challenges and establish respectful relationships.	3.Work Ready Documents Conduct 3 face to face workshops over 10 weeks with max 13/15 participants. Over a period of 12 months (x2) to build skills in: • Working with Social Services to acquire Beginning of connections to Identity documents • Build connections to the wider community • Build confidence in communication skills which will assist with interview skills • Complete industry training • Construction Card Blue Card	• Family support to joining the program • Committed to the program • Seeking medical assistance • Beginning of connections to community groups/assistance • TFN/Birth Certificate • Independent bank account and card • Photo ID • Industry Certificates • Stronger connections to community groups/ assistance	• Apprenticeships/ traineeships/ meaningful employment • Drivers license • Independent Medicare card, • living/ability to budget • Embodied help seeking behaviours • Mobile phone • Close/ positive friendships with peers
If we provide customised numeracy and literacy training to at-risk-youth, they will gain confidence in their ability to learn.	4.Literacy and Numeracy Workshop Conduct 3 face to face workshops over 10 weeks with max 13/15 participants. Over a period of 12 months (x2) to build skills in: • Build connections to the wider community • Build confidence in communication • skills which will assist with interview skills • Build Literacy skills Build Numeracy skills	• Work with Education specialists to understand and improve the social- educational barriers and learning factors of the disengaged learners, • Deliver a program specific literacy and numeracy support program • Improve literacy and numeracy results • Regularly engage with education • Positive relationships with educators • Successful educational outcomes	• Have a literacy/numeracy level to be able to undertake Cert II /above courses • Independently complete MYGOV and other govt admin tasks • Positive self-view as a capable learner with the ability to improve

Methodologies and methods

Monitoring, Evaluation and Learning (MEL): Methodologies and methods



Findings

Quantitative Outcomes



**Qualitative Outcomes:
Pilot**

Findings



**Qualitative Outcomes:
Round 2**

Findings



Findings

Qualitative Outcomes: Round 3 (Part I & II)



**Qualitative Outcomes:
Round 4**

Findings



Community-led behavioural change achieved via CISERR

Social Impacts



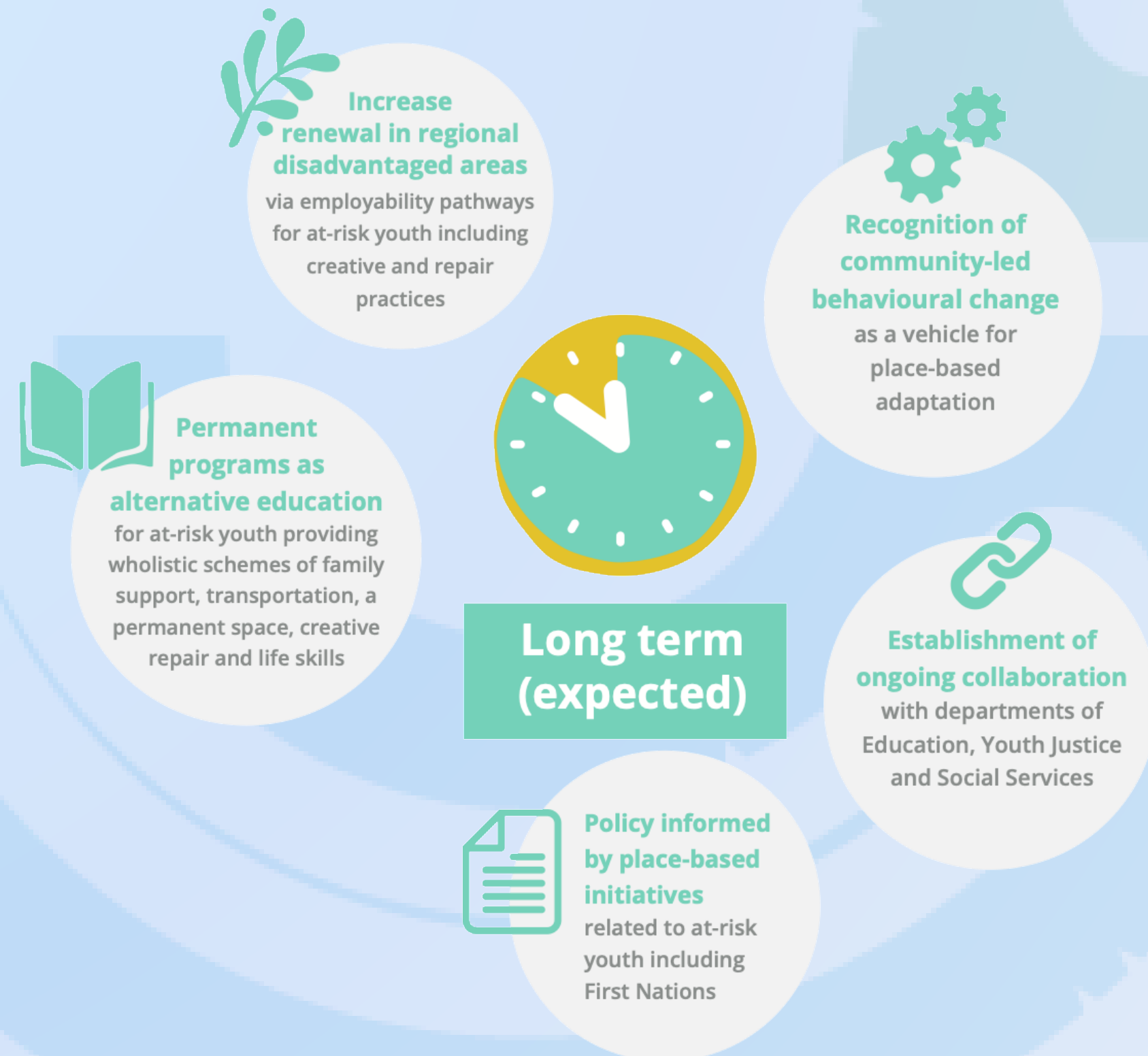
Community-led behavioural change achieved via CISERR

Social Impacts



Social Impacts

Community-led behavioural change achieved via CISERR

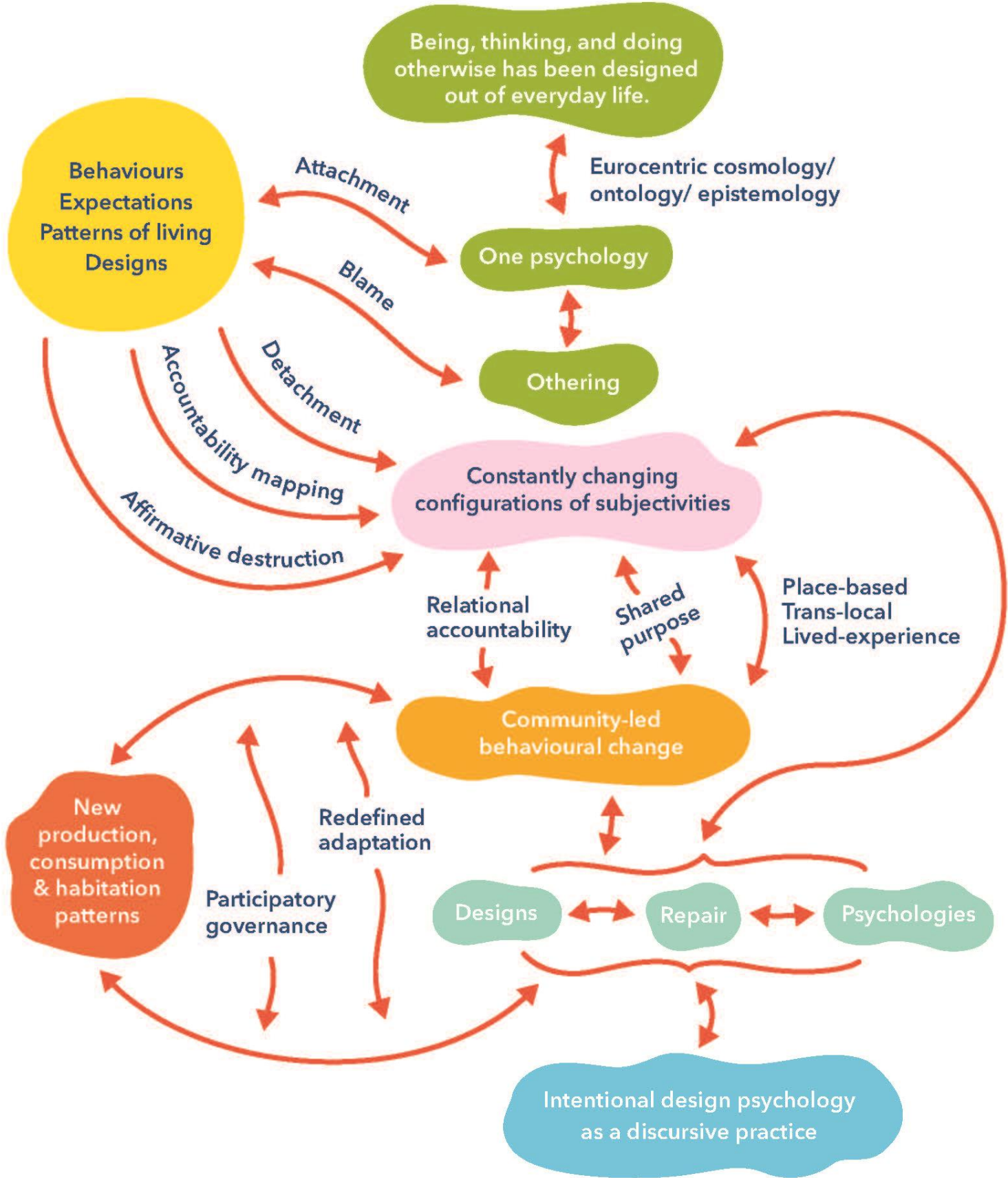


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An intentional framework for adaptation

INTENTIONAL DESIGN PSYCHOLOGY

(a loose ideological framework)

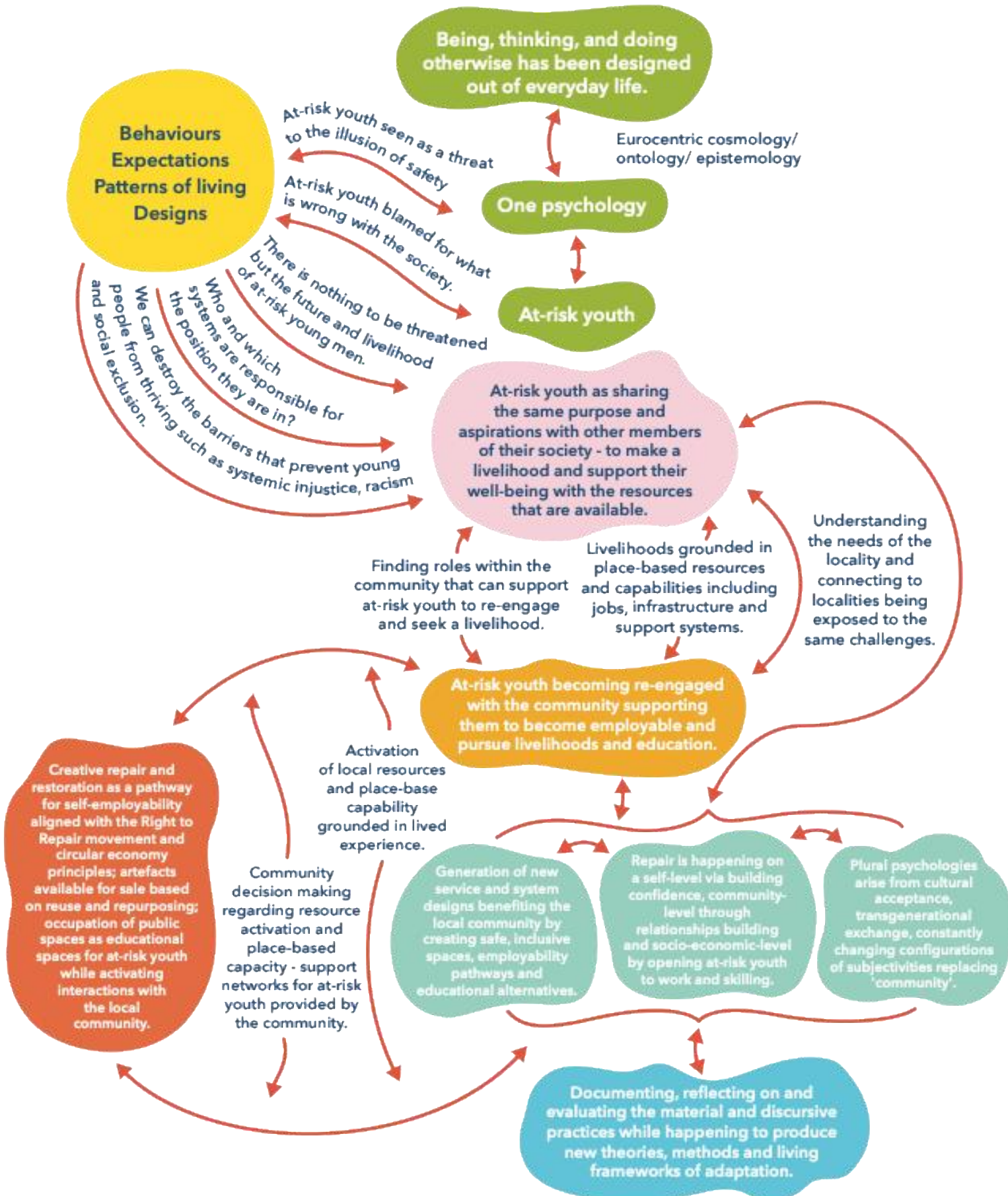


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INTENTIONAL DESIGN PSYCHOLOGY

(a loose ideological framework)



Community-led behavioural change as an adaptation mechanism and intentional design psychology as a new field of knowledge

The time is now

- to rescale ground-up effective approaches facilitated by intentional design psychology
- to go back to being interdependent, accepting impermanence and anticipating change



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Thank you!

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