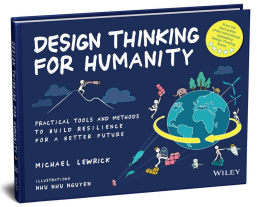
Project:
Team:
Version & Date:

# Sustainable Behavior Design Canvas

**Quick guide:** This canvas designs interventions that make sustainable choices easy, attractive, and socially rewarding for people, drawing on key principles from behavioral science.

**More tips & tricks on book page: 214**




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## Current Behavior

*What is the current, undesirable default behavior we need to disrupt?.*

1

WHAT?

## Target Behavior

*What is the current, undesirable default behavior we need to disrupt?.*

## Barriers

*What immediate and structural friction prevents the target audience from doing this already?*

2

WHY?

## Drivers

*What deep human motivation or purpose does the target behavior fulfill, and what emotional benefit can we amplify?*

## Nudges

*How can we make the desired action instant, effortless, and friction-free?*

3

HOW?

## Social Norm

*How can we visibly celebrate the behavior of early adopters to make the new norm compelling and widely desirable?*

## Feedback Loops

*How can we immediately show the user the value of their action (e.g., carbon sequestered, water saved, community strengthened)?*

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