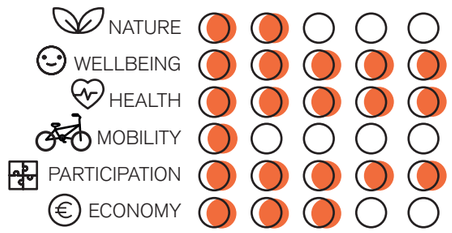
NBSpart7

LEARNFORLIFE

CHALLENGES ADDRESSED



IMPLEMENTATION

SOFT	MEDIUM	HARD

REPLICATION POTENTIAL/FLEXIBILITY

LOW	MEDIUM	HIGH

AMORTIZATION PERIOD

SHORT	MEDIUM	LONG	NA

INVESTMENT

LOW	MEDIUM	HIGH	NA

DESCRIPTION

LearnforLife (LfL) represents a behavioural change methodology with a number of building blocks including incentive schemes, tailored rewards and real-time communication targeting specific behaviours and key audiences.
LfL focuses on empowering individuals to induce self-reinforced processes in regard to healthy behaviour, green behaviour and safe behaviour. Using specially designed e-packages the scheme builds awareness and motivation to engage in behavioural change both on a personal basis as well as on community level.

INNOVATION ASPECT

- Innovation in the application of behavioral science through the integrated approach;
- The systematic methodology to gradually enforced motivation through interactivity;
- The approach to focusing attention on minor and yet significant lifestyle modifications with high impact on well-being and in support of a sustainable environment.

REPLICATION AND SCALABILITY

- The LfL Methodology is best applied in an environment that facilitates rapid communication of motivational messages, handling of responses and feedback;
- Mobile apps can be scaled into new environments;
- Light adaptation of infrastructure, user practices and tools can arrange in consideration of culture and target audiences.

PARTICIPATION PROCESS

CO-DIAGNOSTIC
By implementing LfL, real-time data can be derived for several purposes. These include diagnostics, mapping stakeholders, understanding incentives and underpinning motivations.

CO-SELECTION
LfL can usefully be applied through a process where citizens become effectively involved in co-selection and combination of various complementary NBSs.

CO-DESIGN
The application adds high value within a co-creation process where the engagement of citizens evolved through a process of gradual intensification. Constructive interface between citizens and different stakeholders is further made use of systematically, in support of a successful design of and application of the LfL Methodology.

CO-IMPLEMENTATION
The implementation is preferably preceded by a pilot whereby a small number of users are made to test the product and its relevance in the local context. After fine-tuning, the results of the pilot can be applied more broadly.

CO-MONITORING
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BEST PRACTICES and REFERENCES

LINKS:
Best practice of LfL takes the shape of a collaborative model, as illustrated in the figure below.

COMPLEMENTAR NBS FROM URBINAT

THE GROWING CLASSROOM

CULTURAL MAPPING

PHOTOVOICE

MOTIVATIONAL INTERVIEWING

SOLIDARITY MARKET FOR CHILDREN

FARMERS MARKETS NETWORK

LOCAL CURRENCIES FOR NATURAL BASED CIRCULAR ECONOMY

LEARNFORLIFE

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