

Title

**Note that the main content of the submission must not exceed two pages
(excl. cover page, references and appendices)*

***Complete submission maximum 1500 words including references*

Project Overview

One paragraph

Background & Policy Context

Case Study Benchmark Criteria

1. Behavioral Challenge and Change Objective
 - Target behaviour(s) and desired change
 - Barriers and enablers identified
2. Customer Orientation/Audience Insight & Engagement
 - How end-users or stakeholders were understood and engaged
 - Evidence of co-design, empathy, or lived-experience input
3. Theory
 - Behavioural, social, or marketing theories informing the approach
 - Frameworks or models used (if applicable)
4. Exchange
 - Value proposition offered to participants
 - Costs, benefits, and incentives considered
5. Competition
 - Competing behaviours, messages, or alternatives
 - How the intervention differentiated itself
6. Segmentation
 - Priority segments identified
 - Rationale for segmentation approach
7. Methods Mix
 - Channels, tools, and tactics used
 - Integration across methods and touchpoints
8. Evaluation & Results
 - How outcomes were measured
 - Key results, impacts, or indicators of success
9. Key Takeaways
 - Critical Reflections
 - Implementation Insights
 - Operational Learnings

References

Appendix