

# How to make Sustainability Simple

Learn how to use Behavioural Design to build a more sustainable life, business and world and get people along with this movement.

- Understand why some attempts to motivate people to engage in sustainable behaviours are doomed to fail
  - Learn why other interventions are wildly successful
  - Discover what may block and may boost sustainable behaviours
  - Transform your sustainability vision into tangible behavioural change
  - Use Behavioural Design to break resistance within the organisation
  - Learn how to nudge people to sustainable behaviours that will stick
- 🕒 Duration: **1 full-day masterclass**  
🕒 Time: **9.00 – 16.00 hrs CET**  
💰 Investment: **€ 799, excluding VAT**  
👥 Participants: **Minimum of 8 persons**



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## When join this masterclass?

You are intrigued to find out how people make decisions and how you can shape their behaviour by applying this know-how to a specific domain. You want to learn by doing, making Behavioural Design practical right away. You are a forward-looking professional who can't wait to upgrade your existing professional skillset with behavioural intelligence. This will help you gain more control over the successful outcomes of your work.

PS. Did you know that we've already trained > 1.500 professionals from over 45 countries with an average satisfaction score of 9,2?



## Who can join this masterclass?

You don't need any former experience in behavioural design or psychology. If you are curious to learn, you can join. You also do not need any design or creative skills. We'll show you the ropes. We teach the masterclasses both in Dutch or English, but since we have many international participants, all materials are in English. Some basic know-how of English comes in handy, but it doesn't need to be fluent.



## The masterclass includes

- Training by an experienced Behavioural Designer
- The essential theory of behavioural psychology
- Translated into hands-on tricks & tips
- Learning-by-doing with personal guidance
- All course materials in PDF
- Goodie bag with a learning kit
- BONUS: FREE ready-to-use tools and templates
- Masterclasses at our location in Amsterdam include homemade lunch, snacks and drinks.



## In-company masterclasses

We provide in-company masterclasses for 8 or more people. If you are interested in training for your team or organisation, please contact us, and we'll tell you all about the possibilities.



## Virtual edition of the masterclass

We also provide a virtual edition of this masterclass with a live trainer and real-time interaction with fellow participants.



## Officially accredited education

Did you know we are an official educational institution globally accredited by the EQAC (Education Quality Accreditation Commission)? The accreditation provides you with a warranty of our academic quality, our educational integrity, and administrative responsibility and ensures continuous quality monitoring and feedback.

**Do you have any questions, or do you need more information?  
Should you have any questions, please don't hesitate to contact us, we are more than happy to help you.**

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