

Eawag

Eawag is a research institute within the ETH domain and one of the world's leading research institutions in the field of water and aquatic ecosystems. It focuses on concepts and technologies for the sustainable use of water resources, while striving to reconcile the ecological, economic and social aspects of the water bodies. Eawag also undertakes teaching and consultancy work, and thereby acts as an important link between research and practical application. About 500 staff are employed by Eawag in Dübendorf and Kastanienbaum.

eawag.ch

PEAK

Eawag offers a continuing education programme to practising professionals, which goes by the name of PEAK (practice oriented Eawag courses). The courses are based on current research work and experiences. Several courses are run every year, which, alongside PEAK's purpose of knowledge transfer, serve as a forum for dialogue between the participants, and between research and practice.

peak.eawag.ch

Ranas Ltd.

Ranas Ltd. is a spin-off collaboration of Eawag, the Swiss Federal Institute of Aquatic Science and Technology. Systematically designing and evaluating theory-grounded, data-driven and evidence-based behaviour change campaigns is its key expertise. The company was founded to advise national and international organizations in the development and emergency sector on behaviour change and to cover the high demand of consultancy for social and behaviour change communication worldwide.

ranas.ch

Eawag

Swiss Federal Institute of
Aquatic Science and Technology

Systematic behaviour change in development projects in cooperation with Ranas Ltd.

PEAK-Applied Online Course A32/25

1 – 10 April 2025



Handwashing campaign in Burundi (Photo: Elisabeth Seimetz)

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Objectives

The course will enable participants to plan, design and evaluate systematic behaviour change campaigns based on the RANAS approach. The participants will learn how to conduct a quantitative survey measuring relevant behavioural factors, how to identify the required behaviour change techniques and how to verify their effectiveness. The course will be based on a comprehensive revision of the Ranas approach and includes several new tools.

For whom

The course targets professionals interested in behavior change, especially regarding environmental and health behaviours.

Course Subjects

- Developing systematic behaviour change campaigns
- Increasing knowledge of contextual, social, cultural, and psychological behavioural factors
- Developing a quantitative questionnaire
- Preparing a survey and analysing data
- Selecting behaviour change techniques and designing a campaign
- Developing and conducting a field test
- Monitoring change in behavioural factors and behaviour

Online Participation

Participation in the course is only possible via Internet using video conference. Technical requirement is broadband Internet access (> 1 MB/sec). Installation of video conferencing client software is necessary. Details are available upon registration.

Lecturer

Dr. Nadja Contzen, Eawag, Environmental Social Sciences, Environmental and Health Psychology group (Host)

Dr. Max Friedrich, Ranas Ltd.

Dr. Andrea Tamas, Ranas Ltd.

Dr. Miriam Harter, Ranas Ltd.

Prof. Dr. Phil. et zool Hans-Joachim Mosler, RanasMosler Ltd.

Course Lead

Dr. Max Friedrich, Ranas Ltd., max.friedrich@ranas.ch

Course Secretariat

Eawag PEAK, peak@eawag.ch

Phone +41 58 765 56 25

Registration

online: peak.eawag.ch

deadline: 18 March 2025

Course Documentation

The participants will receive a course documentation and a confirmation of participation.

Course Language

The course will be conducted in English.

Course Fee

CHF 500.– fee for online participation including course material.

Payment by credit card recommended.

General Terms and Conditions

Eawag's general terms and conditions apply:

eawag.ch/gtc

Date, Time

Tuesday, 01 April 2025, from 1 pm to 4 pm CEST

Thursday, 03 April 2025, from 1 pm to 4 pm CEST

Tuesday, 08 April 2025, from 1 pm to 4 pm CEST

Thursday, 10. April 2025, from 1 pm to 4 pm CEST

Location

online