Hennepin County Green Partners

**Motivating action project planning**

Complete this worksheet to plan how you will incorporate the principles and strategies of motivating environmental action into your project.

**Project overview:**

1. **Select behaviors**
   * Who is your target audience?
   * What do you want them to do (what behavior is your project focusing on)?  
     *Remember, behaviors should be specific and have direct environmental impact. You should also consider the probability of your audience adopting the behavior and how many of them are or are not already engaged in the behavior.*
2. **Identify barriers and benefits**
   * What methods will you use to identify the barriers and benefits to your target behaviors with your audience?
   * What could be some of the barriers and benefits for your audience to your selected behaviors?
3. **Develop strategy**Think of ways you could use the following strategies to address the barriers for the behaviors you are targeting. Choose strategies that will address the barriers for your audience; not all strategies will be applicable for all projects.  
   * Make it easy to act (infrastructure, tools, supplies, let people try an activity):
   * Commitments:
   * Social norms:
   * Social diffusion:
   * Prompts:
   * Communication:

**4. & 5. Implement and evaluate**

* + How could you go about piloting your strategy with a segment of your target audience, if applicable?
  + What changes do you want your audience to make as a result of this project? What does success look like for your project?
  + How will you evaluate success? *Remember, you should evaluate outcomes (behavior change, change in resource use, change in resource quality) not outputs.*