

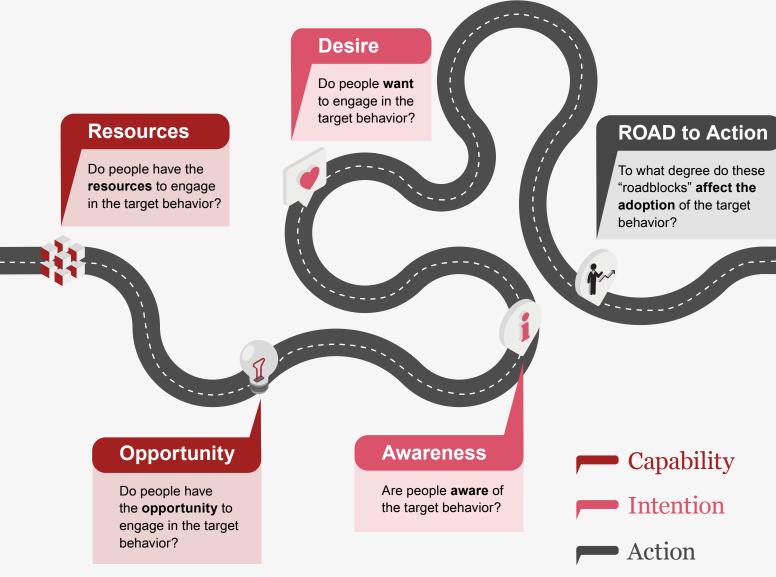
Behavioral economics – ROAD



The ROAD to Action framework is a behavioral diagnostic tool designed by the Ideation Center to uncover barriers that prevent individuals or organizations from adopting a target behavior.

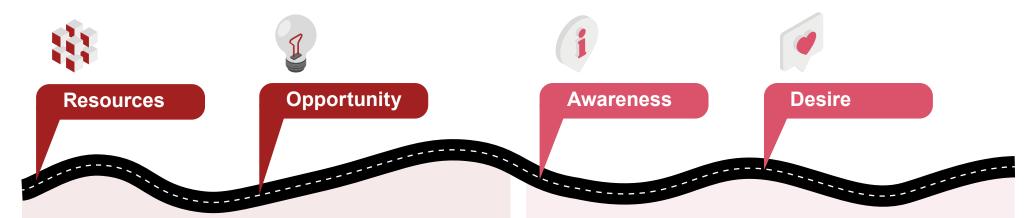
By breaking down these barriers into four critical components — Resources, Opportunity, Awareness, and Desire — the framework provides a structured approach to understanding and addressing the obstacles at each stage of the behavior change journey.

ROAD to Action



Behavioral economics – ROAD 2

Assess behavioral barriers using ROAD



Do people have the resources to be able to engage in the target behavior?

Do people have the opportunity to engage in the behavior?

Are people aware of the target behavior and the related cause/issue?

Do people want to engage in the target behavior?

Examples

- Factual ability:
 Do people have the necessary resources to generally be able to engage in the behavior such as ...
- Money, time, skills, physical ability, cognitive capacity
- Experienced ability: Do people also feel they have required resources and are able to engage in the behavior?

Examples

- **Number**: How often do people have the chance to engage in the behavior?
- **Channels:** Through which channels do people have access to the behavior?
- Social environment: How do social interactions and community networks provide opportunities for people to engage in the behavior?
- **Ease:** How easy is it for people to perform a desired behavior?
- Recognition: Do people recognize the opportunity to engage in the behavior?

Examples

- Knowledge: Are people familiar with the target behavior and the related cause/issue, as well as the potential impact?
- Understanding: Do people understand the behavior's objectives/benefits/application?

Examples

- Habit/relevance: How often do people engage in the target (or similar) behavior?
- Attitude: Do people view the target behavior and its implications favorably?
- Preferences: Are people's preferences aligned with the target behavior?
- Liking/need/want: Do people like to engage in the target behavior or similar behaviors?

Capability

To what degree do people have the ability to engage in the behavior?

Intention

To what degree do people have the willingness to engage in the behavior?



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