

Author: Kimberly Boland, Millennium Challenge Corporation

Presentation Title: Social and Behavior Change as a Method to Facilitate Connections

Abstract: The Millennium Challenge Corporation (MCC) is a government agency that focuses on targeting global poverty. Previous projects undertaken at the organization have revealed that achieving equitable access to energy simply by building electricity infrastructure in developing nations does not work; social behavior change techniques are needed to ensure that citizens will make use of such infrastructure. Thus, for MCC's recent project involving bringing electricity to Senegal, MCC's social behavior change team is focusing on employing behavior change strategies to ensure energy uptake and efficient usage. This presentation will focus on sharing MCC's model and methodology for achieving these objectives. The MCC SBC team employs a COM-B model (Capability, Opportunity, Motivation-Behavior) to pinpoint priority areas for increasing energy uptake and efficient usage in Senegal. This process involves analyzing whether potential electricity consumers fail to opt-into and use energy efficiently because they are unable to do so (i.e., capability: lack education and skills), they do not have the resources to do so (i.e., opportunity: lack equipment, money), or else they don't want to do so (i.e., motivation). We then engage in a doer/non-doer analysis, which involves comparing those who do and do not use electricity efficiently on COM-B characteristics. Finally, we collaborate with stakeholders in Senegal to design an intervention to increase energy uptake and efficient usage based on key COM-B differences identified between electricity doers and non-doers. Individuals in developing countries tend to be least served by existing climate-related behavior change research, and yet, they will be most vulnerable to the negative effects of climate change. Thus, MCC seeks to fill in a critical gap in climate-related behavior change research by sharing our methods to increase energy uptake and efficient usage in villages in Senegal.