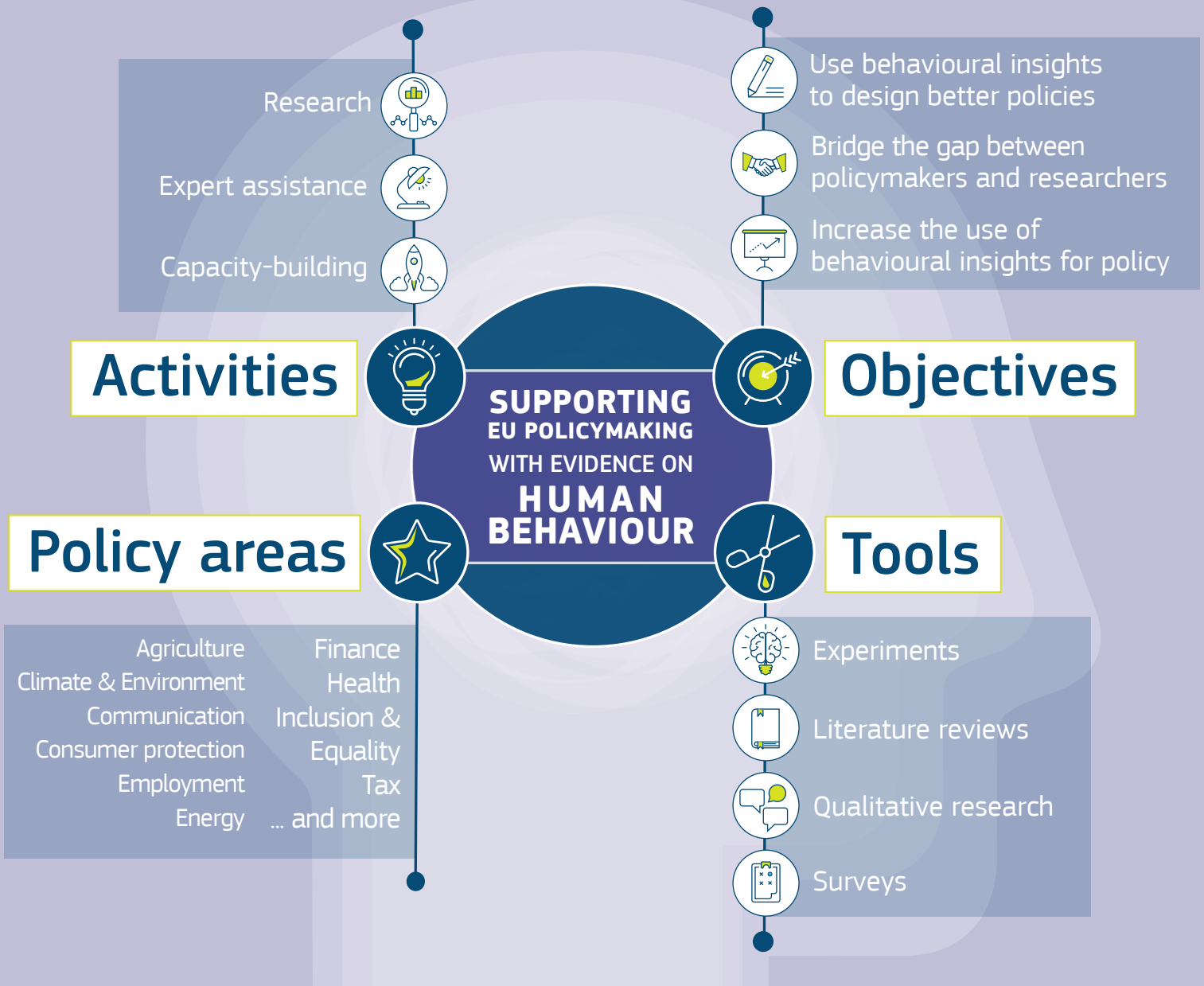


The European Commission's Competence Centre on Behavioural Insights



DO IT approach: How to apply behavioural insights to EU policymaking

1

Define
the behavioural element

DO

Observe
the behaviour and try to understand it

2

3

Identify
policy options to address this behaviour

IT

Test
the effectiveness of these policy options

4