

The **SOCIALDECK**

***Local change / Engagement /
Strategic communication / Digital strategy***

The Social Deck is an independent communications and behaviour change consultancy passionate about helping you to **solve problems and **engage** communities in issues impacting society and the environment.**

**STRATEGIC
COMMUNICATION**

**COMMUNITY
ENGAGEMENT**

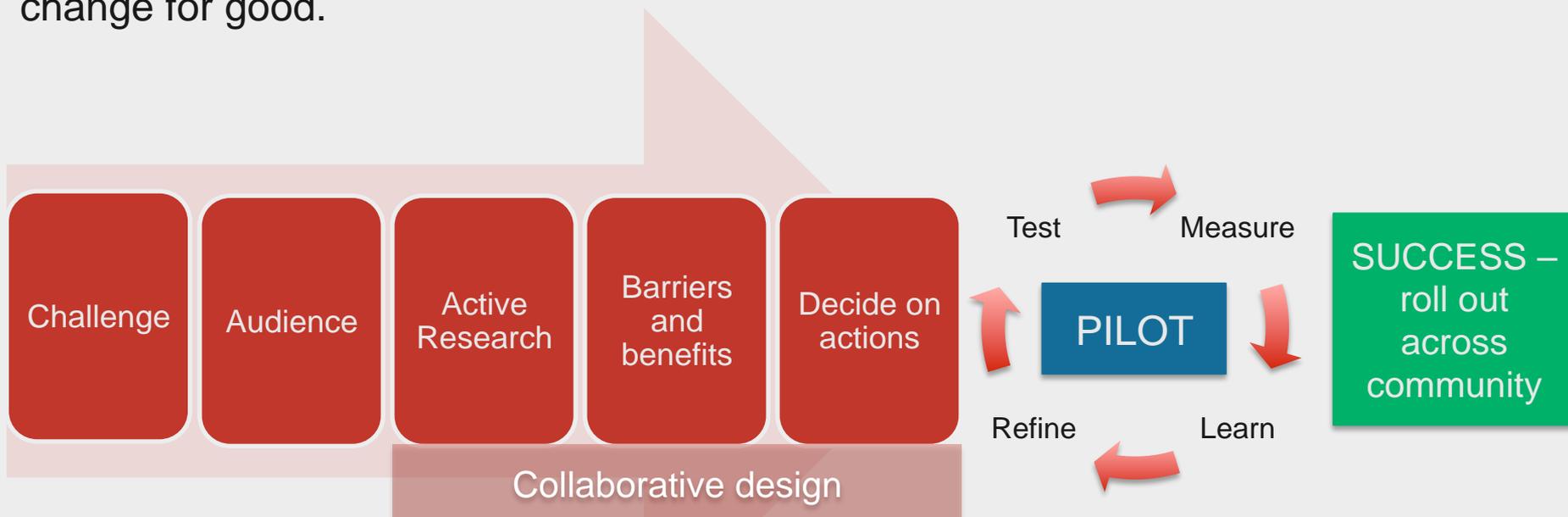
DIGITAL STRATEGY

**REACHING DIVERSE
AUDIENCES**

Local Behaviour Change: The *lean* Model

Solving the challenges facing local communities –sustainability, energy and water consumption, health issues, use of public transport, environmental management and economic development (to name just a few) - requires people to engage in programs and actions, and often to change their behaviour.

The Social Deck works with local organisations to apply a *lean* behaviour change model that engages communities in a simple, cost effective way to implement local change for good.



What can we do? **Implementing actions** *that work*

We help you to **implement actions** that solve problems and engage your community. We use community-based behaviour change tools such as:

Commitment

Good Intentions to Action

Social Norms

Building Community Support

Social Diffusion

Speeding Up Adoption

Prompts

Remembering to Act

Incentives

Enhancing Motivation to Act

Convenience

Making it Easy to Act

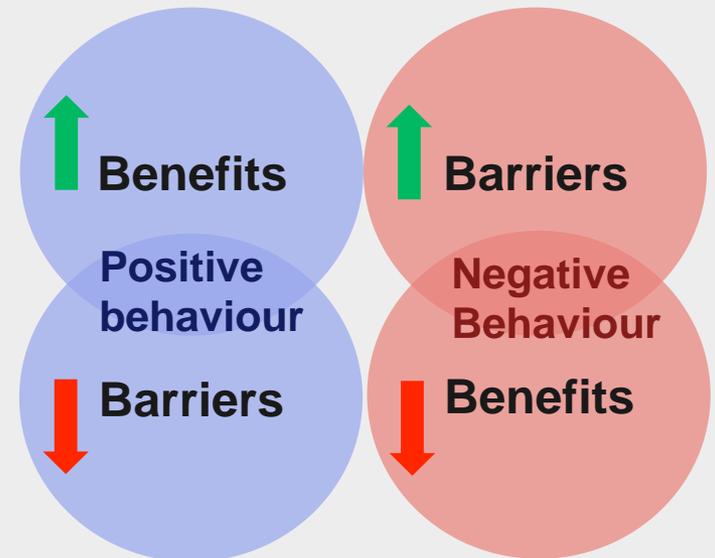
Communication

Creating Effective Messages

Collaborative design for **local** change

We believe the **best solutions** to local problems involve **collaboration** between **government**, **business** and **not-for-profits**.

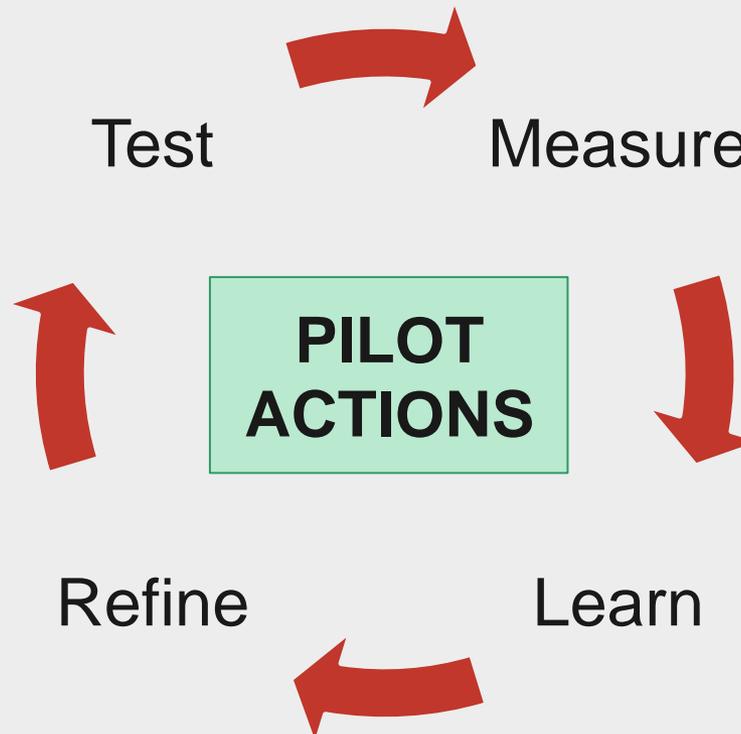
1. Get stakeholders together
2. Discuss the issue and consider solutions based on research/what we know
3. Design the actions/tactics in a collaborative workshop
4. Develop partnerships (including for funding)
5. Identify roles and responsibilities



Implement *leanly*

Test-measure-learn-refine

Our methods rely on **effective research and evaluation** to ensure that tactics are having the best possible impact on the issue and benefit to the community. By piloting tactics we are able to help you implement strategies leanly so you only spend resources on actions that work!





PROBONO BANK

We allocate 10% of all paid hours into our ‘probono bank’, to be used by not-for-profits and social enterprises.

And you can help us give back in your community!
When engaged on local projects we look to provide 10% of our paid hours to a **local non-profit or social enterprise** to help build capacity in the region.

Some of the organisations that have already benefited from our Probono Bank include:

World Vision



bric
housing