

CowryConsulting

Summer School 2019

July 15 – 19



Application form

Your Details:

Name:

Email:

1. Tell us a little bit about yourself and why you should be selected for the Cowry Summer School. What do you hope to gain from this experience? (max 300 words):

Your Behavioural Science Expertise:

2. What is your favourite example of where behavioural science has been used to solve a problem? Why was it so effective? (200 words max).

Please choose ONE of the following challenges to answer:

3a. Your Behavioural Design challenge:

Choose a website or an app that could be improved from a behavioural design perspective.

- I. Please redesign one page from the app/website using behavioural design
- II. Identify and explain three behavioural science/psychological principles you have used (include screenshots if applicable).

3b. Your Behavioural Intervention challenge:

Design an intervention to reduce the amount of plastic food packaging young professionals' purchase on their lunch break. You have 6 months to design and test your intervention. It is important to also consider the cost-effectiveness and feasibility of your suggestions. Please detail your three nudges below (max 500 words).

Thank you for applying to Cowry's Summer School.

Please email your answers to ellamorrison@cowryconsulting.com with your CV attached.
Applications close May 12 2019 at midnight.

CowryConsulting



Thank you

Cowry
Consulting

theteam@cowryconsulting.com