CALL FOR PROPOSALS

Adopting a behavioural science lens to improve the impact of FCDO's technology and innovation investments: a portfolio review

1. Programme summary

The Foreign, Commonwealth and Development Office (FCDO) Research Commissioning Centre (RCC) has been established to effectively commission and manage research to enhance FCDO's development and foreign policy impact. Led by the International Initiative for Impact Evaluation (3ie), the University of Birmingham, and an unmatched consortium of UK and global research partners, the RCC aims to commission different types of high-quality research in FCDO's key priority areas. All FCDO-funded research and development (R&D) investments commissioned by the RCC will be implemented using rigorous and robust research methodologies and quality standards. These R&D standards include meeting the Frascati definition requirements and FCDO's Ethical Guidance for Research Evaluation and Monitoring Activities.[1] The RCC is working with FCDO's Technology and Innovation Unit (TIU) team for this research (See Annex 1).

2. Description of research to be commissioned

Research title: Adopting a behavioural science lens to improve the impact of FCDO's technology and innovation investments: a portfolio review

This call for proposals aims to explore the current use of behavioural science and design, examine their potential applications and barriers in the FCDO's investments, and understand how to further embed these approaches across the FCDO's portfolio (See Annex 2).

3. Background

Leveraging insights from behavioural science allows governments and organisations to delve into the complex mechanisms underlying successful innovations and informs the design of more effective policies and programmes.[2] For example, the LOGIC framework[3] developed by the Organisation for Economic Co-operation and Development (OECD), describes five dimensions that incorporate behavioural lenses into standard policy practices: leadership, objectives, governance, integration, and capability.

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[1] See OECD. 2002. *Frascati Manual*. https://doi.org/10.1787/9789264199040-en; European Commission, Eurostat. 2014. "Manual on Measuring Research and Development in ESA 2010." Publications Office. https://data.europa.eu/doi/10.2785/52718; and the FCDO Ethical Guidance for Research, Evaluation and Monitoring Activities - GOV.UK (www.gov.uk)

[2] Ball, Sarah, and Joram Feitsma. "The boundaries of behavioural insights: observations from two ethnographic studies." *Evidence & Policy* 16, no. 4 (2020): 559-577.

[3] OECD. "LOGIC: Good Practice Principles for Mainstreaming Behavioural Public Policy.". OECD, Accessed August 8, 2024. https://doi.org/10.1787/6cb52de2-en.

Viewing challenges through a behavioural lens can be a strategic investment, providing essential information before committing substantial resources or establishing action plans. An example is the response to a gender gap in women's employment in natural resource management. A multidisciplinary team explored ways to encourage women in rural areas of Mexico to apply for jobs in this field.[4] The team conducted a randomised controlled trial to test communication strategies that included, among others, behavioural science-informed WhatsApp messages. They succeeded in increasing the number of applications for jobs by women.

Drawing lessons from behavioural science can lead to nuanced, cost-effective adjustments that enhance programme impact or even trigger fundamental shifts in planning and implementation.[5] One of the TIU's programmes, TRANSFORM[6], supports early-stage business models and behaviour change interventions to deliver market-based solutions for low-income households. TRANSFORM collaborated with HappyTap to improve handwashing rates in Bangladesh by removing structural barriers. They successfully reached a positive impact by adding a mass-produced portable sink. The behavioural lens integrated within the programme led to an impactful intervention that goes beyond behaviour change communication.

Integrating a behavioural science component into programming can be challenging, particularly when resources are allocated to immediate or emergency needs. Rigorous diagnostics are pivotal in determining whether interventions significantly improve lives or merely result in marginal changes. Understanding contextual factors that can enhance or hinder interventions in certain settings could increase the validity of such diagnostics.

Recently, there have been calls for adopting a behavioural lens at the organisational level and invites for more focus on the organisational changes that indirectly apply or support behavioural science principles.[7] Such changes could scale up interventions by reducing cognitive biases in organisations. Additionally, the manifesto calls for enhancing practical skills that contextualize interventions to reach success.

The FCDO aims to apply a behavioural lens more intentionally and systematically through its technology and innovation investments, supporting locally-led development and helping accelerate progress towards the Sustainable Development Goals (SDGs). To do so, FCDO seeks a multidisciplinary behavioural design agency or specialist(s) to conduct a portfolio review with FCDO's TIU portfolio (Annex 1) between November 2024 and May 2025.

This call for proposals provides an overview of FCDO's TIU portfolio and an overview of the portfolio review requirements, including deliverables and timeframes.

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[4] Reyes-Retana, Graciela, Zeina Afif, Carmen Elena Castaneda Farill, Margarita Gomez-Garcia, Gonzalo Pons, Katharina Siegmann, and Pablo Soto-Mota. *Using Behavioral Science to Increase Women's Participation in Natural Resource Management in Mexico*. World Bank, 2023.
[5] Marteau, Theresa M., David Ogilvie, Martin Roland, Marc Suhrcke, and Michael P. Kelly. "Judging nudging: can nudging improve population health?." *Bmj* 342 (2011).
[6] https://www.transform.global/
[7] Hallsworth, Michael. "A manifesto for applying behavioural science." *Nature Human Behaviour* 7, no. 3 (2023): 310-322.

4. Research need

Through people-centred theories and approaches, behavioural science could help improve how the FCDO designs technology and innovation solutions to better involve and meet customer and employee needs and improve the FCDO's impact, especially at the local level. The TIU and the FCDO's partners work in a multidisciplinary way, integrating innovative approaches and experimentation to address complex development problems.

The research project should explore the current use of behavioural science and design to examine its potential application in the FCDO's investments and any barriers to it and to understand how to further embed these approaches across the FCDO's portfolio (See Annex 2).

The FCDO hopes a more inclusive and people-centred approach will enable them to understand themselves and others more and encourage the behaviours that enable them to better select grantees, enhance iterative learning in enterprises, solve problems, better design and drive take-up of solutions and improve lives

The project should conduct a portfolio review of the FCDO's work to date and explore ongoing practices related to behavioural science across the different programmes and teams.

Potential common areas of focus for this portfolio review and for further exploration could include:

1. **What works to help meet the SDGs:** What are is the TIU learning about the best approaches to design, test, and sustainably scale evidence-based behaviour change interventions that are proven impactful?
2. **Technology and inclusive design**: What is the TIU learning about the best ways to improve the design and use of technology solutions (e.g. assisted technology, artificial intelligence, digital) so they are more inclusive and effective, address barriers to access and use, and better meet the needs of the most marginalised, including people with disabilities?
3. **Behavioural innovation and capability**: What is the TIU learning about how to best build and embed behavioural innovation and design capabilities in L&MICs within the FCDO's funding recipients and organisations so that they are more effective, iterative and people-centred as teams and more responsive to customer needs?

These or other focus areas for this portfolio review and research questions for further exploration could be identified during the review. The learning from this portfolio review will contribute to wider research questions the TIU have identified to explore in the FCDO.

5. Research questions and approach

Key research questions include:

- To what extent does the FCDO's current portfolio of technology and innovation work across sectors, applying a behavioural, people-centred approach? Where are the potential areas for development?

- What behavioural, people-centred approaches did the FCDO apply in the current portfolio of technology and innovation investments, and how were they applied?
- What worked, and what were the challenges (including contextual and cultural barriers) to applying a behavioural lens in the FCDO's work and building behavioural capabilities in L&MICs? What are the lessons learnt, and who will be the key players?
- What was the FCDO's impact through applying a behavioural lens, and how can it be built on going forward?

Approach and methodology

This portfolio review will be iterative and interactive, involving collaborative learning among existing partners and staff. It will connect global, regional, and local realities and bring together a mix of disciplines and sectors.

The TIU envisage a strong element of co-creation (for example, identifying the learning questions and areas to be explored throughout the portfolio review) and co-production (for example, identifying learning and recommendations for future application), particularly with the TIU and the research and MEL leads with the delivery partners.

The portfolio review could run over six months and allow time for various stages, with checkpoints with the core project team. For example, it might include:

- **A design or discovery phase** including a desk review of existing materials and/or learning, survey and interviews with TIU staff, partners and funding recipients to understand what FCDO is already doing and possible opportunities and challenges.
- **A learning journey** based around identifying one or more common areas of interest and making space for deeper exploration in collaborative sessions and/or workshops, potentially with other relevant experts and practitioners.
- **Co-developing practical recommendations** for ongoing application along with programme and portfolio-level actions and/or areas for further exploration.
- **(Optional) action learning,** taking a test and learn approach to try out certain recommendations in practice and reflecting on these through learning-sharing activities with a further opportunity for review.
- **Knowledge-sharing activities** (e.g. impact examples, blogs, brief reports, slide decks, case studies and/or webinars) to share the learning and insights more widely.

These are indicative suggestions. The TIU welcome recommendations for bringing together a diverse geographical and multidisciplinary group of partners and funding recipients to co-produce the work with the TIU. This will help highlight the most useful existing learning and consider practical applications for the future.

Learning from the portfolio review will also contribute to a wider learning journey exploring how the TIU might further build capabilities, embed behavioural science in the FCDO's international development work, and support locally-led development. Some consideration of how to share and contextualise the learnings from this portfolio review with a wider set of stakeholders or expand this approach to other areas in the future would be helpful.

This is part of a wider initiative across the TIU portfolio to support greater learning and collaboration between TIU's partnerships on a range of cross-cutting areas (including MEL, scaling innovation etc).

Key design considerations:

The TIU have identified the following considerations that could help meet the requirements of the portfolio review and mitigate any challenges:

1. **Active learning and exchange**, enabling peer learning and collaboration to surface and synthesise insights and help turn these into practical applications.
2. **Taking a multi-disciplinary approach** to the process itself and integrating the role of behavioural design to achieve outcomes.
3. **A sense of adding value** to our work, with a shared understanding and learning from existing experience, evidence, approaches and contexts.
4. **Connecting local, regional and global realities**, including supporting locally-led development and the need for capability and/or ecosystem building or strengthening in L&MICs.
5. **Taking a collaborative approach**, strengthening relationships by co-designing the portfolio review, learning and co-creating something valuable and useful together.
6. **Iterative and living participatory approach** to allow adaptation to stakeholder needs and learning both throughout the process and over time (e.g. programme life cycles).
7. **Simple and practical outputs** for appropriate application of behavioural science across a spectrum of contexts and capabilities.
8. **Specific as well as generalisable**, with realistic and practical outputs that partners and funding recipients can adopt and apply.

Possible challenges/risks:

- Ensuring that all expertise and experience are valued and that this is seen as adding value to our current work.
- Setting clear expectations for all partners will require bringing behavioural science and behaviour change specialists from different disciplines together to adopt a holistic approach.
- Bringing different geographies and sectors together in order to facilitate effective exchange and collaboration within budget and time constraints.
- Balancing the varying priorities and needs of partners across a diverse portfolio, and given the diversity in programmes, a one-size-fits-all solution may not work.
- Ensuring the process and outputs are appropriate and achievable for the various contexts and capabilities.
- Only being able to scratch the surface of emerging areas like the intersection of AI and behaviour.

6. Deliverables and timeline

The project duration will be six months from the issue of the contract and will conclude by May 2025, depending on the satisfactory completion of the portfolio review.

All outputs are expected to be co-produced with the TIU team. Two formal meetings will be held after two and four months of work to present progress and receive feedback to ensure alignment with TIU's scope and interests.

The portfolio review should adopt a transparent and comprehensive procedure for:

- **Operationalizable and multi-disciplinary definitions** of behavioural design and technology solutions to ensure coherence and consistency across presented in a short report.
- **Actionable insights and impact examples** of how a people-centred approach supports TIU's (interviews, slide deck presentations, blogs or webinars)
- **Practical recommendations or guide** for integrating a people-centred approach in the FCDO's programmes to better meet the needs of people in L&MICs, and presented as a playbook, checklist(s) and/or framework slide deck or e-learning content. These would be developed through learning journey sessions or workshops, combined with rigorous evidence, and developed through close cooperation, regular meetings and working in partnership with the TIU team.
- **Recommendations for any further development or exploration**, the potential for further diagnosis and definition of problems, needs, and behaviours as a fundamental part of applying a behavioural lens and if so, what the benefit would be and how it could be commissioned in practice or integrated into existing programme work incorporated into slide deck report above.
- **Workshop** following on from the work that brought in notable expertise to further test and develop ideas for future research areas.

Table 1: Deliverables and disbursements schedule

Milestone	Timeline or target date
Satisfactory delivery of **inception report and initial slide presentation**	Within one month
Satisfactory delivery of **mid-term report, slide presentation, blog/webinar.**	Within three months
Satisfactory delivery of **final report, guide, (**presented as a playbook, checklist(s) and/or framework slide deck or e-learning content) **and workshop.**	Within six months

7. Preferred expertise and skills of the team

We welcome bids from any organisation(s) able to deliver against the FCDO's scope of work and encourage applications from groups of individuals or partners bringing their skills together to meet the needs of the portfolio review. We are looking for:

- Partner(s) or specialist(s) who will operate flexibly and adapt their approach as they go to achieve maximum impact and learning.
- Supplier(s) who have a deep and demonstrable understanding of inclusive people-centred approaches, especially behavioural science, without restricting themselves to a specific discipline within behavioural science. They will particularly understand how to translate behavioural insights into action through experimentation, programme implementation, and policy delivery to achieve social change and how to embed innovative approaches within organisations and/or build capabilities.
- Demonstrable experience collaborating with organisations and communities to facilitate active learning and co-design and openness to working in an iterative and multi-disciplinary way to help surface insights and turn these into practical applications.
- Knowledge of the development sector, locally-led development, working with both the private and public sector in L&MICs, and understanding of the needs of particular groups, including small and medium enterprises (SMEs) and those working with vulnerable and marginalised groups would be seen as a significant advantage in this application.
- Organizations with experience in behavioural design and inclusion and who understand the specific needs of funding recipients, SMEs and partners operating in low-resource, conflict and sub-national contexts.
- The methodology for the portfolio review is flexible but must be iterative and participatory. It will necessitate the supplier to develop strong working relationships with partners, review core team members, and collaborate with the portfolio MEL and research working groups and programme staff and grantees in the country.
- Suppliers should be open to co-producing straightforward and practical outputs that are appropriate and useful for the needs of programme partners and are committed to active and applied learning and the mission the TIU are trying to achieve through this portfolio review.

8. Estimated budget

The estimated budget limit of the project is £150,000.

- Payments will be made upon delivery of outputs and the RCC's confirmation of receipts and utilisation of the resources.
- The process for budget and technical scope virement (i.e. any changes between project lines or to technical scope) will need to be discussed with the RCC and approved by the FCDO.
- Engagement arrangements with the FCDO and a reporting schedule will be agreed upon with the RCC upon the commencement of the commissioned research and throughout

the inception phase. This may include touchpoints on key areas such as delivery progress, financial management and risk.

9. Eligibility

Organisations that believe they can conduct high-quality research will likely qualify, either independently or in collaboration with a partner. Only legally registered organisations and/or their consortia of registered organisations, not individuals, may apply. The TIU delivery partners will not be considered eligible for this call for proposals. Funding recipients will not be restricted from future work with the TIU.

10. Page limits and criteria for selection

The proposals will be appraised based on the criteria summarised in the table below. The FCDO claim the rights to use the results and the deliverables of the research project. The selected team must ensure the confidentiality of information and anonymity of research participants. The CVs should not exceed two pages.

Table 2: Criteria for selection

#	Criterion	Description	Maximum score
1	Understanding of Call for Proposals	The extent to which the application reflects the Call for Proposals. The application shall address important aspects of the project's objectives, directly tackle the issue to be solved, and embrace a critical approach to solve the question.	15
2	Methodological approach and academic rigour	The overall quality of the methodological approach. This includes but is not limited to the logical and theoretical coherence of the proposal, the design, the proposed methods and technical instruments, innovative components of the research, and stakeholders' engagement (please see Section 7. Preferred expertise and skills of the team for details).	15
3	Proposed team	The overall quality of the proposed team against the required expertise. This includes expertise and experience in the relevant fields of the project (please see Section 7. Preferred expertise and skills of the team for details); proven experience in development projects, and in advising governments and affiliated agencies and working with the private sector; expertise in using the required research methods; and team experience in the geographical area, especially low-income settings.	15

4	Equity and inclusion	To what extent does the proposal consider cross-cutting issues, including aspects such as stakeholders' involvement and participation, gender issues, safeguarding of minorities and vulnerable groups, and protection of participants and/or respondents from risks or any harmful activity?	15
5	Financial feasibility and value for money	To what extent do the proposed methodology and the expected outcomes justify the budget request? This includes the potential societal impact, clarity and organisation of activities and planning feasibility, and the alignment of ambition of resources.	15
6	Research Uptake Plan	The overall quality of the research uptake plan. This includes the clarity of the influence goals and their consistency in relation to the uptake objectives; whether the proposal specifies strategies that will encourage the active use of the research findings; and the feasibility of the research plan along all stages of the research: design, implementation, and dissemination strategies.	15
7	Overall evaluation of the project	Does the project, as a whole, provide a good approach to solving the critical elements of the research questions?	10

Proposals will be assessed to ensure optimal value for money while balancing costs and quality. Proposals with clear pathways to meaningful impact will be considered favourably.

11. Deadline

Completed proposals should be submitted to rcc@3ieimpact.org by **23:59 GMT on 2 October 2024**. Proposals received after the due time and date will not be considered.

Queries can be submitted by **18 September 2024**, after which frequently asked questions will be posted with responses to the questions.

12. Competition process and indicative timeline

Stage	Target dates
Call for proposal launched	2 September 2024
Deadline for queries	18 September 2024
FAQs posted	20 September 2024
Proposal submission deadline	2 October 2024
Proposals moderation	Starting 4 October 2024
Selection committee meetings	14 October 2024
Outcome decided and bidders notified	18 October 2024
Due diligence completed	15 November 2024
Signing of the accountable grant	November 2024 (dependent on successful completion of due diligence)

13. Q&A and contact

This project is managed by the FCDO Research Commissioning Centre. If you have any questions about this opportunity, please submit these to the rcc@3ieimpact.org mailbox including "Enquiry – TIU BSci Portfolio Review" in the subject line. In the interest of fairness and transparency, all questions and answers will be published on the FCDO Research Commissioning Centre page at the website link alongside other information on how to apply.

Annex 1: About FCDO's Technology and Innovation Unit

The FCDO's TIU focuses on:

- Building inclusive partnerships with the private sector, philanthropies, civil society and academia to strengthen innovation ecosystems and guide innovations and technologies on their path to scale.
- Advancing the evidence base on new technologies and innovations for development and diplomacy.
- Setting strategic direction in international science and research policy and governance in the FCDO.

TIU works on seven programmes focused on generating and scaling innovations and developing research on what works for development and diplomacy. These include:

- **TRANSFORM** is a public-private sector partnership between the FCDO, Unilever and EY. The partnership supports **early-stage business models and behaviour change interventions** to deliver market-based solutions for low-income households.
- **Frontier Technologies,** TIU's partnership with the Frontier Tech Hub (as part of Ideas to Impact), is enabling the piloting and scaling of early-stage technologies and solutions to development challenges, while also upskilling and acting as a knowledge resource for the FCDO at post.
- **AI for Development (AI4D)** supports research to create an inclusive and responsible AI ecosystem that works for people. It focused on supporting AI policy and governance research, AI talent and skills, the development of machine-learning ready datasets and taking AI innovations to scale.
- **AT2030** tests and delivers proven models of 'what works' to improve access to **affordable assistive technology** (AT). It focuses on innovative products, new service delivery models and local capacity-building for people with disabilities.
- **Mobile for Development (M4D)** works across the mobile ecosystem and development sector to unlock mobile-enabled innovations which deliver on the SDGs, advocate for an enabling policy and regulatory environment, engage private sector players, and create unique insights and research.
- **Mobile for Humanitarian (M4H)**, sees the FCDO and GSMA work with the mobile industry and humanitarian organisations to accelerate the delivery and impact of digital humanitarian assistance.
- **The Global Innovation Fund (GIF)** invests in social enterprises, businesses and charities that have the potential to scale up innovative work which alleviates poverty, using a mix of debt, equity, or grant funding. It also generates key insights into what works in innovation and impact financing.

Innovation has contributed to significant strides in development, from agricultural output in the green revolution, to financial inclusion and accessible services with mobile money and pay-as-you-go business models.

Current examples of projects include investing in African start-ups applying digital innovations to improve financial inclusion, piloting drones to deliver vital supplies to hard-to-reach areas and enhancing access to assistive technologies for people with disabilities in developing countries.

More information:

Research, technology and innovation at the FCDO:

- [Research at FCDO - GOV.UK](#)
- [LinkedIn FCDO Research Science and Innovation](#)

TIU programme information:

- Recent FCDO annual reviews of TRANSFORM are available [here](#), I2I [here](#), GIF [here](#), AT2030 [here](#), M4H [here](#) and M4D [here](#) (Links to business case and results framework for each programme can be found in the annual review documents). We have a new AI4D programme that has just begun summary information is available here [DevTracker Programme GB-GOV-1-400191 (fcdo.gov.uk)](#)

Annex 2: Behavioural science and international development in the FCDO

Behavioural science is the science of how people act and make decisions. Through people-centred theories and approaches, behavioural science can support progress towards the SDGs and have a positive impact on people's lives.

With a better understanding of the factors that influence human behaviour, we can design interventions with and around people and their behaviours, and rigorously test these interventions to learn and adapt what works.
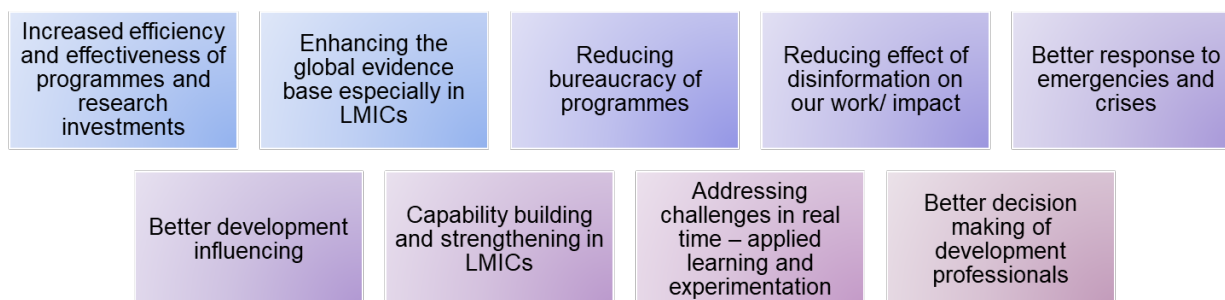
Embedding a more behavioural, people-centred and contextual approach in our work is important and can support locally led development. Involving people in the process and ensuring they benefit from it, can help improve the design and implementation of policies and interventions.

Adding value with behavioural science:

The FCDO is increasingly investing in supporting teams and partners to have a deeper consideration for how people think, behave and respond to policies and interventions, and to encourage experimentation and adaptive management to problem solve, iterate and improve the effectiveness of these interventions.

We are applying behavioural science in a range of ways to add value to our work and help deliver impact in development, for example in reducing the effect of disinformation or improving emergency responses (Figure 1).

Figure 1, How behavioural science is being applied in the FCDO to help accelerate progress to the SDGs

Increased efficiency and effectiveness of programmes and research investments	Enhancing the global evidence base especially in LMICs	Reducing bureaucracy of programmes	Reducing effect of disinformation on our work/ impact	Better response to emergencies and crises

Better development influencing	Capability building and strengthening in LMICs	Addressing challenges in real time – applied learning and experimentation	Better decision making of development professionals

It can help us be more:

- **Effective:** Maximising the efficiency, effectiveness and cost-effectiveness of our interventions, reducing frictions and opportunity costs and driving better take-up of solutions.
- **Evidence-based:** Helping identify what works by using more iterative methods to rigorously test and adapt interventions and contributing to a greater evidence base.

- **Inclusive and locally led:** Creating more people-centred and effective organisations that involve those affected and with lived experience, respond better to people's needs, address barriers to access and inclusion and improve lives.
- **Innovative**: Encouraging more innovation in problem-solving through diagnosis, design, experimentation, iteration and collaborative learning.

How FCDO applies behavioural design in Technology and Innovation

Some of the ways we are applying behavioural science in our TIU portfolio include:

1. Help identify what works to improve and save lives and meet the SDGs

In the FCDO, behavioural science is increasingly being applied across a wide range of complex development challenges at all levels of scale to increase the efficiency, **effectiveness,** and cost-effectiveness of our programmes and build the evidence base of what works in LMICs. In TIU, this includes:

- **Using behavioural approaches to strengthen businesses and deliver social impact**. TRANSFORM, led by the FCDO, Unilever and EY, is an impact accelerator that supports innovative enterprises that serve low-income communities. Some of the enterprises funded by TRANSFORM have used behavioural approaches to strengthen their business and deliver social impact: from HappyTap's focus on changing handwashing behaviour in Bangladesh, Mr Green's work on tackling stigma around plastic waste collection or the water utilities' use of Unilever's Five Levers for Change model to encourage customers to buy into their services.

- **Understanding how markets and entrepreneurs can catalyse behaviour change**. For example, TRANSFORM has funded research with Johns Hopkins University on how to accelerate the spread of behaviour change in communities and has supported Busara in developing a playbook to drive recycling behaviour in the Global South.

- **Increasing the effectiveness of cash transfers at scale.** A Global Innovation Fund investment in Ideas42, working with the World Bank and partner governments, has improved the effectiveness and efficiency of social protection programmes at scale across five countries in Africa with behavioural design – testing the effectiveness of different interventions and identifying ways to increase the effectiveness or cost-effectiveness of these interventions across a portfolio. See ideas42 Cash Transfers | Explore Our Behavioural Designs

2. Innovating with new technologies and innovative design for greater impact

In the FCDO, we are curious about improving the success of technology solutions by integrating behavioural design to explore whether they can become more inclusive, useful and used. In TIU, this includes:

- **Bringing behavioural science and AI to a vaccination chatbot –** The [Behavioural Insights Team](#) and **HelpMum Nigeria** are working with the Frontier Tech Hub (FT Hub) on a pilot to design and test behaviourally-informed and AI-driven enhancements to HelpMum's existing WhatsApp childhood vaccination chatbot.

- HelpMum's WhatsApp bot seeks to address Nigerian caregivers' barriers to child immunisation services and overall uptake. While their chatbot prototype is well designed and has been largely successful, there are opportunities for improving its impact on vaccine uptake, and for enhancing it with artificial intelligence (AI) technology that can allow a responsible and rapid scale-up. See [Behaviour change chatbot to encourage vaccine uptake — Frontier Technologies Hub (frontiertechhub.org)](#)

3. **Building more effective and innovative organisations and teams**

Behavioural innovation is part of wider organisational change in the FCDO and with our partners to enable a more adaptive approach to programme management through experimentation and learning. In TIU, this includes:

- **Behavioural Innovation at the FT Hub:** FT Hub's approach to designing a fund and coaching pilots has been behaviourally informed to consider what behaviour is optimal amongst FCDO colleagues and partners and what the behaviours and leverage points are to have the largest effect on shifting the system.

- This has ensured that the FT Hub acts as an innovation carve out - a space for innovation and experimentation to be freely pursued by FCDO colleagues, partners and frontier technologists by creating a mechanism with different checks and balances to make innovation possible and create new ways of working. As part of this, pilots and other FT Hub projects like the Oxygen CoLab use a bespoke [MASTER framework](#), an adaptation of the EAST framework (developed by the Behavioural Insights Team). See [Nudging innovation: How to design enabling environments for real world change (hellobrink.co)](#)

4. **Supporting behavioural research strengthening and capacity building in L&MICs.**

Our research investments and partnerships are working with partner governments to build Global South capabilities and capacities in behavioural research and design and support locally-led development. In TIU, this includes:

- **Five years of capacity-building collaboration with Indonesia, Bangladesh, and Guatemala:** A recent GIF investment in building behavioural knowledge and capacity within partner governments in L&MICs with the Behavioural Insights Team (BIT) aimed to institutionalise its TEST(S) (Target, Explore, Solution, Trial, Scale) methodology through the use of behavioural-based trials to improve public service delivery.

- Notable gains in capacity were made, particularly among the six partners with whom BIT worked most closely (Bangladesh Access to Information (a2i), [BRAC](#), Guatemala Tax

Authority, [Guatemala Ministry of Education](#), [Indonesia Tax Authority](#) and Indonesia Social Security Agency). Many of these partners have institutionalised their own behavioural science teams and designed and raised funds for their own behavioural science programmes. See [5 years of capacity building collaboration with government partners in Indonesia, Bangladesh and Guatemala | The Behavioural Insights Team (bi.team)](#).

More info on embedding Behavioural Science in the FCDO's development work:
- [K4D Rapid Review – Using Behavioural Insights to Address Complex Development Challenges](#)
- [K4DD Rapid Review – The Role of Social and Behavioural Science in emergencies and crises](#)
- World Bank - [Behavioural Science Around the World Volume 2 (see FCDO profile p49)](#)
- OECD, Observatory for Public Sector Innovation - [LOGIC: Good Practice Principles for Mainstreaming Behavioural Public Policy (see FCDO examples)](#)
- OECD Innovation for Development Facility - [Working Paper on 'The Adoption of Innovation in the International Development Organisations' (see FCDO chapter 5, p42)](#)