



Behaven

Hackathon

Turning behavioural science and student creativity into action

Schools and universities play a vital role in preparing future leaders for sustainability. Yet too often, sustainability is reduced to reporting, instead of being used as a lever to change behaviours and organisations for lasting impact. The Behaven Hackathon changes that.

What is it?

Designed by our behavioural science PhDs, the Behaven Hackathon gives students the tools and hands-on experience to **turn ambition into action**. Participants learn to identify what drives behaviour and co-create solutions that are practical, motivating and ready to implement.

We have delivered Hackathons with leading schools and universities across Europe, the Middle East and Asia, including three editions at EDHEC Business School. In secondary schools, we run them with TASS (The Alliance for Sustainable Schools).

How does it work?

A structured, facilitated journey **from analysis to action**:

- 1. Briefing:** the school or partners present sustainability challenges.
- 2. Analysis:** students identify contextual, social and psychological barriers.
- 3. Solution:** teams co-design interventions using Behaven's Rainbow Wheel™.
- 4. Planning:** participants build an implementation roadmap.
- 5. Presentation:** final pitches to stakeholders, with winning solutions selected.

Benefits

For your school:

- ✓ **Deliver** on sustainability targets through measurable behaviour change
- ✓ **Engage** students and faculty in hands-on initiatives
- ✓ **Strengthen** your reputation with students, businesses and media

For students:

- ✓ **Gain** essential skills in sustainability and behaviour change
- ✓ **Co-create** practical solutions with leading organisations
- ✓ **Turn** eco-anxiety into constructive action

"Behaven helped us structure this hackathon with their expertise in behavioural science, tailoring the content to our specific needs. This allowed us to deliver a seamless and impactful experience."

— **Guergana Guintcheva**, EDHEC Business School

"Impressive efforts in such a short time! Well structured approaches and great ideas along the whole consumer journey, from overall branding to details that could drive a huge impact. We are already integrating several of these ideas into the design of our new webshop."

— **Malva Groothuis**, Philips (Versuni)

Let's equip students to change behaviour.

Fred Dorsimont
fred@behaven.com
www.behaven.com
LinkedIn: Behaven

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