

**EXPERT  
BEHAVIOUR  
CHANGE  
CONSULTANCY  
SERVICES**

**AMPLIFY YOUR IMPACT** WITH  
ONE DROP'S INTERNATIONAL  
CONSULTANCY UNIT

## WHY ART<sup>e</sup>FACT FOR CHANGE ?

We combine behaviour change, facts, and science with social art to create lasting impact. While many firms offer traditional approaches, we use creativity and emotional connection to engage communities and foster shared responsibility. This unique method makes behaviour change more personal, collaborative, and sustainable.

### HOW DO WE DO IT DIFFERENTLY ?

With social arts activities, we actively engage individuals and communities in change processes blending science and arts - rational and emotional thinking - to inspire, activate and sustain positive change. Together, we:

- **Boost mobilization from within communities and organizations**
- **Drive forward systemic thinking and scale-up solutions**
- **Enhance the overall sustainability of your projects**

### OUR SERVICES

#### CREATIVE BEHAVIOUR CHANGE DESIGN

Lead sustainable behaviour change through rigorous, participatory strategies.

#### EXPERIENTIAL AND CREATIVE GUIDANCE

Drive engagement and enhance problem-solving. Active participation leads to deeper learning, more comprehensive solutions, and a stronger sense of ownership.

#### TRAININGS, COACHING AND TEAM BUILDING

Level up your work by adding behaviour change to your expertise. Learn online, in person, or blended, with coaching in English, French, Spanish or Hindi.

“For individuals’ behaviour to change, you’ve got to influence not only their environment but their hearts and minds.”

- Chip Heath and Dan Heath

## BEHAVIOUR CHANGE IS THE KEY TO SUSTAINABILITY

Countries like Germany and Japan have used national behaviour change campaigns to **lower energy usage achieving up to 5% reductions in peak electricity demand.**<sup>1</sup>

**25% increase in the success rate of water, sanitation and hygiene programs** achieved through community- based behaviour change initiatives.<sup>2</sup>

**\$5 in healthcare costs are saved with every dollar invested** in behaviour change campaigns, due to reduced disease incidence.<sup>3</sup>

## EVIDENCES OF SUCCESSFUL PROCESSES AND OUTCOMES

- In phase 1 of the Lazos de Agua Program, handwashing prevalence increased from 29% to 62% out of an initial goal of 53%.
- Tariff payment uptake jumps from 8% to 42% thanks to a combination of creative activities, namely the music video Al Día.

### Sources

<sup>1</sup> IEA <sup>2</sup> Global WASH Cluster <sup>3</sup> UNICEF



## WHO WE WORK WITH

Any sector interested in creative behaviour change, participatory approaches and Systems Thinking, particularly:

- WASH, Climate, Conservation and Sustainability sectors
- Governments (municipal, provincial or federal)
- Creative and Cultural sectors
- Health & Wellness sector

Since 2007, One Drop has channelled the creative spirit of Cirque du Soleil to rally local and international change-makers and co-create solutions that drive life-changing projects worldwide. Through our signature *Social Art for Behaviour Change*<sup>™</sup> approach, we have empowered over 1 million people worldwide through the adoption of water, sanitation, and hygiene-related behaviours.



## Get In Touch

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