

## Pawprint Internship Opportunity

<b>Internship Title</b>	Research Officer, Behavioural Science
<b>Mentor</b>	Mark McCafferty, Head of Content and Product
<b>Payment</b>	The internship will be paid at UKRI doctoral stipend levels
<b>Hours</b>	Full-time (12 weeks) or part-time (24 weeks)
<b>Based</b>	Remotely, unless government guidance on Covid-19 changes
<b>Duration</b>	Flexible on start date, although preferably asap. The preference would be a full-time commitment. However, we are open to a part-time commitment for the right candidate.
<b>To apply</b>	Please apply <a href="#">via Grad Hub</a> by 12pm on Monday 01 March

### About Pawprint

Pawprint is a start-up technology company. Pawprint's goal is to empower millions of people to fight climate change by providing a tool that allows them to easily measure, understand and reduce their carbon footprint. There is more information online here: <https://www.pawprint.eco/>

Pawprint have developed the Pawprint App; a fun, powerful tool enabling individuals to measure, understand and reduce their carbon footprint through supporting sustained behaviour change. Pawprint's vision is to create a movement of people, building engaged communities and providing the tools to enable people across the UK (and globally!) to systematically reduce their carbon footprints. The combined result of which will be a truly significant contribution towards stopping climate change.

### Placement Information

#### Context

Helping individuals make positive and sustained change is crucial to tackling climate change; daily decision-making for lower carbon lifestyles is difficult, sometimes the best options can be counterintuitive. People don't and can't know what to do as a priority as it is difficult to find a trusted source amongst the wealth of conflicting information available.

It is known that large benefits come from 'big-ticket' infrequent decisions/activities (e.g. avoiding air-travel), but small decisions/activities can also have a huge impact when aggregated (e.g. eating less meat on a weekly basis). The most significant benefit will come from sustained behavioural change; transforming one-off decisions/activities into daily routines adopted throughout life: 'sticky' changes.

In the UK, there is enormous scope for carbon reductions through combined gradual improvements. The problem is, most people don't know how to go about reducing their footprint in a meaningful way.

### Placement Details

This project seeks to research behavioural change models and to apply them to Pawprint's technology to drive lasting lifestyle changes. The researcher will:

- Analyse behavioural change models and make recommendations as to which ones are likely to be the most impactful
- Make recommendations as to how these research models could be incorporated into the technology and what new features would drive behavioural change
- Analyse our technology, alongside competitor's technology, to compare strengths and weaknesses through the lens of behavioural change

Current market solutions have a high focus on carbon offsetting, but behavioural change is weakly supported. The Pawprint technology uses behavioural science and gamification techniques, combined with Pawprint's personal carbon footprint calculator, and channels these elements into a lifestyle modelling platform which will enable users to track lifestyle changes and watch their carbon footprint reduce in real time. To Pawprint's knowledge, this has not been done in the carbon / tech world, but similar models have been used for health / tech i.e. Strava, Calm etc.

### **Person Specification**

Applicants should have:

- The ability to work independently
- Excellent communication skills - condensing complex behavioural change models into digestible solutions
- Passion for technology and tech solutions
- Creative thinking – translating behavioural change research and models into real world solutions

### **Eligibility**

Before making an application, please ensure that you meet **all** of the eligibility criteria below. Candidates must be:

- A PhD social science researcher registered at a university in Scotland, regardless of funding source;

- In the second or third year of your PhD study<sup>1</sup>;
- Eligible to work in the UK.

### Deadlines

The deadline to apply is **12pm on Monday 01 March 2021**. Shortlisted applicants may be invited to a virtual interview.

For further information, please consult the SGSSS [Internship FAQs](#). If this does not answer your questions, please contact Anna-Marie (Knowledge Exchange and Partnerships Manager, SGSSS): [team@sgsss.ac.uk](mailto:team@sgsss.ac.uk).

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<sup>1</sup> Please note that if you are in your final year, you need to have more than 6 months left for your PhD when the internship starts.