

# Request for Partners (RFP): Frequently Asked Questions

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Updated 5/10/18

*How many applicants will be selected?*



*What types of interventions fall under the “behavioral intervention” umbrella?*

Any intervention that is designed to leverage insights from the behavioral sciences (including psychology, behavioral economics, and other social sciences) can be considered a behavioral intervention. Interventions may include changes to (1) the physical environment, (2) the design of communication materials, (3) the design of policies.

In each case, we work with partners to determine what type of intervention is right for the problem that we are trying to solve and the resources that are available. This can range from low-cost paper-based tools to digital solutions.

*If we are working with other RWJF-affiliated project(s), will this affect our application status?*

No. Affiliation to RWJF falls outside the scope of our selection criteria, and will not impact our evaluation of applications.

*Is there a particular size of organization you are targeting?*

No. In general, larger populations are more likely to support rigorous evaluations of behavioral interventions; however, the behavioral approach is useful wherever individuals are making decisions and taking actions.

### *Is there a particular type of organization you are targeting?*

We are aiming to design and test solutions for employees at non-profit organizations or foundations who can be defined as knowledge workers, whose jobs primarily concern the acquisition, synthesis, and generation of information. If you are interested in designing and testing an intervention for an organization that doesn't fit this description, we'd still love to hear from you! E-mail us directly at [work-life@ideas42.org](mailto:work-life@ideas42.org).

### *If an applicant is selected for future collaboration with ideas42, what might that look like?*

ideas42 uses a four-stage process:

- **Define (1-2 months):** We use this phase ensure to that we are focused on the right problem. In this case, since the selected partner will have already developed a behavioral problem statement, we anticipate that this will be a short phase. We will spend this time gathering the baseline data to confirm the existence of the problem.
- **Diagnose (3-6 months):** In this phase, we develop insights about the behavioral tendencies and situational features contributing to the problem. We generate data from site visits, interviews, literature reviews, and the collection and analysis of existing qualitative and quantitative information.
- **Design (3-6 months):** We design scalable interventions that address key behavioral bottlenecks. We then work closely with partners, providing operational and technical assistance to finalize and implement the designs.
- **Test (3-6+ months, depending on type of intervention):** We evaluate the intervention we have designed – ideally through a randomized controlled trial, the gold standard in evaluations.

Throughout this process, we collaborate with our partners to build their internal capacity for behavioral interventions.

To learn more about our design process, you can read [The New Science of Design for Humans](#), by ideas42's Executive Director, Piyush Tantia.

### *How much funding is available to organizations selected in the RFP process?*

Funding is available to support the cost of ideas42 staff time and travel to conduct in-person site visits at semi-finalist organizations.

In addition, finalist organizations who are selected to partner with ideas42 will receive free technical assistance from ideas42 as well as \$20,000 to support the cost of their own staff time and materials needed to run the behavioral intervention. For applicants who do not have sufficient data capabilities, limited funding may be available to support the development of that capacity.

### *I have more questions. Who should I ask?*

Please send an email to [work-life@ideas42.org](mailto:work-life@ideas42.org).

