

ONDŘEJ KÁCHA

Behaviour Change | Social Psychology | Service and Program Design

CONSULTING & RESEARCH EXPERIENCE

The Behaviouralist
London, UK
2020 - present

• **Senior Behavioural Scientist (2022-present)**

I manage multi-national and multi-stakeholder projects in the area of energy and environmental sustainability. I also regularly deliver behavioural insights training to private and public sector professionals.

• **Behavioural Scientist (2019-22)**

Coordinated several projects for national- and local-level policymakers to help them apply behavioural insights to energy policy. Designed and co-facilitated behavioural science workshops.

IdeaSense
Innovation Consultancy
Prague, CZ
2017 - 2019

• **Behavioural Scientist (2019)**

Founded a behavioural science unit within the consultancy. Applied behavioural insights to re-design communications and services. Created a training plan in behavioural science for innovation designers.

• **Innovation Designer (2017-18)**

Coordinated of client-facing projects and engaged in all stages of the service design process. Developed surveys, conducted qualitative interviews, led workshops and evaluated prototypes in the field.

Policy Research Group,
University of Cambridge, UK
2015 - 2017

• **Collaborator (2016-17, remote), Intern (2015)**

Drafted policy memos, co-authored two textbook chapters and six journal articles on application of behavioural insights to public policy.

EDUCATION

University of Cambridge
(UK)
2019 - 2020

• **MPhil in Biological Sciences (Social Psychology)**

I investigated how social norms and individual morality can be leveraged to promote sustainable behaviour, with a particular focus on studying moderators of social and moral influence.

University of Groningen
(The Netherlands)
2014

• **Study Abroad Program in Behavioural & Social Change**

A half-year exchange at the faculty of Behavioural and Social Sciences. Studied theories of behavioural and social change, intervention design and programming in R.

Masaryk University
(Czech Republic)
2012 - 2017

• **MA in Psychology**

Wrote an award-winning thesis "Using behavioural economics for effective policy design to improve individual and population well-being". Designed a randomized controlled trial to increase individuals' pro-social behaviour. Graduated with A (excellent) in each of the graduate exam components.

AWARDS & HONOURS

European Climate Foundation Grant

June 2020

Co-awarded 35,000 EUR (31,000 GBP) to carry out a national project to map climate change attitudes in the Czech Republic and develop communication strategies to promote citizens' action on climate.

University Chancellor's Award: Exceptional Thesis

January 2016

Awarded 53,000 CZK (1,850 GBP) by the Chancellor of Masaryk University to carry out research on applying behavioural insights to encourage pro-social and pro-environmental behaviour.

FameLab: National Finalist

May 2015

Participated in a nation-wide competition in presenting academic research to non-academic audiences (organised by the British Council).

Telefónica O2: Project Award

October 2014

Co-awarded 10,000 CZK (310 GBP) to develop an on-line website that informs about publicly accessible lectures in psychology in three Czech major cities.

POSITIONS OF RESPONSIBILITY & VOLUNTEERING

Green Dock

2019 - present

CEO and Founder (2019 - present)

Founded a non-profit research organisation that uses behavioural science to improve citizen action on climate change in the Czech Republic.

PsyHub

2014 - 2019

Team-member (2014-17), Director (2017 - 2019)

Co-developed a platform that informs about educational opportunities in psychology and facilitates student engagement in social projects.

Junior Researcher Programme

2014 - 2016

Senior Coordinator (2015-16)

Responsible for communication with programme partners and coordination of the programme team. Organised on-line meetings, distributed tasks and maintained team's adherence to the program timeline.

Scientific and Public Relations Officer (2014-15)

Coordinated an internship for 15 early-career behavioural scientists at Cambridge University. Developed a visibility strategy, designed and launched a website that informs about the programme.

SKILLS

Statistics and programming

R (advanced) | SPSS (advanced) | HTML/CSS (basic)

Research design

Quantitative: Randomized controlled trials | Surveys | Quasi-experimental methods (regression discontinuity, propensity score matching)

Qualitative: Ethnographic interviews | Focus groups | Observation

Data analysis

Basic inferential statistics: Regression, Analysis of variance etc.

Advanced models: Latent class analysis, Structural equation modelling