PROBLEM:
In Cape Town, South Africa, when young people find themselves in unsafe or unfamiliar environments, their safety is at greater risk - especially from violent crime.

RESULT:
Youth that used the “Safety Tool” were 50% less likely to participate in unsafe activities, 61% more likely to feel safe, and 50% less likely to experience any danger, including violent crime.

BEHAVIOURAL INSIGHT:
1) Risk is greatest on the weekend; 2) Youth feel safest in socially and geographically familiar environments. 3) Crime is mostly opportunistic; and 4) Young people don’t make plans and stick to their usual weekend activities; hence do not follow through on alternatives even if they are presented to them.

SOLUTION:
An app that encourages young people to plan activities by making an active choice to remove status quo bias and publicity or socially commit to planned activities in self-selected safer environments.

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