



Behavioural Change

# **Laicos - Behavioural Change Presentation Deck.**

**2025**

# Content.

- 1 Laicos Mission**
- 2 Laicos Founders**
- 5 Laicos Work**
- 7 Final Statement**

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**LAICOS<sup>®</sup>**

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Behavioural Change

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# Laicos Mission.

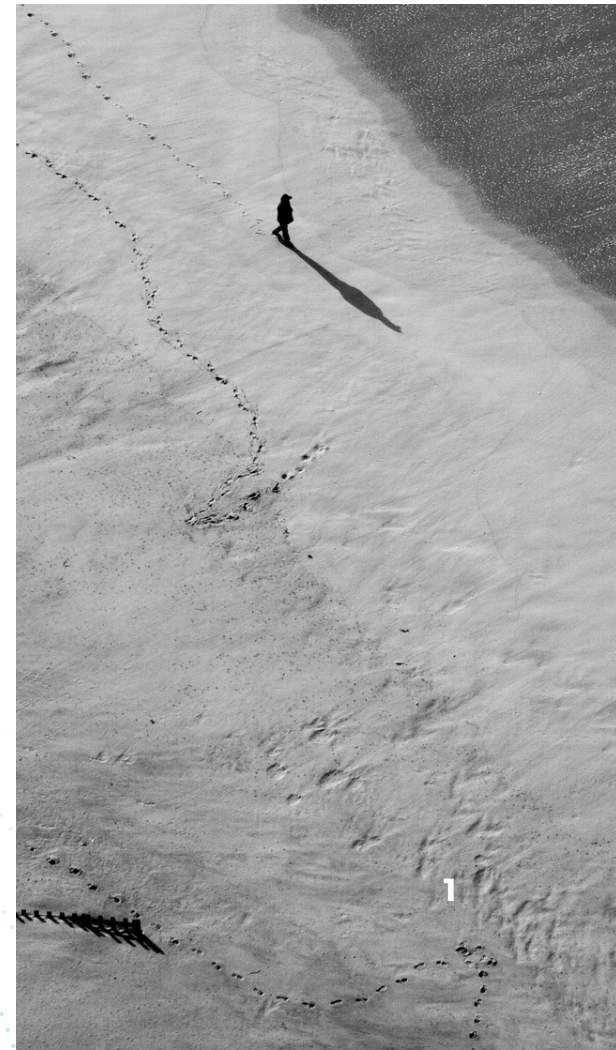
We created **Laicos - Behavioural Change** because we believe in the power of Behavioural Sciences to bring tangible improvements to the world. Not in an optimistic and naive way, but always based on concrete and measurable results.

Throughout our professional career we have been involved in and responsible for the **management, implementation, and evaluation** of various consultancy and training projects in the field of Behavioural Sciences, both inside and outside academic circles.

Our experience in an **academic context** ensures the rigour and scientific validity needed to carry out projects with solid methodologies. At the same time, our involvement in the design and implementation of projects in **business contexts**, associations and **European projects** attests to our ability to adapt and communicate complex results and processes in a simple, clear and attractive way, tailored to the various stakeholders involved.

Our mission is to **solve social challenges in real contexts**, applying tools from Psychology and Behavioural Sciences, using rigorous scientific methods with **evidence-based insights**.

We take pride in our **collaborative approach**, based on establishing close relationships with our partners and clients **in order to respond to specific needs**. We believe that it is through processes of co-creation that we are able to combine our added value with the extensive knowledge of our partners.



# Laicos Founders.



**Madalena Ricoca-Peixoto**

Psychologist, Researcher, and Consultant in Social Psychology. Full member of the Portuguese Psychologists Order (OPP) - nº27999. Co-founder and managing partner of Laicos - Behavioural Change. Applies Behavioural sciences to solve social problems, create change, and promote people's quality of life. Undergoing a PhD with FCT scholarship on "Uses of AI-based digital tools in Portuguese health contexts" at the National School of Public Health, with secondment at Nova IMS and Trinity College Dublin. Head of the evaluation and assessment unit at ARISCO-IPSS, an association for the development, implementation, and evaluation of psychosocial interventions. Former Manager and Coordinator of the case-studies work package in the H2020 Project COVINFORM on social impacts of Covid-19 on vulnerable populations, based on the Ecological-Systems Framework, while working at Factor Social. Creator of the podcast and radio program "Comportamentos de Bolso".

## **Contact Information:**

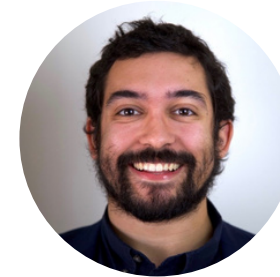
madalena@laicos.pt  
(+351) 919 222 851

## **[LinkedIn](#)**

**CIÊNCIA ID:** 9B10-F457-6560

**ORCID:** 0000-0002-2330-4301





**Lourenço Reis**

Co-Founder of Laicos - Behavioural Change, consultant, and trainer in Behavioural Sciences. Led a mixed methods survey/focus group research project funded by Fundação Calouste Gulbenkian to identify the scholarships preferred by highschool and college students, with a total sample of over 1600 participantes. Trainer in Behavioural Sciences with 300 hours of training and over 380 trainees. Master's degree in Applied Social Cognition from the Faculty of Psychology at the University of Lisbon. Involved in various scientific research projects in the field of Psychology, covering topics such as False Memories, Power, Creativity, Heuristics, and Biases. Passionate about Psychology, Human Behavior, and applying knowledge from these areas to solve complex problems. Creator of the podcast and radio program "Comportamentos de Bolso," where Psychology is discussed scientifically in a relaxed and educational manner.

**Contact Information:**

lourenco@laicos.pt  
(+351) 911066167

[LinkedIn](#)



**Alexandre Vieira**

Co-founder of Laicos - Behavioural Change and a consultant in Behavioural Sciences. His career includes a notable period as a Freelance Researcher at ISCTE and ICS, where he engaged in diverse research projects focusing on Impact Assessment, Racial Bias in Medical Decision-Making, Temporal Bias, and Corruption Processes, spanning out for 3 years. His work is characterized by a strong emphasis on statistical analysis and graphic production, utilizing Psychology as a foundational lens to analyze various themes with a consistent focus on concrete and measurable data.

In addition to his research contributions, he's one of the creators of the podcast and radio program "Comportamentos de Bolso." Through this platform, he discusses Psychology in a scientifically rigorous yet accessible manner, making complex concepts understandable to a wider audience.

**Contact Information:**

alex@laicos.pt

(+351) 962005875

[LinkedIn](#)



## Laicos Work.

We recently led a landmark national study on the state of **financial well-being in Portugal**, in partnership with **Doutor Finanças**, with scientific oversight from the **University of Lisbon's Faculty of Psychology** and **NOVA Information Management School**.

This was the first project of its kind to **comprehensively assess subjective financial well-being in the Portuguese population** — going beyond income and debt levels to explore psychological drivers, such as anxiety, financial confidence, decision-making biases, and behavioural patterns.

Using a demographically representative sample and validated psychological instruments, **we mapped the intersection of financial knowledge, attitudes, behaviours, and well-being outcomes**. The results revealed significant gaps in financial security and emotional resilience, particularly among women, lower-income groups, and individuals without higher education.



These findings are already informing new strategic conversations across public and private sectors.

Following the success of this first phase, we are now leading the **development of a national model of financial needs**, which will culminate in the **creation of a behaviourally-informed diagnostic tool** to support future policy planning, financial service design, and targeted interventions. This tool will allow stakeholders across sectors to identify behavioural vulnerabilities, segment population needs, and design more adaptive, human-centred responses to improve financial well-being nationwide.



**Fig 1.** "Financial Well-being in Portugal" study, conducted in 2024.

## Laicos Work.

We are also actively engaged in the **Smart Health Literacy project**, coordinated by **NOVA IMS** in collaboration with the **Direção-Geral da Saúde (DGS)**, which seeks to **apply advanced data and analysis methodologies to improve public health services in Portugal**.

Within this initiative, Laicos is responsible for leading two critical components: (1) the design and facilitation of focus groups with DGS experts to deepen the qualitative understanding of literacy-related challenges and support the development of evidence-based policy recommendations; and (2) the planning and execution of a public workshop to disseminate findings, promote inter-institutional dialogue, and co-generate best practice guidelines for national health literacy strategies.



Our contribution brings **rigorous behavioural science and qualitative research methodologies** to the project's final stage — ensuring that both the insights collected and the recommendations formulated are methodologically sound, policy-relevant, and actionable. This includes preparing interview protocols, moderating expert sessions, analysing thematic content using recognised frameworks, and co-authoring a technical publication of best practices in health literacy, aligned with DGS and stakeholder priorities.

This collaboration reflects our broader mission: to ensure that research doesn't end in reports, but translates into informed action — **improving the accessibility, effectiveness, and equity of health communication for the Portuguese population**.

## Laicos Work.

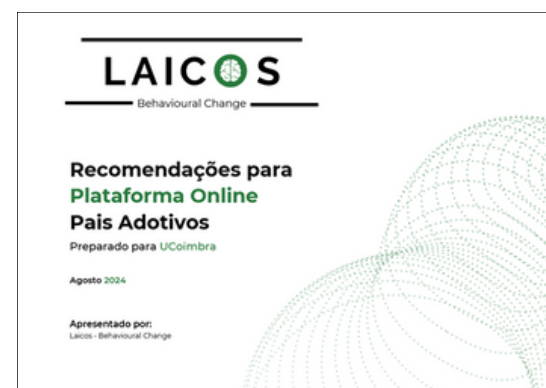
We are currently collaborating with the **Fundação Calouste Gulbenkian** as part of its flagship **Growing Minds Initiative** (GMI), which supports **early-life mental health interventions across Portugal**. Laicos was brought in to embed behavioural science methodologies across the programme's ecosystem, and is currently supporting 17 projects led by clinical, academic, and community-based institutions.

Our work involves **integrating behavioural science throughout the entire project life-cycle** — from diagnosing behavioural barriers (e.g., adherence, engagement, referral) to co-creating tailored strategies, optimising user journeys, and evaluating implementation outcomes. The goal is to **anticipate and mitigate obstacles to change**, strengthen intervention cost-effectiveness, and ensure design decisions align with human behaviour and systemic constraints.



Following a highly successful first year, our involvement has been formally extended beyond its initial scope — a reflection of both the demonstrated value of behavioural input and the positive feedback from project teams on the quality of Laicos support - score of 4.7 out of 5.

**This collaboration spans diverse areas** including perinatal mental health, digital support for adoptive families, and school-based mental health promotion — providing us with deep, hands-on experience in adapting behavioural science to complex, multidisciplinary, and emotionally sensitive domains.



**Fig 4.** Example of an output created in support to an online platform project of GMI.

## Laicos Work.



We deliver a training and consulting project to various social economy entities through [Animar](#), an organization with 30 years of experience promoting local development. This project aims to **empower members of social economy entities to solve challenges in their contexts** using behavioral science tools. Three editions have already been held, with the fourth scheduled for the end of 2025. It includes **group learning** (18 hours) and **individualized consulting** for each entity (20 hours), where the tools are applied to their contexts.



**Fig 4.** Trainee Manual (3rd Edition, 2024) for the Training Program "Theory of Behavioral Change".



We designed and implemented a training product with the aim of applying the methodology of behavioural sciences - **CREATE** - to habit formation and maintenance. Based on the assumption that habitual behaviours are a **foundation for higher levels of physical health and subjective well-being**, we applied behavioral science tools to create habits. After the first edition, **100% of participants would recommend this training to others**.



**Fig 5.** "How to create habits that stick?", visual resource from the training implemented in November 2023.



# Final Statement.

As experts in behaviours, beliefs, and attitudes, our products and services reflect the infinite possible recipes that we can make with these 3 ingredients to **understand and solve** social challenges.

We take pride in our **translational research** approach as we go from fundamental research to applied research, from diagnose to solution, in order to provide data-driven results with a **meaningful positive impact** focusing on changing behaviours and driving positive change in everyday people's lives.

If you are part of an entity that is aiming to bring **tangible changes** to human behaviour, through research or implementation of Behavioural Sciences methodologies, get in touch.

Whether an academic institution, private company, R&D lab, social economy entities, freelancers, et cetera, we look forward to **changing the world**, one behaviour at a time, together **with you**.





Behavioural Change

**Changing the World,  
one Behaviour at a Time.**

**Get in touch.**

home@laicos.pt

research@laicos.pt