Journey for forest landscape programs in Mexico
Identifying women’s behavioral bottlenecks

1. Hearing about the program
2. Aspiring to apply
3. Inquiring about the program
4. Applying
5. Obtaining the benefits from the program

Glossary

Behavioral science: a field based on insights from psychology, cognitive science, anthropology, and economics to better define, understand, and predict human behavior.

Mental models: beliefs, concepts, and frames that individuals use to interpret the world around them.

Scarcity mindset: when a person’s attention narrowly focuses on the lack of a certain (essential) resource, resulting in automatic thinking for remaining decisions.

Self-efficacy: a person’s belief about their ability to succeed or perform certain tasks.

Social norms: informal rules of behavior that are considered acceptable in a group, community, or society.

Status quo bias: a person’s preference for things to remain as they are (status quo), leading to the person experiencing any change as a loss.