Please cite this report as:

Table of contents

Summary of events on behavioural insights ................................................................. 5

Being Green, Consumer Centric and with Well-Functioning Markets and Organisations .......... 9
  What now? New Frontiers for Behavioural Insights .................................................. 10
  Breakout 1.1: Tackling environmental problems ....................................................... 12
  Breakout 1.2: Protecting consumers in the digital economy ....................................... 14
  Breakout 1.3: Organisational behaviour ................................................................. 17
  Breakout 2.1: Achieving green growth with the help of behavioural science ................. 19
  Breakout 2.2: Behavioural insights and making markets work ................................... 21
  Supporting the “behavioural community” ................................................................. 23

Nudging for Good, Responsibly .................................................................................. 25
  Nudging for good: Where can behavioural science help most? ................................... 26
  Responsible behaviours in behavioural science ......................................................... 28

Annex 1. Agendas ....................................................................................................... 31
  OECD-TEN Conference on Behavioural Insights: Agenda, 11 May ......................... 32
  OECD-Meeting on Behavioural Insights: Agenda, May 12 ................................. 37

Annex 2. Who’s who .................................................................................................. 40
Summary of events on behavioural insights

Introduction

On 11 and 12 May 2017, the OECD hosted more than 150 behavioural practitioners from governments, regulators, NGOs, academia, private sector, consumer bodies and multi-lateral bodies such as the World Bank, United Nations Environmental Programme, European Commission, International Labor Organisation, Consumers International, Global Green Growth Institute, Green Growth Knowledge Platform, among others, to a set of events on behavioural insights in public policy.

The events were organised by the OECD’s Public Governance Directorate (GOV), in coordination with the OECD initiative on “New Approaches to Economic Challenges” (NAEC) and as part of the cross-cutting OECD Central Priority Fund (CPF) project on behavioural insights with the Environment Directorate (ENV) and Directorate for Science Technology and Innovation (STI).

On 11 May, the OECD partnered with the European Nudge Network (TEN) to host an open conference. The conference was opened by Ambassador Christopher Sharrock from the Permanent Delegation of the United Kingdom to the OECD and addressed the next frontiers for behavioural science and supporting the behavioural community in public bodies. The conference also addressed specific policy topics that are part of the OECD CPF project, specifically on i) how to create sustainable consumption behaviour, ii) protecting consumers in the digital economy, iii) enhancing organisational behaviour and (iv) making markets work.

On 12 May, the OECD hosted the second ever closed door meeting on behavioural insights for almost 100 public policy officials. The meeting was opened by Ambassador Michelle D’Auray from the Permanent Delegation of Canada to the OECD. The meeting explored the topic of how behavioural science can be used in major policy agendas for good and how behavioural practitioners can ensure that the science is applied responsibly. The keynote address was delivered by Professor Mohan Munasinghe, who shared the noble peace prize in 2007 and Eldar Shafir, Professor of Behavioural Science and Public Policy from Princeton University provided guidance for officials. The discussion showed that the sustainable economic growth required to deliver on the COP 21 agreements, Sustainable Development Goals and inclusive green growth requires changes in consumer, governmental and private sector behaviour in a concerted effort. In addition, the meeting discussed how the behavioural community gathered will need to develop a “responsibility” framework of ethics for policy makers, behavioural scientists and the private sector.

There were calls at the meeting and afterwards for the OECD to continue to play a key role in behavioural science in governments and public institutions as well as in its application to support specific policy goals. The meetings and conferences will feed the future work of the OECD in this field with the numerous partners at the events and that have also been part of wider OECD work on behavioural insights.
The events were attended by a global audience including from Brazil, Costa Rica, Ethiopia, Mexico, South Africa, all across Europe, United States, Canada and for the first time the newest and largest gathering of Behavioural units and initiatives from the Middle East (Qatar, Saudi Arabia, Lebanon and Tunisia).

The full programme of the seminar is in Annex 1 with a who’s who of the speakers.

For more information contact Faisal.Naru@oecd.org or Filippo.Cavassini@oecd.org

Key Messages from the events

✓ Behavioural science has gone beyond the “disruption” phase in public bodies with over 130 government units, initiatives, capacities and partnerships established globally in every continent;

✓ Behavioural insights initially focussed on individual or micro-level “nudges” – which are a type of application, but has evolved to encompass wider behavioural social science disciplines in public policy;

✓ There can be greater gains and focus for behavioural science to address the meso-level issues in policy. These will go some way to assisting the macro-level concerns that cannot be addressed, and should not be expected to solely be addressed, by behavioural practitioners;

✓ Different country contexts and attitudes towards behavioural science are leading to different approaches such as debiasing to using biases to boosting or empowerment.

✓ Behavioural science is ultimately about “encouraging, assisting or making” better decisions, mainly by individuals and also now organisations. There are varying acceptances of whether a decision is “a better decision” which are contextually specific and dependent – politically, socially, and culturally. Nonetheless the criteria for when a decision is a “a better decision” should be understood well by public bodies when applying behavioural interventions;

✓ It is also necessary to understand the criteria applied for decisions by policy makers, legislatures and politicians on whether and how to intervene. Public bodies should ensure that behavioural science is forming the function of providing impartial, objective and tested evidence and socially responsible scientific advice in public policy decision making;

✓ Behavioural science initiatives in governments and public bodies should adopt a multi-disciplinary approach to addressing policy problems and not become compartmentalised. The “silo-effect” of policy institutions is something behavioural initiatives can address and not become victim to.

Needs for behavioural practitioners

- There is a need for behavioural practitioners to continue to manage expectations and build an appropriate narrative for its application in public policy. This will be different according to contexts;
• There is a need for an ethical framework for i) behavioural scientists, ii) policy makers and iii) private businesses, in the application of behavioural science in public policy;

• Encourage and support the diversity of expert opinions on methodologies and approaches in applying behavioural science in public policy to maintain standards and drive innovation;
Key Insights and Conference Summary

OECD-TEN Conference
11 May 2017

Behavioural Science in Public Policy:
Being Green, Consumer Centric and with Well-Functioning Markets and Organisations

Following the OECD publication of over 100 cases of the application of behavioural insights to public policy, it is clear that the practice of behavioural insights is being used to develop smarter, more efficient, and more effective policies and programmes. The OECD-TEN conference focussed on sustainable consumption, consumer protection in the digital economy, organisational behaviour and financial markets, highlighting new thinking and practices from across the world. Through these topics, the conference discussed ways that policy makers can learn from each other’s experience, progress these new approaches, and get more behavioural practitioners and policymakers involved in joint work with the OECD and other partners in the future. The conference also questioned the next frontiers and how the behavioural community can support itself to be successful globally.
What now? New Frontiers for Behavioural Insights

**Key insights:**

- Behavioural science should be applied in multi-disciplinary teams to address public policy issues and especially for more complex issues and addressing long term habits.
- Behavioural insights could further expand by not only focusing on the individual but also by considering interventions that focus on larger groups or organisations. This can be achieved by complementing behavioural insights with concepts from fields such as industrial psychology, organisational psychology, and data science.
- Behavioural science should look at harnessing the potential of big data to better inform the design and implementation of behaviourally-informed policies and interventions. This will be necessary in the digital economy and wider digital world. It also raises concerns over data sovereignty and integrity.
- The long term effects and unintended consequences of behavioural interventions should be researched and monitored to maintain the appropriate use of the science in public policy;
- Challenges in the use of behavioural insights, includes the need to build capacity, develop standards, and further explore ethical issues in the introduction and application of behaviourally-informed policies and interventions.
- Good governance of behavioural science in public policy is essential, especially when partnering with external bodies.
- Sustaining dialogue on different practices and initiatives is important to avoid any duplication and avoid the same mistakes in the delivery of behaviourally-informed interventions.

The practice of behavioural insights in public policy has come a long way over the past five years. An increasing number of countries from around the world have been adapting various behaviourally-informed tools and methodologies to improve the way policies and interventions are formulated and delivered. Evidence is growing that it is helping a substantial number of governments around the world in introducing more cost-effective interventions that contribute to the overall welfare of businesses and citizens. Platforms that support sharing and identifying good practices in public policy can provide scale and help countries and organisations continuously learn and improve the development and application of these behaviourally-informed policies and interventions.

Behavioural insights could therefore benefit from cross-sectoral knowledge sharing of the different practices and tools being used to better inform its application in order to make a bigger impact. Moreover, the application of behavioural insights is now moving to more complex policy areas. Behavioural insights are now being used on different social and political issues including unemployment, education, health, and even anti-corruption. The concept is also shifting its focus from the individual level to the organisational level.
In the age of big data and digitalisation, behavioural insights can benefit from insights from other disciplines such as data science, industrial psychology, and organisational psychology. Big data has great potential to make diagnosis more powerful and to better target interventions and tailor them to local conditions. It could also consider behaviourally-informed tools that not only nudge the behaviours but also empower the actors in the process. The sovereignty and integrity of data in the digital economy is a particular issue for consumers and their behaviour in the digital world.

Furthermore, systematic monitoring and evaluation of the tools, methods and long term effects will be critical to ensure the sustainable use of behavioural insights in public policy. At the same time, stakeholder engagement and increased transparency will play an important role. Studies are being conducted across different regions around the world on how countries agree to the use and implementation of behavioural insights as well as the factors that influence their approval rating.

However, as the application extends in depth and scope, it is important to continue to build capacity, introduce standards in its practice as well as consider the importance of ethics and good governance in the practice to avoid risk of misuse. This is especially the case where more public bodies partner with external organisations to conduct behavioural studies and experiments.
Breakout 1.1: Tacking environmental problems

**Key insights**

- Behavioural insights can improve policy makers’ understanding of the behavioural drivers of environmental problems and help them develop more effective policies to tackle them.

- Behavioural interventions are common in the energy domain. In contrast, the potential of behavioural insights for shaping policies prompting sustainable transport and food choices, waste prevention and compliance with environmental regulation is still largely underexploited.

- Innovative interventions, such as those based on gamification, can help vulnerable social groups to make greener consumption decisions.

- Testing the effects of resource-saving technologies before rolling them out can provide a much more accurate view of their effects on consumption and a better understanding of the behavioural mechanisms responsible for these effects.

- Knowledge gaps include the persistence of the identified effects of behavioural interventions; their cost-effectiveness; and their welfare implications.

- A user-centred or lifestyle perspective can assist understand behaviours. This is context specific as lifestyle preferences are affected by social and environmental factors, and evolve with time and changes in society.

**Summary of discussion**

Behavioural insights can improve policy makers’ understanding of the behavioural drivers of environmental problems and help them develop more effective policies. Drawing on interventions initiated by ministries and agencies responsible for environment and energy, as well as cross-government behavioural insights teams, the OECD report “Tackling Environmental Problems with the Help of Behavioural Insights” portrays how behavioural science has been used in the policy-making process. The report covers a variety of policy areas: energy, water and food consumption, transport and car choice, waste management and resource efficiency, compliance with environmental regulation and participation in voluntary schemes.

The OECD report shows that the majority of government-initiated behavioural interventions are aimed at inducing energy conservation and investment in energy efficiency. However, the potential of behavioural insights for shaping policies aimed at prompting sustainable transport and food choices, waste prevention and compliance with environmental regulation is still largely underexploited.

The report also identified a number of remaining challenges in the application of behavioural insights to tackle environmental problems. First, little is known about the persistence of the effects of behavioural interventions, as well as about their robustness across different geographical and cultural contexts. Second, information about the cost-effectiveness of relevant interventions and their welfare effects is largely lacking. Third, there is very little knowledge of the possible outcomes of the interactions between behavioural interventions and more traditional policy tools (e.g. taxes and regulation).
Behavioural insights are also being applied by consumer organisations. In Australia it is being used to assist low-income households in overcoming barriers to energy efficiency and better manage their energy use. For instance, various initiatives were tested across a range of vulnerable consumer groups (e.g. new parents, social benefits recipients). Interventions include home visits to provide energy efficiency information, retrofitted, installation of in-home displays, and gamification. The last intervention was based on an app designed to increase young consumers’ awareness of their energy consumption and expenditures and led to an 11% reduction in average household electricity use.

Environmentally friendly technologies are also being behaviourally tested for their effectiveness. In Costa Rica, a randomised control experiment was used to test the impact of water-conserving technologies (e.g. tap inserts aerating the flow of water) on water consumption. This study shows that installing such technologies can reduce water consumption by 10.7%. Ex-post impact assessment of water-conserving technologies may differ from ex-ante engineering estimates because of a number of reasons, such as rebound and moral licensing effects. The study also found that there are positive private net benefits from the installation of these technologies but their magnitude is relatively small. This may explain the limited uptake of these technologies. However, their installation was also shown to have a positive impact on social welfare.

More broadly, there is a large and fast-growing academic literature using large scale randomised controlled trials to evaluate the effects of behavioural levers on consumption decisions. Some insights include:

- **Persistence**: there is some evidence that the impacts of behavioural interventions can last beyond the end of a policy pilot, but this tends to require long treatment periods.
- **Spill-overs** to other domains vary by case and can be negative.
- **Policy interactions**: interaction between traditional policy tools (e.g. incentives) and behavioural interventions can be negative (e.g. crowding out), but often cancels out thanks to heterogeneity in responses across different social subgroups.
- **Welfare implications** of behavioural interventions are not clear yet. They deserve greater attention, especially as they could shed light on the acceptability of such interventions.
- **Regional variations**: contextual factors have been shown to matter but most of the evidence comes from studies carried out in industrialised countries. More research is required to test impacts of behavioural interventions in emerging economies.
- **Targeting subgroups**: behavioural interventions affect different people differently. Targeting can improve policy efficacy, and is now becoming possible thanks to data and technology, but raises ethical and privacy concerns.
- **Mechanisms**: observed behavioural changes can be attributed to different mechanisms, which can partly be disentangled through experimental designs.

Sustainable consumption behaviour requires a shift in traditional sustainability messaging, which traditionally is perceived as mandating a downgrade in consumption patterns and hence lifestyle. Therefore, viewing sustainable consumption behaviour as about having sustainable lifestyles can provide a different avenue and insight into why people make certain decisions. It is complex to define a sustainable lifestyle, as it is multi-disciplinary in nature and encompasses a number of domains: food, housing,
mobility, consumer goods and leisure. Also, there is no single, universal definition of sustainable lifestyle: lifestyle is very much context-specific since lifestyle preferences are affected by social and environmental factors and evolve with time and society. However this “user-centric” approach may have potential greater gains based on an understanding of the daily context within which people actually make decisions.

Breakout 1.2: Protecting consumers in the digital economy

**Key insights**

- The digital economy has the potential to offer real benefits for consumers in terms of reduced transaction costs, access to more information and a wider range of products, and the ability to undertake transactions almost at anytime from anywhere.
- However, the digital economy also presents a new range of risks for consumers. There are problems of asymmetric information as consumers may not understand how digital businesses make their money, price their products, or collect information about consumers.
- Further, there is the potential for consumer detriment in respect of online pricing. In particular, the digital economy lends itself to drip pricing practices, dynamic pricing, and personalised pricing, and the effect of these on consumers (and service providers) is still largely untested.
- Different types of vulnerable consumers may emerge in the digital economy. In particular, the digital economy is largely based on text, and so illiterate consumers are likely to be at a disadvantage in the digital economy, as will less computer literate consumers.
- While there are some potential risks, the digital economy presents an excellent opportunity for behavioural researchers to undertake empirical work and laboratory studies. It is much easier to control such experiments in an online environment as compared to in face-to-face transactions.
- In respect of the potential consumer issues identified, it is not yet clear whether consumers will need additional safeguards or whether businesses will have sufficient incentives to operate in consumer friendly ways. If further regulation is required, it is not clear what form this regulation should take but behavioural experiments could inform this.

**Summary of discussion**

The digital economy is growing and allows consumers greater access than ever before to a wide range of consumer goods and services. In addition, it is changing when, how, and why consumers make purchases. There are real advantages in terms of lower transaction costs and a wider range of products and services on offer. The collaborative economy offers particularly interesting opportunities, both for consumers as purchasers and individual sellers or providers. However, consumers may also face new challenges as businesses have new opportunities to exploit consumers’ behavioural biases (for example, allowing consumers to access credit at the touch of a button). More generally, the full
understanding and control that business maintain over the online interface with consumers may exacerbate information asymmetries.

The digital economy lends itself to empirical work for behavioural insights. It is essentially a controlled environment in which laboratory experiments can easily be conducted. This offers opportunities for policymakers to test particular regulatory interventions relatively cheaply before implementing them. For example, in cooperation with price comparison websites, laboratory tests have shown that the way in which the term of a loan is framed has big implications for consumer decisions. Such learnings could be used to inform regulatory interventions to ensure “decision friendly” interfaces in the event that these are not provided by the market.

The digital economy allows for the refining and scaling of algorithms that can change prices over time and potentially, for different consumers. In particular, it can facilitate drip pricing, dynamic pricing and personalised pricing, which all have behavioural dimensions. Drip pricing has already been studied extensively, and is banned in a number of jurisdictions, but the consumer impacts of dynamic and personalised pricing are yet to be fully understood.

In relation to dynamic pricing, behavioural insights are being applied on the supply side. For example, to try and avoid surge pricing Uber uses various ‘nudges’ to try and attract drivers. These make use of behavioural biases such as framing and loss aversion. As consumers increasingly become service providers in the peer to peer economy, this raises new concerns for citizens as both consumers and providers.

Personalised pricing raises other issues for consumers. In particular, while it may be economically efficient, such pricing is likely to be viewed as “unfair” by at least some consumers. However, this calls into question whether fairness is sufficient grounds for policy intervention, and whether attitudes on fairness, and what is fair, are stable over time. This is an area that would benefit from future research. Even if regulation or other policy interventions were found to be appropriate, it is not clear, at this stage, what interventions might be warranted. Or if this required an adaption of existing policies of the service provider, mandated or encouraged by governments and regulators.

There is also a link between consumer protection and competition. In particular, in some cases companies might exploit consumers due to having market power and that such cases would be better pursued under competition law. Indeed, it was noted that in some cases competition could drive businesses to act in ways that empower consumers. For example, competition could encourage businesses to design user-friendly webpages that allow consumers to make sound decisions. Further, it was recognised that engaged consumers are central to ensuring effective competition. In this respect, ensuring that consumers that want to switch can switch is key and behavioural insights could inform this. Other examples of the interface between consumer protection and other policy domains can be seen in the collaborative economy, which has implications for workers' rights and the environment.

Consumer policy should be user-driven, responsive and effective. In this regard, collaboration between government agencies, consumers, and businesses is important for developing effective consumer policy. The concept of vulnerable consumers differs online and offline. This can also change according to circumstance and over time. It was recognised that illiterate consumers and consumers that are less capable with technology might be particularly vulnerable as they cannot access the full benefits of the digital
economy, and might be at greater risk of being unfairly targeted to the extent that they do engage in activities online.

Behavioural biases in consumers can be totally rational responses. For example, it would not make sense for consumers to read all the terms and conditions they encounter online. In such cases, policy makers should recognise that increasing the amount of information that businesses have to provide to consumers might not help consumers. Instead, policy makers might need to instead consider how and when information is provided, and whether government agencies and businesses themselves have to play a greater role in protecting consumers online.

The changing roles of consumers online, and increasingly complex supply chains, complicate issues of liability and ownership, and need to be investigated by policy makers. In this context, the timing of any consumer education programs was noted as crucial to its success and is something that could potentially be better understood with behavioural experiments. Ultimately, if consumers are not confident in their dealings in the digital economy this will affect its growth and limit the benefits it can provide to consumers.
Breakout 1.3: Organisational behaviour

Key Insights

- The majority of applications of Behavioural Insights in public policy have been focused on influencing individual behaviour.
- While often we assume that organisations and individuals will act in a rational way. However this assumption can lead to sub-optimal policy with unintentional undesired outcomes.
- In considering the application of behavioural insights to organisations, it is important that this leverage the existing research on organisational behaviour.
- Organisations are very interested in understanding consumer preferences and consumer behaviour, and recent research has been around corporate social responsibility and sustainability.
- Approaches to applying BI at the organisational level includes tools that organisations can use to integrate into their existing processes as well as institutional changes – such as recruitment processes, internal procedures, management practices.
- Behavioural Insights can also be applied to understand the rationality of decision making at an organisational wide level, and in that context develop organisational wide interventions to address biases in decision making such as corporate governance and leadership behaviours.

Summary of discussion

Behavioural Insights can be applied to understand organisational behaviour, but it is important to frame its application in the context of the existing relevant fields of research – such as organisational psychology. In particular, the field of organisational psychology provides a number of salient insights on organisational behaviour; including that sometimes removing barriers isn’t enough (learned helplessness), there may be more to work motivation than monetary rewards and incentives (rewards may have become negative reinforcers once withdrawn), and that not all goals are equally motivating (they must be challenging, specific, accepted, and accompanied by feedback). That said, it can be important to recognise that not all organisational problems are necessarily behavioural and recognise the potential for fundamental attribution error and confirmation bias.

Behavioural Insights can be applied to assess the effectiveness and improve outcomes from current organisational practices — for example, in recruitment processes. The Behavioural Insights Team has applied Behavioural Insights to examine whether biases exist in current CV based recruitment processes and whether the selection process can be redesigned to address them. Refinements to the selection process included anonymising applications (to address stereotype bias and affinity bias), chunking applications (so reviewers compared the same elements of applications horizontally rather than reviewing the complete application), and implemented an independent assessment process (to eliminate fatigue, error or bias and eliminate groupthink). This research found that CV based recruitment methods would have eliminated 60 per cent of final recruits identified from the behaviourally informed recruitment method.
Organisations are also investing in gaining a better understanding of what their customers value and their behaviour. In particular, the Cone/Ebiquity Global corporate social responsibility (CSR) study looked at consumers’ views on CSR and their expectations of CSR from the products that they purchased. The study found that consumers embraced CSR as a universal expectation for companies, but also something that they embraced in their own lives. Further research has been recently conducted on how incorporating sustainability messaging impacts on consumer’s preferences, and also recycling behaviour.

Behavioural Insights has also been applied to test the extent to which inherent biases can affect decision making at an organisational level. In particular, cognitive biases (e.g. confirmation bias, sunk cost fallacy, framing, and risk taking for self vs risk taking for others) can impact on the quality of policy making and implementation in national and international bodies. This may merit targeted interventions to address these biases and improving policy design and delivery through objective, impartial, and accurate use of data, information and evidence.
Breakout 2.1: Achieving green growth with the help of behavioural science

Key Insights

- Behavioural insights have been used in helping countries achieve green growth. Many of these have been focused on improving sustainable consumption – in water, energy, or consumer goods.
- However, studies, policies, and interventions using behavioural insights have placed very limited focus on the developing country context.
- Impacts from behaviourally-informed policies and interventions in the field of green growth are dependent on the ease and extent of the implementation. For example, more complicated forms of interventions that require changing the goals and objectives of an individual or group result in greater positive impacts.
- Therefore, methods and tools that encourage civic engagement and facilitate change in norms and habits can have bigger impacts in achieving green growth, especially in relation to encouraging more sustainable use and consumption of resources.
- There is also a need to scale up interventions that have already worked.
- Knowledge gaps remain in the implementation of behaviourally-informed policies and interventions, notably in relation to the limits of its effectiveness.
- There is no one-size fits all solution to green growth challenges. It is therefore important that policies and interventions are tailored according to the context, people, and institutional structure in which it operates.

Summary of discussion

The application of behavioural insights is extending even beyond the field of green growth to help countries design behaviourally-informed policies and interventions that support sustainable use of environmental resources whilst fostering economic growth and the overall welfare of citizens. Although behavioural insights have indeed been applied across different countries, limited focus has been placed on developing country experiences. There is opportunity for developing countries to harness the benefits that behavioural insights can offer in the application of green growth, given the emerging trends in relation to population growth, technology, and agriculture. Developing countries can therefore benefit from studies, policies and interventions that are tailored to their specific contexts.

Yet, to what extent have these behaviourally-informed policies and interventions influenced the application of green growth? Evidence shows that the impacts are dependent on the ease and extent of the intervention. For example, impacts are felt less when we simply focused on changing the parameters and the stocks and flows in the system; whereas, interventions that modify the worldview, paradigm or goals in the system can result in more significant impacts. The latter intervention would therefore require looking at large groups of people and how they interact and are influenced by their environment. This is particularly relevant in the pursuit of more recent green growth topics such as sustainable consumption, where the decision to consume sustainably is often influenced by the decisions made by social groups and peers.
Evidently, the use of behavioural insights has made it possible for governments or institutions to get to know more of their users or consumers and to better understand the factors that frame their choices. It has also helped engage people and organisations in sustainably remaking our places on the planet. Research shows that social norms, framing, as well as green defaults have been some of the useful tools that contribute to improving policies and interventions that encourage more sustainable use of resources. However, in order to achieve greater impact, behaviourally-informed interventions on green growth could also consider tools that encourage civic engagement to help facilitate the change in norms and habits among peers. This likewise includes methods that focus on non-numeric framing such as the removal of intertemporal biases among groups and the use of rewards and incentives.

In fact, a number of interventions have already worked to support the green growth agenda; yet, there is a need to scale up these interventions to ensure that these are making a bigger impact on the community or country level. Indeed, many limitations and uncertainties exist, including the extent to which the impacts of these interventions are felt. Yet this is similar for the impacts of interventions that are not behaviourally-informed. In the process, it is also important that countries and institutions also consider the need to explore ethical aspects associated with nudging. Other significant knowledge gaps in the application of behavioural insights in green growth also include:

- What are the conditions to make nudging effective and who decides on the nudging?
- How do we make the link between macroeconomic growth and individual behaviour?
- How different is the practice of behavioural insights in developing countries?
- What are the social situations and sectors in the economy where changing behaviours are not most effective?
- How much behavioural change is enough? What is the tipping point?
- What is the scale as to which we should intervene? At the local, national, corporate, individual or household level?

Indeed, behavioural insights can contribute in developing solid evidence-based policies and interventions that contribute to the green growth agenda. But, it is not a panacea. Incremental progress can be achieved through this process; however, given the complexity and urgency of countries and institutions meeting environmental commitments, there is also a need to consider stringent policies that could help complement and accelerate the transition towards more sustainable and energy efficient economies. Nevertheless, it is important to note that there is no one size fits all solution and that the effectiveness of the interventions depends on the context as well as the people or organisations involved. Behavioural insights policies and interventions would therefore need to be more targeted to the context and institutional structure as well as look for ways to help address this diversity.
Breakout 2.2: Behavioural insights and making markets work

**Key Insights:**

- There has been an evolution in financial services and the possible applications of behavioural insights, especially in developing and emerging economies, from microfinance to the uptake and use of digital banking.
- In the financial sector, behavioural insights have been especially used to encourage consumers to use new services and facilitate the use of user-driven processes.
- Behavioural insights have been also used in tax collection through personalisation, simplification and social norms, especially to ensure on-time payment and reduce errors.
- These applications highlight the importance of understanding not only what works but, equally important, what doesn’t work (some social norms may be effective in one cultural and social context but not in another)
- Equally important is embedding capability in public organisations to use these tools. Communities of practice can be an effective way to facilitate learning, exchange of experiences and capacity support.
- The effective use of these tools will also hinge on a sea change in the approach to regulation and delivery of public policies.
- There is growing evidence that sanctions do a poor job in affective future behaviour and there is a progressive move away by a number of regulators from pure deterrence to support and advice to ensure compliance.
- This in part the ethos behind ethical business regulation: people respect the rules if made fairly, applied fairly and conform to the individual and internal moral values. This calls for a new regulatory model based on the idea of co-regulation in between self-regulation and command and control.

**Summary of discussion**

Behavioural insights is being used to move financial products and markets forward, helping provide access to those who would otherwise be unable to access these markets. This is being driven by an evolution from microloans to digital financial banking in developing countries, which has resulted in an unprecedented expansion in access to hundreds of millions of previously underbanked individuals. This has the scope to leverage economies of scale, lower transaction costs and improve welfare, but only if accounts are actively used as many are left dormant or unused. As a result, behavioural insights are being used to help understand why usage is low through iterative A/B testing, which uses low-costs modifications to existing products. This is currently being used in 14 countries in South Asia and Sub-Saharan Africa to tackle problems associated with product adoption, meaningful product usage and efficient underwriting.

The results of A/B testing are showing many of the classical behavioural barriers to financial inclusion, including status quo bias, choice overload, loss aversion, faulty mental models, and lack of salience. As a result, behavioural practitioners have tweaked messages that address these behavioural bottlenecks in both SMSs and user interfaces, resulting in increasing engagement by 17-25% in Tanzania and an increase in deposits by
45% amongst active female customers in a Nigerian bank. Moreover, in Tanzania, deposit and loan balance inquiries increased for four weeks, despite messages only happening in the first week. This demonstrates the possible lasting effects of behavioural messaging.

Behavioural insights are also gaining traction as an agent of change within organisations and agencies of government. This is largely the result of the maturation of the field, from a few pioneers to a global community of practitioners who help push the field into new frontiers. This has also been driven by heterogeneous ‘spectrum’ of adoption, ranging from a concentrated unit in the centre of government to a more diffuse model of practitioners throughout government. One example of this maturity process in a diffuse model comes from the Internal Revenue Service (IRS) in the United States, which is focusing on building a culture of applying behavioural insights across the Service by producing a behavioural insights toolkit. This toolkit serves as a unifying source of information for the entire agency built around a framework for applying behavioural insights and examples from other domains to improve communication and transparency.

In Ireland, their Tax administration ran a series of 20 randomised controlled trials over six years to investigate the use of behavioural insights on increasing compliance, which may in turn help make markets work through enhancements in equity, efficiency and information. Their research shows that wording, design and tone can have potentially large effects on influencing voluntary compliance behaviour, even with seemingly insignificant changes. Moreover, while these focused on written communication procedures, the insights can, and should, be considered in any form of communication, including electronic channels. However, it is equally important to learn what does not affect compliance behaviour to know what works, and what does not, so as to improve the efficiency and effectiveness of government interventions.

Behavioural insights can also be applied to the regulatory space, both in terms of improving compliance with regulated entities but also how compliance can be improved within companies between the authority and workers. Reviewing UK agencies enforcement policies, it has been discovered that sanctions do not affect future behaviour. As a result, evidence is showing that there is a general shift from deterrence-based regulatory policy to supporting companies through ethical business regulation. This shift is based on the behavioural finding that people respect the rules if made fairly, applied fairly and conforms to the individual and internal moral values. The result is a new regulatory model that focuses as much as possible on outcomes, rather than rules, and operates in between self-regulation and command-control styles of regulation. In practice, this means that business who “do the right thing” receive light-touch regulation, and business do not receive sanctions, unless in the most extreme cases. In the United Kingdom, the estimated potential public sector savings could be as high as UK Sterling 620 million with the ethical business regulation model according to Prof. Hodges.
Supporting the “behavioural community”

**Key insights:**

- Over the past few years, the international behavioural community has begun to bring itself together through open organised collectives, and with the support of multi-lateral networks and bodies such as the OECD, TEN and BSPA.
- As the use of BI moves forward this community needs to continue to convene and bring together the different disciplines and professions that compose it.
- The community will have to address the need for more normative guidance on BI, such as a code of conduct and agreed definitions of terminology.
- Accessibility and reliability of data on the use of BI is starting to be addressed by a number of databases and initiatives.
- …But there is a need to ensure that these do not duplicate efforts and are appropriately fed by new examples to remain meaningful.
- …And these initiatives should seek to be inclusive also from a linguistic (and therefore cultural) perspective.
- Experimenting with BI is an iterative process with as many (or more) failures as successes. The community bears the responsibility in disseminating both results and promoting learning from failures. Especially as we move from incremental changes to more complex policy questions.
- The probability of failure may make it more difficult for governments to pilot BI given strict internal and external control mechanisms.
- The OECD stands ready to support and contribute to the work of the behavioural community.

**Summary of discussion**

Behavioural insights has become entrenched in government processes and practices, and now represents a true ‘agent for change’ in 21st century policymaking. This has been largely the result of a 10-year-long effort to build a ‘behavioural community’ of practitioners who are focused on advancing the field collectively. What the community needs to keep growing is a way to access information being produced, as well as set standards to ensure that new entries into the field continue to grow the discipline in a mutually-beneficial manner. To promote the dissemination of information, international partners have developed platforms for sharing best practices, including BSPA (BSPA Archive), ideas42 (BHub), OECD (Behavioural Insights and Public Policy: Lessons from Around the World), and TEN (Nudge Database). Through utilising a community-based approach, the field can better use resources and prevent duplication.

To enable dissemination further, the community needs to think of both how and what they are presenting. On the one hand, most databases and resources are in English, which effectively limits the size of the population who can utilise these resources to their advantage. However, difficulty translating the information to other languages exist. Meaning and context change from one language to another, and some languages may not even have the vocabulary to properly convey behavioural insights and its cultural connection to different societies. Nonetheless this is an essential need given the
widespread use of behavioural insights outside of native English speaking regions (e.g. Africa, Asia, Continental Europe, and Latin America).

A key part of the scientific method is testing and re-testing, engaging in an iterative process to find out as much what did not work, relative to what does. It is important for the behavioural community to discuss both sides of the results, knowing that there is something (or even more) to be learned from failure as well. This latter point is even more important as we begin to apply behavioural insights to more complex policy problems, which by nature will involve more null results that can serve as opportunities to learn. Some journals and labs are beginning to do this, but the community needs to push this agenda further. There is space for governments to serve as a leader in this regard.

The OECD stands by to help the community continue to have these discussions, serving as a forum for exchanging case studies and lessons learned to advance the field. Furthermore, the OECD is a unique body that supports coordination between policy makers in over 50 policy fields and the ever-grown community of behavioural practitioners. Language and accessibility are two areas of future work, which also include providing a rating system to evaluate the quality of experiments, a common definition of behavioural concepts, and possibly a code of conduct for practitioners inside and outside of government.
Following the seminal OECD Seminar on Behavioural Insights held in January 2015, the OECD hosted a second closed door seminar for 100 public policy officials and practitioners of behavioural science to discuss under Chatham House rules the current and upcoming key issues in public policy. The theme of this meeting was “Nudging for Good, Responsibly”. First the meeting discussed how behavioural insights can have an impact in some of the major “responsibility agendas” such as inclusive growth, SDGs and equality. Secondly the meeting allowed for an open discussion on what the behavioural community needs to do now ensuring that the practice of the science continues to benefit public policy and maintains its integrity.
Nudging for good: Where can behavioural science help most?

**Key insights:**

- Behavioural insights are most effective in areas where governments lack the institutional adaptability and innovative capacity to respond to changing social, economic and political contexts in a multi-disciplined approach.
- The field has progressed to a relatively advanced stage of development, enabling practitioners to start distilling what we know works in regards to the design, implementation and evaluation of policy and tailor it to meso- and begin to consider macro-level policy issues.
- Global sustainable development can be helped by behavioural insights by integrating inclusive growth, green growth and sustainable development.
- The focus of an integrated solution should be on changing the values and behaviours of individuals and organisations to promote a unified and sustainable ‘inclusive green growth’ agenda.
- The OECD and its member countries have a significant role to play by leveraging innovative, behaviourally-oriented solutions that span policy fields and influence individuals, marginalised individuals, business leaders, and other stakeholders.
- It is up to behavioural practitioners from around the world to develop sound research and engage in thoughtful pilots to gauge where best to apply behavioural insights to inclusive green growth and sustainability.

Behavioural insights have empowered government to do more to help citizens in an era defined by limited budgets and demands for efficiency and effectiveness. It brought innovation and flexibility into a system not necessarily built for adaptability to respond to swift changes in the social, economic and political landscapes. Nearly a decade after the Financial Crisis, behavioural insights continue to provide ways for government to innovate in areas such as recruitment, health, retirement, and others. Increasingly, however, resistance to policies created to encourage and enhance Globalisation has rapidly increased the need to figure out innovative solutions to what went wrong, and how we can push inclusive growth.

Behavioural science has much to offer in this regards. With the level of advancement of the practice, we can now start distilling lessons with respect to design, implementation and tailoring different behavioural insights to help segments of the population obtain a better life in regards to inequality, education, sustainability and inclusiveness. This will require the behavioural community to start to think about how behavioural insights can be scaled to meet the demands of some of these programmes to ensure its impact on different sectors and regions, as well as to start thinking about the ethical development of the field.

In this context, Professor Mohan Munasinghe delivered the keynote address on inclusive growth, and how government and society as a whole can interact. Global sustainable development requires integrated solutions to major problems of sustainability, and the inclusive growth green pathway is the way to achieve shared prosperity. **Changing behaviours and values is central to supporting these inclusive green growth solutions.** Achievements can be accomplished on many fronts, including making development more sustainable with empowerment, action and foresight; harmonizing economic, social and environmental action into one ‘green growth path’; building...
essential ethical and moral values, especially among youth, civil society and businesses to nudge government to do the right thing; and, implement these actions across the various sectors of society.

The OECD and governments around the world can figure out how to translate this message into action by translating effective insights applied at the micro- or individual-level to meso- and macro-level policy actions. A reason for inaction here is the level of complexity of the problems: individuals feel very small inside of a very big problem that – together with a lack of unified scientific opinion, information overload, and status quo bias – eventually feeds inaction.

Effectively addressing this requires policymakers to link micro- and meso-levels to aggregate solutions from the individual but also other levels to promote positive behavioural change, include forgotten sectors of society, and strongly embed new cultural norms and habits into daily life.

Achieving the inclusive green growth and sustainable agenda will also require organisational change of governments, regulators and the private sector. Behavioural science can assist to identify and or address the various behavioural issues that prevent institutional changes.

OECD countries have a role to play in using existing levers to try and promote behavioural changes. For instance governments could consult and test with citizens to find out what morally-acceptable causes they would like a small percentage of their taxes to go to, thereby encouraging them to pay their taxes in the first place. Collectively, OECD countries have the power to push back against companies to encourage them to take a sustainable approach to consumption. There are platforms with business leaders from important multinationals, where they could be encouraged in a dialogue of “socially-responsible nudging”. Countries can also look within, looking at where the impact is being concentrated, such as in cities which can be manageable “policy labs”, where solutions can be implemented that have possible spill over effects on interrelated problems.

However, this will require managing expectations as the community embarks into a new field and will take time to move from diagnosis to trial to real implementation. The impacts of behaviour are not always clear, nor are the linkages to correct policy responses. It is up to behavioural practitioners around the world to develop sound research and engage in thoughtful pilots to gauge where best to apply behavioural insights to inclusive green growth and sustainability.
Responsible behaviours in behavioural science

**Key insights:**

- The use of BI raises a variety of ethical issues that are more or less strongly perceived in different cultural contexts.
- There is a strong need to further explore these questions, in particular distinguishing between the ethics for different players (scientists, policy makers, private sector).
- The use of behavioural sciences is still emerging as a public policy field; practitioners therefore bear the responsibility of actively reflecting on sensitive issues maintaining integrity of the science.
- It is important for practitioners – scientists, policy advisors, policy makers – to understand and adhere to certain standards when making recommendations or decisions.
- Scientists have the responsibility of being clear on the conclusiveness of the results of their experiments, and use the full variety of behavioural approaches and experiments.
- Mechanisms such as advisory boards or external peer review in the case of scientists, and clear criteria on deciding on interventions in the case of policy makers, can help assess ethical questions.

**Summary of discussions**

At its core, behavioural insights seeks to discover what behaviours motivate human actions as means to build policies that actually achieve intended outcomes. However, there is no clear-cut definition of responsible versus irresponsible behavioural insights, which gives rise to ethical questions that can more or less strongly perceived in different cultural contexts. When disagreement arises, it is up to the policy maker to make the decision between right and wrong. Even when based on sound science, this can put individuals into uncomfortable decisions and mechanisms need to be put into place to help decide the ‘right’ course of action. This is especially important as the field of behavioural insights is advanced, but still relative new which means ‘one bad nudge’ could be detrimental to the development of the field.

“Nudging” represents only a small subset of what behavioural science has to offer as policy solutions and is context specific. The real question on ethics should be oriented towards criteria for determining the quality of decisions that are based on behavioural research. Here, the answer is not simple: each player in the behavioural community from scientist to policy maker and private sector practitioner has different roles to play that result in different outcomes. This necessitates a differentiated discussion and solution to ethical dilemmas. Moreover, each actor has to respect the boundaries of their role and not overstep as they make recommendations for policy responses.

A possible way forward for behavioural insights is to begin considering what sort of normative guidelines or structures can be put into place to help keep actors engaging in the practice within certain boundaries. This can take many forms, from a set of guidelines for the ethical practice of behavioural insights to peer-reviewers or advisory bodies that serve as a ‘check’ to limit irresponsible practices. This does place responsibility on scientists to be clear and conclusive with their results, and for the community to find
ways to advance research so as to confirm what we know does and does not work. This would help to clarify what can be defined as a ‘good’ or ‘bad’ behavioural intervention. Given the resource intensity of randomised controlled trials, there should be greater use and consideration of alternative research methods that are both methodologically sound and less resource intensive. Widening the methods used to discover what works, and what does not, can help create a deeper body of knowledge at a faster pace, and with fewer resources.
ANNEX 1

Agendas

OECD Events On Behavioural Insights
11-12 May 2017
OECD-TEN Conference on Behavioural Insights

Agenda, 11 May

09:00-09:30 Welcome refreshments

09:30-10:00 Opening remarks (CC9)
- Christopher Sharrock, Ambassador, Permanent Delegation of the United Kingdom to the OECD
- Luiz De Mello, Deputy Director, Directorate for Public Governance, OECD
- Pelle Hansen, Behavioural Scientist, Co-Founder of the European Nudge Network, Chairman of the Danish Nudge Network, and Founder of iNudgeyou, Roskilde University, Denmark

10:00-10:50 Panel Discussion: What now? New Frontiers for Behavioural Insights (CC9)

Behavioural insights are now embedded in the processes of public bodies around the world. Keeping the momentum going, this panel will open the conference by discussing the next frontiers for the application of behavioural insights to public policy and set the stage for the discussions coming throughout the day.

Moderator: Faisal Naru, Senior Economic Advisor, OECD

Panel:
- Owain Service, Managing Director, The Behavioural Insights Team, United Kingdom
- Lori Foster, Professor of Psychology, North Carolina State University, Adviser to UN Secretary General on Behavioural Insights and former member of the White House Social and Behavioural Science Team, United States
- Lucia Reisch, Professor of Behavioural Economics, Department of Management, Society and Communications, Copenhagen Business School, Denmark
- Fadi Maki, Head of the Qatar Behavioural Insights Unit, Supreme Committee for Delivery and Legacy, Qatar
- Stephan Naundorf, Member of the OECD Regulatory Policy Committee Bureau, Advisor to Minister of State Helge Braun, and Representative of the Better Regulation Unit, Federal Chancellery, Germany

10:50-11:00 Report launch: “Tackling Environmental Problems with the Help of Behavioural Insights”, OECD (CC9)

Moderator: Filippo Cavassini, Economic Advisor, Directorate for Public Governance, OECD

Presenter: Elisabetta Cornago, Junior Environmental Economist, Environmental Directorate, OECD
Breakout 1: Tackling environmental problems (Room E)

Presentation of OECD report “Tackling Environmental Problems with the Help of Behavioural Insights” and panel discussion

- **Elisabetta Cornago**, Junior Environmental Economist, Environment Directorate, OECD

**Panel discussion:** Leveraging behavioural insights to protect the environment: knowledge gaps and key opportunities

**Moderator:** **René van Bavel**, Scientific Officer, Foresight, Behavioural Insights and Design for Policy Unit, Joint Research Centre, European Commission

**Speakers:**

- **Sustainable Lifestyles**: Garrette Clark, Sustainable Lifestyles Programme Officer, Consumption and Production Unit, Economy Division, UN Environment

- **Power Shift: Energy Efficiency Initiatives in Australia**: Kerry Connors, Associate Director, Energy Consumers, Australia

- **Adoption of water conserving technologies in households subjected to water scarcity**: Francisco Alpízar, Director for Research and Development, Tropical Agricultural Research and Higher Education Center (CATIE) and Senior Research Fellow, Economics and Environment for Development Research Program (EFD), Costa Rica

- **Sustainable consumption – new findings**: Massimo Tavoni, Associate Professor, School of Management of Politecnico di Milano and Coordinator, Climate Change Mitigation Programme, FEEM, Italy

Behavioural insights can improve policy makers’ understanding of the behavioural causes of environmental problems and help them develop more effective policies. Following a presentation of how behavioural insights have been used in environmental policy making, this session will identify key research findings which have not yet informed policy action. It will also pinpoint promising opportunities for new applications of behavioural insights to tackle environmental problems.

Breakout 2: Protecting consumers in the digital economy (CC24)

**Moderator:** **Lucia Reisch**, Professor of Behavioural Economics, Department of Management, Society and Communications, Copenhagen Business School, Denmark

**Speakers:**

- **Decision-making in the digital economy**: Pete Lunn, Senior Research Officer, Economic and Social Research Institute, Ireland

- **Online pricing issues**: Anne-Lise Sibony, Professor of EU Law, UC Louvain, Belgium

- **Developing policy that responds to and influences changing consumer behaviour**: Lorraine King, Head of Consumer, Competition and Regulatory Policy, Directorate for Economic Development, Government of Scotland, United Kingdom
- **Consumer perspectives in the digital economy**: Robert Simpson, Senior Policy Analyst, Consumers International, United Kingdom

Protecting consumers has been at the forefront of the applications of behavioural insights to public policy. These applications have centred on solutions that complement the standard economic model by improving information, changing default settings, and improving choice framing to improve consumer welfare. Advances in technology, including mobile technologies, have also enabled consumers to make an ever increasing number of important decisions online, including major financial choices. In the growing field of online savings and investment, robo-advisors are replacing face-to-face advice by providing substantive financial advice and guidance based on algorithms. With this ever increasing number of transactions occurring online, the next frontier for consumer protection is to discover ways behavioural insights can go digital to ensure proper coverage for all consumers.

**Breakout 3: Organisational behaviour (CC9)**

**Moderator**: Josée Touchette, Chief Operating Officer, National Energy Board, Canada

**Speakers:**
- **Institutional psychology and change**: Lori Foster, Professor of Psychology, North Carolina State University, Adviser to UN Secretary General on Behavioural Insights and former member of the White House Social and Behavioural Science Team, United States
- **Organisational behavioural insights**: Varun Gauri, Senior Economist and Codirector, Mind, Behavior, and Development Team (eMBeD), World Bank
- **Marketing techniques that promote sustainable consumer behaviours**: Edwina McKechnie, Manager, Business for Social Responsibility, France

To date, the majority of applications of behavioural insights to public policy have focused on affecting individual behaviour. However, there is growing interest amongst governments and institutions to utilize behavioural science to enhance organizational behaviour – from government institutions themselves, to external organizations that interact with and are regulated by governments. This session will explore issues affecting organisational behaviour, such as more effective and behaviourally informed recruitment, and institutional psychology.
Breakout 1: Achieving green growth with the help of behavioural science (CC16)

Moderator: John Maughan, Research Associate and Manager, Green Growth Knowledge Platform (GGKP)

Speakers:
- **Main Findings – GGKP Paper on Green Growth and Behaviour:** Meredith Root-Bernstein, Fellow and Researcher, Aarhus University Research on the Anthropocene (AURA), Denmark
- **How Can Behavioural Insights strengthen Green Growth in Africa?** Benjamin Matondo Banda, Economic Affairs Officer, UN Economic Commission for Africa, Co-Chair of Research Committee on Behavioural Insights for Green Growth
- **Behavioural science impacts for Green Growth – Evidence, Challenges and Potential:** Saugato Datta, Managing Director, ideas42, United States
- **Behavioural economics for Energy and Decarbonisation policies: A Scandinavian perspective:** Luis Mundaca, Professor, International Institute for Industrial Environmental Economics (IIIEE) at Lund University, Sweden
- **Leveraging the Behavioural Sciences for Green Growth in Urban Contexts and Organisational Behaviour:** Kathryn Janda, Honorary Senior Lecturer, University College London, United Kingdom

Human beings currently consume more of Earth’s natural resources than it can produce, which is unsustainable long-term and requires a shift towards a “Green Growth” model. While consumption choices are fundamentally individual choices, organisations play a key role in promoting sustainability. As purchasers of large amounts of products as well as leaders in encouraging individual sustainability choices, promoting sustainable consumption at an organisational level can have a great effect on long-term consumption patterns. Following from the morning session, this breakout group will focus on the potential impacts of applying behavioural insights towards green growth.

Breakout 2: Behavioural insights and making markets work (CC9)

Moderator: Mathilde Mesnard, Deputy Director, Directorate for Financial and Enterprise Affairs, OECD

Speakers:
- **Financial inclusion in South Asia and Sub-Saharan Africa – Behavioural Experiments:** Manasee Desai, Vice President, ideas42, United States
Ethical Business Regulation: Christopher Hodges, Professor of Justice Systems and head of the Swiss Re/CMS Research Programme on Civil Justice Systems, Centre for Socio-Legal Studies, University of Oxford, United Kingdom

Behavioural Science in Tax Administrations – Lessons from Ireland: Seán Kennedy, Head of Economic Research Unit, Revenue Irish Tax & Customs, Ireland

Since the financial crisis of 2006/7 in the West, behavioural insights has been used in the financial sector, mainly in regards to financial information and education. Behavioural insights pointed to failures in the demand-side of the financial market – that is, consumers do not have all the knowledge and information they needed, which can be addressed through behaviourally-informed financial education. However, education is not enough and new behavioural interventions may needed on the supply-side of the market, focusing on financial organisations and intermediaries, as well as better behaviourally-informed regulation and policy design and ethical business regulation. Together with the advancement of technology in finance, the complex decision-making and the institutional environment and governance, what lessons can be applied to the financial sector? This session will discuss these issues in greater detail.

15:30-16:15 Networking break (outside CC9)

16:15-17:45 Supporting the “behavioural community” (CC9)

Moderator: Pelle Hansen, Behavioural Scientist, Co-Founder of the European Nudge Network, Chairman of the Danish Nudge Network, and Founder of iNudgeyou, Roskilde University, Denmark

Panel:
- Kate Wessels, Executive Director, Behavioural Science and Policy Association, United States
- Saugato Datta/Manasee Desai, ideas42, United States
- Michelle Hilscher, Associate, BEWorks, Canada
- Luiz De Mello, Deputy Director, Directorate for Public Governance, OECD

There are an increasing number of organisations that are supporting the behavioural community in public policy. This session will discuss the experiences of these organisations, what future needs should they address, and how to do so.

17:45-18:00 Closing remarks (CC9)

- Pelle Hansen, Behavioural Scientist, Co-Founder of the European Nudge Network, Chairman of the Danish Nudge Network, and Founder of iNudgeyou, Roskilde University, Denmark
- Faisal Naru, Senior Economic Advisor, OECD
OECD-Meeting on Behavioural Insights

Agenda, May 12

09:00-09:30
Welcome refreshments

09:30-10:00
Opening remarks (CC9)
- Michelle D'Auray, Ambassador, Permanent Delegation of Canada to the OECD
- Juan Yermo, Deputy Chief of Staff, OECD

10:00-12:00
Nudging for good: Where can behavioural science help most? (CC9)

Behavioural science is increasingly being used beyond implementation interventions and in broader public policies. But how can the understanding of behaviours support and have an impact on some of the big policy problems facing governments globally? This session will explore the current work in these areas and the scope of behavioural science to impact these policy problems such as on inclusive growth, the sustainable development goals and equality/inequality.

Chair: Faisal Naru, Senior Economic Adviser, OECD

Keynote Address: Professor Mohan Munasinghe, Founding Chairman of the Munasinghe Institute of Development (MIND), and Vice Chair of the UN Intergovernmental Panel on Climate Change, who shared the 2007 Nobel Prize for Peace.

Panel:
- Romina Boarini, Senior Advisor and Coordinator of the Inclusive Growth Initiative, Office of the Secretary General, OECD
- Varun Gauri, Senior Economist and Codirector, Mind, Behavior, and Development Team (eMBeD), World Bank
- Ammaarah Kamish, Director of Policy, Research and Analysis, Department of the Premier, Western Cape Government, South Africa
- Francisco Alpízar, Director for Research and Development, Tropical Agricultural Research and Higher Education Center (CATIE) and Senior Research Fellow, Economics and Environment for Development Research Program (EfD), Costa Rica
- Eldar Shafir, Professor of Behavioural Science and Public Policy and Inaugural Director of the Kahneman-Treisman Centre for Behavioural Science and Public Policy, Princeton University, and co-founder and scientific director at ideas42, United States
12:00-13:30
LUNCH BREAK

13:30-15:30
Responsible Behaviours in Behavioural Science (CC9)

With the ever growing popularity of behavioural science and increasing bodies and organisations either setting up in-house capacities or utilising external resources, it is important to be aware of the potential pitfalls and risks with different approaches. This session will take a look at different ways that the science is being applied and will discuss ways to ensure the integrity, credibility and durability of the science in public policy.

- All it takes is one bad nudge… what risks are out there?
- Nudging responsibly: Response from the behavioural community

Moderator: Sim Sitkin, Michael W. Krzyzewski University Professor in Leadership, and Director of the Behavioural Science and Policy Centre, Duke University, United States

Panel:
- Pete Lunn, Senior Research Officer, Economic and Social Research Institute, Ireland
- Simon Ruda, Founding member of the Behavioural Insights Team and Director of Home and International Programmes, The Behavioural Insights Team, United Kingdom

15:30-16:00
Closing remarks (CC9)

- Rolf Alter, Director, Directorate for Public Governance, OECD
ANNEX 2

Who’s Who

OECD Events on Behavioural insights

11-12 May 2017
WHO’S WHO

Rolf ALTER, Director, Public Governance Directorate, OECD

Mr. Rolf Alter is Director for Public Governance with the Organisation for Economic Co-operation and Development (OECD) in Paris. He leads a team of 200 staff to support governments in improving their public sector performance for inclusive growth and the competitiveness of their economies. Key areas include institutional reform, innovation, transparency and integrity in the public sector, results-oriented budgeting, and regulatory reform. Under his leadership, the Directorate pursues a programme of cooperation with a wide range of non-member countries and is engaged with international institutions to advance the research on empirical evidence and good policy practices of public sector economics and governance. Previously, Mr. Alter was Chief of Staff of OECD Secretary-General Mr. Angel Gurría. He joined the OECD in 1991. Throughout his career with OECD he held different positions in the Economics Department, Department of Financial, Fiscal and Enterprise Affairs, and the Office of the Executive Director of the OECD. Prior to joining the OECD, Mr. Alter was an economist in the International Monetary Fund, in Washington D.C. He started his professional career in 1981 in the German Ministry of Economy. He is currently a member of the Advisory Group of the WEF Global Risks Report. In 2015, he joined the UN High Level Panel on Water. In 2016, Mr. Alter was awarded the O.P. Dwivedi Award by IASIA. Mr. Alter holds a doctorate degree from the University of Goettingen, Germany, following post-graduate work in Germany and the United States.

Francisco ALPÍZAR, Director for Research and Development, Tropical Agricultural Research and Higher Education Center (CATIE) and Senior Research Fellow, Economics and Environment for Development Research Program (EfD), Costa Rica

Dr Francisco Alpízar is Director of Research at the Tropical Agricultural Research and Higher Education Center (CATIE) in Costa Rica. He is also a Senior Research Fellow of the Environment for Development Initiative (www.efdinitiative.org). His research explores incentive based approaches to improve private and public management and use of natural resource. Drawing on basic concepts and methodologies from the fields of environmental, development and behavioural economics, he studies individual decision-making in a context in which changes in private decisions are key to achieve higher social welfare (e.g. consumption decisions, use of natural resources by households and farmers). Some specific areas of interest are: Design and application of economic policy instruments; Environmental valuation methods (Contingent Valuation Method and Choice experiments); Design, financing and evaluation of mechanisms for Payment for Ecosystem Services; Management and funding of natural protected areas; Community-based management of water resources; Ecosystem based adaptation to climate change; Applications of experimental and behavioural economics. Dr Alpízar work is focused on applied, policy relevant research. As such his work is not only published in numerous peer reviewed journals, but has also been used in the design and evaluation of public policies. He has been an advisor to national governments in Latin America and multilateral organizations and NGOs (e.g. GEF-World Bank, the IADB, UNDP, WWF, IUCN, etc.).

Benjamin MATTONDO BANDA, Economic Affairs Officer, UN Economic Commission for Africa, Co-Chair of Research Committee on Behavioural Insights for Green Growth

Benjamin Mattondo Banda is an Economic Affairs Officer with the United Nations Economic Commission for Africa (UNECA). Prior to joining the United Nations, he worked as a Lecturer in Economics at the University of Malawi, Chancellor College; and as Capacity Building Trainer for Malawi Enterprise Zone Associations. He holds a PhD in Environmental Economics from the University of Pretoria; a Master’s Degree in Economics and a Bachelor of Social Science Degree from the University of Malawi. His interests include policy analysis and economy-wide modelling. Some of his publications are: Estimating water demand for domestic use in rural South Africa in the absence of price information, Water Policy 9(5), 2007; Determinants of quality and quantity values of water in the Steelpoort sub-basin: A contingent valuation approach, Chapter 10 in Perret et al. (eds.), 2010. Water Governance for Sustainable Development: Approaches and Lessons from Developing and Transitional Countries; and Inter-fuel substitution and dynamic adjustment in input demand: Implications for deforestation and carbon emission in Malawi, in the African Journal of Agricultural & Resource Economics, 6(1), 2011.
Romina BOARINI, Senior Advisor and Coordinator of the Inclusive Growth Initiative, Office of the Secretary General, OECD

Romina Boarini is a Senior Advisor to the OECD Secretary General and the Coordinator of the OECD Inclusive Growth (IG) Initiative. Before that, she has worked as Deputy Head of the Well-Being Division of the Statistics Directorate and the Head of the Well-Being and Progress Section, where she was responsible for OECD Better Life Initiative, the statistical pillar of the OECD Inclusive Growth Initiative and the OECD Pilot Study on SDGs. She also led the Statistics Directorate’s contributions to SDGs-related National Development Strategies and the project on Business and Well-Being, in addition to overseeing various well-being initiatives in collaboration with OECD member and non-member countries. Before joining the Statistics Directorate, Ms Boarini worked in the Country Study Branch and in the Policy Study Branch of the Economics Department, focusing on education and public spending efficiency, and in the Employment, Labour and Social Affairs Directorate, contributing to various research projects on poverty, inequalities and well-being. Before joining the OECD in 2005 as a Young Professional, Ms Boarini was a post-doctoral fellow in Sustainable Development (Chaire EDF-Ecole Polytechnique) and worked as a consultant to the French Ministry of Social Affairs. She holds a PhD in Economics from the Ecole Polytechnique (Paris). Her research interests include well-being, poverty, distributive justice, experimental and behavioural economics.

Filippo CAVASSINI, Economic Adviser, Regulatory Policy Division, Public Governance Directorate, OECD

Filippo has 10 plus years of experience working inside government, with public administrations and in international organisations. At the OECD, Filippo is working on a number of regulatory policy issues, including good regulatory practices in OECD members and partners with a special focus on the governance of regulators and their independence, the application of behavioural insights, and good regulatory practices in South-East Asia. Prior to joining the OECD, Filippo was a results management specialist at the World Bank, advising governments in Central Asia, Europe and Latin America, and was an international affairs specialist in the French National Assembly and a member of the team advising the President on international and economic affairs. Filippo holds a Master in Public Policy from Harvard Kennedy School and degrees in politics and classics from the London School of Economics, the Diplomatic Academy of Vienna and the University of Cambridge. You can follow Filippo’s tweets at @FilippoCavass1

Garrette CLARK, Sustainable Lifestyles Programme Officer, Consumption and Production Unit, Economy Division, UN Environment

Garrette Clark is the Sustainable Lifestyles Programme Officer, Consumption and Production Unit, Economics Division of UN Environment in Paris. Her expertise lies in cleaner production and sustainable product development and she now leads UN Environment’s activities to support a shift to sustainable lifestyles and education. Activities include: building a shared vision and understanding on what are sustainable lifestyles; supporting research in general and in priority, resource-intensive lifestyle domains; developing tools and capacity building and educational materials; and carrying out city-level projects and campaigns to test and promote action at urban level - where action is happening for individuals. She represents UN Environment on the Multi-Stakeholder Advisory Committee of the 10 Year Framework of Programme of Sustainable Lifestyles and Education (co-lead by Sweden, Japan and WWF), has run diverse projects (e.g. Sustainable Tourism Marketing, Design for Sustainability at country level) and has published widely. She has a Master’s degree from Goldman School of Public Policy (University of California, Berkeley).

Kerry CONNORS, Associate Director, Energy Consumers Australia

Kerry Connors has been with Energy Consumers Australia since its inception, building on her extensive experience on energy consumer issues, previously as Executive Director of the Consumer Advocacy Panel, and the inaugural Executive Officer of the Consumer Utilities Advocacy Centre. She has also worked in the Department of Foreign Affairs and Trade, including a posting to the Australian Embassy in Seoul, and has managed her own consultancy business, strengthening relations between the private and community sectors.
Elisabetta CORNAGO, Junior Environmental Economist, Environment and Economy Integration Division, Environment Directorate, OECD

Elisabetta Cornago is a Junior Environmental Economist in the empirical policy analysis team of the OECD Environment Directorate. She joined the OECD in 2015 and has since then worked on a project on applications of behavioural insights to environmental policy making. Prior to joining the OECD, Elisabetta was a researcher at the European Center for Advanced Research in Economics and Statistics in Belgium, where she worked on designing support schemes for renewable energy policy and on assessing the impacts of mandatory energy efficiency certification of buildings on the rental market. Elisabetta holds an undergraduate degree in public management from Università Bocconi and a Master’s degree in economics from Université libre de Bruxelles. She is finalising a PhD in economics at the Université libre de Bruxelles.

Michelle D’AURAY, Ambassador, Permanent Delegation of Canada to the OECD

Ms d’Auray was appointed Ambassador, Permanent Representative of Canada to the Organisation for Economic Co-Operation and Development, in Paris, on January 21, 2015. Ms d’Auray has broad and varied experience in government, with over 10 years as a Deputy Minister. Prior to her appointment as Canada’s Ambassador, Permanent Representative to the OECD, Ms d’Auray was the Deputy Minister of Public Works and Government Services Canada, from 2012 to 2015. From 2009 to 2012, she served as the first woman Secretary to the Treasury Board, where she was responsible for the Government’s overall expenditure management system, and oversaw the one-year comprehensive expenditure review for the Government of Canada which led to savings of over CAN 6 billion in operations. Ms d’Auray was the first Chief Human Resources Officer for the Government of Canada, establishing the Office and role in 2009. From 2007 to 2009, she was the first woman Deputy Minister at Fisheries and Oceans Canada; and from 2004-2007, she was President of the Economic Development Agency of Canada for the Regions of Québec. Ms d’Auray started her professional career as the head of Canada’s then-largest advocacy organization for cultural industries and the arts. She has also held positions in the Government of Canada as Director of Corporate Affairs, Distribution and Communication for the National Film Board of Canada, the Privy Council of Canada’s Intergovernmental Communications Secretariat, Director General of Communications for Industry Canada, Government of Canada’s Task Force on Electronic Commerce, Assistant Deputy Ministry of Strategic Management at Canadian Heritage, and Government’s Chief Information Officer at the Treasury Board of Canada Secretariat.

Saugato DATTA, Managing Director, ideas42, United States

Saugato Datta is a Managing Director at ideas42, where he oversees the bulk of the organization’s work in low- and middle-income countries in South and South-east Asia and sub-Saharan Africa. He works with partners in government, NGOs and firms focused on low-income populations to design, test and scale applications of behavioural economics to benefit poor people in developing countries. His current work spans public health, violence reduction, financial inclusion, resource conservation, agriculture, and the design of transfer programs. Before joining ideas42, Saugato wrote about economics for The Economist in London and was a researcher at the World Bank in Washington, DC. Saugato has published papers on discrimination in Indian labour and housing markets, the effects of infrastructure development, HIV risk, behavioural economics and development, and nudges for water conservation. His work has been written about in outlets including the Guardian, New York Times, and the Washington Post. He has a PhD in economics from Massachusetts Institute of Technology and undergraduate and Master’s degrees from Cambridge University and the University of Delhi.

Luiz DE MELLO, Deputy Director, Public Governance Directorate, OECD

Luiz de Mello is Deputy Director of the Public Governance Directorate at the OECD. Previously, he served as Deputy Chief of Staff of the OECD Secretary-General. He started his career at the OECD in the Economics Department, where he was the Head of Desk responsible for bilateral surveillance activities with Brazil, Chile and Indonesia before becoming the Economic Counsellor to the Chief Economist. Prior to joining the OECD, Mr de Mello worked in the Fiscal Affairs Department of the International Monetary Fund, where he was involved in different projects in the areas of public finances, as well as programme monitoring and policy surveillance, with an emphasis on emerging-market and transition economies in Asia, Latin America and Eastern Europe. Mr de Mello holds a PhD in Economics from the University of Kent, United Kingdom, where he started his career as a lecturer. His main areas of interest are open-economy macroeconomics, public finances, and growth and development issues.
Manasee DESAI, Vice President, ideas42, United States

Manasee Desai is a Vice President at ideas42 where she leads a portfolio of projects focused on the behavioural design and rapid iterative testing of various digital financial solutions in countries across South Asia and Sub-Saharan Africa. Additionally, she works on education projects in the United States. Previously, Manasee spent over 10 years researching financial services and other international development topics, with a number of academics and global partners. In a former life, she worked on U.S. political campaigns at the state and national level and dabbled in biochemistry. Manasee holds an MPA from NYU’s Wagner School of Public Service, where she focused on international policy in urban contexts, and a BA from Boston University in Political Science with minors in Economics and Biology. In her free time, Manasee enjoys film, music, and a diverse array of reality television programs.

James DRUMMOND, Junior Policy Analyst, Regulatory Policy Division, Public Governance Directorate, OECD

James Drummond is a Junior Policy Analyst in the Regulatory Policy Division, where he works on issues related to the Network of Economic Regulators, regulatory policy, and behavioural insights. Previously, he served as a consultant in the Reform of the Public Sector Division in the Public Governance Directorate working issues related to high-level risk governance, inclusive growth, policy advisory systems, and the Public Governance Committee. He started his career in finance, working in one of Canada’s top brokerage firms specialising in Canadian Armed Forces, Royal Canadian Mounted Police and Government of Canada relocations. James holds a MPP from the University of Toronto, MA in Political Science from Carleton University, and a BSocSc in Political Science from the University of Ottawa.

Lori FOSTER, Professor of Psychology, North Carolina State University, Adviser to UN Secretary General on Behavioural Insights and former member of the White House Social and Behavioural Science Team, United States

Lori Foster is a Professor of Psychology at North Carolina State University and head of the IO Tech4D lab, devoted to research at the intersection of work, psychology, technology, and global development. She recently completed a two-year assignment with the White House Social and Behavioural Sciences Team and now helps lead the Behavioural Insights initiative at the United Nations. She has more than fifteen years of experience as a consultant, applying the science of work to regional, state, national, and international organizations. Prior to her career in academia, she worked for Personnel Decisions Research Institutes. Lori Foster’s areas of research and practice expertise include computer-mediated work behaviour, humanitarian work psychology, behavioural economics, and workforce development. Her current efforts focus on how these areas and other aspects of Industrial-Organizational psychology can be used to enrich and improve work carried out for the purpose of addressing the most pressing economic, social, and environmental challenges facing our world today. This includes combining I-O psychology and information technology to enhance the well-being and work of aid professionals and volunteers, and to stimulate workforce development in lower-income regions of the world.

Varun GAURI, Senior Economist and Co-Director, Mind, Behavior, and Development Team (eMBeD), World Bank

Varun Gauri co-leads the Mind, Behavior, and Development Team (eMBeD) at the World Bank and is Senior Economist in the Development Economics Vice Presidency of the World Bank. His current research addresses three themes: how to use behavioural insights to enhance development policy, when public agencies comply with human rights orders, and why individuals support public goods. Dr Gauri was Co-Director of the World Development Report 2015: Mind, Society, and Behaviour. He serves on the editorial boards of the journals Behavioural Public Policy and Health and Human Rights, the World Economic Forum Council on Behavior, the Advisory Board of Academics Stand Against Poverty, and is a member of the RSA (London). In addition to over 40 articles and book chapters, he has published the books Courting Social Justice: The Judicial Enforcement of Social and Economics Rights in the Developing World School and School Choice in Chile. His work has been covered in many media outlets, including The New York Times, The Economist, The Washington Post, and The Hindu. He has BA from the University of Chicago and a PhD from Princeton University, and has held positions as Visiting Lecturer in Public and International Affairs at Princeton University and Visiting Professor in the Department of Economics at ILADES in Santiago, Chile.

John leads the Policy and Innovation Lab at the US Internal Revenue Service (IRS). In that role, John leads the IRS Behavioural Insights team and co-leads the Joint Statistical Research Program partnering academics with IRS researchers on topics of mutual interest. John’s own research focuses on improving the understanding of taxpayer needs and behaviour using methods from economics, psychology, and data science. John has a PhD from the University of Maryland and 20 years of experience spanning the national tax practice of a Big Four accounting firm, private sector consulting in operations analytics, and serving as part of the leadership of the research functions of the IRS. John lives in Washington, DC.

Pelle HANSEN, Behavioural Scientist, Co-Founder of the European Nudge Network, Chairman of the Danish Nudge Network, and Founder of iNudgeyou, Roskilde University, Denmark

Pelle Guldberg Hansen is behavioural scientist, at Roskilde University. He is also the Director of ISSP – The Center for Science, Society & Policy at Roskilde University and University of Southern Denmark; Chairman of the Danish Nudging Network; Co-founder of TEN - The European Nudge Network, and CE of iNudgeyou - The Applied Behavioural Science Group. Hansen was awarded the PhD. degree from Roskilde University in game theoretical modelling of social conventions and norms in 2010. Since then he has worked with real world applications of behavioural economics, especially so-called ‘nudge’ interventions, within a wide range of areas. He is the co-author the books The Blind Spots of Enlightenment and Infostorms (w. Vincent F. Hendricks) and has published his research in a range of international peer reviewed journals, including The International Review of Economics, American Journal of Bioethics, Annual Review of Public Health and European Journal of Risk Regulation. His research has often received widespread public interests and has been reported, in amongst the outlets, The Economist, Foreign Policy, CNN, New Scientist and Wall Street Journal. In 2010 he founded as well as became the Chairman of The Danish Nudging Network that comprises +100 governmental institutions, municipalities, universities, organisations and businesses. In 2014 he founded TEN - The European Nudge Network together with Alberto Alemanno, Jean Monet Professor in European Law and Risk Regulation.


Elizabeth Hardy leads the Behavioural Insights and Design team at the Privy Council Office’s Innovation Hub, Government of Canada. She leads the application of behavioural science and experimentation to public policy challenges. Previously, Elizabeth led the Behavioural Insights Unit in the Government of Ontario, where she was instrumental in creating and building Canada’s first behavioural science team in government. To date, Elizabeth has successfully completed trials dealing with public health, tax collection, regulatory compliance, and service delivery. She continues to collaborate with stakeholders in government as well as the academic community and is a passionate advocate for building a culture of experimentation within policy and program delivery. Her research—Moving Citizens Online: Salience and Framing as Motivators for Behavioural Change – was recently published in the Journal of Behavioural Science and Policy. You can follow Elizabeth’s tweets at @lizdrouinhardy or contact her at Elizabeth.Hardy@pc.gc.ca.

Michelle HILSCHER, Associate, BEWorks, Canada

Michelle holds a PhD in psychology from the University of Toronto where she also earned an MA and BSc. In the past 11 years, Michelle has studied numerous topics, including: decision-making, belief bias, emotion, communications, consumer and user experience, and organizational behaviour. Prior to joining BEworks, Michelle worked as a Research Associate at Cortex, a governance consulting firm that provides advisory services to institutional investors. In this capacity, Michelle completed projects related to board governance, group decision-making, and strategic planning. At BEworks, Michelle supports clients in a number of sectors, and is particularly interested in issues that fall under the umbrella of behavioural finance. Office pets aside, Michelle’s favourite thing about BEworks is our smart and inspiring team, and the fact that we tackle meaningful real-world challenges using science every step of the way.
Christopher HODGES, Professor of Justice Systems and head of the Swiss Re/CMS Research Programme on Civil Justice Systems, Centre for Socio-Legal Studies, University of Oxford, United Kingdom

Christopher Hodges is Professor of Justice Systems, and head of the Swiss Re/CMS Research Programme on Civil Justice Systems, Centre for Socio-Legal Studies, University of Oxford. He is a Supernumerary Fellow of Wolfson College Oxford. From 2013 to 2016 he was an Honorary Professor at the China University of Political Science and Law, Beijing and Guest Professor at Wuhan University, Wuhan. During the 1990s he was external Chair of the Legal Committees of UK and EU medical technology trade bodies. He is a Board Member of the UK Research Integrity Office, and chaired the Pharmaceutical Services Negotiating Committee for England. Christopher received his BA from New College Oxford, as well as his MA and PhD from King’s College in London.

Kathryn JANDA, Honorary Senior Lecturer, University College London, United Kingdom

Kathryn Janda is an interdisciplinary, problem-based scholar in the Energy Institute at University College London (UK). She studies how organizations and professions (re)design, use, own, and manage non-domestic buildings, focusing on the impacts of technological innovation, organizational decision-making, and energy policy. Her research has been supported by the UK Engineering and Physical Science Research Council, the UK Economic and Social Research Council, Electricité de France, the US Environmental Protection Agency, the UN Department of Economic and Social Affairs, and the World Bank. Dr. Janda holds an MSc (1993) and PhD (1998) from the Energy and Resources Group at the University of California at Berkeley (USA). She earned bachelor’s degrees in electrical engineering and English literature from Brown University (1988). She has worked in the Energy Analysis Program at Lawrence Berkeley National Laboratory (1991-1998) and served as an American Association for the Advancement of Science Environmental Policy Fellow (1999-2001). She was an assistant professor in Environmental Studies at Oberlin College (2002-07) and a senior research fellow at the Environmental Change Institute at the University of Oxford (2007-17). She has served as an advisor to the UK Department of Energy and Climate Change, and she sits on the editorial boards of two international journals: Energy Research and Social Science and Building Research and Information.

Ammaarah KAMISH, Director of Policy, Research and Analysis, Department of the Premier, Western Cape Government, South Africa

Ms Ammaarah Kamish was born in Cape Town, South Africa. Interested in issues of governance, politics and international relations, Ms Kamish pursued studies in Governance and Political Studies at the University of Cape Town, and completed a Master’s Degree in International Relations from her Alma Mater. Passionate about positive change and governance in South Africa, Ms Kamish began her professional career in 2006 as a researcher for the Western Cape Provincial Legislature. Since then she has worked for the British High Commission, Western Cape Provincial Treasury and the National Department of Cooperative Governance and Traditional Affairs (COGTA). Here formed part of the South African Delegation who attended the Youth BRICS Summit in Russia, with a focus on youth policy. Her exposure to behavioural economics was through a joint research project between ideas42, the University of Cape Town’s Research Unit in Behavioural Economics and Neuroeconomics (RUBEN) and the Western Cape Government from 2012 – 2016. The main interest for her has been how behavioural insights can influence policy development and implementation. She is currently the Director of Policy, Research and Analysis at the Western Cape Government, Department of the Premier. In her current role, Ms Kamish focuses on managing youth development in the Western Cape, as well as innovative research and policy development (such as behavioural economics and futures modelling) and the implementation of priority projects for the Western Cape.
Seán KENNEDY, Head of Economic Research Unit, Revenue Irish Tax & Customs, Ireland

Seán Kennedy manages the Irish Revenue Commissioner’s Economic Research Team, which is responsible for providing economic analysis and advice to support all aspects of the organisation. He specialises in applied microeconomic research and its application to tax administration including behavioural science, large-scale surveys and time-series econometrics. Prior to joining Revenue, he spent several years as an economist at Indecon Economic Consultants and London Economics. Seán holds a First Class Honours in Economics from University College Dublin and an MSc Economics from the London School of Economics.

Lorraine KING, Head of Consumer, Competition and Regulatory Policy, Directorate for Economic Development, Government of Scotland

Lorraine leads on the delivery of a Scottish Government approach to competition, consumer and regulatory policy. Following devolution of powers through the Scotland Act 2016, the Scottish Government is creating a system of consumer protection, competition and regulation in Scotland which is fully aligned with the needs of our citizens and businesses and which improves people’s lives – covering areas as diverse as nuisance calls, the collaborative economy and consumer switching behaviour in essential services. Prior to this role, Lorraine was an economic adviser in the Scottish Government working on areas such digital economy and participation, enterprise and innovation, access to finance for SMEs, higher education and labour markets.

Pete LUNN, Senior Research Officer, Economic and Social Research Institute, Ireland

Dr Pete Lunn is a behavioural economist, author and broadcaster. He runs a consumer decision-making laboratory at the ESRI in Dublin. His research uses a combination of laboratory and field experiments to investigate how people make economic decisions and to pre-test policy interventions. Pete is also the author of “Regulatory Policy and Behavioural Economics”, a review undertaken for the OECD in 2014 that documents the application of behavioural economics to regulatory policy in OECD countries.

Fadi MAKKI, Head of the Qatar Behavioural Insights Unit, Supreme Committee for Delivery and Legacy, Qatar

Dr Fadi Makki is currently leading the creation of the first nudge unit in the Middle East, the Qatar Behavioural Insights Unit. He is a pioneer in the application of behavioural economics and nudging to public policy in the Middle East, having founded Nudge Lebanon and the Consumer-Citizen Lab. He is also a member of the World Economic Forum’s Council for the Future of Behavioural Sciences, and a Senior Fellow at Georgetown University in Qatar and the American University of Beirut’s (AUB) Issam Fares Institute of Public Policy and International Affairs. Dr Makki served as Director General of the Lebanese Ministry of Economy and Trade, Advisor to the Prime Minister and Member of the Central Council of the Banque du Liban. He worked at Booz & Company, the Islamic Development Bank and the World Trade Organisation, and served as Advisor to the Ministry of Economy and Commerce in Qatar. He was a Visiting Lecturer at the AUB’s Olayan School of Business and Saint Joseph’s University’s Department of Economics, where he taught trade policy and public sector governance. He obtained his PhD from the University of Cambridge, Master’s degrees from the London School of Economics and Political Science and the University of Hull, BA from the AUB and LLB from the Lebanese University.
John MAUGHAN, Research Associate and Manager, Green Growth Knowledge Platform (GGKP)

John J. Maughan is an expert in international affairs specialising in sustainable development and cross-border trade and investment. He has 10 years' experience working in government, law, academia and the non-profit sector. He has consulted for and worked with organisations including APEC, ECOWAS, OECD, UNEP, the University of Geneva, the US Government and the WTO. He has produced various publications on sustainable development and international economic law, including at the Journal of International Economic Law in Washington, DC and the World Trade Institute in Bern, Switzerland. His work primarily focuses on fiscal, monetary and regulatory policy measures affecting international trade and investment in the energy and raw materials sectors. Originally from Minnesota, USA, he is an alumnus of the Graduate Institute for International and Development Studies in Geneva and Reed College in Portland, Oregon.

Edwina MCKECHNIE, Manager, Business for Social Responsibility, France

Edwina works with consumer products and food, beverage, and agriculture companies on sustainability strategy, stakeholder engagement, and sustainable supply chains. She also supports the Sustainable Lifestyles Frontier Group. Prior to joining BSR, Edwina worked for Kingfisher plc and was responsible for planning, performance management, and reporting for the Net Positive program across multiple brands’ built portfolio. She managed one of Kingfisher’s largest integrated climate change mitigation investment programs from concept to board approval and delivery. Previously, Edwina held a number of management consulting roles with AECOM and Davis Langdon LLP, working with clients on projects ranging from sustainability strategy to risk management procedures and technical tool development and analysis to U.K. industry engagement and guidance. Edwina holds an M.S. in Environment and Development from the London School of Economics and Political Science and a B.S. in Environmental Science and International Development from the University of Sussex in the United Kingdom.

Mathilde MESNARD, Deputy Director, Directorate for Financial and Enterprise Affairs, OECD

Deputy Director of the Directorate for Financial and Enterprise Affairs of the OECD since November 2016. In this capacity, Ms Mesnard provides intellectual leadership to the directorate across different policy areas (anti corruption, corporate governance, competition, financial markets, international investment, insurance and private pensions) and supports the co-ordination and management of its programme of work and Committees. Ms Mesnard has extensive experience in the OECD, having been the coordinator of the New Approaches to Economic Challenges (NAEC) initiative since 2013. In this position she supported the development of thirty innovative projects across the Organisation, promoting new approaches and outlining research directions. She led a seminar series on NAEC and contributed to increased collaboration across different work streams. She developed a synthesis report with policy recommendations and directions for in-house analytical improvements. Prior to this, Ms Mesnard worked as Senior Advisor to the OECD Secretary-General and Counsellor, supporting the delivery of the Secretary-General’s Strategic Agenda, including the preparation of Ministerial Council Meetings, the advancement of relationship with key partners, and the OECD Accession Process. She also launched and coordinated the CleanGovBiz Project and contributed to the follow up of issues related to financial and enterprise affairs, governance, integrity and gender equality. Ms Mesnard holds a degree in Philosophy, a Master’s Degree in Finance and an MBA from the Ecole Supérieure de Commerce de Paris. She received her PhD in Economics from the École des Hautes Études en Sciences Sociales.
Mohan MUNASINGHE, Founder Chairman of the Munasinghe Institute of Development (MIND), and Vice Chair of the UN Intergovernmental Panel on Climate Change, who shared the 2007 Nobel Prize for Peace

Professor Mohan Munasinghe is Founder Chairman of the Munasinghe Inst. of Development (MIND), Colombo, and Vice Chair of the UN Intergovernmental Panel on Climate Change (IPCC-AR4), who shared the 2007 Nobel Prize for Peace. He is also Distinguished Guest Professor at Peking University, China, and Honorary Senior Advisor to the Government of Sri Lanka. He has earned post-graduate degrees in engineering, physics and development economics from Cambridge University (UK), Massachusetts Institute of Technology (USA), and McGill University and Concordia University (Canada). Professor Munasinghe has also received several honorary doctorates (honoris causa). Highlights from 40 years of distinguished public service include working as Senior Energy Advisor to the President of Sri Lanka, Advisor to the United States Presidents Council on Environmental Quality (PCEO), and Senior Advisor/Manager, World Bank. He has taught as Visiting Professor at several leading universities worldwide, and won many international prizes and medals for his research and its applications. Professor Munasinghe has authored over 100 books and about three hundred technical papers on economics, sustainable development, climate change, power, energy, water resources, transport, environment, disasters, and information technology. He is a Fellow of several internationally recognized Academies of Science, and serves on the editorial boards of over a dozen professional journals.

Luis MUNDACA, Professor, International Institute for Industrial Environmental Economics (IIIEE) at Lund University, Sweden

Luis Mundaca is Professor at the International Institute for Industrial Environmental Economics (IIIEE), Lund University, Sweden. He is an environmental economist who works in the fields of climate change, low-carbon energy technologies, resource efficiency, behavioural change and development. At the IIIEE, he heads the research programme on behavioural economics for energy use and rapid decarbonisation. Luis has been a Lead Author for the Global Energy Assessment and the 5th Assessment Report of the Intergovernmental Panel on Climate Change (IPCC). He is currently serving as a Lead Author for the IPCC Special Report on Global Warming of 1.5°C. He sits on the editorial boards of Applied Energy; Energy, Sustainability and Society; and Climate and Development.

Faisal NARU, Senior Economic Adviser, Regulatory Policy Division, Public Governance Directorate OECD

Mr Faisal Naru is Senior Economic Advisor in the OECD with extensive prior senior level experience in the public and private sector. He is an expert in public policy, institutional reform, politics, international development, and setting up and delivering social and economic development programmes globally. In the OECD, he leads a team that has a wide portfolio including and combining behavioural insights, regulatory policy and public governance, digital government and ICT, working with public administrations and bodies. Mr Naru also leads work in Southeast Asia, MENA and Africa and is responsible for a number of OECD publications and guidelines. He established and is the lead for an OECD committee which works with CEOs and Commissioners to define a "world class regulator”. The latest work includes on how to improve institutional performance and embed an optimum "organizational culture and behaviours” including corporate governance and protecting from undue influence and building trust. Mr Naru is a former member of the UK Cabinet Office and also worked in other Government Departments for several years on issues such as inclusive growth and diversity, government modernisation, youth policy, education, socio-economic development, and regulatory reform. Prior to the OECD he was on the leadership board for a global development consultancy working in Asia, Middle East, Africa and Europe to improve government structures and economic performance and he set up a new practice on public policy. He has been advisor to a number of Governments including full time Chief Advisor with the Government of Viet Nam on their economic and regulatory reforms (2008-2011). He began his career heading up a charity tackling social mobility and access to higher education for “under privileged” groups which he continues on a voluntary basis. He graduated from the University of Oxford. You can follow Faisal’s tweets at @Faisal_Naru or connect with him on LinkedIn.
Stephan Naundorf, Member of the OECD Regulatory Policy Committee Bureau, Advisor to the Minister of State Helge Braun, and Representative of the Better Regulation Unit (BRU), Federal Chancellery, Germany

Stephan Naundorf manages the cooperation of the BRU with the regional governments, the parliamentary groups of the German parliament and the main umbrella organisations of the German Economy. He is also responsible for the further development of the Federal Government’s programme for better regulation and advises the Minister of State to the Federal Chancellor, Helge Braun, who is in charge of Federal-State Coordination and Better Regulation within the German government. Naundorf holds a MBA and a Master of Political Sciences. Together with Claudio Radaelli he has recently published an article on regulatory evaluation ex ante and ex post in European legislation. Before joining the Federal Chancellery staff, he was a member of the Ministry of Defence staff for four years and worked in the economic sector for ten years. There his professional focus was on corporate communications, change management and new media. Naundorf was member of the management board and shareholder of an advertising and public relations agency in Munich.

Claudia Paupe, Project Assistant and Personal Assistant to the Head of Division, Regulatory Policy Division, Public Governance Directorate, OECD

Project assistant at the Regulatory Policy Division, and personal assistant of the Head of the Division. Before joining the OECD she worked for 8 years as a journalist in Mexico (Televisa News Coverage) and France working mainly on documentaries broadcasted by TF1, France TV and Nat GEO. In Mexico, she worked as Communications and PR Coordinator for the Universidad Tecnologica de San Luis Potosi, and as Assistant of the State Electoral Council. She holds a Master’s Degree in International Management, and a Bachelor degree in Journalism and Communication.

Lucia Reisch, Professor of Behavioural Economics, Department of Management, Society and Communications, Copenhagen Business School, Denmark

Lucia A. Reisch is a behavioral economist and full professor for intercultural consumer research and European consumer policy at the Copenhagen Business School in Denmark. She is also Visiting Professor at Friedrichshafen’s Zeppelin University, Germany. She is the Editor-in-chief of the ‘Journal of Consumer Policy’ and is currently chairing several German and European research projects in the field of sustainable development. The main focus of her work is on consumer, health and sustainability policy, empirical research into consumer behaviour (in particular sustainable consumption and production) as well as behaviourally based regulation and innovation research. She has been chairing the Advisory Council for Consumer Affairs of the German Federal Ministry of Justice and Consumer Protection (BMJV) since 2014 and is a member of the German Bioeconomy Council. She serves on several board of directors (e.g., Stiftung Warentest) and advisory boards (e.g., oekom Research AG, Ökoinstitut e.V. Freiburg, Dr Rainer Wild Stiftung Heidelberg, Robert Bosch Foundation, Stockholm School of Economics). She is an elected lifelong member of acatech, the German Academy of Technical Sciences (Section “Economics”), and since 2010, a member of the German Council for Sustainable Development.

Meredith Root-Bernstein, Fellow and Researcher, Aarhus University Research on the Anthropocene (AURA), Denmark

Meredith Root-Bernstein is an interdisciplinary conservation scientist with a PhD in Ecology and several years’ experience working with human geographers and anthropologists. Her research focuses on conservation and restoration of anthropogenic mediterranean-climate socio-ecological systems. At the Aarhus University Research on the Anthropocene (AURA), she has been working on developing interdisciplinary methodologies, such as multi-species ethnography and natural history practice, and on exploring the linkages between anthropological and ethnological/ecological theories in areas such as wayfinding, place-making, and practice. She is currently working on two projects: a multifunctional wetland restoration in the Po Delta, Italy, and the restoration and rewilding of espinal habitat in central Chile. Meredith obtained her AB from Princeton University, MRes and MSc from the University of Oxford, and PhD from the Universidad Católica de Chile.
Simon RUDA, Founding member of the Behavioural Insights Team and Director of Home and International Programmes, The Behavioural Insights Team, United Kingdom

Simon is Director of Home Affairs and International Programmes. He is responsible for BIT’s work with the Home Office, Ministry of Justice, Ministry of Defence, Foreign and Commonwealth Office and DfID as well as multiple police forces and other government agencies. Simon also manages BIT’s work with 12 foreign governments across Latin America, Asia and Europe. Simon was one of the original members of BIT and has led some of our most influential trials. He has over a decade of experience in behaviour change and public policy, worked with every major UK government department and lectured in behavioural science across the world. Prior to joining BIT, Simon worked for the Prime Minister’s Strategy Unit in the Cabinet Office. He also worked as an analyst on Pakistan at the Foreign and Commonwealth Office and was a Home Affairs advisor to a senior politician in the House of Commons before that. He started his career as a marketing strategist, working with global brands, and is a trained qualitative researcher.

Owain SERVICE, Managing Director, The Behavioural Insights Team, United Kingdom

Owain Service is the Managing Director of the Behavioural Insights Team and Board Director. Owain was previously a Deputy Director of the Prime Minister’s Strategy Unit, where he led programmes of work on public service reform, education, energy and developed the UK’s first National Security Risk Assessment as part of the Strategic Defence and Security Review. Prior to that, Owain chaired European negotiations while at the Foreign Office during the UK Government’s 2005 Presidency of the European Union. Owain holds degrees from Cambridge and the London School of Economics and has written widely on public policy strategy and behavioural insights, having co-authored most of the team’s papers (including ‘Test, Learn, Adapt’, ‘Behaviour Change and Energy Use’ and the EAST paper). Most recently, Owain co-authored the book *Think Small: The Surprisingly Simple Ways to Reach Big Goals*.

Eldar SHAFIR, Professor of Behavioural Science and Public Policy and Inaugural Director of the Kahneman-Treisman Centre for Behavioural Science and Public Policy, Princeton University, and co-founder and scientific director at ideas42, United States

Eldar Shafir is the Class of 1987 Professor of Behavioural Science and Public Policy, the Inaugural Director of Princeton’s Kahneman-Treisman Center for Behavioural Science and Public Policy, and co-founder and scientific director at ideas42, a social science R&D lab. He studies decision-making, cognitive science, and behavioural economics. His recent research has focused on decision-making in contexts of poverty and on the application of behavioural research to policy. He is Past President of the Society for Judgment and Decision Making, Senior Fellow of the Canadian Institute for Advanced Research, and member of the World Economic Forum’s Global Council on the Future of Behavioural Sciences. He was a member of President Barack Obama’s Advisory Council on Financial Capability. He has received several awards, most recently a Guggenheim Fellowship, and the William James Book Award. He was named one of Foreign Policy Magazine’s 100 Leading Global Thinkers of 2013, and elected fellow of the American Academy of Arts and Sciences. He edited a book called “The Behavioural Foundations of Public Policy,” (2012), and co-authored, with economist Sendhil Mullainathan, “Scarcity: Why Having Too Little Means So Much,” (2013). He received his B.A. from Brown University and his PhD. from the Massachusetts Institute of Technology.

Chris SHARROCK, Ambassador, Permanent Delegation of the United Kingdom to the OECD

Ambassador Christopher Sharrock took up his duties as Permanent Representative of the United Kingdom to the OECD in Paris on 11 January 2016. Mr Sharrock was born in 1975 in Reading, UK. He holds a BA Hons in English Language and Literature from the University of Manchester, and an MSc in Economics from the University of London. Mr Sharrock joined HM Treasury in 2003, where he has worked across a wide range of issues, including public spending, European Union and international policy, and in the Chancellor of the Exchequer’s private office. From 2012 to 2014 he held the post of Chief Economist at the UK’s Department of Culture, Media and Sport. Before joining HM Treasury, Mr Sharrock spent several years teaching. From 2014 until his appointment as Permanent Representative of the United Kingdom to the OECD, Mr Sharrock was Deputy Director of the HM Treasury’s Debt and Reserves Management team, where he oversaw policy on the UK Government’s debt programme and foreign currency reserves, and was a member of the board of National Savings and Investments. Ambassador Christopher Sharrock is joined in Paris by his fiancée and has one daughter.
Anne-Lise SIBONY, Professor of EU Law, Centre Charles De Visscher pour le droit international et européen (CeDIE), UC Louvain, France

Anne-Lise Sibony is professor of European Law at the University of Louvain, Belgium. She read law and economics in Paris, graduated from the École Normale Supérieure (Paris) and holds a Master’s degree in Regulation from the London School of Economics. Anne-Lise’s main research interest lies in how scientific knowledge (mainly economics and psychology) is used in the legal sphere. Her current focus is on behaviourally-informed law making at EU level. She regularly publishes on EU internal market law, competition law and consumer law. Anne-Lise is also a guest professor at University Paris II.

Robin SIMPSON, Senior Policy Analyst, Consumers International, United Kingdom

Robin Simpson is senior policy adviser for Consumers International, previously head of policy at the UK National Consumer Council. He has worked on CI’s global positions on infrastructure services, international trade and, and in recent years financial services and digital transactions. For 10 years he has represented CI on the OECD Committee on Consumer Policy, and presented to the OECD/G20 Task force on consumer protection in financial services and the OECD Ministerial conference on the digital economy (2016). On behalf of CI, he has negotiated in ISO on international standards across the network services, most recently, mobile payments and energy, and in the UN, where he was heavily involved in the 2015 revision of the UN Guidelines on Consumer Protection. In 2016, he edited and revised the UNCTAD Manual on Consumer Protection, last published in 2008 and about to be re-issued in its revised version. He is currently working for the UN in the programme for consumer protection in the Middle East/North Africa region. He works on infrastructure services for the Public Private Infrastructure Advisory Facility, housed in the World Bank and worked on the accession programme for EU member states in Central & Eastern Europe. His academic background is geography and social administration.

Sim SITKIN, Michael W. Krzyzewski University Professor in Leadership and Director of the Behavioural Science and Policy Centre, Duke University, United States

Since joining Duke in 1994, he served as Area Head for the Management and Organizations Department, Faculty Director of Fuqua’s Health Sector Management Program, and Staudenmeyer Research Fellow. Sim has also been Academic Director at Duke Corporate Education, on the faculty of the University of Texas at Austin and the Free University of Amsterdam, and Founding Partner of Delta Leadership, Inc. He is an elected Fellow of the Academy of Management, the Centre for Evidence-based Management, and the International Network for Trust Research. Professor Sitkin’s research focuses on leadership and control systems, and their influence on risk taking, accountability, trust, learning, M&A processes, and innovation. His research has appeared in such publications as Academy of Management Annals, Academy of Management Journal, Academy of Management Review, Administrative Science Quarterly, Harvard Business Review, and Organization Science. His most recent books are Organizational Control (2010), The Six Domains of Leadership (2015) and Routledge Companion to Trust (2017). He is one of only two individuals to have won multiple Best Paper awards from the Academy of Management Review. He has served in editorial and funding review roles for leading journals, editorial boards, and funding panels in the U.S., Canada, Hong Kong, and Australia and has served on several boards of directors (including Academy of Management, Society of Organizational Learning, Hope for the Warriors, and Center for the Public Domain) and academic advisory boards (Behavioural Insights Team, Center for Evidence-based Management). He is Founding Editor of Behavioural Science and Policy, Consulting Editor of Science You Can Use, Advisory Board Member of the Journal of Trust Research, having previously served as Editor of Academy of Management Annals, Senior Editor of Organization Science, and Associate Editor of the Journal of Organizational Behavior, Consulting Editor of Science You Can Use, Advisory Board Member of the Journal of Trust Research, and Advisory Board for the Routledge Book Series on Trust, having previously served as Senior Editor of Organization Science and Associate Editor of the Journal of Organizational Behavior. He has extensive consulting and executive education experience with corporations, non-profits, and government organizations worldwide. In this work, he has focused on strategic leadership, leading and managing change (including mergers and acquisitions), organizational trust, learning and knowledge management, and the design of organizational control systems. Prior to obtaining his PhD in organizational behaviour from Stanford University, Sim spent over ten years in a variety of managerial and executive roles with responsibility for planning, information technology, financial administration, and research in consulting, non-profit, and government organizations.
Massimo TAVONI, Associate Professor, School of Management of Politecnico di Milano and Coordinator, Climate Change Mitigation Programme, Fondazione Eni Enrico Mattei (FEEM), Italy

Massimo Tavoni is associate professor at the Department of Management, Politecnico di Milano, as well as coordinator of the Climate Change Mitigation research programme at Fondazione Eni Enrico Mattei (FEEM). In 2014-2015, he served as a fellow at the Center for Advanced Studies in Behavioural Science of Stanford University (USA). From 2008 to 2010, he served as a post-doctoral research associate at Princeton University, and before then researcher at FEEM and CMCC. His research focuses on energy and climate change economics, with a specific focus on modelling and evaluating international climate mitigation policies. He is also interested in the interplay between energy, climate and environmental policies. Massimo has published extensively in the peer reviewed literature, including work that was featured in "Time" magazine's list of "The 50 Best Inventions of 2009". He is a lead author for the 5th assessment report of the IPCC, the co-director of the annual International Energy Workshop and deputy editor for the journal Climatic Change. Massimo holds a Laurea cum Laude in Engineering from the University of Bologna, an MSc in Mathematical Economics from the London School of Economics, and a PhD in Political Economics from the Catholic University of Milan.

Josée TOUCHETTE, Chief Operating Officer, National Energy Board, Canada

Josée Touchette is an accomplished public sector leader with a passion for public policy and its implementation. As Chief Operating Officer for the National Energy Board of Canada, she leverages her extensive experience in managing collaboration with key stakeholders, including government officials, leaders of industry and international partners to foster excellence in regulatory outcomes. She has held a variety of senior positions in the Public service of Canada over almost thirty years. Previously, she was Senior Assistant Deputy Minister, Policy and Strategic Direction at Indigenous and Northern Affairs Canada. Prior to that, she held Assistant Deputy Minister positions at National Defence, Justice Canada and the Canadian International Development Agency. A member of the Québec bar, Josée is also a Chartered Professional Accountant (CPA), holds a Master’s in Business Administration from Queen’s University, as well as a Bachelor’s degree in social science and an LLL from the University of Ottawa.

René VAN BAVEL, Scientific Officer, Foresight, Behavioural Insights and Design for Policy Unit, Joint Research Centre, European Commission

René van Bavel completed his undergraduate degree in economics at Queen's University, Canada, and his MSc and PhD in social psychology at the London School of Economics. He is currently Scientific Officer at the European Commission’s Joint Research Centre (JRC), working on the application of behavioural insights to EU policy-making. Over the past 12 years he has contributed as a researcher, policy analyst, and team leader to bringing scientific evidence to policy-making at the European Commission. Prior to that, he taught social psychology at the University of Cambridge. His research interests include the social psychology of economic thought, behavioural nutrition and physical activity, and online behaviour. He has published quantitative and qualitative studies in economic, psychology, and public health journals.

Kate WESSELS, Executive Director, Behavioural Science & Policy Association, United States

Kate Wessels is the Executive Director of the Behavioural Science & Policy Association, where she is responsible for promoting the thoughtful application of rigorous behavioural science research serving the public interest. In this role, Kate is accountable for vetting, organizing, and promoting behavioural policy insights, leading community building collaboration between scientists and practitioners, and connecting individuals and organizations through conferences, spotlight workshops, taskforces, and the publication of BSPA’s flagship journal Behavioural Science & Policy. Prior to joining BSPA, Kate spent over a decade running global executive education initiatives and educational start-ups in the learning and development space, and held roles at the UCLA Anderson School of Management (USA), London Business School (UK), Imperial College Business School (UK) and the University of Cape Town (SA). Kate holds a Bachelor of Commerce degree in Economics and Law from the University of Cape Town, a Bachelor of Commerce Honours degree in Financial Analysis and Portfolio Management from the University of Cape Town and a Master’s degree in Behavioural Science from the London School of Economics and Political Science (LSE). A native South African, Kate is most interested in the impact that behavioural science can have on poverty and development initiatives throughout the developing world.
Juan YERMO, Deputy Chief of Staff, OECD

Mr Juan Yermo took up his functions as Deputy Chief of Staff of the Secretary-General of the OECD on 1st October 2014. Previous to his current position, Mr Juan Yermo acted a Senior Advisor for the Secretary-General’s Better Policies Series. In that role, he supported the Chief and Deputy Chief of Staff in the planning, conception and content of the “Better Policies Series” designed to provide first-hand and horizontal policy advice for Heads of State and Government and Ministers. He also supported Deputy Secretary-General Danvers in the oversight and co-ordination of the CleanGovBiz initiative. Mr Yermo joined the OECD in July 1999. He was initially in charge of the private pensions unit and oversaw the Working Party on Private Pensions. He also led the launch of the OECD Pensions Outlook, among other publications. Before joining the Office of the Secretary-General, Mr Yermo was Deputy Head of the Financial Affairs Division of the Directorate for Financial and Enterprise Affairs and supported the organization’s input to the G20 project on investment financing, including the development of the G20-OECD High-level Principles of Long-term Investment Financing by Institutional Investors. Prior to joining the OECD, Mr Yermo was a consultant in the Latin America and Caribbean Department of the World Bank and a Risk Analyst for Bankers Trust. Mr Yermo, a Spanish national, holds a PhD. (DPhil) and MPhil in Economics from Oxford University and an MA in Economics from Cambridge University.