



OECD-TEN Conference on Behavioural Insights

BEHAVIOURAL SCIENCE IN PUBLIC POLICY

Being Green, Consumer Centric and with
Well-Functioning Markets and Organisations



AGENDA

11 May 2017
OECD Headquarters, Paris

Following the 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. Focusing on sustainable consumption, consumer protection in the digital economy, organisational behaviour and financial markets, this conference will focus on new thinking and practices from across the world. Through these topics, this conference will discuss 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 2017 and 2018.

09:00-09:30 Welcome refreshments

09:30-10:00 Opening remarks

10:00-10:40 **PANEL DISCUSSION: WHAT NOW? NEW FRONTIERS FOR BEHAVIOURAL INSIGHTS**

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.

Panel:

- *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
- *Fadi Maki*, Head of the Qatar Behavioural Insights Unit, Supreme Committee for Delivery and Legacy, Qatar
- *Owain Service*, Managing Director, The Behavioural Insights Team, United Kingdom
- *Lucia Reich*, Professor, Copenhagen Business School, Denmark

10:40-11:00 **Launching of the two new reports:**

- **Launch 1: OECD: "Tackling Environmental Problems with the Help of Behavioural Insights"**
- **Launch 2: Green Growth Knowledge Platform: Green Growth and Behaviour**

11:00-13:00 **Breakout 1: Tackling environmental problems**

Presentation of OECD's 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*, Policy Analyst, Foresight and Behavioural Insights Unit, Joint Research Centre, European Commission, (TBC)

Speakers:

- *Massimo Tavoni*, Associate Professor, School of Management of Politecnico di Milano and Coordinator, Climate Change Mitigation Programme, FEEM, Italy
- *Kerry Connors*, Associate Director, Energy Consumers, Australia
- *Francisco Alpízar*, Director and Senior Research Fellow, Center for Central America, EfD, Costa Rica

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](#)

Moderator: Lucia Reich, Professor, Copenhagen Business School

Speakers:

- *Online pricing issues:* Anne-Lise Sibony, Professor, UC Louvain
- *Decision-making in the digital economy:* Pete Lunn, Senior Research Officer, Economic and Social Research Institute
- *Consumer protection:* Lorraine King, Head of Consumer, Competition and Regulatory Policy, Directorate for Economic Development, Government of Scotland

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

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

Speakers:

- *Beapplied – Behavioural recruitment: Owain Service*, Managing Director, the Behavioural Insights Team, United Kingdom
- *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*, Head of the Global Insights Initiative (GINI) and Senior Economist in the Development Economics Vice Presidency of the World Bank, United States

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.

13:00-14:00

LUNCH BREAK

14:00-15:30

Breakout 1: Achieving green growth with the help of behavioural science

Moderator: *Meridith Root Bernstein*

Speakers:

- *Katy Janda*, Senior Researcher, Environmental Change Institute, Oxford University Centre for the Environment, United Kingdom
- *Saugato Datta*, Managing Director, ideas42, United States
- *Behavioural economics for energy and decarbonisation policies: A Scandinavian perspective* : *Luis Mundaca*, Associate Professor, International Institute for Industrial Environmental Economics (IIIEE) at Lund University, Sweden

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

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

Speakers:

- *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
- *Tyler Fleming*, Director, Ontario Securities Commission, Canada (TBC)
- *Manasee Desai*, Vice President, ideas42, United States

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 (TBC)

16:15-17:45

Supporting the “behavioural community” (CC9)

Moderator: *Pelle Hansen*, Co-Founder of The European Nudge Network, Denmark

Panel:

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

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)