



OECD Meeting on Behavioural Insights

NUDGING FOR GOOD, RESPONSIBLY



12 May 2017
OECD Headquarters, Paris

AGENDA



Following the seminal [OECD Seminar on Behavioural Insights](#) held in January 2015, the OECD will host a second closed door seminar for 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 is “Nudging for Good, Responsibly”. First the meeting will discuss how behavioural insights can have an impact in some of the major “responsibility agendas” such as inclusive growth, SDGs and equality. Secondly the meeting will allow for an open discussion on what the behavioural community needs to do now to ensure that the practice of the science is not discredited and maintains its integrity.

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: *Juan Yermo*, Deputy Chief of Staff, 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 Alpizar*, 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
- *Elizabeth Hardy*, Lead, Behavioural Insights, Design and Policy Innovation at the Central Innovation Hub, Privy Council Office, Government of Canada
- *John Guyton*, Chief: Partnership and Innovation Lab, Research, Applied Analytics, and Statistics, Internal Revenue Service, US Department of the Treasury, United States

15:30-16:00

Closing remarks (CC9)

- *Rolf Alter*, Director, Directorate for Public Governance, OECD