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Behavioural Science Summit :
Case Studies From Around The World

Morning Session Agenda

9:00-9:10

Welcome Speech

9:10-9:50

Understanding remittance behaviours of Pacific workers and diaspora

9:50-10:30

Land of 20,000 Mother Tongues

10:30-11:10

Behavioural Insights in Singapore: Unique Policy Challenges

Afternoon Session Agenda

13:00-13:40

Using BI for policy: from lawmaking process (AI4Gov) to policy implementation within public sector

13:40-14:20

Applying Behavioural Science to Public Policy and Its Implementation

14:20-15:00

Lottery Studies to promote Lifestyle Behavior Change

15:00-15:40

Ethics and behavioural public policy

Evening Session Agenda

16:30-17:10

The Heineken Case:
reducing drinking and driving through
nudges and BE concepts in Brazil

17:10-17:50

Behavioral Insights and the Fight Against
COVID-19

17:50-18:30

\$100M Nudge

18:30-18:35

Closing Speech



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Morning Session

“ UNDERSTANDING REMITTANCE BEHAVIOURS OF PACIFIC WORKERS AND DIASPORA ”

Ravi is a Senior Advisor based in BIT Sydney office. He has experience applying behavioural insights in a wide range of policy areas, including regulation and compliance, consumer finance, education, and international development. He has helped a number of regulators understand and overcome behavioural barriers to compliance, and is a co-author of BIT's Applying Behavioural Insights to Regulated Markets.

**RAVI DUTTA-POWELL,
AUSTRALIA**



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INSIGHTS TEAM



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LAND OF 20,000 MOTHER TONGUES

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Prakash Sharma is a fanatical advocate of using Behavioural Science to solve problems for Society, Brands and Organizations. He is the Co-founder of 1001 Stories, a multidisciplinary consultancy specializing in Consumer Insights and Behavioural Design. 1001 applies principles of Context Architecture™ to analyze, understand and influence Human Behaviour for creation of better Products, Brands and People. Prakash is also the president of Diversifi Global, an international alliance of 20+ applied Behavioural Science companies from LatAm, US, Europe and APAC.

PRAKASH SHARMA,
INDIA



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Reshma Tonse is a Co-Founder at 1001 Stories and her work is driven by Social Norms, Socio-Psychology, and a keen interest in Folklore, Culture Design and Behavioural Sciences. Before founding 1001 Stories, Reshma worked with Ogilvy, Lowe Lintas and Saatchi & Saatchi. Her work includes several successful and award winning brand campaigns for Jio, Idea, Hit, Hamam, Rexona, BBC India, Titan Raga, Fortune Oils, Ultratech Cement, Yippee, OLX, Myntra and many more.



**RESHMA TONSE,
INDIA**



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BEHAVIOURAL INSIGHTS IN SINGAPORE: UNIQUE POLICY CHALLENGES

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Serene is Principal Advisor in The Behavioural Insights Team (Singapore). She leads the office's domestic consultancy work as well as its capability building across the region. She has been with the Singapore office since its inception in 2016 and since then has helped to build the capacity of several behavioural insights units within the government. Serene's work focuses on home affairs, education, rehabilitation, and health. She holds a Master's in Research Methodology and a PhD in Education from the University of Michigan.

**SERENE KOH,
SINGAPORE**



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Afternoon Session

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USING BI FOR POLICY: FROM LAWMAKING PROCESS (AI4GOV) TO POLICY IMPLEMENTATION

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Imen founded the Gov-tech Start-up BSDL (Behavioural Science Design Lab), dedicated to supporting and advising policy's transformation process using evidence from research in behavioural science and technology. She designed the GOVINOV package, a supportive tool for decision making exercise aiming to modernize parliamentary administration. In 2017, Imen participated in a meeting on applying Behavioural Insight for Prevention of Violent Extremism in Amman.



**IMEN GHEDHIOUI,
TUNISIA**



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APPLYING BEHAVIOURAL SCIENCE TO PUBLIC POLICY AND ITS IMPLEMENTATION

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Ibukun is the Nigerian Economic Summit Group's lead behavioural economist of the Policy Innovation Unit (PIU) which pioneered the deployment of Behavioural Economics to public policy in Nigeria.

As a public policy entrepreneur and behavioural economist, he has undergone several professional engagements World Bank, United Nations Industrial Development Organization (UNIDO), European Union (EU), African Union (AU), World Economic Forum (WEF), McKinsey, BCG and Accenture.

**IBUKUNOLUWA AKINRINDE,
NIGERIA**



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LOTTERY STUDIES TO PROMOTE LIFESTYLE BEHAVIOR CHANGE

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Koen works at the Department of Health Economics (RIVM). His main field of interest is the use of behavioral science to improve health and safety in practice. Van der Swaluw designs and manages multiple large field experiments aimed at disease prevention and safety through behaviour change. Koen also formally advises the Dutch government on the behavioral and communication aspects of combating the coronavirus (e.g., policy and press conferences).

**DR KOEN VAN DER SWALUW,
NETHERLANDS**



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ETHICS AND BEHAVIOURAL PUBLIC POLICY

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Professor Liam Delaney (<https://www.lse.ac.uk/PBS/People/Professor-Liam-Delaney>) is the Head of the Department of Psychological and Behavioural Sciences Department at the London School of Economics, where he researches ethical foundations and trustworthiness of behavioural public policy. In this webinar he will be introducing the FORGOOD framework (<https://bsp.ucd.ie/forgood/>), which includes seven ethical considerations when nudging behaviour. The aim of FORGOOD is to reduce the unintentional misuse of behavioural science in applied policy settings by encouraging voluntary ethical reflection in a systematic way

**LIAM DELANEY,
UK**



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Case Studies From Around The World
Evening Session

“THE HEINEKEN CASE - REDUCING DRINKING AND DRIVING THROUGH NUDGES AND BE CONCEPTS IN BRAZIL”

Founder and CEO of the consulting firm InBehavior Lab and Chief Editor of EconomiaComportamental.org. Behavioural Economist with 15+ years of experience studying and investigating individual and group behavior using both lab and field experiments. Co-organizer of the book *Guia de Economia Comportamental e Experimental* with key international experts in the area. Since 2005, led and designed 23 field experiments/RCTs while working in consulting, finance, marketing, strategic planning, and pricing intelligence positions. The IBL cases have been proving applied BE results with organizations like Heineken, WWF, Banco do Brasil, main Brazilian insurance companies (Caixa Seguradora e BB Seguros), ENAP & Brazilian Government, and many others.

FLÁVIA ÁVILA,
BRAZIL



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BEHAVIORAL INSIGHTS AND THE FIGHT AGAINST COVID-19

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Carlos Scartascini is Head of the Development Research Group at the Research Department and Leader of the Behavioral Economics Group of the Inter-American Development Bank. He is currently focused on expanding the use of behavioral economics at the IDB and leading many field experiments with governments in Latin America and the Caribbean. He has published eight books and more than 50 articles in edited volumes and academic journals. He is Associate Editor of the academic journal *Economía*, and Founding Member of LACEA's BRAIN (Behavioral Insights Network).

**CARLOS SCARTASCINI,
ARGENTINA**



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“ \$100M NUDGE ”

Justin is a Ph.D. candidate at the Harris School for Public Policy at the University of Chicago. He is primarily interested in the role of social influences in public economics, labor economics, and crime. His research explores peer effects in a police officer's decision to use force, the impact of social and punitive deterrence messages on tax compliance, how racial discrimination affects the consequences of minimum wage policies, and repugnance towards price-gouging.

Before attending the Harris School, he was the Associate Director of the Chicago Experiments Initiative at the University of Chicago. Justin is also an affiliated researcher at the Joint Initiative for Latin American Experimental Economics.



**JUSTIN HOLZ,
USA**



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ETHICAL ISSUES IN BEHAVIOURAL RESEARCH, EVIDENCE FROM GLOBAL SOUTH COUNTRIES

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Kelvin is a Senior Research Compliance Officer at Busara, serving as a liaison on matters of human research ethics for administration, researchers and governmental authorities. He works with study investigators at the center to make sure that research implemented is ethically sound and compliant international standards. Busara Center has country offices in Kenya, Nigeria, Uganda, Tanzania and India and project presence across the globe.

**KELVIN KIHINDAS,
KENYA**



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DESIGNING THE FUTURE TRANSPORT ENVIRONMENT FOR THE FALLIBLE HUMAN

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Mike is the Founder of The Behavioural Architects, a research and strategy company that specialises in applying insights from Behavioural Science to better understand and change behaviour. Working with clients in both the public and private sectors, Mike and his team aim to help their clients create and sustain new positive behaviours - as well as reducing negative behaviours.

Previously he has held a managerial position at Ogilvy.

**MIKE DANIELS,
AUSTRALIA**



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