



Department of
**Geography and
Environment**

presents

Behavioural Transformations in the 21st century:

Novel ways to make behavioural public policy more effective

sponsored by

LSE Knowledge Exchange & Impact Strategy Group

in association with



**Brunel
University
London**



Department of
**Psychological and
Behavioural Science**

What Works
Social mobility and student success



Registration is now open. To register, please click [here](#)

[Follow us on twitter for timely updates on the event.](#)

Join leading academic experts of behavioural science to engage in a **two-day event** focussed at the outreach of novel behavioural change tools like Nudge+, Thinks and Boosts. Let's go beyond nudges, and take first class research today to apply for tomorrow.

May 27th & May 28th
Organised & Chaired by



MR. SANCHAYAN BANERJEE

Sanchayan Banerjee is an Associate Fellow of the UK Higher Education Academy. He is a doctoral student in Environmental Economics at LSE, where he focusses on developing the theory of Nudge+ and systematically testing against Boosts, Thinks and Nudges.

Keynote Speakers



PLENARY 1: BOOSTS

Ralph Hertwig is the Director of the Centre of Adaptive Rationality at the Max Planck Institute of Human Development.

PROF. RALPH HERTWIG



PLENARY 2: THINKS

Liz Richardson is a Professor of Public Administration at the University of Manchester, Her research centres on citizen participation.

PROF. LIZ RICHARDSON



PLENARY 3: NUDGE+

Peter John is the head of King's College London's School of Politics and Economics. He is the leading Nudge+ researcher.

PROF. PETER JOHN



PLENARY 4: BEHAVIOURAL INSIGHTS

Zeina Afif is a Senior Social Scientist at the eMBED Unit, World Bank working to improve access to public services and programs.

MS. ZEINA AFIF

Our Policy Experts



MR. PAUL ADAMS

Expert on Finance

Paul Adams co-founded the Financial Conduct Authority's Behavioural Economics and Data Science Unit and led the organisation's BE work. Currently he works as a Senior Behavioural Scientist at the Dutch financial market supervisor, the AFM.



DR. MANU SAVANI

Expert on Public Health

Manu Savani is a Lecturer in Public Policy at Brunel University London. Her doctoral thesis tested behavioural public policy applied to health using RCTs working in partnership with Camden Council and the private sector.



DR. GANGA SHREEDHAR

Expert on Environmental Policy

Ganga Shreedhar is an Assistant Professor in Behavioral Sciences at LSE's Psychological and Behavioral Science department. She applies a behavioural lens to evaluate environmental and climate policy.



MS. VANESSA TODMAN

Expert on Education

Vanessa Todman is the head of King's College's What Works department. She is the lead on the use of experimental methods of evaluation to improve social mobility.

For more details, please write to Mr. Banerjee

S.Banerjee9@lse.ac.uk

#ThinkAboutIt

@Behavioural21

presents

Behavioural Transformations in the 21st century:

Novel ways to make behavioural public policy more effective

 **May 27**

DAY ONE

 **10 am BST**

Session 1: Keynotes

What to expect?

- Not all tools are nudges: Break its false synonymity with the behavioural toolkit
- Learn to effectively design and administer first-best policy tools

10am	Welcome Address to the event by the Chair
 10.15 - 10.45am	 Plenary 1 by Prof. Ralph Hertwig on using competency building techniques (aka Boosts) for effective behavioural change
 10.45 - 11.15am	 Plenary 2 by Prof. Liz Richardson on using reflective strategy and citizen deliberation (aka Thinks) for effective behavioural change
 11.15 - 11.45am	 Plenary 3 by Prof. Peter John on using a hybrid nudge-think strategy (aka Nudge+) as a modification of the behavioural toolkit.
 11.45 - 12.15am	 Plenary 4 by Ms. Zeina Afif as she draws on her experience at the World Bank on how to use novel insights to drive behavioural change amongst citizens.
 12.15 - 12.30am	 Closing Address by the Chair: Mr. Sanchayan Banerjee will share empirical evidence from his randomised evaluation of Nudge+, Boost, Think and Nudges

AFTERNOON

 **1 pm BST**

Session 2: Policy Labs

What to expect?

Join a policy lab to discuss the applications of Nudge+, Boosts and Thinks within your respective policy domains with colleagues and leading academic experts.

Understand and determine the trade-offs between consumer agency and paternalism while delivering behavioural change.

Learn to account for various compound risks and uncertainties (e.g., Covid19)

Design experiments to assess what interventions work best in your field and assessing behavioural spillovers

Mr. Paul Adams
leading Policy Lab 1
on Finance

Dr. Manu Savani
leading Policy Lab 2
on Public Health

Dr. Ganga Shreedhar
leading Policy Lab 3
on Environment

Ms. Vanessa Todman
leading Policy Lab 4
on Education

 **May 28**

DAY TWO

 **10 am BST**

Session 3: Troubleshooting and Networking

By reservation

What to expect?

Book a slot for a one-to-one consultation with our leading behavioural science experts to discuss your project.

This is your opportunity to:

Engage in a 1:1 session

Approach experts with your project ideas and think about designing new behavioural interventions to effectively deliver behavioural change

Build a network with the expert for future alliance