

# 1<sup>st</sup> International Behavioural Public Policy Conference

London, Sept 7<sup>th</sup>-10th

In partnership with King's College London, Frontier Economics, the LSE Hayek Programme, STICERD, the University of Notre Dame's Research Program on Law and Market Behavior, Expilab Research, and the Behavioural Insights Team



	Stream 1	Stream 2	Stream 3
18:00- 20:00	<b>CONFERENCE OPENING CEREMONY</b> Shaw Library (LSE) Chaired by LSE Director Minouche Shafik.		
	The panellists: Nava Ashraf, Tim Besley and Gus O'Donnell.		



	Stream 1	Stream 2	Stream 3
09:15- 10:15	<ul> <li>opportunities in behavioural public por PAN.G.01 (LSE)</li> <li>Tony Hockley</li> <li>How do you envision BPP evolving in the next de BPP could be leveraged for greater impact?</li> <li>In this interactive session, attendees can engage Association (IBPPA) to:</li> <li>Share challenges faced when working in the BP</li> <li>Provide recommendations for addressing the ge</li> <li>Discuss novel applications and new directions for Public Policy Journal</li> </ul>	cade? What new advances in BPP do you feel have directly with the Steering & Development Committ P field	the greatest potential? Do you see areas where ee of the International Behavioural Public Policy ic Policy's New Voices section of the Behavioural
10:15- 10:30	Coffee / Tea Break Location: CBG ground floor		
10:30- 11:25	Session 1 CBG.2.06 (LSE) Combining nudges and boosts to increase precautionary saving: A large-scale field experiment Shane Timmons ESRI, Dublin, Ireland Meet them where they are: Reaching all types of fathers with nutrition information <u>Ellen Moscoe</u> World Bank Group, NA, USA	Session 5 Yangtze Theatre (LSE) Governing health care: comparing Italy's 'blind watchmaker' with 'intelligent design' in the UK Gwyn Bevan London School of Economics and Political Science, London, United Kingdom Fear and the Dynamics of US Health Reform Politics Michael K. Gusmano Lehigh University, Bethlehem, USA	Session 11 LSE Lecture Theatre (LSE) Engagement, expertise, and responsiveness to behavioural biases in public organisations: Evidence from the World Bank Sheheryar Banuri University of East Anglia, Norwich, United Kingdom Prenudge: A nudge on a nudge Tabaré Capitán Swedish University of Agricultural Sciences, Uppsala, Sweden
11:25- 11:30			
11:30- 12:25	Session 2 CBG.2.06 (LSE) What Motivates People to Pay Their Taxes? Evidence from Four Experiments on Tax Compliance Ivo Vlaev Warwick Business School, Warwick, United Kingdom Compliance and Civic Engagement: Evidence from a Field Experiment in Argentina Krzysztof Krakowski University of Turin, Turin, Italy	Session 6 Yangtze Theatre (LSE) A risk-risk trade-off assessment of climate- induced mortality risk changes Irene Mussio Newcastle University Business School, Newcastle, United Kingdom Harnessing behavioural insights to tackle gender-based violence Chloe Bustin Behavioural Insights Team, London, United Kingdom	Session 12         LSE Lecture Theatre (LSE)         Analytical reasoning reduces Internet fraud susceptibility         Yaniv Hanoch         University of Southampton, Southampton, United Kingdom         Honesty pledges for behavioural regulation of dishonesty: The importance of Involvement and Identification         Eyal Peer <sup>1</sup> , Yuval Feldman <sup>2</sup> <sup>1</sup> Hebrew University of Jerusalem, Jerusalem, Israel. <sup>2</sup> Bar-Ilan University, Ramat-Gan, Israel



2:30- 3:30	Lunch Location: CBG ground floor		Panel by Ofcom, CMA and FCA LSE Lecture Theatre (LSE) Digital Regulators: Choice Architecture and Online Consumer Protection Policy
			Businesses are continually innovating in how to shape consumers' online decisions. In this session three of the UK's digital regulators, Ofcom, the Financial Conduct Authority (FCA) and the Competition and Markets Authority (CMA), discuss using evidence on the impact choice architecture for consumer protection policy.
			The CMA will discuss recent work exploring online choice architecture (OCA) practices, th potential harms from OCA practices on consumers and competition and the role of OCA practices in digital enforcement cases. The FCA will share online Randomised Controlled Trials (RCTs) on the impact of choice architecture on decisions to purchase high risk financial products. Ofcom will discus online RCTs on the effectiveness of alert warnings on decisions to view or skip potentially harmful online content.
			Attendees will get an insight into how regulators are using advanced Behavioural Insight techniques to shape policy in e- commerce and online safety.
			Presenters: Dr Rupert Gill, Head of Behavioural Insight, Ofcom
			Lucy Hayes, Financial Conduct Authority Behavioural Economics and Data Science Uni
			Dr Neha Bose, Competition & Markets Authority Behavioural Hub
8:30- 1:25	Session 3 CBG.2.06 (LSE) Institutionalising Behavioural Public Policy in Belgium Pieter Raymaekers, Marleen Brans	Session 7 Yangtze Theatre (LSE) Who nudges whom? Expert opinions on behavioural field experiments with public partners	Session 13. Panel - Adam Oliver "A Political Economy of Behavioural Public Policy" LSE Lecture Theatre (LSE) Panelist: Malte Dold
	Public Governance Institute, KU Leuven, Leuven, Belgium	<u>Katja Marie Fels</u> Leibniz-Institute for Economic Research, Essen, Germany	
	Embedding Behavioural Insights into Japanese Local Governments: Organizational Structure and Diffusion Strategy <u>Ken Moriyama</u> PolicyGarage, Japan	The importance of representing economic inequality saliently and to scale <u>Christian T. Elbaek</u> Aarhus University, Aarhus, Denmark	
:25-			



14:30- 15:25	Session 4 CBG.2.06 (LSE) Missing Mechanisms of Manipulation in the EU AI Act Matija Franklin <sup>1</sup> , <u>Rebecca Gorman<sup>2</sup></u> <sup>1</sup> UCL, London, United Kingdom. <sup>2</sup> GDPR Review and the Voltage Effect <u>Artur Bogucki<sup>1,2,3</sup></u> , Andrea Renda <sup>2,1,4</sup> <sup>1</sup> Centre for European Policy Studies (CEPS), Brussels, Belgium. <sup>2</sup> Global Governance, Regulation, Innovation and Digital Economy (GRID). <sup>3</sup> SGH Warsaw School of Economics, Warsaw, Poland. <sup>4</sup> European University Institute, Florence, Italy	Session 8 Yangtze Theatre (LSE) The efficiency-equity trade-off, self-interest, and moral principles in health and safety valuation Danae Arroyos-Calvera University of Birmingham, Birmingham, United Kingdom Considering How Industry Response to Policy May Influence Consumer Behaviour: A Pre- test of a Food Label Deirdre A. Robertson ESRI, Dublin, Ireland	Session 14 LSE Lecture Theatre (LSE) Exploring the situational correlates of meat consumption among those with intentions to reduce Leonhard K. Lades University College Dublin, Dublin, Ireland Wellbeing losses of health inequality and poverty Joan Costa-Font London School of Economics and Political Science, London, United Kingdom
15:25- 15:30			
15:30- 16:00	Coffee / Tea Break Location: CBG ground floor		
16:00- 16:55		Session 9 Yangtze Theatre (LSE) Turning up the heat: Encouraging pro- environmental behaviour through Warm Glow Paul Lohmann University of Cambridge, Cambridge, United Kingdom How Sludge Impairs the Effectiveness of Policy Programs: A Field Experiment with SMEs Deborah Kistler ETH Zurich, Zurich, Switzerland	Session 15 LSE Lecture Theatre (LSE) The effectiveness of social norms interventions for improving health behaviours: Protocol for a systematic review and meta-analysis. Natalie Gold London School of Economics and Political Science, London, United Kingdom Social Norm Improves Tax Compliance: Evidence from a Field Experiment in Latvia Andris Saulītis Baltic International Centre for Economic Policy Studies, Riga, Latvia
16:55- 17:00			
17:00- 17:55		Session 10 Yangtze Theatre (LSE) Killing two birds with one stone? Experimental evidence of the spillover effects of social norm nudges in the food domain. Julien Picard London School of Economics and Political Science, London, United Kingdom Tax evasion and the social norm: a real effort task experiment Nuria Rodríguez-Priego <sup>1</sup> , José Félix Sanz-Sanz <sup>2</sup> , Agnes Pinter <sup>1</sup> <sup>1</sup> Universidad Autónoma de Madrid, Madrid, Spain. <sup>2</sup> Universidad Complutense de Madrid, Madrid, Spain	Session 16 LSE Lecture Theatre (LSE) Do nudges crowd out prosocial behavior? Erik Gråd Anthesis Encouraging vaccination against COVID-19 has no compensatory spillover effects Matteo M. Galizzi London School of Economics and Political Science, London, United Kingdom



17:55- 18:45	
18:45- 19:45	Reception and Keynote. John List. "The Voltage Effect in Public Policymaking" Sheikh Zayed (LSE) Laura Petschnig John List will discuss the science, and lack thereof, behind the scaling up of public policies. Session sponsored by Frontier Economics.



	Stream 1	Stream 2	Stream 3
09:15- 10:15	Keynote. Doug Bernheim. "The Challer PAN.G.01 (LSE) Tim Besley Session sponsored by the LSE Hayek Programme	nges of Behavioral Welfare Economics"	
10:15- 10:30	<b>Coffee / Tea Break</b> Location: CBG ground floor		
10:30- 11:25	<b>Session 17</b> CBG.2.06 (LSE)	Session 22 Yangtze Theatre (LSE)	Session 27 LSE Lecture Theatre (LSE)
	The Role of Trendsetters in the Popularization and Adoption of the Swachh Bharat Mission Sakshi Ghai Cambridge University, Cambridge, United Kingdom Committing to Keep Clean: Nudging Complements Standard Policy Measures to Reduce Illegal Urban Garbage Disposal in a Neighborhood With High Levels of Social Cohesion Inge Merkelbach Netherlands	When Should Governments Invest More in Nudging? Revisiting Benartzi et al. (2017) <u>Avishalom Tor</u> Notre Dame, Notre Dame, USA Nudge plus: incorporating reflection into behavioral public policy <u>Peter John</u> King's College, London, United Kingdom	The Boomerang Effect of Warnings, and the Interaction Between the Initial Tendencies and the Common Experiences. Yefim Roth Israel Institute of Technology, Haifa, Israel Future incentives to reduce mobile usage Laura Zimmermann IE University, Madrid, Spain
11:25- 11:30			
11:30- 12:25	Session 18 CBG.2.06 (LSE)	Session 23 Yangtze Theatre (LSE)	Session 28 LSE Lecture Theatre (LSE)
	Can Grit Be Taught? Lessons from a Nationwide Field Experiment with Middle- School Students Ana Maria Munoz Boudet <sup>1</sup> , <u>Christian Krekel<sup>2</sup></u> <sup>1</sup> World Bank Group, NA, USA. <sup>2</sup> London School of Economics and Political Science, London, United Kingdom Forgiving political scandal: The role of behavioural biases in voters' decisions <u>Manu Savani<sup>1</sup></u> , Sofia Collignon Delmar <sup>2</sup> <sup>1</sup> Brunel University London, London, United Kingdom. <sup>2</sup> Royal Holloway University London, London, United Kingdom	What works to reduce prejudice in the real world? Wing Hsieh Monash University, Clayton, Australia Is skewed unfair? The role of experienced inequalities and self-interest in redistributive behavior Ursa Bernardic University of Geneva, Geneva, Switzerland	Countering misinformation using tailored debunks Hendrik Bruns European Commission, Brussels, Belgium Do Dietary Failures Possess Self-Serving Policy Attitudes? Jan M. Bauer COPENHAGEN BUSINESS SCHOOL, Copenhagen, Denmark
12:25- 12:30			
12:30- 13:00	Lunch Location: CBG ground floor		
13:00- 13:30			Panel by World Bank, OECD, EU Commission & WHO



13:30- 14:25	<b>Session 19</b> CBG.2.06 (LSE)	Session 24 Yangtze Theatre (LSE)	LSE Lecture Theatre (LSE)
	Nudging in the Time of the Coronavirus: Evidence from an Experimental Tax Trial in Albania at the Onset of a Global Pandemic Jonathan Karver World Bank Group, NA, USA	Lightbulb moments – Consumer Inertia in the Electricity Market Christina Gravert University of Copenhagen, Copenhagen, Denmark	
	Evaluating COVID-19 public health messaging in Italy: Self-reported compliance and growing mental health concerns <u>Andriv Ivchenko</u> London School of Economics and Political Science, London, United Kingdom	Pre-testing the goal-framing of an energy saving awareness campaign using an online experiment. <u>Hannah Julienne</u> Sustainable Energy Authority of Ireland, Dublin, Ireland	
14:25- 14:30			
14:30- 15:25	Session 20 CBG.2.06 (LSE)	Session 25 Yangtze Theatre (LSE)	Panel " Behavioral insight is more than WEIRD: The landscape of
	Biases and Frictions in Immunization: A Behavioral Approach to Public Policy Interventions in Vaccine Hesitancy Alejandro Hortal University of North Carolina Greensboro, Greensboro, USA Inequality, outreach and impact in public goods contributions <u>Nicky Nicholls</u> University of Pretoria, Pretoria, South Africa	Cultural Evolutionary Behavioural Science in Public Policy Robin Schimmelpfennig University of Lausanne, Lausanne, Switzerland YES YOU CAN: SOCIO-EMOTIONAL SKILLS FOR HIGHER EMPLOYABILITY IN TURKEY Ana Maria Munoz Boudet <sup>1</sup> , <u>Elif Kubilay</u> <sup>2</sup> <sup>1</sup> World Bank Group. <sup>2</sup> University of Essex, Essex, United Kingdom	<ul> <li>behavioral science in non-WEIRD countries"</li> <li>LSE Lecture Theatre (LSE)</li> <li>During the panel session, the Nudge Unit at the Ministry of Health Saudi Arabia and the World Bank will present a practical toolkit that addresses public health challenges through behavioural science.</li> <li>Speakers: <ul> <li>Faisal Naru, Executive Director at Policy Innovation Center, Rockefeller Philanthropy Advisors</li> <li>Dr. Mohammed Alhajji, Director of the Health Nudge Unit, Ministry of Health, Saudi Arabia</li> <li>Moderator: Zeina Afif, Senior Social Scientist with the World Bank's Mind, Behavior &amp; Development Unit (eMBeD).</li> </ul> </li> </ul>
15:25- 15:30			
15:30- 16:00	<b>Coffee / Tea Break</b> Location: CBG ground floor		
16:00- 16:55	<b>Session 21</b> CBG.2.06 (LSE)	Session 26 Yangtze Theatre (LSE)	Session 31 LSE Lecture Theatre (LSE)
	Everyday Administrative Burdens and Inequality Lucie Martin University College Dublin, Dublin, Ireland	Nudging electric vehicle choices: Evidence from a behavioural intervention in a German automobile company Leonie Decrinis COPENHAGEN BUSINESS SCHOOL,	Group identities make fragile tipping points <u>Sonja Vogt</u> University of Lausanne, Lausanne, Switzerland How increased transparency affects the
	De-biasing Public Management Environmental Futures: Evidence from Survey	Copenhagen, Denmark	effectiveness of opt-out default interventions – and people's experiences and perceptions of being whilested to them

of being subjected to them



	Experiments with Public Managers and Citizens Alice Moseley University of Exeter, Exeter, United Kingdom	Using behavioral insights to incentivize cycling: results from a field experiment <u>Alice Ciccone</u> Institute of Transport Economics, Oslo, Norway	<u>Patrik Michaelsen</u> University of Gothenburg, Gothenburg, Sweden
16:55- 17:00	Best available evidence: really? On the paradoxical use of behavioural studies in EU policy making		
17:00- 17:20	<u>Anne-Lise Sibony</u> UCLouvain School of Law, Louvain-La-Neuve, Belgium		Annual Meeting of the IBPPA LSE Lecture Theatre (LSE) Chair: Adam Oliver
17:20- 17:45			
17:45- 18:00			
18:00- 20:30	Reception and Panel "The Future of Behavioural Science", UK Behavioural Insights Team NESTA building (BIT - UK) 18:30 - Welcome and Opening Remarks, Ravi Gurumurthy, CEO, Nesta		
	18:40 - Presentation: A New Manifesto for Applying Behavioral Science, Dr Michael Hallsworth, Managing Director, BIT Americas		
	18:55 - In conversation with Elizabeth Costa, Managing Director, BIT UK and Dr Michael Hallsworth, Managing Director, BIT Americas		
	19:10 - Audience Question and Answer		
	19:25 - Closing Remarks, Ravi Gurumurthy, CEO, Nesta		
	19:30 - Drinks Reception, 58VE Ground Floor Foyer		
	Location: https://goo.gl/maps/rMjZekdUYcDrANI	k96 [https://goo.gl/maps/rMjZekdUYcDrANk96]	



	Stream 1	Stream 2	Stream 3
09:15- 10:30	UPDATED: Networking Breakfast Ever Centre Building (LSE) Liam Delaney Coffee / tea will be served along with croissants		
10:30- 11:25	Session 32 CBG.2.06 (LSE) Diagnosing behavioral drivers of COVID-19 vaccine uptake and hesitancy: lessons from 17 countries Ellen Moscoe World Bank Group Risk Perceptions and Protective Behaviours: COVID-19, Food Poisoning and Influenza Compared Joan Cost-Font London School of Economics and Political Science, London, United Kingdom	Session 37 Yangtze Theatre (LSE) Bend, Don't Break: The Case for Adaptive Behavioral Design in Public Policy Ruth Schmidt IIT Institute of Design, Chicago, USA Behavioural public policy based on autonomy theory Martin Brenncke Aston University, Birmingham, United Kingdom	Session 42 LSE Lecture Theatre (LSE) Factors Affecting the Acceptability of Behavioral Interventions in Financial Decision Making Patricia de Jonge Vrije Universiteit Amsterdam, Amsterdam, Netherlands Are World Leaders Loss Averse? Matthew Rablen University of Sheffield, Sheffield, United Kingdom
11:25- 11:30			
11:30- 12:25	Session 33 CBG.2.06 (LSE) What works best in promoting climate citizenship? A randomised, systematic evaluation of nudge, think, boost and nudge+ Matteo M. Galizzi London School of Economics and Political Science, London, United Kingdom Behavioural policy recommendations to maximise uptake of annual health checks for autistic people in England Katelyn Smalley <sup>1</sup> , Jade Davies <sup>2</sup> , Anna Remington <sup>2</sup> , Carole Buckley <sup>2</sup> , Laura Crane <sup>2</sup> <sup>1</sup> Centre for Research in Autism and Education (CRAE), UCL, London, United Kingdom. <sup>2</sup>	Session 38 Yangtze Theatre (LSE) Presidential Approval Crowds Out Charitable Donations Bouke Klein Teeselink Yale University, New Haven, USA Synthesizing and structuring behavioral solutions in complex systems through a pattern language Katelyn Stenger University of Virginia, Charlottesville, USA	Session 43. Panel: M. Rizzo "HAYEKIAN PSYCHOLOGICAL ECONOMICS" LSE Lecture Theatre (LSE) Discussant: Shaun Hargreaves Heap HAYEKIAN PSYCHOLOGICAL ECONOMICS Mario Rizzo <sup>1</sup> , Malte Dold <sup>2</sup> <sup>1</sup> New York University, New York, USA. <sup>2</sup> Pomona College, Claremont, USA
12:25- 12:30			
12:30- 13:30	Lunch Location: CBG ground floor	Panel: S. Banerjee "It's time we put agency back into the agent! Lessons from reflection in behavioural public policy" It's time we put agency back into the agent! Lessons from reflection in behaviouralpublic policy Sanchayan Banerjee London School of Economics and Political Science, London, United Kingdom	



13:30- 14:25	Session 34 CBG.2.06 (LSE) Behavioural Evidence to Inform the COVID-19 Pandemic Response: Ireland's Social Activity Measure (SAM) Pete Lunn ESRI, Dublin, Ireland The effects of quality of evidence communication on perception of public health information and behaviour in the context of COVID-19 <u>Claudia R. Schneider</u> Cambridge University, Cambridge, United Kingdom	Session 39 Yangtze Theatre (LSE) Framing climate change as a generational issue: Experimental effects on youth worry, motivation and belief in collective action YIva Andersson ESRI, Dublin, Ireland Negative Spillovers from Real-time Feedback for Water Conservation Joost Buurman, Leong Ching National University of Singapore, Singapore, Singapore	Session 44 LSE Lecture Theatre (LSE) Income inequality and group identification in public good games Michalis Drouvelis University of Birmingham, Birmingham, United Kingdom Time preferences and the Value of a Life Year Rebecca McDonald University of Birmingham, Birmingham, United Kingdom
14:25- 14:30			
14:30- 15:25	Session 35 CBG.2.06 (LSE)	Session 40 Yangtze Theatre (LSE)	Session 45 LSE Lecture Theatre (LSE)
	Behavioral interventions to increase productivity and well-being of public employees <u>Margarita Gómez<sup>1</sup></u> , Pablo Soto-Mota <sup>2</sup> , Lars Tummers <sup>3</sup> <sup>1</sup> University of Oxford, Oxford, United Kingdom. <sup>2</sup> . <sup>3</sup> Utrecht School of Governance, Utrecht, Netherlands When and Why do People Accept Public Policy Interventions? – A Review-Based, Integrative Public Policy Acceptance Framework <u>Sonja Grelle<sup>1</sup></u> , Wilhelm Hofmann <sup>2</sup> <sup>1</sup> Ruhr University Bochum, Bochum, Germany. <sup>2</sup> Ruhr-University Bochum, Bochum, Germany.	Sticky green sludge deters environmentally sustainable choices and habits Ganga Shreedhar London School of Economics and Political Science, London, United Kingdom Does whether an ordering intervention is overt or covert affect sustainable consumption choices in online supermarkets: a randomised controlled trial Shi Zhuo Behavioural Practice	Harnessing heterogeneity in behavioural research using computational social science <u>Giuseppe Alessandro Veltri</u> <sup>1</sup> , Janina Steinert <sup>2</sup> <sup>1</sup> University of Trento, Trento, Italy. <sup>2</sup> Technical University of Munich, Munich, Germany Using Behaviourally Realistic Agent-Based Models to Guide Public Policy Leigh Caldwell Irrational Agency, NA, United Kingdom
15:25- 15:30			
15:30- 16:00	<b>Coffee / Tea Break</b> Location: CBG ground floor		
16:00- 16:30	Session 36 CBG.2.06 (LSE)	Session 41 Yangtze Theatre (LSE)	Session 46 LSE Lecture Theatre (LSE)
16:30- 16:55	Conversational Receptiveness: Improving Engagement with opposing views Michael Yeomans Imperial College Business School, London, United Kingdom The effects of Veganuary on meal choices in workplace cafeterias: an interrupted time series analysis Robert McPhedran <sup>1</sup> , Shi Zhuo <sup>1</sup> , Letizia Zamperetti <sup>2</sup> , Natalie Gold <sup>2</sup> <sup>1</sup> Behavioural Practice. <sup>2</sup>	Tax Evasion after an Audit: Higher or Lower? <u>Matthias Kasper</u> University of Vienna, Vienna, Austria "Self-Control: Individual Differences and What They Mean for Personal Responsibility and Public Policy" Book Presentation Yangtze Theatre (LSE) Will Tiemeijer from Erasmus University Rotterdam will present his book "Self-Control:	Cognition, personality, and in-group favouritism among children Amalia Di Girolamo University of Birmingham, Birmingham, United Kingdom Increasing Covid-19 vaccine uptake through behaviourally-informed reminders: insights from a national-scale mega-trial Hannah Behrendt, Giulia Tagliaferri BIT



16:55- 17:00		Individual Differences and What They Mean for Personal Responsibility and Public Policy"
17:00- 18:00		
18:00- 19:30	Reception and panel at King's College London. Close of Conference. King's College London Elisa Cavatorta Elisa Cavatorta in conversation with Douglas Bernheim and Shaun Hargreaves-Heap on "Reflections and way forward in behavioural public policy". Q&A King's College London: Bush House, 30 Aldwych, London WC2B 4BG	