

BIG Difference BC

Mobilizing Momentum in the Science and Practice of Behavioural Insights



BC BEHAVIOURAL
INSIGHTS GROUP

Where ideas work

WORK SAFE BC

Welcome Remarks



Kirstin Appelt

UBC Decision Insights for Business & Society (DIBS)



DIBS

Decision Insights for Business & Society



Carl Jensen

BC Behavioural Insights Group (BC BIG)




Welcome to Our **BIG** Cross-Sectoral Audience!

1,259

Government

Federal  156

Provincial,
Territorial,
or State  402

Local  40

Academia

 194

Students

 140

Non-Profit Sector

 45

Crown Corps & Health Authorities

 86

Private Sector

 186

Multiple or Other

 10

Welcome to Our **BIG** Global Audience!

52
countries

923 from
Canada

701
from BC

We would like to acknowledge and honour the fact that many of us are participating from the traditional, ancestral, and unceded territory of Indigenous peoples.



Please take a moment to mentally recognize your Indigenous hosts.
For me, they are the x^wməθkwəy̓əm, Skwxwú7mesh, and Səlílwətaʔ/Selilwitulh Nations.
Learn more about your area: <https://native-land.ca/>



*Turtle Island sticker from Badwinds Studio via RedBubble
Black Lives Matter sticker from Muriel Fahrion via RedBubble*

BIG Difference BC 2021 Planning Committee



Kerri Buschel

*Director of Experience,
Marketing & Insights,
WorkSafeBC*



Carl Jensen

*Project Director,
BC Behavioural Insights
Group*



Sharilynn Wardrop

*Knowledge Translation
Strategist,
BC Behavioural Insights
Group*



Kirstin Appelt

*Research Director,
UBC Decision Insights for
Business & Society*



Where ideas work



BC BEHAVIOURAL
INSIGHTS GROUP



DIBS

Decision Insights for Business & Society

Our Co-Hosts & Sponsors



DIBS
Decision Insights for Business & Society



Where ideas work



BC BEHAVIOURAL
INSIGHTS GROUP



THE UNIVERSITY
OF BRITISH COLUMBIA

SSHRC  CRSH



Peter P. Dhillon
Centre for Business Ethics



THE
BEHAVIORAL
INSIGHTS
TEAM

Conference Objectives & Program



BC BEHAVIOURAL
INSIGHTS GROUP

Where ideas work

WORK SAFE BC

Objectives



Created by Kittada
from Noun Project

Share Behavioural Insights case studies, research results, best practices, and lessons learned from BC and beyond



Created by Shaheed Ch.
from Noun Project

Discover new ways to use Behavioural Insights for positive social impact



Created by WEBTECHOPS LLP
from Noun Project

Mobilize momentum in the science and practice of Behavioural Insights to tackle challenges together

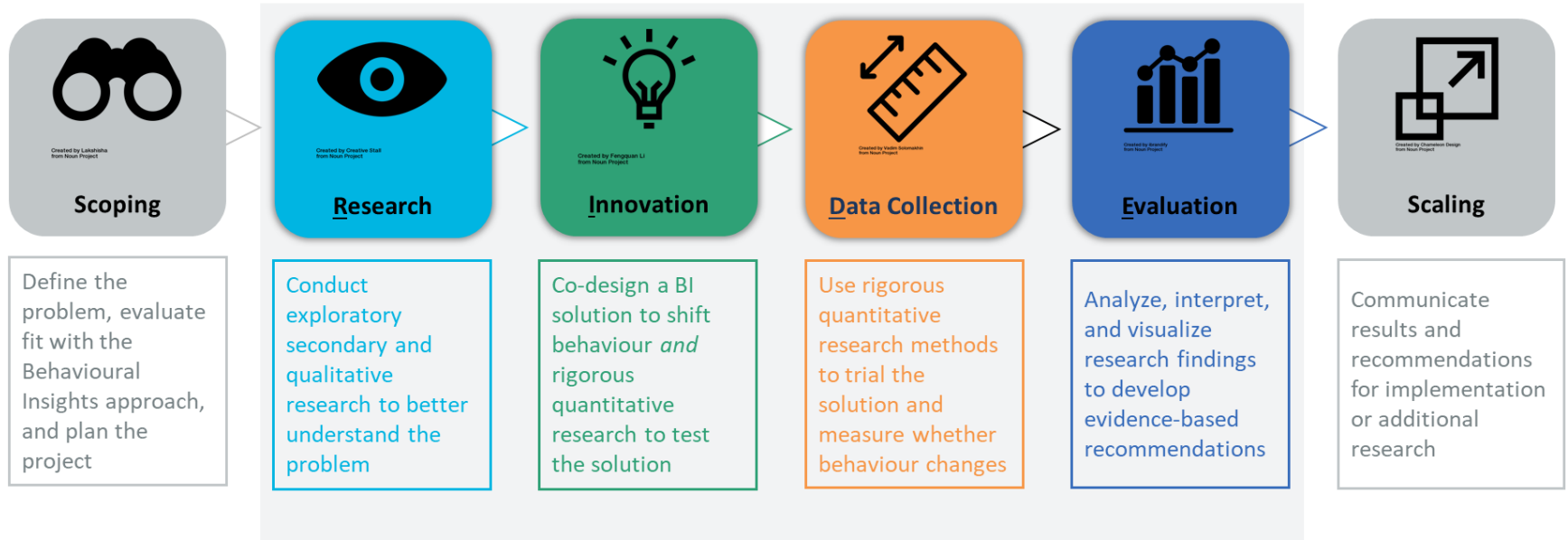
Behavioural Insights Refresher

Behavioural Insights (BI) uses principles from the **Behavioural and Decision Sciences** to help us understand how people think, make decisions, and behave in everyday life so we can improve programs, policies, and products in ways that encourage positive changes in citizens, consumers, and employees.



BI uses the scientific method to test solutions

The RIDE model for Behaviour Shift



BI can be applied broadly



Created by Cara Foster
from Noun Project



Created by Ivan shalkh
from Noun Project



Created by s20con
from Noun Project



Created by Karim Ginkaw
from Noun Project



Created by Jevon Karne
from Noun Project



Created by Creative Stall
from Noun Project



Created by TB Tawick
from Noun Project



Created by Shocho
from Noun Project



Created by Lortisa Medina
from Noun Project

Program

9:00 – 9:30 am

Welcome Remarks

9:30 – 10:30 am

Keynote Address by Michael Hallsworth

10:30 – 10:40 am

Break

10:40 – 11:45 am

Lightning Talks from BI Practitioners

11:45 am – 12:00 pm

Break

12:00 – 12:30 pm

Digital Poster Session

12:30 – 2:00 pm

Special Session: Behavioural Insights in the Workplace

2:00 – 2:10 pm

Break

2:10 – 3:15 pm

Lightning Talks from BI Practitioners

3:15 – 3:30 pm

Closing Remarks

New Format! Digital Poster Session

- Posters are sorted into themed clusters at separate links.
 - To provide more folks an opportunity to present their BI projects
 - To allow more audience interaction with poster presenters and each other
- The session is divided into two 15-minute mini-sessions
 - Visit two different clusters at 12:00-12:15pm and 12:15-12:30pm
 - Posters and room links at <https://bigdifferencebc.ca/posters-2021>

Poster Session at 12pm

Each Cluster is in a Separate Zoom Meeting

Cluster A: The Practice of Behavioural Insights

Cluster B: Behavioural Insights at Work

Cluster C: Using Behavioural Insights to Increase Compliance

Cluster D: Applying Behavioural Insights to Financial Decisions

Cluster E: Applying Behavioural Insights to Environmental Sustainability

Cluster F: Using Behavioural Insights to Improve Communications

Cluster G: Introduction to Behavioural Insights & Training Opportunities

Cluster H: Social Lunch with New Friends:
(No posters, just conversation.)

BIG Differences in 2021

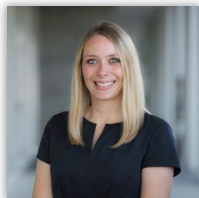


BC BEHAVIOURAL
INSIGHTS GROUP

Where ideas work



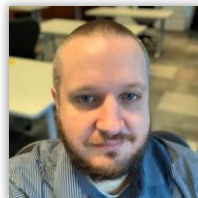
With support from our new Advisory Board



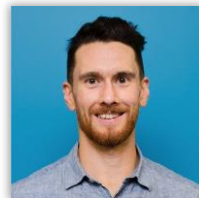
Kirstin Appelt
University of British Columbia



Kerri Buschel
WorkSafeBC



Christopher Darwent
City of Vancouver



Jeremy Douglas
Ocean Wise



Ana Fong-Marquez
*Innovation, Science & Economic
Development Canada*



Mikayla Ford
BC Behavioural Insights Group



Carl Jensen
BC Behavioural Insights Group



Adam King
BeThink Solutions



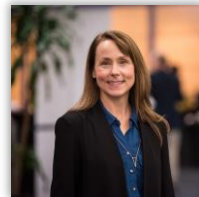
Janice Lee
Technical Safety BC



Stephanie Papik
Emergency Management BC



Sharilynn Wardrop
BC Behavioural Insights Group



Heather Devine
Public Health Agency of Canada

BIG Difference is expanding



Created by Tippawan Sookruay
from Noun Project

Annual conference
celebrating using BI for
positive social impact



Created by Adrien Coquet
from Noun Project

Monthly(ish) newsletter
sharing events,
recommended readings, and
other highlights



Created by Rflor
from Noun Project

Network of cross-sectoral BI
enthusiasts and experts in
British Columbia and
beyond



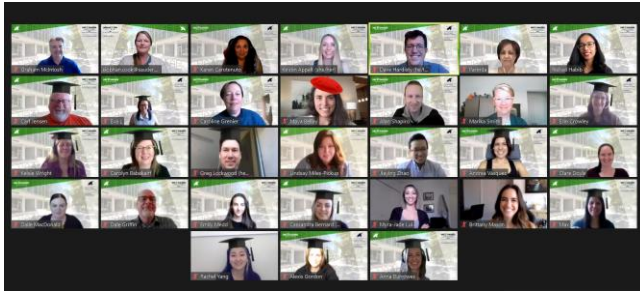
Created by Komkrit Noenpoemphisut
from Noun Project

Blog featuring case
studies, ideas, and
opportunities

And more to come!

Training New BI Practitioners

UBC's Advanced Professional Certificate in Behavioural Insights



Alumni presentations today!

- Lightning talk: Alexis Gordon, Emily Medd, & Lindsay Miles-Pickup
- Poster Cluster B: Daile MacDonald & Clare Doyle
- Poster Cluster C: Carl Jensen, Parinda Chagani, & Eva Lai
- Poster Cluster C: Carolyn Babakaiff, Anna Burrowes, & Maxine Russ

Learn more!

- *Poster Cluster G during the poster session!*
- *Free webinar on Tuesday, Nov. 9, 12-1pm.*
- *Register at <https://sauder.ubc.ca/cbs-bi>*

Training New BI Practitioners

Fundamentals of Behavioural Insights

- Three-week introduction to Behavioural Insights and experimentation
- Open enrollment (and prerequisite for the certificate)
- Next offered November 15 – December 5

Learn more!

- *Poster Cluster G during the poster session!*
- *Free webinar on Tuesday, Nov. 9, 12-1pm.*
- *Register at <https://sauder.ubc.ca/cbs-bi>*

Training New BI Practitioners

BIG Difference BC Scholarship

\$5,000 scholarship for UBC's Advanced Professional Certificate program!

- Working professionals who reside in BC and work in the public sector or not-for-profit sector
- Priority given to those who identify as IBPOC, 2SLGBTQIA+, persons with disability, and/or women
- Submit an application via <https://bit.ly/BIGdiffBCScholarship> by July 15, 2022.



Inaugural BIG Difference BC Scholar (2021-2022)

Amalia Colussi

User Experience Researcher

BC Pension Corporation

Learn more in Poster Cluster G during the poster session!

Or any time at <https://sauder.ubc.ca/cbs-bi>

Welcome from the BC Behavioural Insights Group (BC BIG)



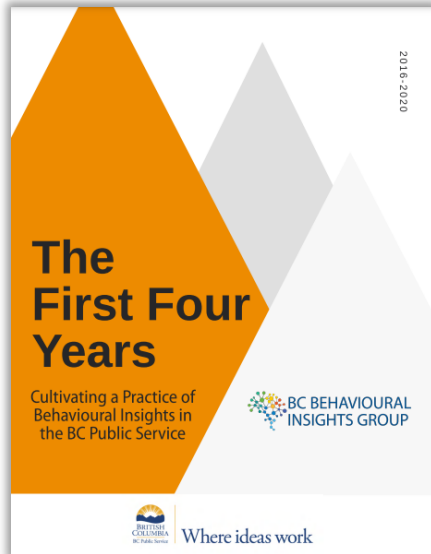
BC BEHAVIOURAL
INSIGHTS GROUP

Where ideas work

WORK SAFE BC

Community Building

Progress Report



BI Principles

The infographic is titled 'Six Principles for applying BEHAVIOURAL INSIGHTS in our work in Canada'. It features a blue background with a white maple leaf icon. The principles are numbered 1 through 6, each with a brief description of the principle.

- 1 Prioritize social impact**
We use behavioural insights to benefit individuals and society. We maximize our impact by pursuing solutions that are feasible to implement and scale.
- 2 Use an evidence-based approach**
We question our assumptions. We use rigorous testing and empirical approaches. We base our recommendations on the best available evidence.
- 3 Act with integrity and humility**
We safeguard people and data. We consider ethics at all stages of our work. We acknowledge the limitations of our expertise, methods, and findings.
- 4 Put people first**
We include the perspectives and participation of the people most affected by our work. We embrace diversity, advance equity, and promote inclusion.
- 5 Collaborate across boundaries**
We strengthen our work by engaging experts inside and outside our organizations and partner organizations. We incorporate knowledge, perspectives, and tools from across disciplines.
- 6 Contribute to the community**
We are transparent and share our work so we can learn from each other. We build and participate in networks of behavioural insights enthusiasts, practitioners, and experts. We stay curious and keep our knowledge and skills up to date.

Co-developed by BC BIG and the following partners, with input from the behavioural insights community across Canada.

Logos at the bottom include: UBC SAUDER SCHOOL OF BUSINESS, Ontario, NOVA SCOTIA, Canada, DIBS (Decision Insights for Business & Society), ocean wise, BEAR (Behavioural Economics in Action in Business), CITY OF VANCOUVER, BeThink, and THE BEHAVIOURAL INSIGHTS TEAM.

Learn more in Cluster A during the poster session!

Staffing News



Mikayla Ford: Lead, BC BIG

WE'RE HIRING!

JOIN OUR TEAM

**Help Wanted:
Knowledge Translation Strategist**

Connecting with BC BIG & the BI Community

- Email: BIG@gov.bc.ca
- BIG Difference BC Website: <https://bigdifferencebc.ca/>
 - Conference details including previous presentations, posters, and videos
 - Blog posts
 - Monthly newsletter, including Mid-November Special Edition:
 - Link to the BIG Progress Report
 - Details on BIG's Knowledge Translation Strategist posting
 - More from BIG's new Lead, Mikayla Ford
 - Other updates from our partners and the community

BIG Difference BC

Mobilizing Momentum in the Science and Practice of Behavioural Insights



BC BEHAVIOURAL
INSIGHTS GROUP

Where ideas work

WORK SAFE BC