



A BIG Difference for BC

Using Behavioural Insights to Solve Policy Challenges Together

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Introduction to Behavioural Science in Policy

The morning session will introduce behavioural science in policy via a series of presentations and Q&A sessions. Speakers will represent different orders of government, academia, and Crown corporations.

8:30-9:00 am **Registration and Coffee**

9:00-9:15 am **Welcome**

Heather Devine, Behavioural Insights Group

9:15 - 10:45 am **Keynote Address and Moderated Q&A:**

Behavioral Science in Action: When Governments Nudge for Good

Elizabeth Linos, University of California Berkeley

Moderator: Kirstin Appelt, University of British Columbia & Behavioural Insights Group

10:45-11:00 am **Network over Coffee**

11:00-12:20 pm **Featured Panel and Moderated Q&A: Behavioural Insights Across Boundaries**

Heather Devine, Behavioural Insights Group

David Hardisty, University of British Columbia

Tobin Postma, City of Vancouver

Kate White, University of British Columbia

Kerri Buschel, WorkSafeBC

Moderator: Ashley Whillans, Harvard Business School & Behavioural Insights Group

12:20 - 12:30pm **Morning Concluding Remarks**

Kirstin Appelt, University of British Columbia & Behavioural Insights Group



Where ideas work

SSHRC

CRSH



WORK SAFE BC

UBC SAUDER
SCHOOL OF BUSINESS



What is behavioural insights?

High obesity rates. Pension crises. Water shortages. Climate change. Financial market collapses. What do these issues have in common? No one person can be blamed. No single organization has the solution. Our greatest social, environmental, and economic issues are created by all of us, every day, through the choices we make and repeat.

Behavioural insights (BI) use research from the behavioural sciences (psychology, economics, and similar disciplines) to better understand how people make decisions and to *nudge* them to make better choices—choices that are better for themselves and for the world. BI relies on evidence-based decision-making and uses rigorous testing to trial new insights.

To solve our greatest policy challenges, we need to work across boundaries—bringing together different orders of government, academia, and industry—to use behavioural insights to make a big difference for BC!

BIG Difference BC Partners

BIG Difference BC is a collaboration between:

The BC Behavioural Insights Group

The BC Behavioural Insights Group (BC BIG) is a corporate research unit dedicated to using insights and research methods from the behavioural sciences (psychology, neuroscience, economics) to design and test solutions to policy challenges in collaboration with client ministries, academics and other partners. Where possible the team uses experimental methodology such as randomized controlled trials to generate evidence of what works (and what doesn't) to encourage behaviour change across a variety of policy domains, such as finance, health, education, hiring, environment and natural resources.

UBC Sauder School of Business: Decision Insights for Business & Society

Decision Insights for Business and Society (DIBS) is a centre for behavioural research and policy solutions at the UBC Sauder School of Business. DIBS's mission is to improve outcomes across major social challenges by understanding decision-making and helping people make better choices—choices that are better for the individual and for the world. DIBS develops and shares insights into why and how people make decisions and improves strategies for addressing social, environmental, political, and economic challenges. Our goal is to build partnerships between academic researchers and external stakeholders to contribute new solutions to some of the greatest challenges of our time.

The City of Vancouver

BIG Difference BC is made possible through sponsorship from:

Social Sciences and Humanities Research Council of Canada (SSHRC)

WorkSafeBC