

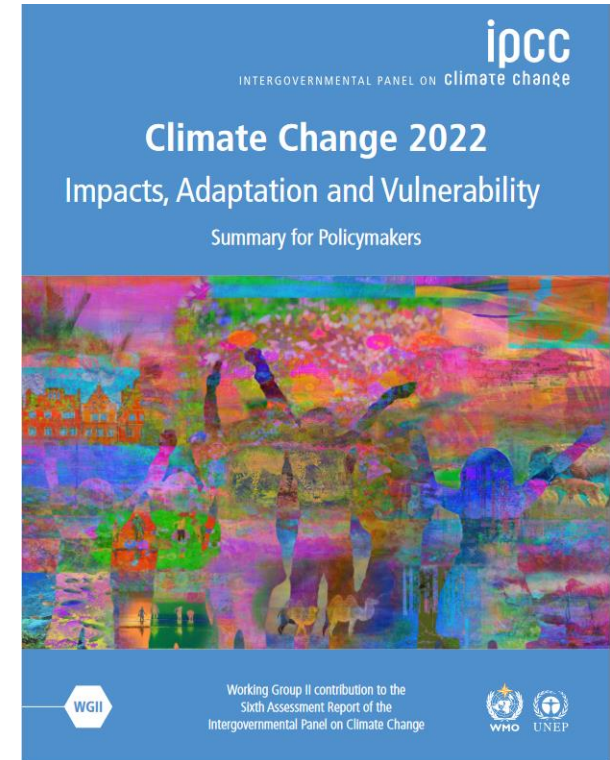
Nudging Government Long-Termism

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Structural features make it harder for governments to focus on the future

- Election cycles
- Short-term voters
- 24-hour news cycle and need to react



Can we use insights from behavioural science to help governments be more long term?



- Make it obvious & easy
- Make commitments
- Make it iterative and experimental / bring rewards forward

Thank you!

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