

A **BIG** Difference for BC

Notes from Using Behavioural Insights in Practice



UBC SAUDER
SCHOOL OF BUSINESS

DIBS
Decision Insights for Business & Society

Peter P. Dhillon
Centre for Business Ethics

CITY OF VANCOUVER

BRITISH COLUMBIA
BC Public Service

Where ideas work

BEHAVIOURAL INSIGHTS GROUP

WORK SAFE BC

TECHNICAL SAFETY BC

THE BEHAVIORAL INSIGHTS TEAM

November 29, 2019 | UBC Robson Square, Vancouver

Closing Remarks



Dale Griffin

University of British Columbia



DIBS

Decision Insights for Business & Society



Katherine White

University of British Columbia



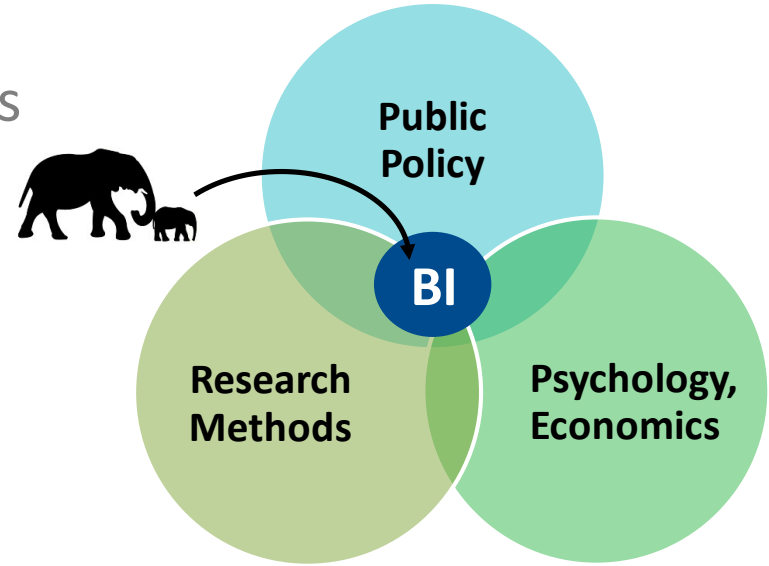
DIBS

Decision Insights for Business & Society

Solving Challenges Together

Behavioural Insights

- Diverse, powerful intersection
- Tackles big, thorny problems
- Requires collaboration for success



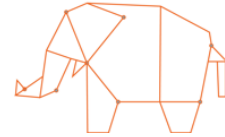
BI Community of Practice

- Build connections across sectors
- Continue to build BI literacy & capacity





Learn More about BI



Advanced Professional Certificate in Behavioural Insights

- Part-time UBC certificate program launching in 2020

BI Boot Camps

- 3-day workshops delivered by BIG & DIBS

Social Marketing & Behavioural Insights Executive Program

- 2-day executive education course at UBC

A BIG Difference for BC 2020



Victoria in fall 2020

Stay tuned for updates & call for submissions
in spring/summer 2020!

Next Steps: Very Short Term



Provide feedback



Join us....

Reception & Poster Session

Network, socialize, and check out the wonderful set of 11 posters set up around the foyer.

Catered reception and cash bar; first drink is on us!
Your drink ticket is behind your name tag.



Thank you



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follow #bigdifferencebc | email dibs@sauder.ubc.ca or big@gov.bc.ca

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