

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

Welcome Remarks



Kirstin Appelt

*University of British Columbia
& BC Behavioural Insights Group*

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We would like to acknowledge and honour the
x^wməθkwəy̓əm, Skwxwú7mesh, and Səlílwətaʔ/Selilwiltulh Nations
on whose traditional lands we gather.



Welcome to Our Cross-Sectoral Audience!

Provincial Government



34

1

Municipal Governments



49

7

Federal Government



9

1

Crown Corps & Health Authorities



63

13

Academic Institutions



34

7

Non-Profit Sector



4

4

Private Sector



9

8

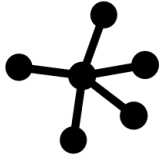
Objectives



Share & learn about the diversity of ways behavioural insights is being used in practice in British Columbia



Develop better understanding of how, when, & why to use behavioural insights to solve challenges



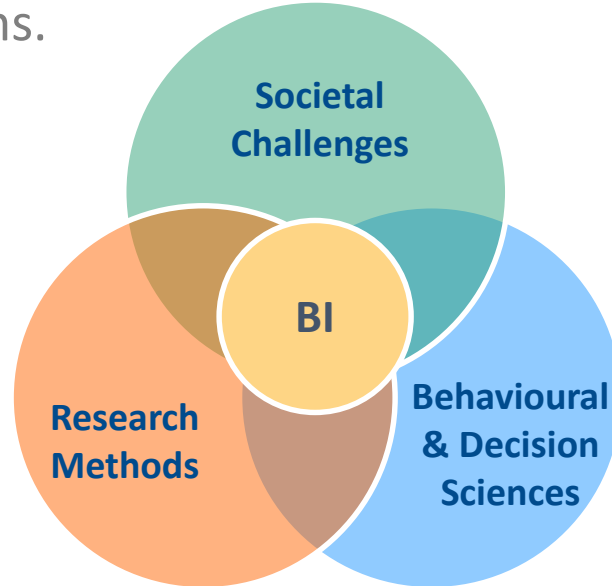
Make & strengthen connections across government, academia, Crown corporations, non-profit, & private



Meet partners to solve policy challenges together!

Behavioural Insights Refresher

Behavioural Insights (BI) uses lessons from the **behavioural sciences** to help us understand how people think, behave, and made decisions in everyday life so we can improve programs, services, and systems.



Our decisions are influenced by many factors



1. How choices are designed matters
2. Choice design is rarely neutral
3. Choice design should nudge, not shove
4. Choice design should nudge for good!



small changes, BIG IMPACTS



You are **not enrolled**
 in pension plan unless
you sign up!



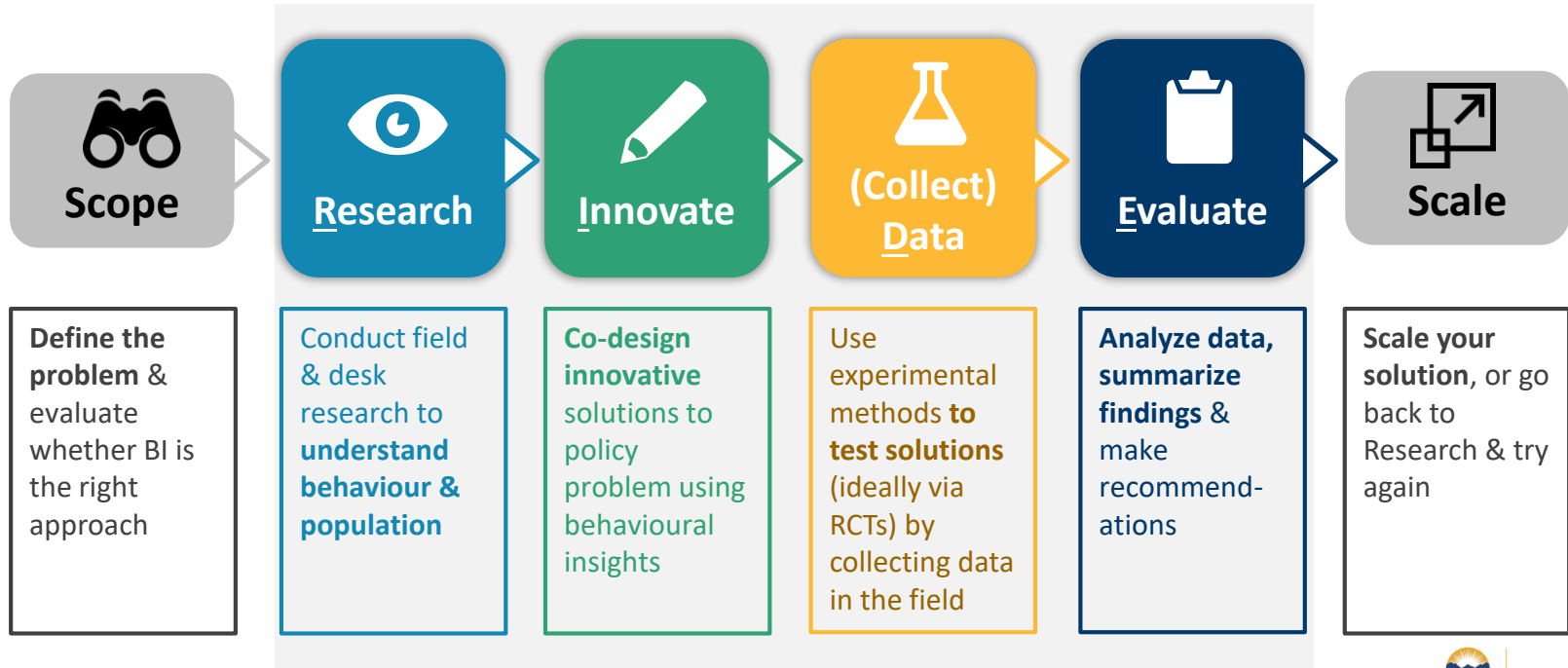
You are **enrolled** in
 pension plan unless
you opt out!



Extra \$29.6 billion in
retirement savings in
15 years

BI uses the scientific method

The RIDE model for Behaviour Shift

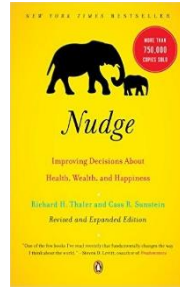


BI has an established history

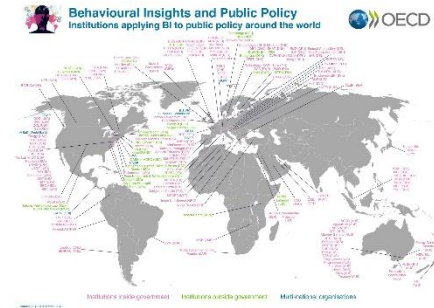
Academic Research → Widespread Use in Public & Private Sectors



Daniel Kahneman
Nobel Prize in Economics



Richard Thaler
Nobel Prize in Economics



1940s onward

2002

2008

2010

2017

Today

And BI can be applied broadly



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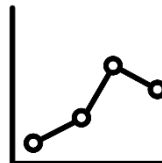
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Program

9:30am - 10:00am	Welcome
10:00am - 11:30am	Keynote Address and Moderated Q&A
11:30am - 1:00pm	<i>Lunch on Your Own</i>
1:00pm - 2:15pm	Lightning Talks from BI Practitioners
2:15pm - 2:30pm	<i>Coffee Break</i>
2:30pm - 3:45pm	Lightning Talks from BI Practitioners
3:45pm - 4:00pm	Closing Remarks
4:00pm -5:00pm	Networking Nudge: Reception and Poster Session

Welcome Remarks



Heather Devine

BC Behavioural Insights Group



BIG Welcome

Thank You!



BIG Sidenote



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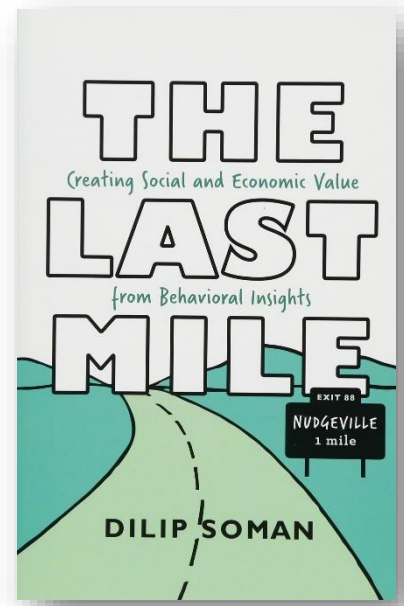
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More Partners



BIG Difference for BC!

Dilip Soman



consumer well-being ✦ marketing ✦ policy

Keynote Address



Dilip Soman

University of Toronto

Behavioural Economics in Action at Rotman (BEAR)



Rotman School of Management
UNIVERSITY OF TORONTO



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