

# Better Policies, Better Lives

Using behavioural insights to  
evaluate and improve policy  
making



One-week professional development workshop  
23 to 27 August 2021 in London

*In association with*  
Loyola Behavioural Lab, Loyola Andalucía University,  
Spain, and Middlesex University, London, UK



**Middlesex  
University  
London**



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BRITISH ACCREDITATION COUNCIL  
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PAi is accredited by the  
British Accreditation Council  
for Independent Further and Higher Education

## About the workshop

Over the last decade the use of behavioural economics and behavioural insights has led to significant improvements in the evaluation and formulation of public policies in a wide range of important areas including, for example:

- Increasing public participation in vaccination and disease prevention programmes such as COVID-19
- Strengthening public finances through better tax collection procedures
- Creating more jobs through a better understanding of micro-finance systems
- Raising attendance levels and learning standards in primary schools
- Reducing gender bias and child poverty by creating more active roles for women in local government
- Facilitating greater access to clean water in rural communities.

Major UK organisations that use behavioural insights include the National Health Service, the Cabinet Office, the Bank of England, Her Majesty's Revenue and Customs and non-government organisations. Leading private sector firms such as Google, Hyundai, Swiss Re, Visa and banks also use behavioural insights to better understand how to make good use of their resources.

In 2017, behavioural economics and the use of behavioural insights have been internationally recognised by the award of a Nobel Prize to Richard Thaler, a leading professor specialising in this area 2019 NOBEL on RCT.

The World Bank devoted its World Development Report for 2015, "Mind, Society, and Behaviour", to the topic of behavioural insights. It states that *"the promise of this behavioural approach to decision-making is enormous .....its scope of application is extremely wide"*. The European Commission has also established a Foresight and Behavioural Insights Unit and has published a report on "Behavioural Insights Applied to Policy: European Report 2016". That report says *"there is a growing recognition that behavioural insights – by focusing on how people actually make choices – contribute to more targeted and effective policy solutions"*.

This one-week professional development workshop is designed to familiarise you with the concept of behavioural insights, randomised control trials and experimental economics and give you a clear understanding and appreciation of the potential for using behavioural insights to improve policy making.

## Who is the workshop for?

The workshop is designed for people involved in the policy making process, including policy formulation, implementation, evaluation and improvement. It will be valuable for senior and middle level staff working:

- At the centre of Government in central policy review units
- At the sector level carrying out key tasks to ensure that public services are delivered for the public in an effective and efficient way
- In public sector reform units and institutional renewal programmes
- At the local government level where, public services are delivered at the grass roots level
- At parastatal level in semi-commercial circumstances where it is necessary to understand the behaviour of customers and clients
- In development agencies working with governments, NGOs and the private sector to fight poverty, promote economic growth and improve the quality of citizens' lives.

If you would like to explore the technical aspects of the topic, such as the detailed design and conduct of randomised control trials, we can arrange this separately, up to the level of a Masters' Degree, through our collaboration with Middlesex University.

## How participants will benefit

The workshop is designed to give you:

- An understanding of how behavioural insights are becoming increasingly relevant in a fast-changing world and during times of crisis such as the global coronavirus pandemic
- An introduction to the latest techniques used by leading practitioners in this relatively new area of public administration
- Exposure to what other countries are doing with the use of behavioural insights
- Access to an international network of experts who are leaders in this rapidly evolving area of work
- An opportunity to develop and refine your policy making skills with the aim of making significant improvements in the lives of people directly affected by the policies
- Tools to predict people's behaviour and to foresee potential unintended consequences of public policies which are aimed at improving the quality of citizens' lives.

## What the workshop will cover

The workshop will include the following main components:

- Familiarisation with the concept of behavioural insights and how it has evolved from a combination of behavioural economic concepts, economic experiments, social psychology and intuition
- The use of real-life examples and case studies to demonstrate how behavioural insights are contributing to better policy evaluation and policy formulation across the world
- An explanation of the techniques used to gain behavioural insights, including designing and running randomised control trials and experiments and interpreting the results
- Discussions individually and in groups to identify how behavioural insights might be applied and/or extended in your own country
- Visits to organisations in the UK to discuss with practitioners how behavioural insights are used to improve policy making in practice.

## Programme outline

	AM	PM
<b>Day 1</b>	Welcome and introductions Evolution of behavioural insights from a combination of behavioural economics, social psychology and intuition Interventions and impact evaluations in economics	Experiments in economics Participants report on specific issues in your own country which may benefit from the use of behavioural insights to help evaluate and improve policy making
<b>Day 2</b>	Example of an intervention: nudging entrepreneurship Example of an intervention and evaluation: take-up problem in Peru	Policy evaluation and the role of behavioural insights in informing this process How to design a randomised control trial (RCT) and choose your sample
<b>Day 3</b>	Running experiments in practice: basic rules Problems in practice: <ul style="list-style-type: none"> <li>• Selection bias or when the subject pool is not appropriate</li> <li>• Attrition and compliance</li> <li>• The minimal number of observations</li> <li>• Treated or over-treated</li> <li>• One shot, repetitions and lack of effort</li> </ul>	Applying behavioural sciences to fighting COVID-19 <i>Visit to a UK public sector organisation to meet practitioners working on behavioural insights</i>
<b>Day 4</b>	Impact analysis: different meanings, impact, process and delivery reviews Theory of Change analysis	Counterfactual impact evaluation: what is it? Methods of estimating the counterfactual and risk of bias Impact assessments: what do they assess and how?
<b>Day 5</b>	Topics of interest: <ul style="list-style-type: none"> <li>• The future value of everything</li> <li>• Lack of honesty</li> <li>• Inducing people to have a healthy lifestyle</li> <li>• The COVID-19 crisis</li> <li>• How to help people to manage their finances properly</li> <li>• Improving education outcomes</li> </ul> Participants' presentations: potential plans and proposals for developing the use of behavioural insights in your own country	Conclusions and evaluation of workshop Presentation of certificates of attendance

At the time of preparing this brochure, we are planning to include site visits in the programme as indicated above. However, if Government guidelines relating to Coronavirus pandemic advise visit hosts against accepting visiting groups we will arrange to connect with them virtually.

We reserve the right to change the programme as necessary.

## Workshop Director

The Workshop Director is Pablo Brañas-Garza.

Pablo is Professor of Behavioural Economics and Director of the Loyola Behavioural Lab, Loyola Andalucía University, Spain. He was until recently Professor of Behavioural Economics at the Middlesex Business School, Middlesex University (UK) and prior to that he was Professor of Economic Theory at the University of Granada (Spain). He has a PhD in Quantitative Economics from the University of Córdoba (Spain). His research focuses on experimental games and economic behaviour, in particular on altruism, co-operative behaviour and cognitive abilities. He has published in leading journals such as *Games & Economic Behaviour*, *PLoS ONE*, *Proceedings Royal Society B*, *Journal of Conflict Resolution*, *Journal of Economic Behaviour and Organization*, *Journal of Behavioural Decision Making*, *Economics Letters*, *Experimental Economics*, *Journal of Economic Psychology*, *Journal of Money, Credit and Banking*. He is an Academic Editor of [PLOS ONE](https://doi.org/10.1371/journal.pone) and Associate Editor of the *Journal of Experimental and Behavioural Economics*.

Key contributors will include Dr Philip Davies, Executive Director of Oxford Evidentia, a UK-based professional development and consulting company that undertakes capacity building in impact evaluation, evidence synthesis and the use of high quality evidence for policy making, good governance and public service delivery, and Dr Ericka Rascon-Ramirez, Lecturer in Development Economics, Middlesex University.

## How to apply

Please complete the PAI application form online via our website:

<https://public-admin.co.uk/booking-form/>

You can also complete our hard copy application form. Please contact us at [pai@public-admin.co.uk](mailto:pai@public-admin.co.uk) to obtain a copy. Once completed return to Amanda Anderson, Programme Manager, at the same email address.

If you would like to discuss this workshop, any of our other international workshops or our consultancy services, please contact Claire Cameron, Director.

We also have extensive experience of designing tailor-made training (from one day to two or three weeks) which can be run in your own country or in the UK to meet the specific needs of groups or individuals at all levels within your organisation. Please contact us if you would like further information.

### Language

The workshop is conducted in English. You will need to have a good working knowledge of the language.

### Location and arrival arrangements

The workshop is based in central London. Visits to organisations working on behavioural insights will be included. We can arrange travel to and from one of the London airports into central London if you let us have your flight arrival details in good time. The cost of airport transfers is included in the fee.

### Fees

The fee for the workshop will be £2,310. It includes tuition, travel to and from one of the airports in London, travel on scheduled visits which form part of the programme<sup>1</sup>, presentation material and other documentation. It also includes a sim enabled Android tablet for you to use during the workshop and take home with you. We also provide a light lunch and refreshments during each working day as part of the fee.

### Other costs

Airfares and daily travel to and from the workshop venue are not included. Our workshops are non-residential and you are responsible for your accommodation costs. We can help you with booking hotel accommodation so please let us know if you would like us to advise you or make a reservation. We suggest that you should allow approximately £160 per day for a modest standard of hotel (for example, three-star), local travel in the UK, meals (apart from a light lunch on working days) and other incidental expenses.

### Value Added Tax

We do not have to charge UK Value Added Tax (VAT) if you can provide written confirmation from your government or its accredited representative that you are "employed by the government in furtherance of its sovereign activities". In all other cases, we will have to charge VAT (currently 20%) in addition to the fee.

### Ways to pay

You, or your government agency, can pay by bank transfer or by cheque, made payable to Public Administration International. We also accept payment by credit or debit card but there is a surcharge for this way of paying. Please contact us if you would like to pay by credit or debit card.

### Discounts

We offer a 10% reduction on the full tuition fee if we receive payment no later than 28 days before the first day of the workshop. If we receive payment after that, we will charge the full tuition fee.

### Cancellation

If you have to cancel your booking, you must let us know in writing and we will acknowledge in writing your cancellation. For cancellations received up to 29 days before the start of the workshop we will refund the tuition fee, minus a charge of £200 to cover our administration costs. For cancellations received within 28 days of the start of the workshop, we will charge the full tuition fee. If you have paid the tuition fee and have subsequently been refused a visa to enter the UK, we will refund the tuition fee, minus a charge of £200 to cover our administration costs, providing you send us the original letter from the British High Commission/ Embassy confirming refusal of a visa and providing you have not entered the UK.

### Substitutions and transfers

If you have booked a place on a workshop and are not able to attend, we will accept a substitute at any time without penalty but our normal terms and conditions will apply. Also it is possible to transfer to a future workshop but only one transfer is permitted. Please get in touch with us and we will advise you about transfers.

*Please see our website for our full terms and conditions. If you would prefer a hard copy of our full terms and conditions, please let us know.*

<http://www.public-admin.co.uk/terms-and-conditions-for-booking/>

### Insurance

We advise you to arrange travel and health insurance cover before you leave your home country.

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<sup>1</sup>Travel to and from the airport in London and on scheduled visits in the programme are provided at cost.

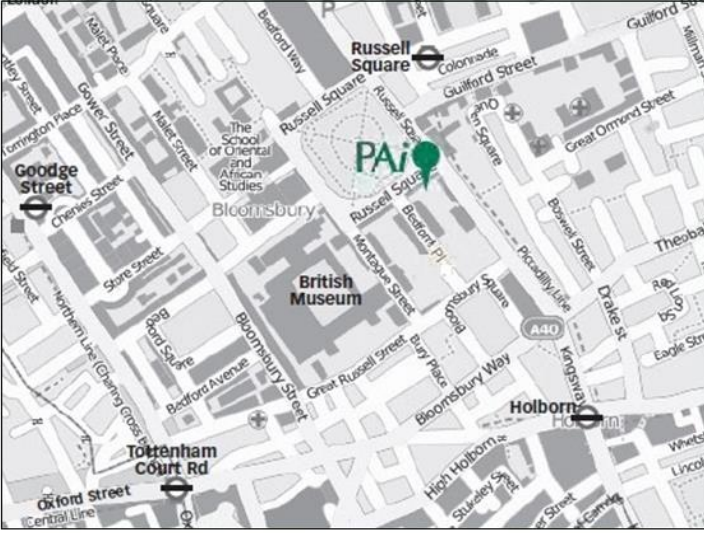
## Who we are

PAI (Public Administration International) specialises in management consultancy, training and development services for organisations in, and associated with, the public sector worldwide. We provide advice and support for governments going through political, economic, structural and legislative change. Our extensive network of associates includes practitioners, academics and independent consultants. Our key objectives are promoting good governance and good practice in delivering public services. This workshop is one of a number of specialist UK-based professional development workshops designed to meet the needs of public services worldwide.

We pride ourselves on our:

- High quality, practical advice and support for our clients
- Professionalism and integrity
- Ability to offer excellent value for money
- Sound experience and track record internationally
- Networks and partnerships across the world
- Flexible, collaborative approach
- Friendliness and focus on putting people first.

Where we are



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