

TOOLS AND ETHICS FOR APPLIED BEHAVIOURAL INSIGHTS

The BASIC toolkit

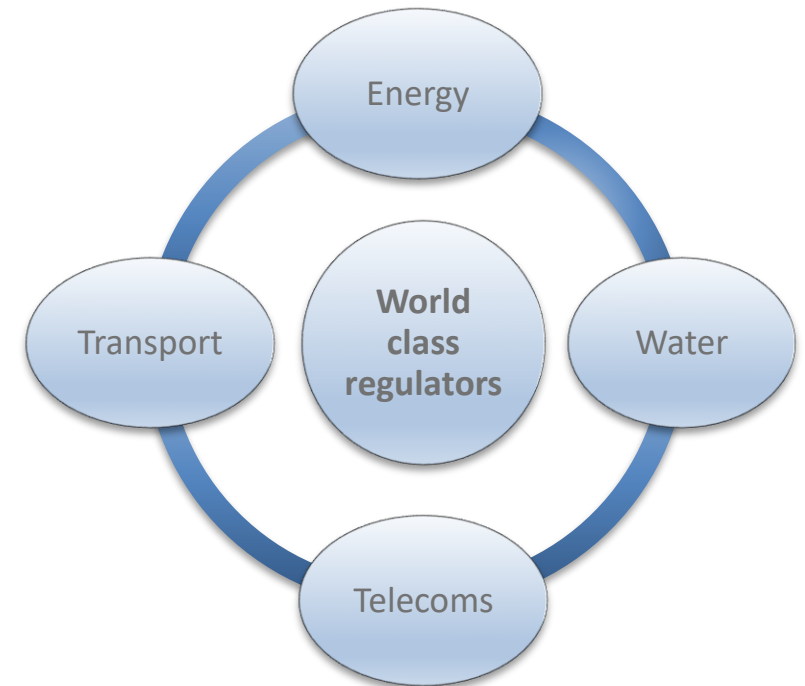
James Drummond
Regulatory Policy Division, Public Governance Directorate, OECD

13th International Evaluation Conference, 10 December 2019, Krakow



OECD Regulatory Policy Committee and Network of Economic Regulators

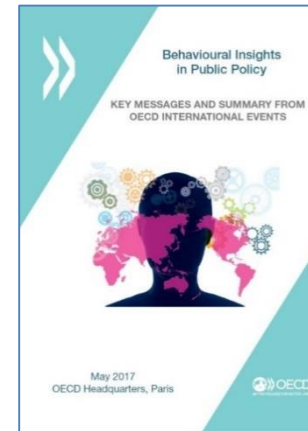
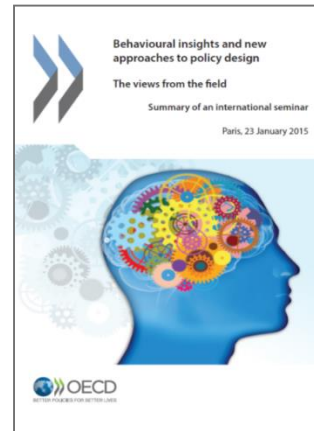
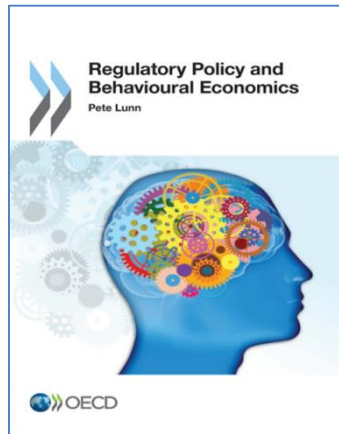
- Regulatory Policy Committee (RPC): brings together over 100 central government officials to assist members and non-members in building and strengthening their regulatory reform efforts
- Network of Economic Regulators (NER): brings together over 70 regulators across sectors, 30 countries and regions of the world. Open forum that promotes dialogue, shares good practices, generates analysis and guidance.



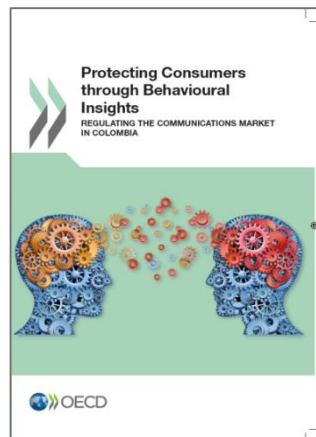
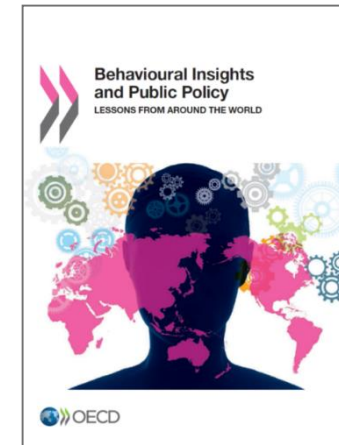


Extensive work developed since 2013

Regulatory policy

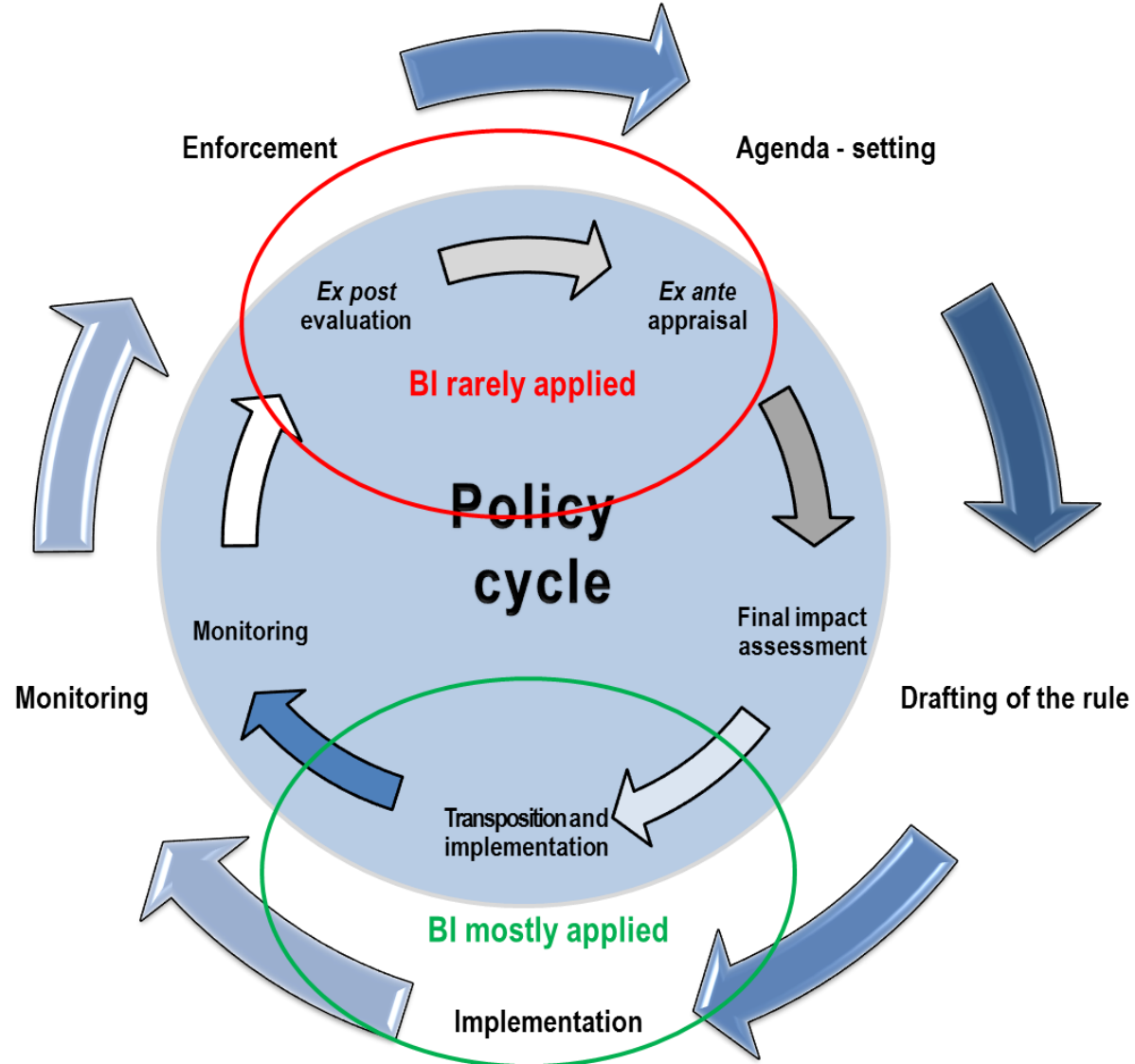


Tools and support





Behavioural insights and the policy cycle





What's next?

- Applied to regulatory policy:
 - Publication on organisational behaviour: creating a culture of safety in the energy sector
 - Results from BI applied to stakeholder engagement and setting of prices in the water sector
- Community building:
 - 18-19 June 2020, Brussels, co-hosted with the European Commission
 - “Making a lasting change: Behavioural insights for better regulation”
- Tools and resources:
 - What do you need?



WHAT IS BASIC AND HOW WAS IT
DEVELOPED?



The BASIC toolkit

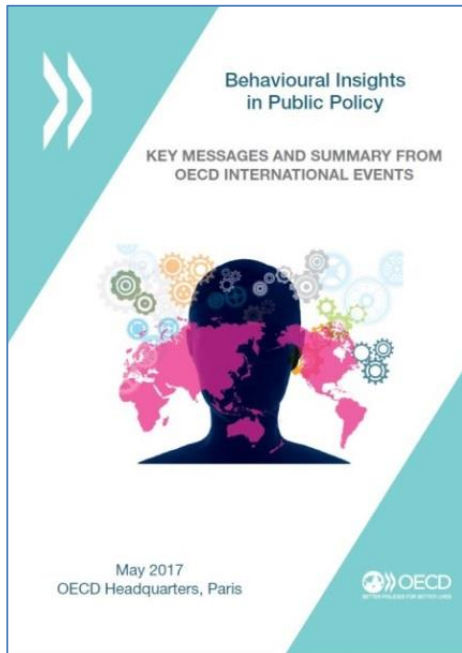


A process framework for applying BI from start to finish on any policy problem, including tools, proofs of concept and standards

Built to be used in conjunction with other frameworks for applying BI



Origins of the BASIC toolkit: demand from the community



- 150 behavioural practitioners from governments, regulators, NGOs, academia, private sector, consumer bodies and multi-lateral bodies
- Demand for tools to help policymakers apply BI more systematically to policy problems...
- ... and a set guidelines or structures to ensure BI is being used responsibly



BI around the world

Behavioural Insights and Public Policy: Institutions applying BI to public policy around the world



Source: OECD Research (2018)



BASIC: for the community, by the community



- 250 practitioners and policymakers from 21 countries, many new to BI
- Breakout groups on BASIC → useful, needed simplification

Revised and presented to the Regulatory Policy Committee and behavioural community for consultation



Final revisions and comments



Key features of the BASIC toolkit

1. **Brief:** quick overview for senior leaders and policy makers of why behavioural insights matter to address the problems faced by governments and citizens.
2. **Guidebook:** practical instrument for policy officials working in ministries, departments and public agencies on *what* is the process through which the behavioural aspects of a problem can be identified, scoped and addressed.
3. **Manual:** how-to for policy officials and practitioners working with public agencies on applying BI to public policy, as well as a repository of approaches, proofs of concepts and methodological standards for designing and implementing a behaviourally-informed policy intervention
4. **Ethical guidelines:** Overall, before starting to work with BI and by each BASIC stage



WHAT IS THE BASIC PROCESS?



Behaviour: Identifying and defining the problem

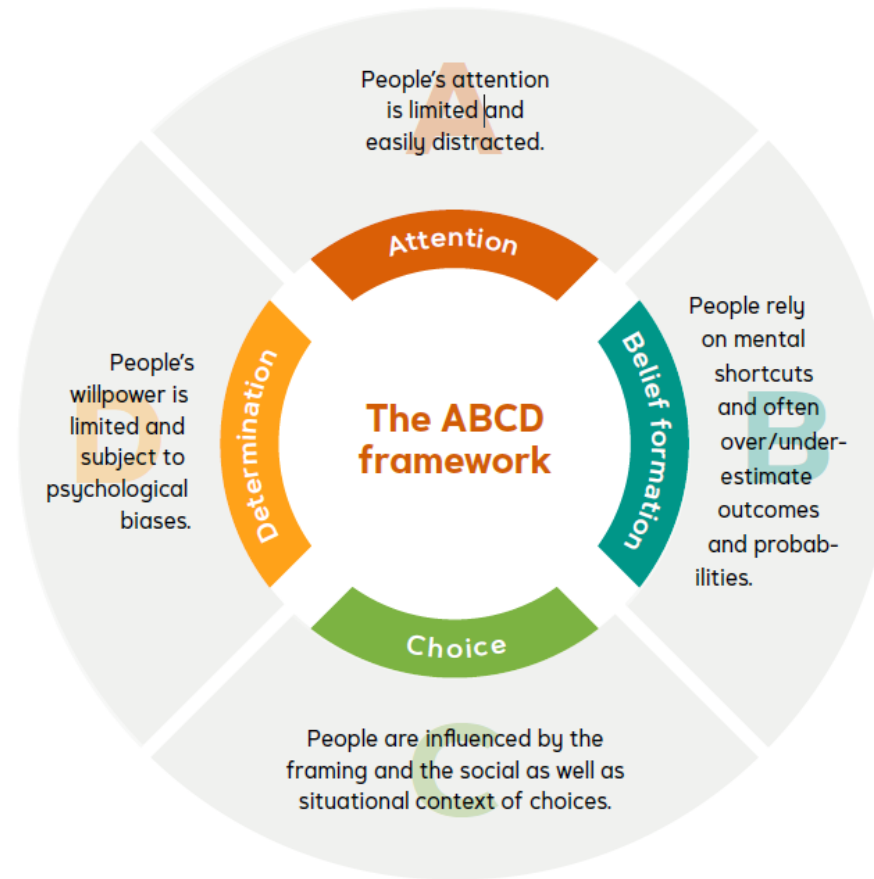


1. What are the behaviours driving the policy issue?
2. Which behaviour(s) should you target?
3. What is your desired policy outcome?
4. What is the context shaping target behaviours?





Analysis: Understanding why people act as they do





Strategy: Changing behaviours

- Identify behaviourally informed strategies that can effectively change the identified behaviours



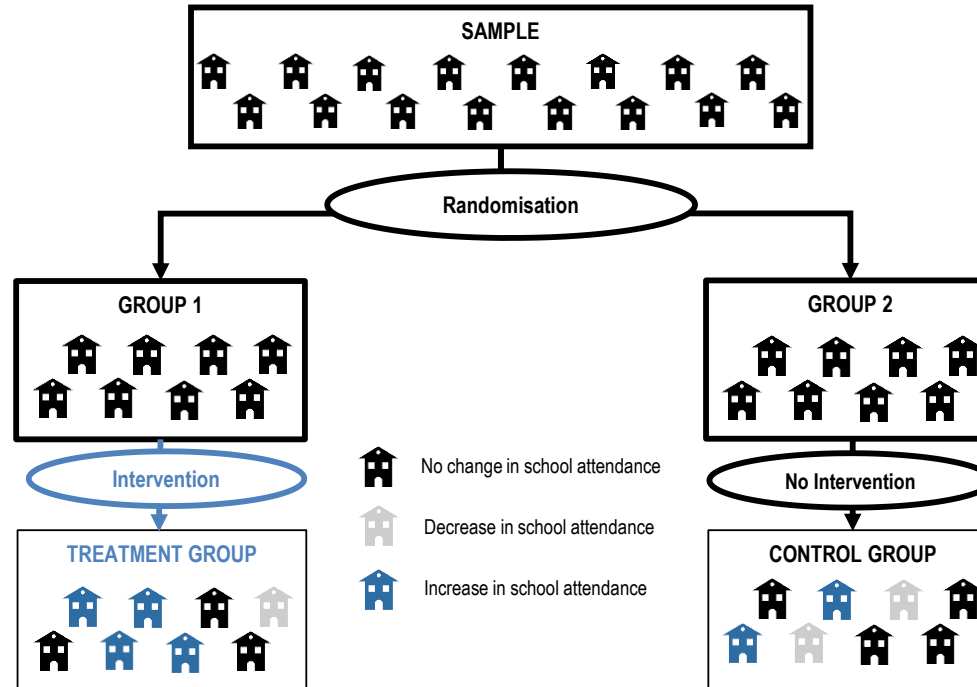
Behavioural driver	Strategy	Impact
Attention	Send SMS reminders that include the cost of a missed appointment to the health system	25% reduction in missed appointments
Belief formation	Paint a series of white lines to create the illusion of speeding up so people slow down	36% fewer crashes in 6 months
Choice	Send letters to utility customers comparing their electricity consumption to that of neighbours	2.0% reduction in electricity consumption (450k tonnes and USD 75 million)
Determination	Create a “commitment pack” that includes meeting with an employment advisor to create an actionable job-hunting plan	23% more job seekers found work

- Policy makers should have a preliminary understanding of these strategies, but should have the support of behavioural experts as well



Intervention: Introduction to testing

Simplified RCT



But also:
Alternatives
when RCT is
not possible



Change: Implementing behaviourally-informed policies



1. Revisiting the political context and project level
2. Implementing and scaling behaviourally informed policies
3. Setting up monitoring of long-term and potential side effects
4. Maintaining the policy initiative
5. Disseminating knowledge widely



Ethical guidelines

- General guidelines
 - Always conduct an ethical evaluation of behaviourally informed interventions
 - Public acceptance of BI does not make it always ethically permissible.
 - Carefully consider issues related to consent and awareness
- Before beginning an intervention
 - Consider establishing an ethical review board
 - Ethical supervision of data collection, use and storage
 - Observe existing ethical guidelines and codes of conduct
- Specific guidelines by each stage of BASIC



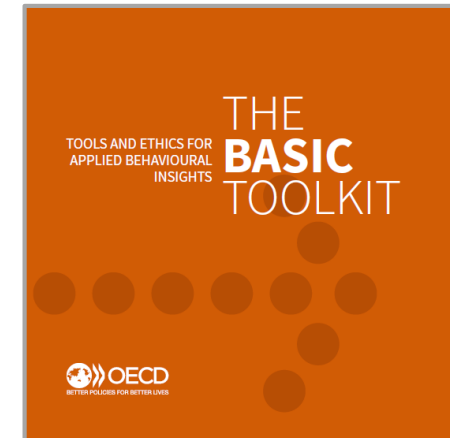
Where and how to use BASIC

oe.cd/BASIC

1. OECD publication: All three pieces in one



2. Brochure: Easy-to-use brief + guidebook



Test and adapt to your setting



Thank you!

For more information: oe.cd/nudge

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