

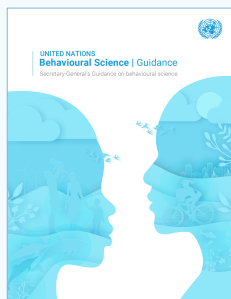
#UNBeSciWeek

# 2021 UNITED NATIONS Behavioural Science Week

The 2021 UN Behavioural Science week will explore how UN Entities are leveraging behavioural science to help accelerate progress towards the Sustainable Development Goals. The week will also launch the Secretary-General's Guidance on Behavioural Science and discuss enablers to support and mainstream the application of behavioural science in international organisations.

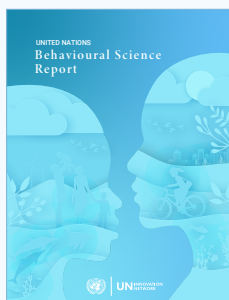
Join the  
UN BEHAVIOURAL  
SCIENCE GROUP

ALL VIRTUAL



Read [THE SECRETARY GENERAL'S GUIDANCE ON BEHAVIOURAL SCIENCE](#) and learn how it can enhance programme implementation and simplify administrative processes.

Explore how 25 UN Entities are applying behavioural science to all the SDGs in the [UN BEHAVIOURAL SCIENCE REPORT](#)



	MONDAY 21 <sup>ST</sup> JUNE	TUESDAY 22 <sup>ND</sup> JUNE	WEDNESDAY 23 <sup>RD</sup> JUNE	THURSDAY 24 <sup>TH</sup> JUNE	FRIDAY 25 <sup>TH</sup> JUNE	
EST						CET
04:00						10:00
05:00				Nimble Trial Methods for Rapid Evidence Assessments of Programmes (WFP)		11:00
07:00			7:30/13:30			13:00
08:00		08:30/14:30	BeSci to Enhance the nexus among Gender Equality, Climate Resilience and Nutrition Programmes (IFAD)	Applying BeSci to prevent violent extremism (UNDP)	Countering Terrorism in the Digital Decade (OCT)	14:00
09:00	Social Media Insights to inform COVID-19 Vaccination Efforts (World Bank)	Behavioural Science at the UN - Experiences and Lessons Learnt to Date (UNIN)		Lessons Learnt from Mainstreaming Behavioural Science (UNIN)	Norm-nudging for Peace and Security (DPPA)	15:00
10:00	Behavioural Science for Diplomacy and Peacebuilding (DPPA & OCT)	Paving the Path to Successful Youth Entrepreneurship with Behavioural Science (UNDP)	BeSci for Programmatic Impact & Culture Change - Lessons learnt from UNICEF (UNICEF)	Complexities of Hunger and Nutrition The Evolving Role of Behaviour Change at WFP (WFP)		16:00
11:00	Launch of UN Secretary-General's Guidance on Behavioural Science (UNIN & EOSG)		Discussion with Professor Richard Thaler (UNIN)	COVID-19 Vaccination - Global Lessons from using BeSci (UNIN & World Bank)		17:00
14:00			Leveraging Behavioral Science to Promote UN Integration (UNDP & EOSG)			20:00
15:00				Lessons Learnt in Behavioral Economics when Designing Digital Financial Tools (IMF)		21:00



ALL SESSIONS WILL BE RECORDED AND MADE AVAILABLE [HERE](#)



MONDAY 21<sup>ST</sup> JUNE

🕒 EST 09:00 CET 15:00 90 MINS

**REACHING HERD IMMUNITY  
BEHAVIORALLY: SOCIAL MEDIA  
INSIGHTS TO INFORM COVID-19  
VACCINATION EFFORTS**HOSTED BY: **World Bank**

Ensuring vaccine demand and overcoming hesitancy are key challenges for containing the COVID-19 pandemic. Understanding country-specific drivers behind vaccine take-up is essential to develop tailored approaches to communication campaigns and vaccine rollout plans by addressing behavioural, social and informational barriers to uptake. The World Bank is using behavioural insights obtained from social media surveys to improve vaccine take up.

This session will present early lessons from countries where this work has been implemented and share how it is informing the design of country-tailored COVID-19 vaccination rollout plans.

[REGISTER HERE](#)

🕒 EST 10:00 CET 16:00

**BEHAVIOURAL SCIENCE FOR  
DIPLOMACY AND PEACEBUILDING**HOSTED BY: **UN Secretariat - DPPA & OCT**

While UN peacemakers working in conflict contexts are intuitively applying techniques from psychology and behavioural economics in their mediation and preventive diplomacy engagements, DPPA's Innovation Cell is exploring a more systematic approach to evidence-based psychological and behavioural techniques.

This panel explores the application of Behavioural Science to international affairs, including issues such as inter-group relations and conflict, prejudice and conflict reduction, affective empathy and public preferences, irrational politics and other themes relevant to improve multilateral diplomacy and the UN's peace efforts.

[JOIN HERE](#)

🕒 EST 11:00 CET 17:00

**LAUNCH OF  
UN SECRETARY-GENERAL'S  
GUIDANCE ON BEHAVIOURAL  
SCIENCE**HOSTED BY: **UNIN & UN Secretariat - EOSG**

The high-level launch event will bring together thought leaders from the United Nations and the field of behavioural science to discuss the concept of behavioural science, opportunities it presents for the work of the UN and how the UN can systematically leverage it. The event will also officially launch the Secretary-General's Guidance on Behavioural Science.

It will feature keynote remarks from Samantha Power, Administrator of USAID and a panel discussion with UN colleagues and leading academic experts.

[JOIN HERE](#)



🕒 EST 08:30

CET 14:30

90 MINS

🕒 EST 10:00

CET 16:00

75 MINS

## BEHAVIOURAL SCIENCE AT THE UN - EXPERIENCES AND LESSONS LEARNT TO DATE

HOSTED BY: **UNIN**

This introductory session will explore behavioural science and how it can be applied to the work of the UN, including discussion of case studies from across the UN system. It will introduce new audiences to key behavioural science concepts, such as nudges and boosts, choice architecture, framing, and social norms.

The session will also launch the UN Behavioural Science Report, which showcases behavioural science applications and aspirations from 25 UN Entities and discusses key success factors for piloting, scaling and mainstreaming behavioural science.

[JOIN HERE](#)

## PAVING THE PATH TO SUCCESSFUL YOUTH ENTREPRENEURSHIP WITH BEHAVIOURAL SCIENCE

HOSTED BY: **UNDP**

UNDP's Regional Hub for the Arab States, in partnership with the Behavioural Insights Team (BIT), is leading a multi-country project to better understand the behavioural enablers and barriers that empower young people to become successful entrepreneurs

In this event, UNDP and BIT will present research on what works and what doesn't in applying BeSci to entrepreneurship challenges, and practical tools for designing an intervention in this space. Participants will have a chance to dive deeper into case studies to explore different aspects of entrepreneurship.

[JOIN HERE](#)



🕒 EST 07:30 CET 13:30 90 MINS

**BESCI TO ENHANCE THE NEXUS AMONG GENDER, CLIMATE AND NUTRITION PROGRAMMES**HOSTED BY: **IFAD**

Development and climate organisations are increasingly recognising the value of behavioural approaches to maximise the impact of their operations and to enhance sustainability. Speakers will share experiences about increasing access to and use of inputs, diversifying livelihoods, and optimising investment decisions.

The session will also contribute to exchanging possibilities, building evidence and leveraging learning from experiences about what can possibly work and what may not. Speakers will discuss how successful results can be adapted to new contexts and scaled up while enhancing the nexus among climate, gender and nutrition.

[JOIN HERE](#)

🕒 EST 10:00 CET 16:00

**BESCI FOR PROGRAMMATIC IMPACT & CULTURE CHANGE - LESSONS LEARNT FROM UNICEF**HOSTED BY: **UNICEF**

UNICEF is increasing its application of behavioural science across its programmes and to internal organisational processes.

This event will include presentations from UNICEF country offices sharing lessons, experiences, and results from applying behavioural science to increase immunisation uptake and manage the response to the COVID-19 pandemic. The event will also discuss UNICEF's efforts to harness insights from the behavioural sciences to address internal workplace behaviours, ethics and organisational change.

[JOIN HERE](#)

🕒 EST 11:00 CET 17:00

**DISCUSSION WITH PROFESSOR RICHARD THALER**HOSTED BY: **UNIN**

In this session, Nobel Prize Winner Professor Richard Thaler will explore how choice architecture impacts our behaviour and how ethical nudging can help people follow through with their intended actions. He will also discuss how the field of behavioural science has evolved over the past decade and how it can be used to tackle some of the world's biggest problems, including the Sustainable Development Goals.

Submit your questions for Professor Thaler here.

[SUBMIT A QUESTION](#)[REGISTER HERE](#)

🕒 EST 14:00 CET 20:00

**LEVERAGING BEHAVIORAL SCIENCE TO PROMOTE UN INTEGRATION**HOSTED BY: **UNDP & EOSG**

The 2020 Review of UN Integration commissioned by the Executive Office of the Secretary-General (EOSG), highlights how behavioural obstacles inhibit cross-entity integration in multidimensional UN presences, and recommends the development of behavioural interventions to combat these barriers.

At this event, EOSG and ideas42 will present the key behavioural findings from the review and share their behavioural approach to organisational change and its application in the UN context. The session will provide an opportunity to explore the application of behavioural science towards UN cross-pillar collaboration.

[JOIN HERE](#)



🕒 EST 05:00

CET 11:00

## USING NIMBLE TRIAL METHODS FOR RAPID EVIDENCE ASSESSMENTS OF PROGRAMMES

HOSTED BY: **WFP**

In emergencies, UN organisations have to think and act fast. This may result in less well researched and tested messages and behaviour change interventions being implemented. One way to overcome this issue is to use Nimble Trials which seek to decrease the gap between research and action by testing short-term outcomes quickly and cheaply.

In this interactive session, WFP will explain how this methodology has been used to test and rapidly evaluate COVID-19 prevention interventions and messages.

JOIN HERE

🕒 EST 08:00

CET 14:00

## APPLYING BESCI TO THE PREVENTION OF VIOLENT EXTREMISM: A PRACTICAL GUIDE

HOSTED BY: **UNDP**

In recent years, UNDP has enhanced its behavioural insights (BI) capacity within prevention of violent extremism (PVE) programming. BI has proven an essential tool for decision-making, strengthening evidence-based programming and M&E, enabling actors to shed assumptions for deeper understanding of human behaviour, experimentation, and faster feedback on what works and what doesn't.

This session will present practical tools for applying BI4PVE from a recently-published step-by-step guidance note "[Applying Behavioural Science to Support the Prevention of Violent Extremism: Experiences and Lessons Learned](#)". It will be enriched by examples from Pakistan, Sudan, Tajikistan, Uzbekistan, and Yemen.

JOIN HERE

🕒 EST 08:00

CET 14:00

90 MINS

## APPLYING BESCI TO THE PREVENTION OF VIOLENT EXTREMISM: A PRACTICAL GUIDE

HOSTED BY: **OCT**

This side event will look into how digital technologies play an increasingly important role in terrorist planning and attacks, and how Behavioral Insights approach helps address these demands.

JOIN HERE

🕒 EST 09:00

CET 15:00

## LESSONS LEARNT FROM MAINSTREAMING BEHAVIOURAL SCIENCE

HOSTED BY: **UNIN**

As many UN Entities are starting their behavioural science journeys, it is an opportune time to learn from the experiences and emerging good practices of those further along the road. This session will explore lessons learnt from governments and international organisations who have piloted and scaled behavioural science.

Representatives from the Government of Canada, the World Bank's Mind Behaviour and Development Unit (eMBeD), and others will discuss key enablers that have helped them mainstream the approach.

JOIN HERE

THURSDAY 24<sup>TH</sup> JUNE

🕒 EST 10:00

CET 04:00

120 MINS

🕒 EST 11:00

CET 17:00

🕒 EST 15:00

CET 21:00

**COMPLEXITIES OF HUNGER & NUTRITION - THE EVOLVING ROLE OF BEHAVIOURAL CHANGE**HOSTED BY: **WFP**

Helping people access sufficient nutrition and encouraging a balanced diet is a complex challenge, especially in times of conflict and political instability. Issues of food insecurity and undernutrition often exist alongside issues of obesity and malnutrition.

This interactive session presents case examples from the World Food Programme, detailing how behavioural science has been used to successfully develop interventions focused on improving nutrition outcomes.

[JOIN HERE](#)**COVID-19 VACCINATION - GLOBAL LESSONS FROM USING BESCİ**HOSTED BY: **UNIN & World Bank**

This session highlights how governments and international organisations have integrated behavioural science into their COVID-19 vaccination efforts and offers considerations to policymakers tasked with leading vaccine roll-out and increasing vaccine uptake.

Keynote remarks will be provided by Professor Katy Milkman who will discuss her policy relevant research findings related to COVID-19 vaccination. The session will also launch the "COVID-19 Vaccination: Global lessons from the field using behavioural science" report by the International Behavioural Insights and Policy Group and the World Bank and include discussion of case studies from the World Bank, the US and others.

[JOIN HERE](#)**LESSONS LEARNED IN BEHAVIORAL ECONOMICS WHEN DESIGNING DIGITAL FINANCIAL TOOLS**HOSTED BY: **IMF**

When designing digital products, the application of Behavioural Science can make a large difference to the likelihood of their success. This is crucial in financial management, particularly in times of uncertainty.

This talk with Dr. Stephen Wendel, hosted by the IMF Creative Lab discusses how digital tools can help solve decision-making challenges, address biases, and form financial habits.

[JOIN HERE](#)

FRIDAY 25<sup>TH</sup> JUNE

🕒 EST 08:00 CET 14:00

## DISCUSSION WITH PROFESSOR CASS SUNSTEIN

HOSTED BY: **UNIN**

In this session, Professor Cass Sunstein will discuss the topic of "sludge" - friction that separates people from what they want - and how it applies to the programming and organisational work of the UN. He will also discuss judgement bias and noise and how decision hygiene can lead to improvements in a variety of areas relevant to the UN.

Submit your questions for Professor Sunstein here.

[SUBMIT A QUESTION](#)[REGISTER HERE](#)

🕒 EST 09:00 CET 15:00

## NORM-NUDGING FOR PEACE AND SECURITY

HOSTED BY: **DPPA**

Peacebuilding has historically relied on "norm-nudging" approaches, which reframe choices without ruling out any options, in areas such as violence prevention, and the promotion of inclusivity, reconciliation and empowerment. The effectiveness of these approaches rests on social expectations, expectations we hold about other people's behaviours and/or beliefs that induce us to act in unexpected ways.

This session will explore how social expectations influence the efficacy of norm-nudging programmes in peace and security work and ethical challenges inherent in this area of work. Panelists will discuss different types of norm-nudging used in the field of peace and security, their utility, trade-offs and risks.

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