

2023 UNITED NATIONS BEHAVIOURAL SCIENCE WEEK

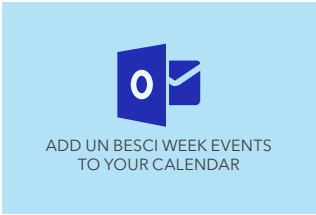
Coordinated by the [UN Behavioural Science \(BeSci\) Group](#), the 2023 UN Behavioural Science Week brings together **26 UN Entities** collaborating to host **17 events** between June 12th and 16th.

#UNBeSciWeek



EDT	CEST	MONDAY, JUNE 12	TUESDAY, JUNE 13	WEDNESDAY, JUNE 14	THURSDAY, JUNE 15	FRIDAY, JUNE 16
08:00	14:00		Behavioural Science for Sustainability (World Bank, SDG Lab, UNDP and UNEP)	Empowering Women through Behavioural Science (ILO, UN Global Pulse and UN Women)	The Role of Behavioural Science in Tackling Non-Communicable Diseases (World Bank and WHO)	Behavioural Science and Migration: People on the Move (UNICEF, IOM, OHCHR and UNHCR)
09:00	15:00	How Behavioural Science is Generating Impact (UNIN and EOSG)	Behavioural Science 101: Introduction to Behavioural Science (UNIN and ILO)	UN Entity Experiences Embedding Behavioural Science (UNIN, ILO, UNICEF and World Bank)	Applying Behavioural Insights to Strengthen Health Equity and Impact (UNICEF and World Bank)	How Does Behavioural Science Fit into the Work of the UN? Value Add and Criticisms (UNIN and UNICEF)
10:00	16:00		Applying Behavioural Science Across the Food System (UNICEF, FAO, IFAD and WFP)	The Neuroscience of Peace and Conflict (UNDPPA and UNOCT)	Behavioural Science and Artificial Intelligence (UNIN and UNU)	Behavioural Science to Improve Knowledge and Information Sharing (IFAD, IMF and UNDP)
11:00	17:00	Using Evidence from Behavioural Science for Climate Action in Development Contexts (IFAD and FAO)	Tackling Administrative Burdens and Behavioural Frictions (UNIN, FAO, UNOG and World Bank)	Emerging Areas of Behavioural Science Application Across the UN (DCO, DGC, ICAO, IMF, UNESCO and UNU)	Global Support for the Application of Behavioural Science (UNIN)	

* June 8, 09:00 EDT: UN leader roundtable with Professor Cass Sunstein (invitation only).



EOSG Executive Office of the Secretary-General



FAO Food and Agriculture Organization



ICAO International Civil Aviation Organization



IFAD International Fund for Agricultural Development



ILO International Labour Organization



IMF International Monetary Fund



IOM International Organization for Migration



OHCHR UN Human Rights Office



SDG Lab Sustainable Development Goals Lab



UNDGC United Nations Department of Global Communications



UNDP United Nations Development Programme



UN DPPA United Nations Department of Political and Peacebuilding Affairs



UNEP United Nations Environment Programme



UNESCO United Nations Educational, Scientific and Cultural Organization



UNFPA United Nations Population Fund



UN Global Pulse UN Global Pulse



UNICEF United Nations Children's Fund



UNIN United Nations Innovation Network



UNHCR United Nations Refugee Agency



UNOCT United Nations Office of Counter-Terrorism



UNOG United Nations Office at Geneva



UNW United Nations Entity for Gender Equality and the Empowerment of Women



UNU United Nations University



WB World Bank



WFP World Food Programme



WHO World Health Organization



MONDAY JUNE 12, 2023

🕒 EDT 09:00 CEST 15:00

How Behavioural Science is Generating Impact

HOSTED BY: **UNIN and EOSG**

The opening session of the 2023 UN Behavioural Science Week will discuss the potential behavioural science holds for the work of the UN and the impact it has generated so far.

It will include opening remarks from [USG Guy Ryder](#) (EOSG) and a discussion with [Dean Karlan](#) (Chief Economist, USAID), [Diene Keita](#) (Deputy Executive Director, UNFPA), [Luis Felipe López-Calva](#) (Global Director, World Bank), and [Professor Lucia Reisch](#) (University of Cambridge).

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🕒 EDT 11:00 CEST 17:00

Using Evidence from Behavioural Science for Climate Action in Development Contexts

HOSTED BY: **IFAD and FAO**

Behavioural science offers the promise of positive environmental and development outcomes. Yet, evidence on which behavioural science tools work best for climate action in this context is lacking.

In an effort to close this gap, IFAD and the Green Climate Fund completed a map of the evidence in this area. This included 60 studies in a systematic review covering five intervention types, which found that reminders and feedback are effective behavioural approaches to improving intermediate and final outcomes, respectively. This session will summarise findings of this work and include panel presentations and debate with speakers from IFAD, the Green Climate Fund, FAO, Busara Center, ideas42 and Rare.

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TUESDAY JUNE 13, 2023

EDT 08:00 CEST 14:00

Behavioural Science for Sustainability

HOSTED BY: **WORLD BANK, SDG LAB, UNDP and UNEP**

Behavioural science is increasingly being applied by the UN to address sustainability.

This session will explore a range of UN experiences in this area. UNDP will share reflections from a study on responsible purchasing decisions of Asian youth. Then, the [eMBeD](#) team at the World Bank will discuss how segmenting the population in behavioural archetypes can help build behaviourally informed communication campaigns. Next, [Professor Tobias Brosch](#) (University of Geneva) will talk about his work with the SDG Lab on the potential role of emotions in people’s behaviours related to climate change. Finally, UNEP will explore how BeSci can support and inform scientific assessments.

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EDT 09:00 CEST 15:00

Behavioural Science 101: Introduction to Behavioural Science

HOSTED BY: **UNIN and ILO**

This session designed for colleagues new to behavioural science will introduce behavioural science and showcase practical applications from within the UN system.

This introductory session will discuss behavioural science principles and how they can be applied in the UN, including in policy, programming and in reducing administrative burden. It will involve a presentation from Professor [Professor Liam Delaney](#) (London School of Economics), an introduction to the [“UN Practitioner’s Guide to Getting Started with Behavioural Science”](#) and tangible examples from the UN system.

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EDT 10:00 CEST 16:00

Applying Behavioural Science Across the Food System

HOSTED BY: **UNICEF, FAO, IFAD and WFP**

The global food system has an enormous impact on our planet, contributing significantly to climate change and environmental degradation. Conflict, environmental crises, and emergencies are also making food systems fragile. Urgent reform is therefore needed to make food systems more resilient. However, the transition to a more resilient food system will not happen without a better understanding of local contexts, human behaviour and opportunities for change at individual, social and societal levels.

In this session, four UN organisations– FAO, IFAD, UNICEF, and WFP – will present and discuss examples of where behavioural science has been used in practice across the whole food system to improve outcomes.

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EDT 11:00 CEST 17:00

Tackling Administrative Burdens and Behavioural Frictions

HOSTED BY: **UNIN, FAO, UNOG and WORLD BANK**

Behavioural frictions such as “administrative burdens” (complex paperwork, multi-step processes...) can make it harder for us to do what we want. Frictions can impact both local communities seeking to access UN programmes, and UN employees working to deliver these programmes. Behavioural science can help us understand how frictions impact our behaviour, and what we can do about it.

This session will bring together academic researchers and UN practitioners working to tackle administrative burdens. It will feature [Professor Elizabeth Linos](#) (Harvard University) and the World Bank’s [eMBeD](#) team on reducing burdens in programme delivery, followed by a discussion on frictions in internal UN operations, with contributions from FAO and UNOG.

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WEDNESDAY JUNE 14, 2023

EDT 08:00 CEST 14:00

Empowering Women Through Behavioural Science

HOSTED BY: **ILO, UN GLOBAL PULSE, and UN WOMEN**

Women’s empowerment is central to the attainment of a socially just society.

This session will shed light on how UN Entities are applying behavioural science to empower women. [Maria-Noel Vaeza](#) (UN Women Regional Director for the Americas and Caribbean) will open with remarks on the potential of behavioural science to empower women. Two case studies will then be presented: UN Global Pulse will discuss the application of behavioural science to promote uptake of digital tools among women business owners. The ILO will address the formalisation of domestic work, speaking to the key role of stakeholder participation as a form of empowerment.

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EDT 09:00 CEST 15:00

UN Entity Experiences Embedding Behavioural Science

HOSTED BY: **UNIN, ILO, UNICEF and WORLD BANK**

With behavioural science application increasing across the UN, it is an opportune moment to discuss successes, challenges and lessons learned in embedding behavioural science into the work of the UN more systematically.

In this session, UN behavioural science practitioners will discuss their experiences embedding behavioural science into their programmes, processes and institutions. The ILO, UNICEF and the World Bank will speak to what embedding means to them, and what it looks like in their Entities, along with what has worked—as well as what has not worked. They will also discuss challenges and what is needed to successfully continue the advancement of behavioural science in the UN.

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EDT 10:00 CEST 16:00

The Neuroscience of Peace and Conflict

HOSTED BY: **UNDPPA and UNOCT**

As global conflict and violence continue to pose significant threats to peace and stability, gaining a deeper understanding of the underlying neuroscience of peace and conflict is crucial for developing effective policies and programmes that promote peaceful societal relations.

UNDPPA and UNOCT will host a session on the neuroscience of peace and conflict, including presentations from researchers. Sub-themes will include intergroup relations, sacred values, empathy and resilience. The presentations will outline what policymakers and programme designers can do to ensure their outputs generate the conditions for peaceful societal relations and how they might avoid inadvertently generating the conditions for violent relations.

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EDT 11:00 CEST 17:00

Emerging Areas of Behavioural Science Application Across the UN

HOSTED BY: **DCO, DGC, ICAO, IMF, UNESCO and UNU**

Areas such as health, climate, gender, peace and security and administrative burden reduction are frequently mentioned as where there is work and future opportunity in the UN for behavioural science application. However, there are a number of other critical areas where the UN is applying behavioural science.

This session will explore relatively emerging areas of behavioural science in the UN and feature presentations from DGC on mis/disinformation, the IMF on lessons from applying BeSci in the workplace and the UNU on promoting better governance. It will also include reflections on the emerging application of behavioural science in DCO, ICAO and UNESCO.

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THURSDAY JUNE 15, 2023

EDT 08:00 CEST 14:00

The Role of Behavioural Science in Tackling Non-Communicable Diseases

HOSTED BY: **WORLD BANK and WHO**

Policies that consider psychological barriers, mental models, and other factors that influence decision-making and habit formation are valuable and cost-effective tools to complement traditional approaches in non-communicable disease (NCD) prevention, detection, and management.

The session will present a novel framework on the relationships between NCD prevention, detection, and management and behavioural determinants at the individual, community, and health systems levels. It will also cover WHO and the World Bank examples conducting diagnostics, implementing interventions and drawing policy lessons from the collaborative work with health authorities, including the behavioural and cultural insights resolution for health adopted by 53 WHO member states in 2022.

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EDT 09:00 CEST 15:00

Applying Behavioural Insights to Strengthen Health Equity and Impact

HOSTED BY: **UNICEF and WORLD BANK**

Countries are partnering with UN Entities such as UNICEF and the World Bank to build local BeSci capacities and design interventions that promote pro-equity, gender-transformative, and evidence-informed strategies for health equity. These strategies include working directly with stakeholders to increase access to and uptake of essential health services like routine childhood immunisation, with a focus on “zero-dose” communities.

This event will explore participatory behavioural change design methods for increasing equitable uptake of health services amongst underserved communities. In discussion with the World Bank, this session will include presentations featuring UNICEF regional and country office perspectives, including experiences, lessons learned, and results obtained by harnessing insights at the nexus of behavioural science and human-centred design.

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EDT 10:00 CEST 16:00

Behavioural Science and Artificial Intelligence

HOSTED BY: **UNIN and UNU**

Artificial intelligence has the potential to deliver major benefits, many of which are yet to be understood, including the role for and potential to be used together with behavioural science.

This event will feature opening remarks from [Professor Tshilidzi Marwala](#) (Under-Secretary-General and Rector, UNU) followed by a panel discussing the intersection of BeSci and artificial intelligence and what it means for the work of the UN. The session will include [Professor Susan Athey](#) (Stanford University), [Professor Dan Bjorkegren](#) (Brown University), [Professor Stuart Mills](#) (Leeds University) and Rebeca Moreno Jiménez (UNHCR).

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EDT 11:00 CEST 17:00

Global Support for the Application of Behavioural Science

HOSTED BY: **UNIN**

Behavioural science has been increasingly applied globally over the last decade, most recently to address emerging issues such as [mis/disinformation](#) and [COVID-19](#).

This event will demonstrate global support for behavioural science in the UN as well as in member states, academia and other partner organisations. It will discuss the value BeSci is providing internationally, highlight lessons helpful to the work of the UN, and show the breadth and depth of the global behavioural science community. This session will feature remarks from [Professor Cass Sunstein](#) (Harvard University), as well as a panel of experts from the Inter-American Development Bank, International Rescue Committee the German Federal Chancellery.

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FRIDAY JUNE 16, 2023

🕒 EDT 08:00 CEST 14:00

Behavioural Science and Migration: People on the Move

HOSTED BY: UNICEF, IOM, OHCHR and UNHCR

UN Entities are exploring how behavioural science can be applied to improve the lives of people on the move.

In this session moderated by UNICEF, UNHCR will present their use of behavioural analytics and social media in Brazil to improve access to critical information for displaced Venezuelans. Next, OHCHR will share their experiences in Australia and Malaysia, where they utilised mixed methods research to understand public attitudes towards migration and develop targeted communications for human rights-based change. Finally, the IOM will present their Community-Based Planning pilot in Ethiopia, focusing on empowering communities to prevent irregular migration and foster local alternatives through participatory development interventions.

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🕒 EDT 09:00 CEST 15:00

How Does Behavioural Science Fit into the Work of the UN? Value Add and Criticisms

HOSTED BY: UNIN and UNICEF

As the application of behavioural science to public policy has grown in the last decade, a number of opportunities as well as critiques have emerged. What bearing do these critiques have on the UN's application of BeSci?

This session will review and discuss prominent critiques of the discipline raised by practitioners, activists and academics, and how these manifest and are addressed within the UN. A panel composed of [Michael Hallsworth](#) (Behavioural Insights Team), [Ukasha Ramli](#) (UNICEF) and [Anisha Singh](#) (Busara Center and University of Chicago) will discuss areas such as appropriateness of applied behavioural science across contexts, expectations management, and the constraints with which UN behavioural science practitioners have to work.

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🕒 EDT 10:00 CEST 16:00

Behavioural Science to Improve Knowledge and Information Sharing

HOSTED BY: IFAD, IMF and UNDP

Behavioural science can be applied to improve the way that UN colleagues share knowledge and information.

In this session moderated by IFAD, UNDP will discuss how they are using behavioural science to encourage solutions to bridge organisational silos, create incentives for collaboration and ensure a robust organisational mandate for knowledge. The IMF will then share how BeSci can be leveraged to improve product launches, using the IMF's Sustainable Development Goal Financing Tool as an example.

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