

# 2022 UNITED NATIONS Behavioural Science Week

Coordinated by the [UN Behavioural Science Group](#), the 2022 UN Behavioural Science Week brings together colleagues from 18 UN Entities to explore how the UN is applying behavioural science to progress on its mandates.

#UNBeSciWeek

ALL VIRTUAL



🕒	🕒	MONDAY 6 <sup>TH</sup> JUNE	TUESDAY 7 <sup>TH</sup> JUNE	WEDNESDAY 8 <sup>TH</sup> JUNE	THURSDAY 9 <sup>TH</sup> JUNE	FRIDAY 10 <sup>TH</sup> JUNE
CEST	EDT					
10:00	04:00		Behavioural Science and Peer-to-Peer Informed Migration Decisions (IOM)		Challenges and Successes Forming a Behaviour Change Unit in a Country Office (WFP)	
11:00	05:00					
13:00	07:00		A Behavioural Insights Toolkit for Entrepreneurship Programming (UNDP)	Understanding the Impact of Judicial Well-being on Judges' Behaviour and Integrity (UNODC)	Exploring Behavioural Science for Zero Hunger (FAO)	Behavioural Science for Sustainability (UNEP)
14:00	06:00					
15:00	09:00	Why Behavioural Science Matters to the Work of the UN (Opening event with UNIN & EOSG)	Introduction to BeSci - Enhancing Programmes and Reducing Administrative Burden (UNIN)	Behavioural Science to Foster Diversity and Equality with Prof Iris Bohnet (UNIN)	Applying Behavioural Design for Health Equity (UNICEF)	Diagnosing Behavioural Drivers: A New Toolkit (World Bank)
16:00	10:00					
17:00	11:00	How Behaviourally-informed Interventions can Accelerate Progress for Women and Girls (UNW)	How Behavioural Science can Advance Peace and Security (UN DPPA & UNOCT)	BeSci to Promote Gender Equality through Strengthened Marriage Registration (UNFPA)	Scaling Behavioural Science with Prof John List (UNIN)	Getting Started Applying BeSci and Embedding it into Organisations (UNIN)
18:00	13:00					
19:00	13:00	Achieving Refugee Inclusion through Values and World-views (UNHCR)	Breaking Ground: Generating Behavioural Insights on Decent Work (ILO)	Behavioural Design for Central Bank Digital Currency and Digital Payments (IMF)	Behavioural Science Enhancing Resilience of the Aviation Sector (ICAO)	Using Behavioural Science to Enhance Integration and Collaboration (EOSG & UNDP)



ALL SESSIONS WILL BE RECORDED AND MADE AVAILABLE HERE





Recently, there has been increased momentum behind the application of behavioural science (BeSci) in the UN, as indicated by the Secretary-General including it in his vision statement “Our Common Agenda” and the Quintet of Change. To further confirm his commitment, the Secretary-General launched his Guidance Note on Behavioural Science, which was published alongside the companion UN Behavioural Science Report describing the experiences of 25 UN Entities applying behavioural science and key enablers for its application in the UN.

These efforts were led by the UN Behavioural Science Group, an initiative of the UN Innovation Network and supported by the Executive Office of the Secretary-General. The UN BeSci Group brings together colleagues interested in and applying behavioural science, and to date, comprises of more than 800 UN members from across 60+ UN Entities in 110+ countries. It also provides thought leadership and light-touch support for behavioural science application in the UN.



ADD UN BESCI WEEK EVENTS TO YOUR CALENDAR



**EOSG** Executive Office of the Secretary-General



**FAO** Food and Agriculture Organization



**ICAO** International Civil Aviation Organization



**ILO** International Labour Organization



**IMF** International Monetary Fund



**IOM** International Organization for Migration



**UNDP** United Nations Development Programme



**UN DPPA** United Nations Department of Political and Peacebuilding Affairs



**UNEP** United Nations Environment Programme



**UNFPA** United Nations Population Fund



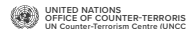
**UNICEF** United Nations Children’s Fund



**UNIN** United Nations Innovation Network



**UNHCR** United Nations Refugee Agency



**UNOCT** United Nations Office of Counter-Terrorism



**UNODC** United Nations Office on Drugs and Crime



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



**WB** World Bank



**WFP** World Food Programme



# MONDAY 6<sup>TH</sup> JUNE 2022

🕒 EDT 09:00 CEST 15:00

## WHY BEHAVIOURAL SCIENCE MATTERS TO THE WORK OF THE UN

HOSTED BY: **UNIN & EOSG**

The session will feature thought leaders from the United Nations and the field of behavioural science in a discussion of what behavioural science is, opportunities it presents for the work of the UN and how the UN can further its application. The event will also launch the UN Practitioner’s Guide to Getting Started with Behavioural Science: Applications to UN Policies, Programmes, and Administration.

This session will include a keynote from Nobel Prize winner Abhijit Banerjee, remarks from Volker Turk (USG Policy) and a panel discussion with Melissa Fleming (USG Global Communications), Claudia Mojica (UN Resident Coordinator Argentina) and Rodney Ghali (Privy Council Office, Government of Canada).

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🕒 EDT 11:00 CEST 17:00

## HOW BEHAVIOURALLY-INFORMED INTERVENTIONS CAN ACCELERATE PROGRESS FOR WOMEN AND GIRLS

HOSTED BY: **UNW**

Behavioural science can be a powerful tool regarding social norms that affect women and girls. Encouraging certain behaviours can positively impact some of the most entrenched gender inequality challenges. But how can we do that?

In this session, Prof Cristina Bicchieri (University of Pennsylvania) and UN Women field colleagues will explore the benefits of utilising behavioural science in gender equality programming. The session will discuss examples of successful interventions in different areas, ranging from influencing girls’ career choices towards STEM-related fields to preventing online violence against women, destigmatising women living with HIV, and fostering men’s use of parental leave.

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🕒 EDT 13:00 CEST 19:00

## ACHIEVING REFUGEE INCLUSION THROUGH VALUES AND WORLDVIEWS

HOSTED BY: **UNHCR**

Why do people have such radically different responses to refugees? How is it that despite our best efforts to gain support for the protection of people whose lives are devastated by forces outside their control, we continue to face apathy and opposition?

This webinar explores the power of framing communications through the lens of target audiences’ worldviews and value systems. Based on behavioural science research, the session will share a practical framework for building bridges rather than triggering negative reaction amongst certain groups.

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## TUESDAY 7<sup>TH</sup> JUNE 2022

🕒 EDT 04:00 CEST 10:00

### BEHAVIOURAL SCIENCE AND PEER-TO-PEER INFORMED MIGRATION DECISIONS

HOSTED BY: **IOM**

In West and Central African countries, the IOM leverages participatory approaches including behavioural science to support young people in making migration-related decisions. For instance, behavioural science has been used to better understand audiences as well as test, implement and assess jointly developed creative solutions to problems.

In this session, returned migrants and volunteers in IOM's [Migrants as Messengers](#) project will speak about their work creating multimedia content that supports authentic conversations about migration between youth and their communities and their personal journeys to becoming advocates for change.

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🕒 EDT 07:00 CEST 13:00

### A BEHAVIOURAL INSIGHTS TOOLKIT FOR ENTREPRENEURSHIP PROGRAMMING

HOSTED BY: **UNDP**

UNDP's new Behavioural Insights Toolkit for Entrepreneurship Programming aims to support entrepreneurship programming that accounts for the interplay between structural and behavioural barriers to entrepreneurship for young people in the region, particularly young women.

In addition to launching and introducing the toolkit, the session will invite UNDP Lebanon and Prof Dr Michael Frese (University of Leuphana & Asia Business School) to share insights from their work.

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🕒 EDT 09:00 CEST 15:00

### INTRODUCTION TO Besci - ENHANCING PROGRAMMES AND REDUCING ADMINISTRATIVE BURDEN

HOSTED BY: **UNIN**

Many UN colleagues are at the start of their behavioural science journey and would like to know more about what behavioural science is and how it is applied.

This introductory session will explore key behavioural science concepts and how BeSci can be applied to the work of the UN, including in policy and programming and to the reduction of administrative burden. It will include an interactive presentation from Renos Vakis, the Lead Economist in the World Bank's behavioural sciences team ([eMBeD](#)) and discussion of case studies from the UN system.

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## TUESDAY 7<sup>TH</sup> JUNE 2022

🕒 EDT 11:00 CEST 17:00

🕒 EDT 13:00 CEST 19:00

### HOW BEHAVIOURAL SCIENCE CAN ADVANCE PEACE AND SECURITY

HOSTED BY: **UN DPPA, UNOCT**

Behavioural science has been applied to enhance peace and security through addressing issues such as positive deviance, protective factors and survivorship bias.

This panel discussion will explore these behavioural issues and more broadly how behavioural science is being applied to advance the UN's peace and security agenda. It will draw from examples of ongoing UN programmatic activities and reflect upon opportunities for further engagement. The event will be interactive and provide the audience with an opportunity to learn about behavioural science application, including biases and other behavioural elements.

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### BREAKING GROUND: GENERATING BEHAVIOURAL INSIGHTS ON DECENT WORK

HOSTED BY: **ILO**

As the UN expands the application of behavioural science to achieve the SDGs, practitioners may find themselves being the first ones to look at a given policy challenge through a behavioural lens. Breaking such ground is imperative but daunting. Without lessons learned from prior research, where does one begin?

This panel will discuss how to produce new insights on policy challenges where little behavioural research had been conducted, towards SDG 8 "Decent Work". Using examples from Argentina, Guatemala, Hong Kong and Zambia, speakers will discuss how diagnostics helped scope determinants of behaviour, generate hypotheses and design interventions with a greater chance of success.

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# WEDNESDAY 8<sup>TH</sup> JUNE 2022

🕒 EDT 07:00 CEST 13:00

## UNDERSTANDING THE IMPACT OF JUDICIAL WELL-BEING ON JUDGES' BEHAVIOUR AND INTEGRITY

HOSTED BY: **UNODC**

Recent studies have explored the importance of judges maintaining physical and mental well-being with a view to improving justice delivery and strengthening judicial integrity.

This session will explore this topic from a behavioural science perspective and present a new report by UNODC's [Global Judicial Integrity Network](#). The event will include discussion with Prof Tali Sharot (University College London) and experiences of the Australian judiciary in promoting well-being of judges, as well as research from the Caribbean demonstrating how mindfulness can lead to changes in the behaviours of judicial officers impacting both judicial wellness and judicial performance.

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🕒 EDT 09:00 CEST 15:00

## BEHAVIOURAL SCIENCE TO FOSTER DIVERSITY AND EQUALITY WITH PROF IRIS BOHNET

HOSTED BY: **UNIN**

UN Entities are working to become more inclusive, but what lessons can we learn from behavioural science? How can we create conditions for success? How might our biases be holding us back?

This session will explore how behavioural science can be applied to address these questions with Prof [Iris Bohnet](#) (Harvard University). It will focus on diversity and equality, in a discussion ranging from human resources to UN programmes.

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🕒 EDT 11:00 CEST 17:00

## BESCI TO PROMOTE GENDER EQUALITY THROUGH STRENGTHENED MARRIAGE REGISTRATION

HOSTED BY: **UNFPA**

Civil registration and legal identity are key to the 2030 Sustainable Development Agenda. Marriage and divorce registration, in particular, are critical to promote the rights of women and girls as they can guard against early, forced and child marriage, promote gender equality within the marital unions, and empower women by securing inheritance and parental guardianship rights. Yet marriage and divorce registration are often neglected areas of civil registration.

This event will highlight gender norms and behavioural factors that undermine registration of marriages and divorces. It will showcase recent field research by UNFPA in Benin, Burkina Faso and Jordan and discuss how the resulting insights are guiding civil registration system strengthening efforts.

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🕒 EDT 13:00 CEST 19:00

## BEHAVIOURAL DESIGN FOR CENTRAL BANK DIGITAL CURRENCY AND DIGITAL PAYMENTS

HOSTED BY: **IMF**

In 2022, the IMF applied behavioural research and human-centered design to support the design and development of Central Bank Digital Currency (CBDC) and for the digitisation of payment systems in member countries.

This session will discuss insights from this process, findings and takeaways. The IMF will also share the story behind these efforts, which were the first of a kind engagement for the organisation, and have led to creating a framework for future efforts in this area.

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# THURSDAY 9<sup>TH</sup> JUNE 2022

🕒 EDT 04:00 CEST 10:00

## CHALLENGES AND SUCCESSES FORMING A BEHAVIOUR CHANGE UNIT IN A COUNTRY OFFICE

HOSTED BY: **WFP**

The potential positive impact of using behavioural science at the UN and integrating the discipline into UN programmes is well documented. However, progress has often been slow and gaining buy-in and support for this new approach can be challenging.

This session will explore some of these challenges and discuss how WFP is addressing them to establish a Behaviour Change Unit in a country office. Participants will hear from key stakeholders in exploring how internal buy-in was achieved and discuss the set-up and results of concrete behavioural science projects.

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🕒 EDT 07:00 CEST 13:00

## EXPLORING BEHAVIOURAL SCIENCE FOR ZERO HUNGER

HOSTED BY: **FAO**

Applied behavioural science is receiving increasing interest in recent years, with benefits for both private and public sectors. But how can you explore the potential of BeSci in a tangible manner across a large UN Organization and in the process generate evidence that behavioural science actually works?

In this session, FAO will outline two flagship projects exploring the application of behavioural science in areas ranging from encouraging environmentally friendly behaviours on FAO premises to empowering country teams to leverage behavioural experiments in resilience, production, health and more.

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🕒 EDT 09:00 CEST 15:00

## APPLYING BEHAVIOURAL DESIGN FOR HEALTH EQUITY

HOSTED BY: **UNICEF**

To extend the benefits of primary health services to underserved populations, UNICEF has undertaken efforts to combine evidence and methods from the behavioural sciences with aspects of human-centred design (HCD).

This session provides an overview of the background for the development of this approach followed by the sharing of experiences from country-level efforts to use "behavioural design" approaches to better serve marginalised communities in Africa and South and Central Asia with tailored, culturally and behaviourally informed interventions.

[JOIN HERE](#)



# THURSDAY 9<sup>TH</sup> JUNE 2022

🕒 EDT 11:00 CEST 17:00

🕒 EDT 13:00 CEST 19:00

## SCALING BEHAVIOURAL SCIENCE WITH PROF JOHN LIST

HOSTED BY: **UNIN**

UN Entities are exploring behavioural science application in pilots and small projects, but what can we do to responsibly scale our findings/recommendations?

This session will explore considerations for scaling behavioural science with Prof [John List](#) (University of Chicago). It will discuss enablers such as using incentives, implementing ideas at the margins of existing operations, letting go of less promising ideas, and encouraging a sustainable scaling culture. It will also discuss common challenges and what may be done to overcome them.

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## BEHAVIOURAL SCIENCE ENHANCING RESILIENCE OF THE AVIATION SECTOR

HOSTED BY: **ICAO**

Behavioural science has potential to increase the resilience of aviation and support its enhanced contributions to sustainable development globally. Positive impacts might be foreseen in applying behavioural science to promote safety, encourage environmentally-friendly behaviours, mitigation of unruly passenger behaviours or managing passenger fear issues.

In this panel, practical applications of behavioural science in the aviation ecosystem will be presented, leading into a discussion examining the role that the international aviation regulator, ICAO, could play in enhancing such application to render aviation more sustainable and robust to current and future challenges.

[JOIN HERE](#)





# FRIDAY 10<sup>TH</sup> JUNE 2022

🕒 EDT 07:00 CEST 13:00	🕒 EDT 09:00 CEST 15:00	🕒 EDT 11:00 CEST 17:00	🕒 EDT 13:00 CEST 19:00
<p><b>BEHAVIOURAL SCIENCE FOR SUSTAINABILITY</b></p> <p>HOSTED BY: <b>UNEP</b></p> <p>Behavioural science is being increasingly applied to promote more sustainable behaviours.</p> <p>This session will present UNEP’s work on inspiring sustainable behaviour change among young people globally to encourage greener universities and societies. Universities will share progress made through the implementation of nudges on their campuses as part of the <a href="#">Little Book of Green Nudges</a> pilot phase. Additionally, UNEP will share their work integrating green nudges into games through the Playing for the Planet Alliance.</p> <p><a href="#">JOIN HERE</a></p>	<p><b>DIAGNOSING BEHAVIOURAL DRIVERS: A NEW TOOLKIT</b></p> <p>HOSTED BY: <b>World Bank</b></p> <p>The World Bank recently launched a new toolkit designed to guide behavioural science practitioners to explore the activities and tools necessary to run an effective behavioural diagnostic.</p> <p>This session will highlight specific lessons from using a behavioural lens to increase women's participation in forest and natural resource management activities. These findings are broadly applicable to those seeking to use an evidence-based approach to solving behavioural challenges, especially with marginalised communities in poor or rural areas.</p> <p><a href="#">JOIN HERE</a></p>	<p><b>GETTING STARTED APPLYING BESCI AND EMBEDDING IT INTO ORGANISATIONS</b></p> <p>HOSTED BY: <b>UNIN</b></p> <p>With many UN Entities at the beginning of their behavioural science journeys, it is an opportune moment to learn from the experiences and emerging good practices of those further along. In particular, as Entities are beginning to form relationships with new behavioural science partners and deepen those with existing ones, it is important to discuss and reflect on how we can best collaborate.</p> <p>This session will explore lessons learnt from the UN and governments who have piloted and scaled behavioural science, including efforts working with partners. It will also discuss enablers that helped progress along their journeys.</p> <p><a href="#">JOIN HERE</a></p>	<p><b>USING BEHAVIOURAL SCIENCE TO ENHANCE UN INTEGRATION &amp; COLLABORATION</b></p> <p>HOSTED BY: <b>EOSG, UNDP</b></p> <p>A recent review of UN integration identified a number of ways in which the behaviour of staff can foster or impede integration and collaboration.</p> <p>This session will describe concrete ways in which the behavioural recommendations from this <a href="#">review</a> have been taken forward. It will share measures to address behavioural barriers to successful integration, experiences and activities with co-designing tools, previewing these, and describing next steps in their development.</p> <p><a href="#">JOIN HERE</a></p>