Applying Behavioural Insights to Cities

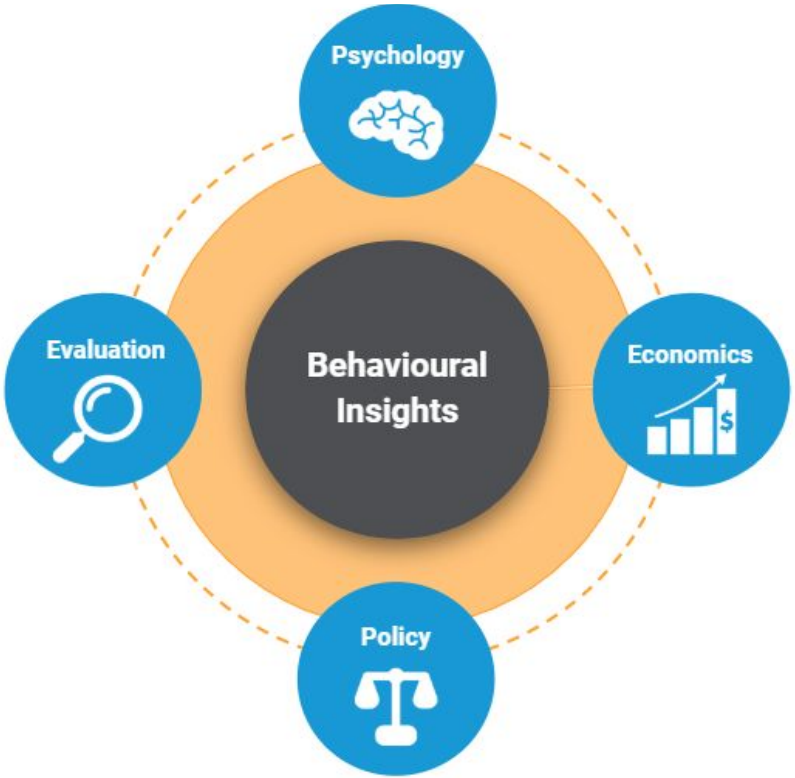
Global Future Cities Program - Turkey Capacity Building Event

25th November 2021

THE BEHAVIOURAL INSIGHTS TEAM

Dr Stewart Kettle, Principal Advisor
The Behavioural Insights Team

What are Behavioural Insights?



A bit about BI

The BI Lens

BI offers a more **nuanced** and **realistic model** of how people process information, make decisions, and behave.

BI Solutions

BI solutions range from **low-cost** “**nudges**” to behaviourally-informed **infrastructure or regulatory changes**.

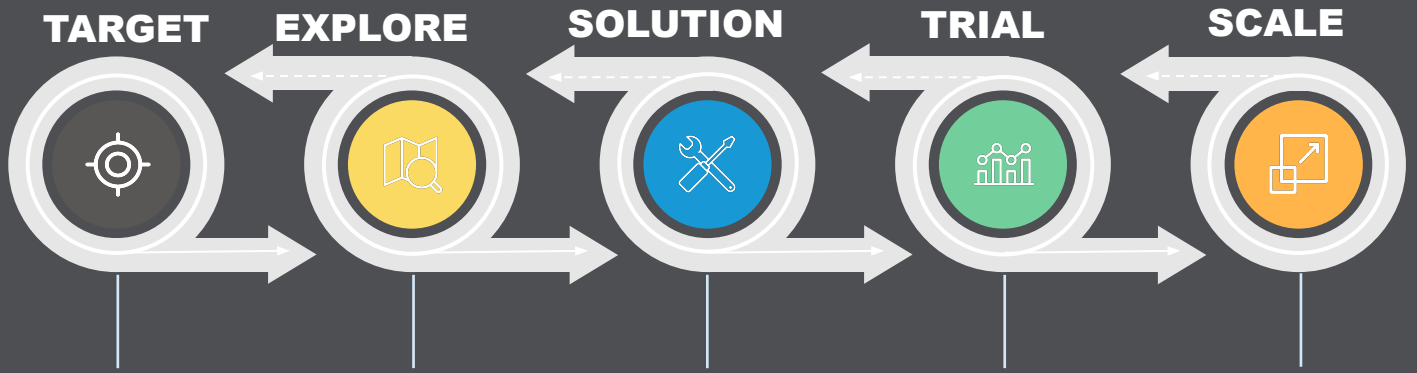
Evaluating Success

Evaluating what works is core to BI, often with **rigorous experimental methods** like randomized controlled trials (**RCTs**).

BIT's methodology for applying behavioural insights

TESTS

Phases



Activities

TARGET

Establish the scope for a BI approach

Identify the specific behaviours you want to change

Identify a measurable behavioural outcome

EXPLORE

Understand the system in which existing interventions are delivered

Understand the perspectives of the end-users

Understand decision points and the behavioural barriers

SOLUTION

Draw from the insights gained in the explore phase and behavioural insights to deliver policy solutions that encourage the target behaviour

TRIAL

Use robust scientific designs and statistical methods to investigate whether, and by how much, the policy encourages target behaviours

SCALE

Scale up policies and interventions that have proven to effectively promote the target behaviour

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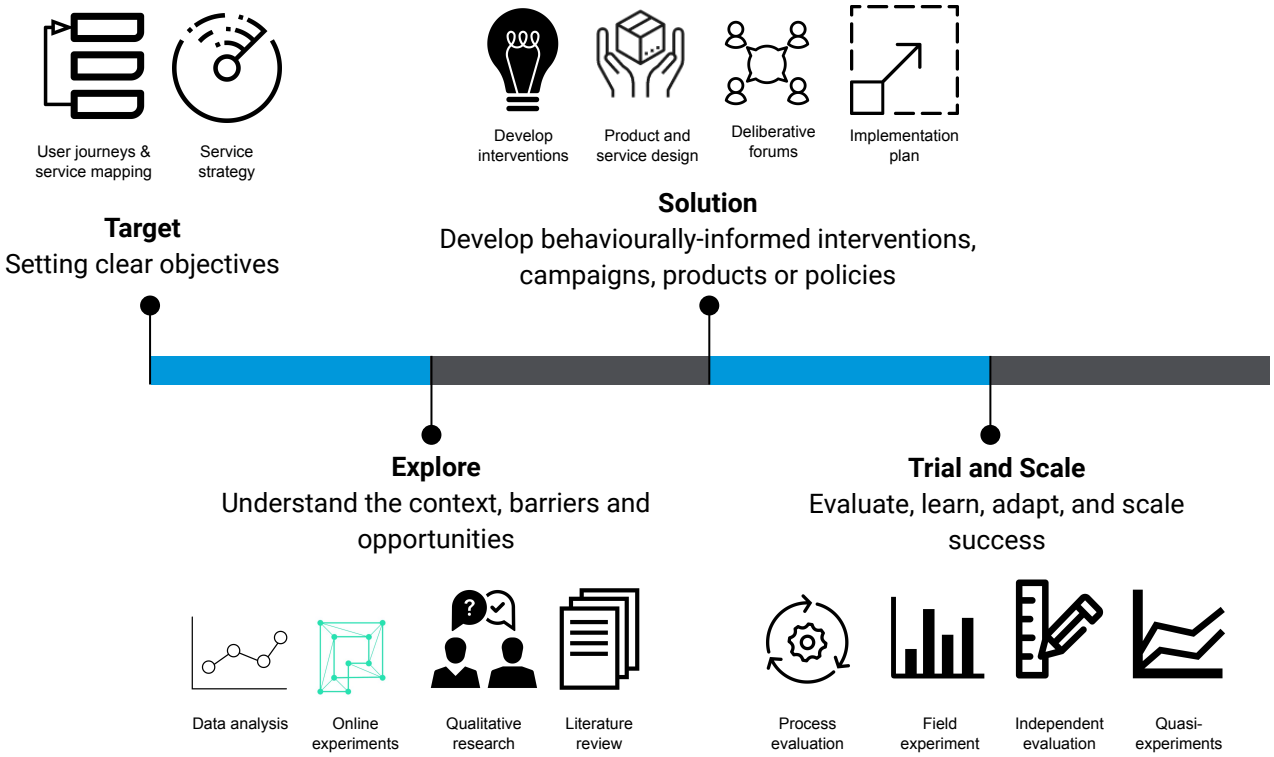
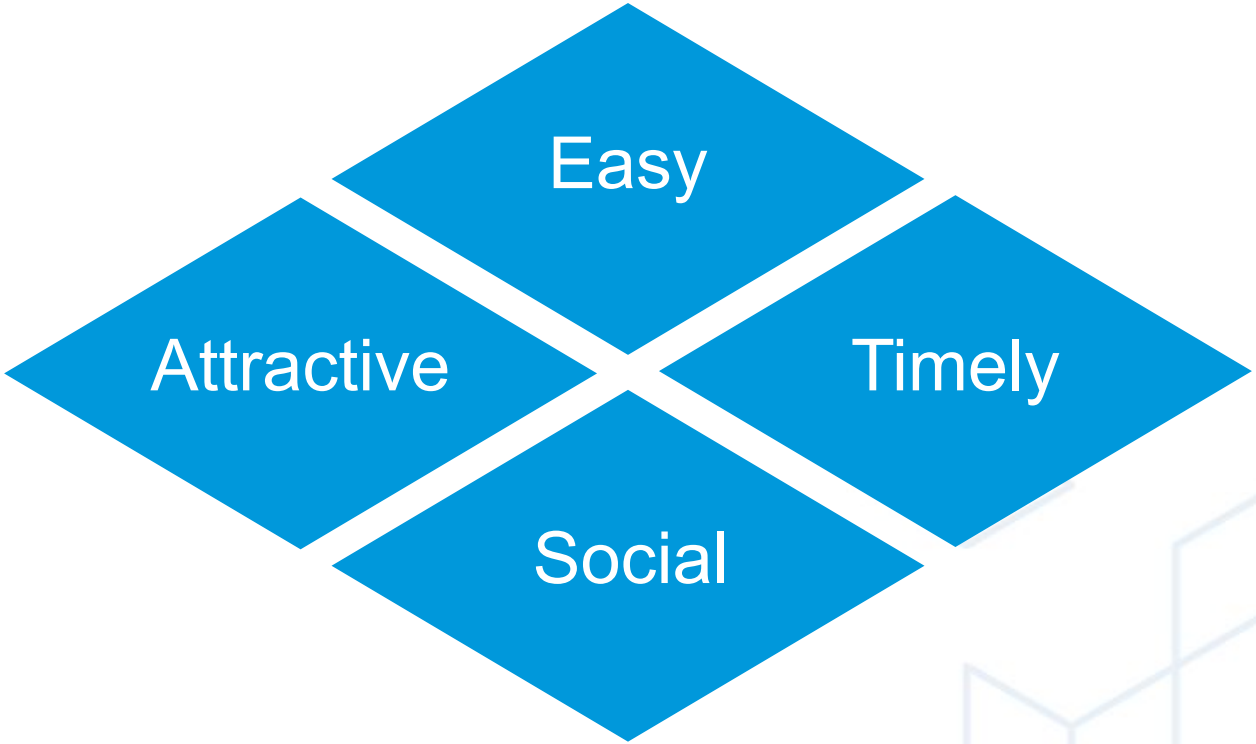
Our TESTS methodology across the project life cycle



If you want to change behaviour, make it:



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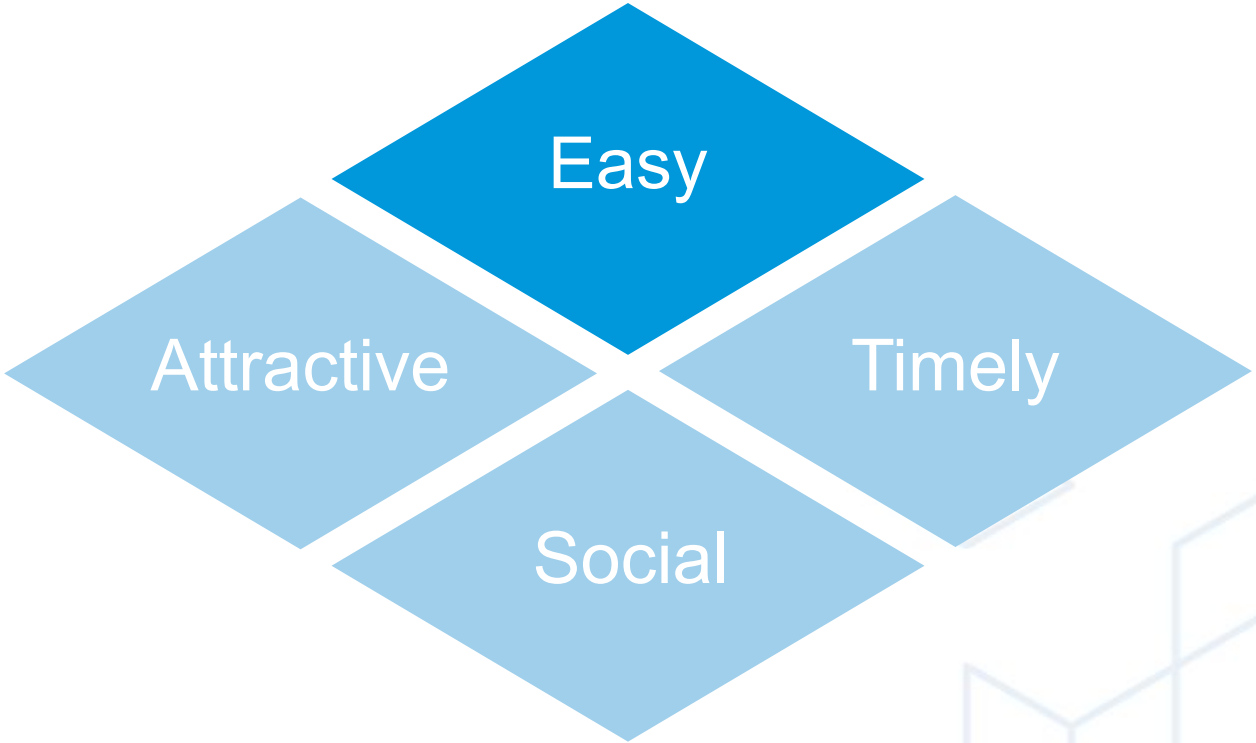
Easy



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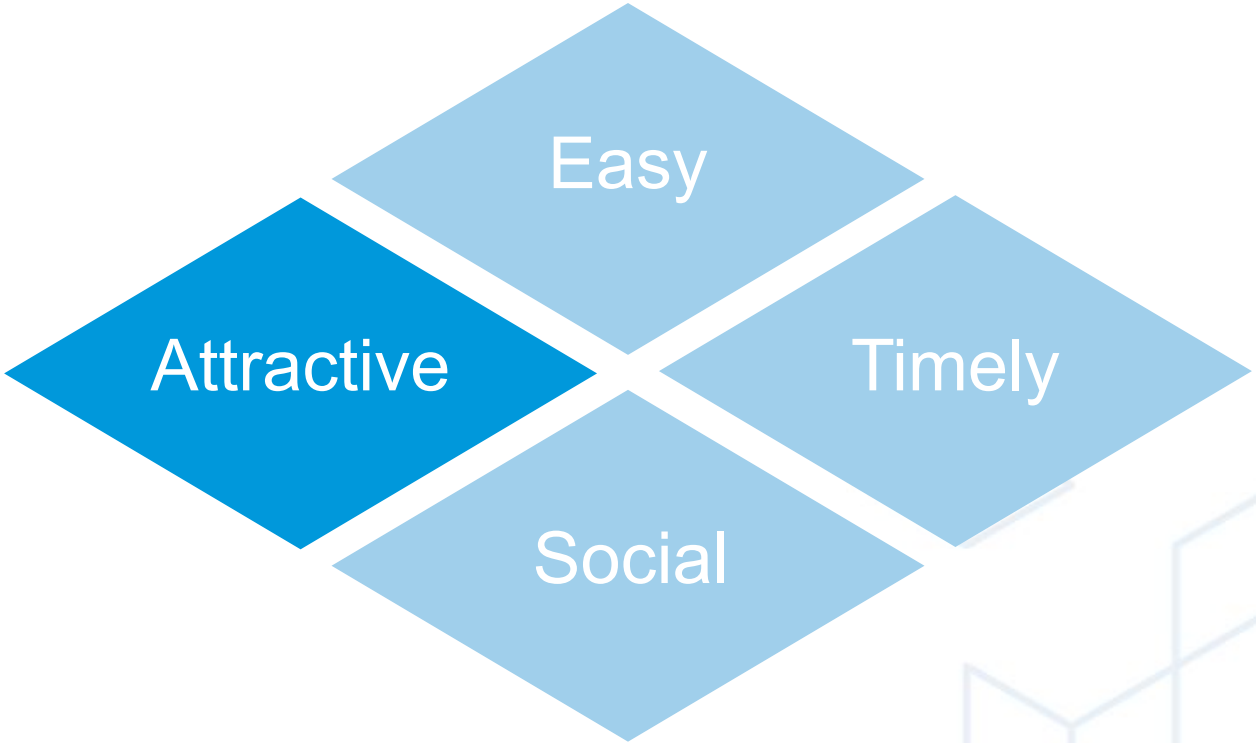
Making vaccination easier

Attractive



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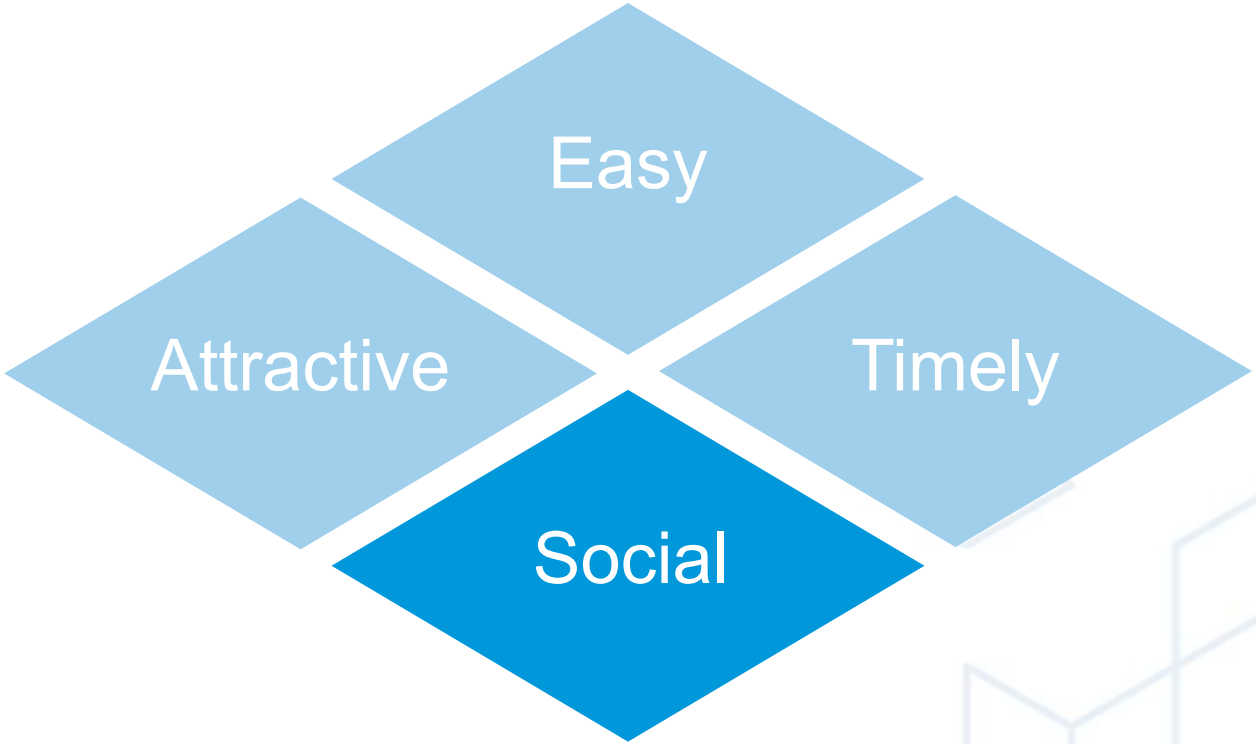
Reducing plastic waste in the Solomon Islands

Discounted payment

Reusable container

Social



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Encouraging tax payment in Guatemala

SAT
Superintendencia de Administración Tributaria

ALERTA SAT

Chimaltenango, Chimaltenango

Guatemala, 26 de mayo de 2014

Por favor presente su declaración del impuesto sobre la renta

Estimado contribuyente:

Según nuestros registros, 64.5% de los guatemaltecos declararon a tiempo su Impuesto sobre la Renta correspondiente al año 2013. Usted es parte de una minoría de guatemaltecos que no ha presentado su declaración de este impuesto.

Si usted no declara, puede ser auditado y ser sujeto al procedimiento establecido por ley.

Por favor declare en un plazo de 10 días después de recibida esta alerta, lo cual será verificado.

- **Para ello, visite:** http://declaraguate.gt (Formulario SAT-1411)

Si usted no puede pagar el monto total ahora, podría ser posible que pague en cuotas, luego de preparar su declaración y acercarse a una oficina de la SAT.

Si tiene alguna consulta, contáctenos a través del teléfono 2329-7111. En ese caso haga referencia a su número de alerta: ALERTA SAT-J

Estaremos verificando cómo responde a esta carta.

Atentamente,

Lic. César Alfredo López Estrada
Superintendencia de Administración Tributaria

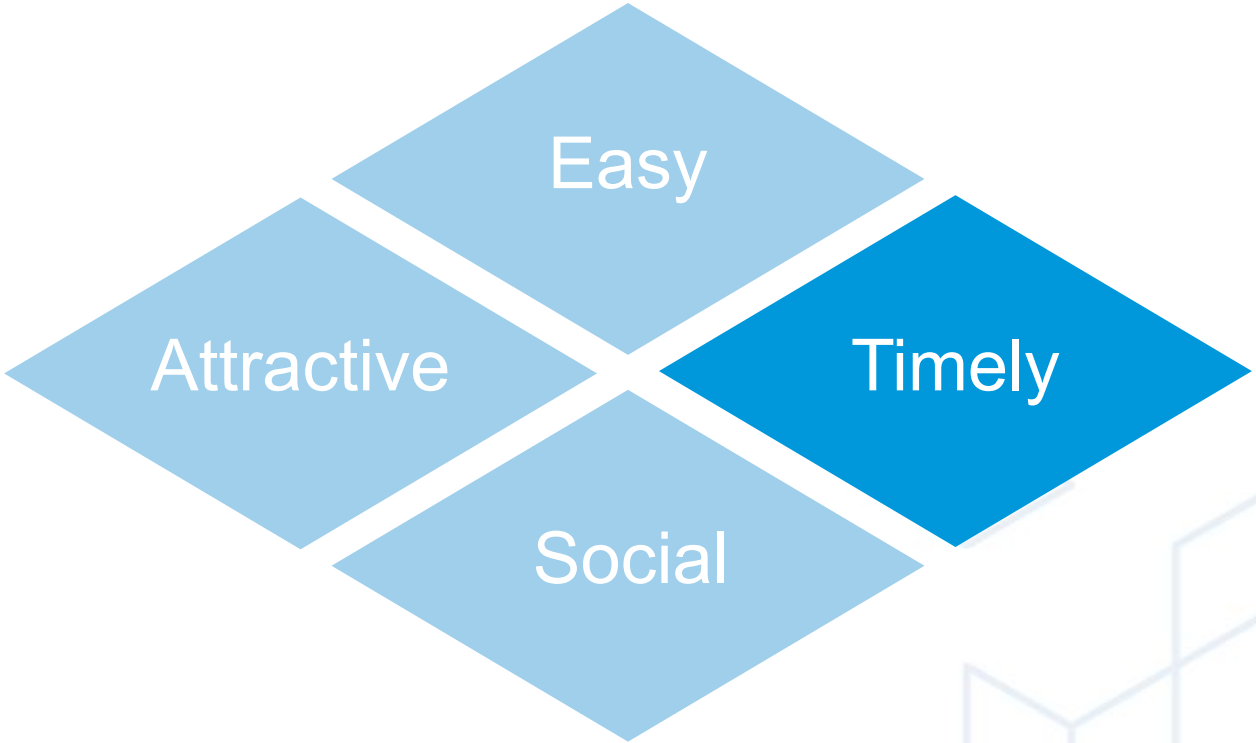
Base Legal: Artículos 98,112 y 146 del Código Tributario;
Artículo 3 de la Ley Orgánica de la Superintendencia de Administración Tributaria.

"According to our records, 64.5% of Guatemalans declared their income tax for the year 2013 on time. You are part of the minority of Guatemalans who are yet to declare for this tax"

"Previously we have considered your failure to declare an oversight. However, if you don't declare now we will consider it an active choice. You may therefore be audited and could face the procedure established by law."

Encouraging tax payment in Guatemala

Timely



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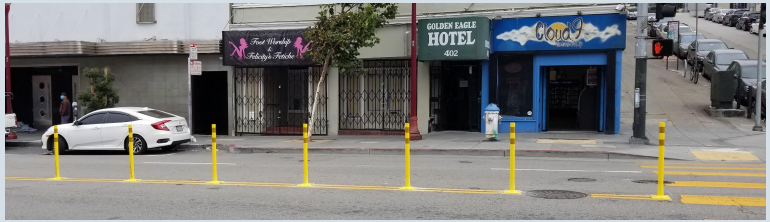
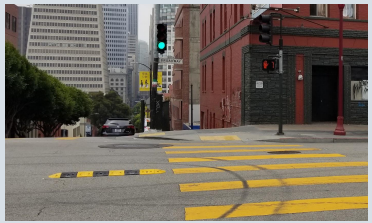
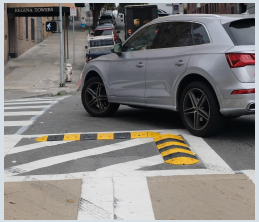
Reduce transit-related injuries in the USA

What we tested	Photos from implementation
Enhanced centerlines	
Rubber speed bumps	
Slow turn wedges / pedestrian safety zones	

How can you make priority behaviours:

Easy

Defaults

Friction costs

Simplify messages

Attractive

Attract attention

Personalise

Rewards & incentives

Social

Social norms

Peer networks

Commitments & reciprocity

Timely

Timely prompts

Present bias

Implementation intentions

Jamboard discussion

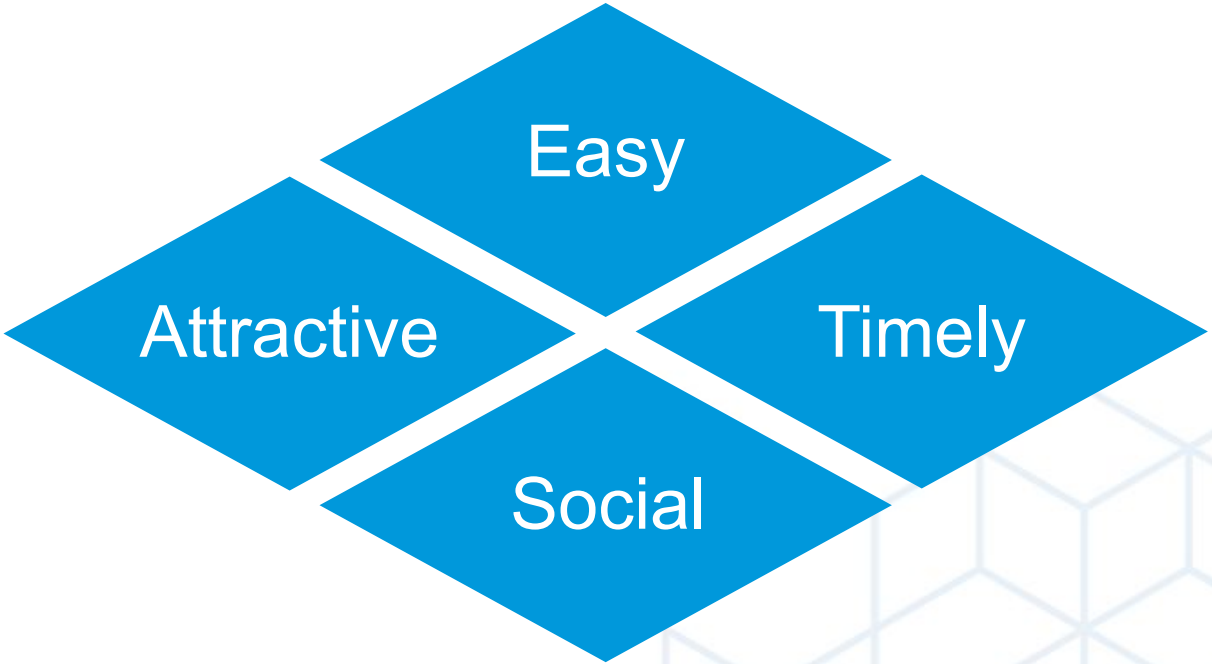
Step 1

Identify target behaviours

Step 1

How could you make these behaviours:

- Easy
- Attractive
- Social
- Timely



Jamboard Tartışması

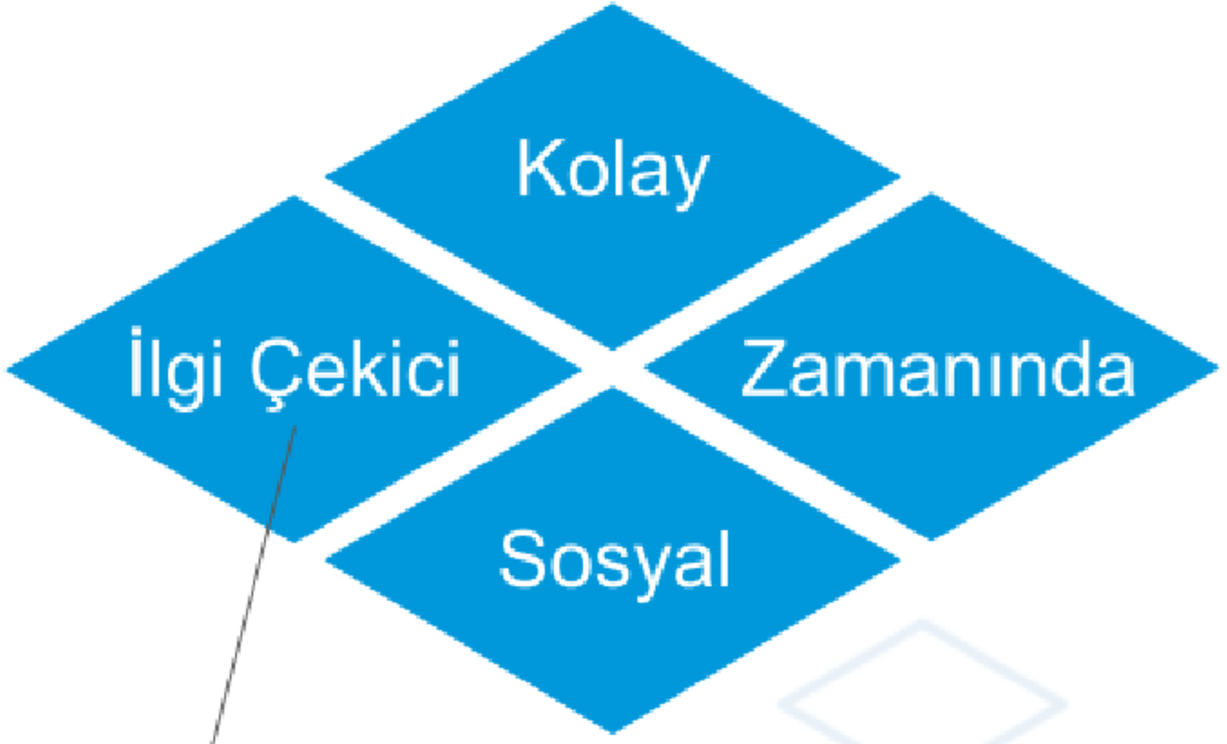
1. Adım

Hedef Davranışları Belirleme

2. Adım

Bu davranışları nasıl,

- Kolay
- İlgi Çekici
- Sosyal
- Zamanında yapabilirsiniz?



Örneğin bisiklet yollarını daha güvenli hale getirerek işe gidişlerde bisiklet kullanımını arttırmak

Kolay:
-Varsayılan
-Güçlük faktörünün bedeli
-Basit Mesajlar

İlgi Çekici:
-Dikkat çekin
-Kişiselleştirin
-Ödül & Teşvik

Sosyal:
-Toplumsal normlar
-İletişim ağları
-Taahhüt & Karşılıklılık

Zamanında:
-Doğru zamanlama
-Anlık yönelim
-Uygulama niyetleri

Thank you

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