Behavioural Insights in Policy Making

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Why attention for behaviour in policy making

Deregulation
   European law making
   Inefficiency of policy by subsidy
   Cost of law enforcement

Impact studies revealed lack of knowledge on causality
   VBTB – Performance-based reporting structure (1999)
   IAK – Comprehensive Assessment Framework (2011)

New literature on bounded rationality and nudging
   Tversky, A. and D. Kahneman (1981) (Thinking Fast and Slow)
Proof of attention for behaviour

World Development Report 2015 – Mind, Society and Behavior

Bounded rationality:
  - thinking automatically (limiting choices),
  - thinking socially (copying and peer pressure), and
  - thinking with mental models (fixed beliefs)

Netherlands Scientific Council for Government Policy (WRR)
  Plan to behaviour (2014) (Met kennis van gedrag beleid maken)

Raad voor Maatschappelijke Ontwikkeling
  De verleiding weerstaan (2014) – on ethics

In M&E: Difference between intervention logic and theory of change.
Behavioural Insights Team UK (BIT UK)

“Our government will find intelligent ways to encourage, support and enable people to make better choices for themselves.”
The Netherlands Government

Behavioural Insights Network NL – started in 2014

Most active ministries:
Infrastructure and the Environment
General Affairs
Economic Affairs
Finance (tax office)
Health, Welfare and Sport

Examples: road use efficiency (beter benutten), communication, saving energy, food waste prevention, tax compliance, reduction of unused drugs.

More policy feasibility studies than M&E.
Responsible Use

The illusion of free choice:

• Responsibility to protect freedom of choice – against advertising, credit
• Responsibility to provide public goods in an efficient way - nudging
• Responsibility to respect freedom of choice – no brain washing

Transparency

Democratic control

THANK YOU