

Better Policies, Better Lives

Using behavioural insights to
improve policy making



One-week professional development workshop
15 to 19 September 2025 in London

In association with
Loyola Behavioural Lab, Loyola Andalucía University,
Spain



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BRITISH ACCREDITATION COUNCIL
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About the workshop

Over the last decade the use of behavioural science and randomised control trials (RCTs) have led to significant improvements in the evaluation and formulation of public policies in a wide range of important areas including, for example:

- Strengthening public finances through better tax collection procedures
- Increasing scores at school through tutoring
- Reducing gender bias and child poverty by creating more active roles for women in government
- Facilitating greater access to clean water in rural communities
- Solving social problems and gender discrimination
- Using policies to design RCTs: How governments are finding evidence to reduce social exclusion.

Today, there are more than 200 public entities that are applying behavioural insights and RCTs to their policies. While in 2015 the World Bank began to explore the relevance and potential benefit of behavioural insights to development policy, the European Commission started in 2016. Nowadays, health international organisations such as the World Health Organisation report the importance of using behavioural insights for improved health outcomes.

Major UK organisations that use behavioural insights include the National Health Service, the Cabinet Office, the Bank of England, Her Majesty's Revenue and Customs and non-government organisations.

Globally, there are an increasing number of groups or initiatives by companies that use behavioural science to provide better solutions for customers. The list includes Allianz, Amazon, Apple, BBVA, Coca-Cola Company, Deloitte, Facebook, Google, JP Morgan, Johnson & Johnson, Mastercard, Microsoft, Netflix, PwC, Spotify, Uber, Walmart, etc.

In terms of academic recognition, in 2017 behavioural economics and the use behavioural insights and RCTs were internationally recognised by the award of a Nobel Prize to Richard Thaler. In 2019, Abhijit Banerjee, Esther Duflo and Michael Kremer received the Nobel Prize in Economics for their contributions in using experimental and behavioural economics to alleviate global poverty.

This one-week professional development workshop is designed to familiarise you with the concept of behavioural science, randomised control trials and experimental economics and give you a clear understanding and appreciation of the potential for using behavioural insights to improve policy making.

Who is the workshop for?

The workshop is designed for people involved in the policy making process, including policy formulation, implementation, evaluation and improvement. It will be valuable for senior and middle level staff working in:

- The centre of Government in central policy review units
- The sector level carrying out key tasks to ensure that public services are delivered for the public in an effective and efficient way
- Public sector reform units and institutional transformation programmes
- Local government where public services are delivered at the grass roots level
- Parastatal organisations in semi-commercial circumstances where it is necessary to understand the behaviour of customers and clients
- Development agencies working with governments, NGOs and the private sector to fight poverty, promote economic growth and improve the quality of citizens' lives.

How participants will benefit

The workshop is designed to give you:

- An understanding of how behavioural insights are becoming increasingly relevant in a fast-changing world and during times of crisis such climate-related disasters or pandemics
- An introduction to the latest techniques used by leading practitioners in this relatively new area of public administration. Real case: Minimum wages and social inclusion
- Access to an international network of experts who are leaders in this rapidly evolving area of work
- An opportunity to develop and refine your policy making skills with the aim of making significant improvements in the lives of people directly affected by the policies
- Tools to predict people's behaviour and to foresee potential unintended consequences of public policies aimed at improving the quality of citizens' lives
- Benefit from a potential network of contacts of people interested in the development of RCTs and behavioural sciences to make public policy.

What the workshop will cover

The workshop will include the following main components:

- Familiarisation with the concept of behavioural insights and how it has evolved from a combination of behavioural sciences concepts, economic experiments, social psychology and intuition
- The use of real-life examples and case studies to demonstrate how behavioural insights are contributing to better policy evaluation and policy formulation across the world
- An explanation of the techniques used to gain behavioural insights, including designing and running randomised control trials and experiments and interpreting the results
- Discussions individually and in groups to identify how behavioural insights might be applied and/or extended in your own country
- Visits to organisations in the UK to discuss with practitioners how behavioural insights are used to improve policy making in practice.

Programme outline:

| | AM | PM |
|-------|---|---|
| Day 1 | Welcome and introductions Evolution of behavioural insights from a combination of behavioural science, social psychology and intuition Evidence based policy | Interventions through experiments: How to design a randomised control trial (RCT) and choose your sample |
| Day 2 | Evidence: <ul style="list-style-type: none"> How to reduce gender discrimination through interventions Increasing employment through motivation and self-esteem Increasing educational success and family involvement in education through tutorships | Work in groups: <ul style="list-style-type: none"> Each participant thinks of an example from their country where a policy has generated unintended negative effects Participants share these experiences with the whole group Facilitator and participants draw conclusions |
| Day 3 | Impact analysis: different meanings, impact, process and delivery reviews Theory of change analysis: 2x2 treatments: Why are these important? Running experiments in practice: Basic rules and the minimal sample Heterogeneity analysis in RCTs | <i>Face-to-face or virtual visit to a UK public sector organisation to meet practitioners working on behavioural insights</i> |
| Day 4 | Bad incentives: what not to do But are incentives so important in experiments? Practical problems: Selection, attrition and compliance The importance of knowing who you are working with in an experiment How to improve an experiment and how to get feedback | Would you like to design an RCT to improve citizens' lives? On what topic? Propose an idea Work in groups: <ul style="list-style-type: none"> Define a salient problem for your country Share within your group Propose three solutions Design an RCT |
| Day 5 | Participants' presentations: Participants prepare a detailed intervention and expected results to improve people's lives through behavioural insights in policy making | Conclusions and evaluation of the workshop Presentation of certificates of attendance |

We reserve the right to change the programme as necessary.

Workshop Director

The Workshop Director is Pablo Brañas-Garza.

Pablo is currently Professor of Behavioural Economics and Director of the Loyola Behavioural Lab, Loyola Andalucía University, Spain. He was formerly Professor of Behavioural Economics at the Middlesex Business School, Middlesex University (UK) and prior to that was Professor of Economic Theory at the University of Granada (Spain). He has a PhD in Quantitative Economics from the University of Córdoba (Spain). His research focuses on experimental games and economic behaviour, in particular on altruism, cooperative behaviour and cognitive abilities. He has published in leading journals such as *PNAS*, *Games & Economic Behaviour*, *International Economic Review*, *PLoS ONE*, *Proceedings Royal Society B*, *Journal of Conflict Resolution*, *Journal of Economic Behaviour and Organization*, *Journal of Behavioural Decision Making*, *Economics Letters*, *Experimental Economics*, *Journal of Economic Psychology*, *Journal of Money, Credit and Banking*. He is Editor-in-Chief of the *Journal of Experimental and Behavioural Economics*.

How to apply

Please complete the PAI application form online via our website: www.public-admin.co.uk/booking-form/

You can also complete our hard copy application form. Please contact us at pai@public-admin.co.uk to obtain a copy. Once completed, please return to Amanda Anderson, Programme Manager, at the same email address.

If you would like to discuss this workshop, any of our other international workshops or our consultancy services, please contact Claire Cameron, Director. We also have extensive experience of designing tailor-made training (from one day to two or three weeks) which can be run in your own country or in the UK to meet the specific needs of groups or individuals at all levels within your organisation. Please contact us if you would like further information.

Language

The workshop is conducted in English. You will need to have a good working knowledge of the language

Location and arrival arrangements

The workshop is based in central London. We can arrange travel to and from one of the London airports into central London if you let us have your flight arrival details in good time. The cost of airport transfers is included in the fee.

Fees

The fee for the workshop will be £2,550 and is payable at least 21 days before the first day of the workshop. It includes tuition, travel to and from the airport in London, travel on scheduled visits which form part of the programme¹, presentation material and other documentation. It also includes an Android tablet for you to use during the workshop and take home with you for future reference and follow up. We provide lunch and refreshments during each working day as part of the fee.

Other costs

Airfares and daily travel to and from the workshop venue are not included. Our workshops are non-residential and you are responsible for your accommodation costs. We can help you with booking hotel accommodation so please let us know if you would like us to advise you or make a reservation. We suggest that you should allow approximately £160 per day for a modest standard of hotel (for example, three-star), local travel in the UK, meals (apart from lunch on working days) and other incidental expenses.

Value Added Tax

We do not have to charge UK Value Added Tax (VAT) if you can provide written confirmation from your government or its accredited representative that you are "employed by the government in furtherance of its sovereign activities". In all other cases, we will have to charge VAT (currently 20%) in addition to the fee.

Ways to pay

You, or your government agency, can pay by bank transfer or by cheque, made payable to Public Administration International. We also accept payment by credit or debit card. Please contact us if you would like to pay by credit or debit card.

Discounts

We offer a 10% reduction on the full tuition fee if we receive payment no later than 28 days before the first day of the workshop. If we receive payment after that, we will charge the full tuition fee.

Cancellations

If you have to cancel your booking, you must let us know in writing and we will acknowledge in writing your cancellation. For cancellations received up to 29 days before the start of the workshop we will refund the tuition fee, minus a charge of £200 to cover our administration costs. For cancellations received within 28 days or fewer of the start of the workshop, we will charge the full tuition fee. If you have paid the tuition fee and have subsequently been refused a visa to enter the UK, we will refund the tuition fee, minus a charge of £200 to cover our administration costs, providing you send us the original letter from the British High Commission/Embassy confirming refusal of a visa and providing you have not entered the UK.

Substitutions and transfers

If you have booked a place on a workshop and are not able to attend, we will accept an appropriate substitute at any time without penalty but our normal terms and conditions will apply. Also, it is possible to transfer to a future workshop but only one transfer is permitted. Please get in touch with us and we will advise you about transfers.

Please see our website for our full terms and conditions. If you would prefer a hard copy of our full terms and conditions please let us know.

<http://www.public-admin.co.uk/terms-and-conditions-for-booking/>

Insurance

We advise you to arrange travel and health insurance cover before you leave your home country.

¹Travel to and from the airport in London and on scheduled visits in the programme are provided at cost.

Who we are

PAI (Public Administration International) specialises in management consultancy, training and development services for organisations in, and associated with, the public sector worldwide. We provide advice and support for governments going through political, economic, structural and legislative change. Our extensive network of associates includes practitioners, academics and independent consultants. Our key objectives are promoting good governance and good practice in delivering public services. This workshop is one of a number of specialist UK-based professional development workshops designed to meet the needs of public services worldwide.

We pride ourselves on our:

- High quality, practical advice and support for our clients
- Professionalism and integrity
- Ability to offer excellent value for money
- Sound experience and track record internationally
- Networks and partnerships across the world
- Flexible, collaborative approach
- Friendliness and focus on putting people first.

Where we are



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