CONFERENCE
APPLYING BEHAVIOURAL INSIGHTS TO POLICY-MAKING: RESULTS, PROMISES AND LIMITATIONS

Date: Monday 30th September 2013
Venue: GASP room, Charlemagne Building, Rue de la Loi, 170, 1040 Brussels

8.00am – 9.00am	Registration

INTRODUCTION	
9.00am – 9.10am	**Official welcome – Despina Spanou** *Director of Consumer Affairs, DG SANCO (Health and Consumers)*
9.10am – 9.30am	**Opening address – Neven Mimica** *EU Commissioner for Consumers*

SESSION 1	Applying behavioural insights to policy-making: promises and limitations
	<u>Chair:</u> **Despina Spanou**, *Director of Consumer Affairs, DG SANCO*
9.30am – 9.50am	**Eldar Shafir**, *Princeton University* The behavioural foundations of public policy
9.50am – 10.10am	**Augustin Landier**, *Toulouse School of Economics* Behavioural insights applied to consumer protection and beyond
	<u>The speakers will address the following questions:</u> 1. How can behavioural insights be collected and applied? 2. Which are the most relevant examples where the behavioural approach improved the effectiveness of policy measures? 3. Can behavioural experiments provide a 2nd-best surrogate for Randomised Controlled Trials (RCTs)? If so, when and how?
10.10am – 10.30am	**Discussion, Session 1**

10.30am – 11.00am	Morning tea or coffee

SESSION 2	Behavioural economics in support of policy-making: country experiences
	Chair: Despina Spanou, *Director of Consumer Affairs, DG SANCO*
11.00am – 11.15am	**Speakers:** **Olivier Oullier**, *Aix-Marseille University* The application of behavioural insights to policymaking
11.15am – 11.30am	**Owain Service**, *Deputy Director of the UK Government's Behavioural Insights Team* Behavioural insights applied to policy in the UK
	The speakers will address, among others, the following questions: 1. What role can behavioural insights play in informing policy interventions? 2. What are the main challenges and achievements of the trials run at a national level?
11.30am – 11.40am	**Discussion, Session 2**

SESSION 3a	Behavioural experiments conducted on behalf of the European Commission
	Chair: Dan Dionisie, *Head of Consumer Markets, DG SANCO*
11.40am – 12.00pm	**Elke Himmelsbach and Nico Siegel**, *TNS* (Hidden) fees for card payments: Will transparency change consumer behaviour? Rationale, methodology, findings and policy implications
12.00pm – 12.20pm	**George Gaskell and Cristiano Codagnone**, *LSE and University of Milan* Online gambling: Rationale, methodology, findings and policy implications

12.20pm – 1.50pm	Buffet lunch

SESSION 3b	Behavioural experiments conducted on behalf of the European Commission
	Chair: Emanuele Ciriolo, *Consumer Markets, DG SANCO*
1.50pm – 2.05pm	**Charlotte Duke**, *London Economics* Barriers to cross-border health-care: can behavioural insights help?
2.05pm – 2.20pm	**Rich Lewis**, *Decision Technology Ltd* Retail Investment Services, behavioural evidence and policy interventions
2.20pm – 2.35pm	**Marcel Canoy and Jorna Leenheer**, *Ecorys* Driving customers toward greener choices through the inclusion of products' environmental information online

SESSION 4	**Panel discussion followed by Q&A:** **Policy context and implications of the five studies presented**
2.35pm – 3.30pm	<u>**Moderator:**</u> **Olivier Oullier**, *Aix-Marseille University* <u>**Panellists:**</u> **Rita Wezenbeek**, *Head of Unit, Antitrust: Payment Systems, DG COMP* **Charmaine Hogan**, *Policy Analyst, Online and Postal Services, DG MARKT* **Nathalie Chaze**, *Head of Unit, Healthcare Systems, DG SANCO* **Miguel De La Mano**, *Head of Unit, Analysis of Financial Markets Issues, DG MARKT* **Gérald Santucci**, *Head of Unit, Knowledge Sharing, DG CNECT*

3.30pm – 3.50pm	Afternoon tea or coffee

SESSION 5	**Panel discussion followed by Q&A:** **Relevance of behavioural economics in addressing EU's policy challenges**
3.50pm – 4.50pm	<u>**Moderator:**</u> **John Kay**, *Financial Times* <u>**Panellists:**</u> **Paola Testori Coggi**, *Director General, DG SANCO (Health and Consumers)* **Robert Madelin**, *Director General, DG CNECT(Communication Networks, Content and Technology)* **Vladimir Sucha**, *Deputy Director General, Joint Research Centre* **Alberto Alemanno**, *HEC Paris, Georgetown Law School* **Lucia Reisch**, *Copenhagen Business School, Editor of the J. of Consumer Policy* **Owain Service**, *Deputy Director of the UK Government's Behavioural Insights Team*

4.50pm – 5.15pm	**Closing remarks and results of the behavioural tests** **Paola Testori Coggi**, *Director General, DG SANCO (Health and Consumers)*