

UN BEHAVIOURAL SCIENCE WEEK

Using Evidence from Behavioural Science for Climate Action

12 June 2023
17:00 CEST

UN BEHAVIOURAL SCIENCE WEEK

USING EVIDENCE FROM BEHAVIOURAL SCIENCE FOR CLIMATE ACTION



JUNE 12, 2023



17:00 CEST



ZOOM MEETINGS

Behavioural science offers the promise of positive environmental and development outcomes. Yet evidence on which behavioural science tools work best for climate action is lacking.

The International Fund for Agricultural Development (IFAD) and the Green Climate Fund - Independent Evaluation Unit (GCF-IEU) completed an evidence gap map with 84 studies to provide an overview of the evidence landscape. 60 studies were included in a systematic review covering 5 intervention types. This provides evidence that reminders and feedback are an effective behavioural approach to improving intermediate and final outcomes, respectively.

This session summarises findings and includes a panel presentation and debate with speakers from IFAD, GCF-IEU, Food and Agricultural Organisation (FAO), Busara Center for Behavioral Economics, ideas42 and Rare.



<https://shorturl.at/juTWO>

[JOIN US ON ZOOM](#)

UN BEHAVIOURAL SCIENCE WEEK

Discussion on the application of Behavioural Science in development finance

Opening Remarks

Jo Puri, Associate Vice-President Strategy and Knowledge Department, IFAD

Moderator

Gladys H. Morales Guevara, Senior Officer, Change Delivery and Innovation Unit, IFAD

Setting the Scene

Andreas Reumann, Head of the Independent Evaluation Unit, Green Climate Fund

Discussion: "Evidence Gap Mapping" and "Systematic Review"

- *Romina Cavatassi, Lead Economist Research and Impact Assessment Division, Strategy and Knowledge Department, IFAD*
- *Martin Prowse, Evaluation Specialist, Independent Evaluation Unit, Green Climate Fund*

Round Table

- *Piyush Tantia, Chief Innovation Officer, ideas42*
- *Nathaniel Peterson, Vice President, Partnerships, Busara Center for Behavioral Economics*
- *Katie Williamson, Manager of Learning & Tools, Rare's Center for Behavior & the Environment*
- *Benjamin Curtis, Behavioural Scientist and Principal Consultant, Development Insights Partners*

Questions & Answers

Closing Remarks

Andreas Reumann, Head of the Independent Evaluation Unit, Green Climate Fund

UN BEHAVIOURAL SCIENCE WEEK

USING EVIDENCE FROM BEHAVIOURAL SCIENCE FOR CLIMATE ACTION

Speakers



Dr. Jo Puri

Associate Vice-President Strategy and Knowledge Department, IFAD

Jyotsna Puri (or Jo) is the Associate Vice-President - Strategy and Knowledge Department (SKD) at IFAD. She leads the organizations strategy work in IFAD's key areas targeting agriculture, climate, gender, nutrition, youth and social inclusion. Puri provides the vision for evidence-informed advice on program designs and implementation, contributing to resource mobilization, and supporting IFAD's global remit in providing state-of the art policy advice related to these topics.

Puri has worked previously at the Green Climate Fund, 3ie, UNEP, the World Bank and UNDP. She is also adjunct associate professor at Columbia University, New York, where she was also a research scientist. She has published in many academic journals and written for newspapers and provided advice as a board member to several development organizations. In 2019, Puri was selected by the Global Landscape Forum as one of 16 women who have shown leadership in restoring the earth through their efforts.

She holds a PhD and MSc in Agriculture and Resource Economics and an MA in Development Economics.



Andreas Reumann

Head of the Independent Evaluation Unit, Green Climate Fund

Andreas is the Head of the Independent Evaluation Unit. His extensive experience includes designing impact monitoring systems for large R4D projects, developing alternative evaluation methods and, prior to IEU, strengthening the Center for International Forestry Research's M&E capacity. He holds a BA in European Economic Studies and an MSc in Economics from the University of Copenhagen.

UN BEHAVIOURAL SCIENCE WEEK

Speakers



Romina Cavatassi

Lead Economist Research and Impact Assessment Division, Strategy and Knowledge Department, IFAD

Romina Cavatassi is a senior economist with the Inclusive Rural Transformation and Gender Equality Division of the Food and Agriculture Organization of the United Nations (on loan from IFAD) where she contributes to evidence based policies and strategies for climate adaptive social inclusive solutions. Prior to this role she was the lead economist in the Research and Impact Assessment Division of IFAD, where she was in charge of leading the Impact Assessment team and the research agenda. In 2021 she has led the preparation of the Rural Development Report on Food System Transformation for Rural Prosperity. In her previous role she was the lead technical Specialist for Environment and Climate in the Environment and Climate division of IFAD. Before joining IFAD, Romina worked for FAO where she worked on agrobiodiversity and on Climate Smart Agriculture. She holds a PhD in natural resources and development economics from Wageningen University and Research Centre in the Netherlands, an MSc in environmental assessment and evaluation from the London School of Economics in the UK and a master's-level degree in economics from the University of Bologna, Italy.



Martin Prowse

Evaluation Specialist, Green Climate Fund

Dr Martin Prowse is Evaluation Specialist in the Independent Evaluation Office of the Green Climate Fund. He was the task lead for the IEU's evaluations on GCF's adaptation portfolio and on GCF investments in the Least Developed Countries. Dr Prowse is an editor of the European Journal of Development Research and supports IEU work on behavioural science, evidence reviews and impact evaluation.

UN BEHAVIOURAL SCIENCE WEEK

Speakers



Piyush Tania

Chief Innovation Officer, ideas42

Piyush Tania is Chief Innovation Officer and board member at ideas42, a social enterprise that uses insights from Behavioral Economics to invent fresh solutions to tough social problems. As ideas42's founding Executive Director until 2018, he built the organization starting from a small research initiative at Harvard University to an independent non-profit that runs 80 – 100 innovation projects across 30 countries. Since joining ideas42 in 2009 he has worked closely with leading academics from Harvard, MIT and Princeton to design and implement solutions in various areas including charitable giving, household finance, education, international development, poverty, criminal justice and healthcare.

Prior to joining ideas42, Piyush was a Partner at the leading strategy consulting firm, Oliver Wyman. Piyush serves on the advisory board for the Master of Behavioral and Decision Science program at Penn, has been a visiting lecturer at the Princeton Woodrow Wilson School, and frequently lectures at other universities. Piyush has served on the World Economic Forum Global Agenda Council on Behavior and various boards. Most recently, Piyush was selected to be a 2021-22 Causal Inference Fellow at the Center for Advanced Studies in Behavioral Sciences at Stanford University.

He holds an MPA from the Harvard Kennedy School of Government, a B.S.Econ from the Wharton School and a B.S.E. in Computer Science from the University of Pennsylvania.



Katie Williamson

Manager of Learning & Tools, Rare's Center for Behavior & the Environment

Katie (she/her) works for Rare, the leading behavior change organization in the environmental field with key programs in revitalizing coastal communities, empowering farmers, and inspiring individual climate action. Through the organization's Center for Behavior & the Environment, she develops tools and trainings for global audiences on Behavior-Centered Design, an approach that blends principles of design thinking and behavioral science to solve environmental and social challenges. During her time at Rare, Katie has also been a coauthor on several publications including a behavioral science toolkit for environmental practitioners, guidance for leveraging emotions in behavior change interventions, and a review of environmental behavior change interventions, approaches, and case studies in partnership with the Global Environment Facility's Scientific and Technical Advisory Panel. She earned an M.S. from the University of Michigan's School for Environment and Sustainability with concentrations in Behavior, Education, and Communication as well as Environmental Justice. She also holds a B.A. from Dartmouth College in Anthropology and Environmental Studies.

UN BEHAVIOURAL SCIENCE WEEK

Speakers



Nathaniel Peterson

Vice President, Partnerships, Busara Center for Behavioral Economics

Nate serves in three related roles in agriculture development. He is VP at the Busara Center for Behavioral Economics in Nairobi where he leads the agriculture and rural resilience portfolio and is head of global partnerships. In 2020, Nate spun a company out of Busara called Burgeon Strategy which guides agriculture companies in projectizing their growth strategies around a blended finance approach that integrates investment with non-dilutive (grant) capital and TA programs. Burgeon also helps build strategic partnerships with funders, other firms and scientific institutions. Clients include agro processors, regenerative ag and agroforestry companies and agriculture market platforms. Finally, Nate is part of the broader scientific community working on climate smart and regenerative agriculture, from research on agtech uptake to helping policymakers integrate climate information into their decision making processes. In this role Nate has consulted with UN FAO and is part of the SHARED team at the World Agroforestry Centre (ICRAF). He is currently seconded to CIAT and the Alliance Bioversity International within CGIAR as an agriculture risk mitigation expert. Nate has degrees in Agriculture and Natural Resource Economics, Psychology, and a PhD in Behavioral Decision Research from Carnegie Mellon.



Benjamin Curtis

Behavioural Scientist and Principal Consultant, Development Insights Partners

Benjamin Curtis is Principal Consultant with Development Insights Partners. He specializes in monitoring, evaluation, research, and analysis of social programs for governments and non-governmental organizations. Previously, he was the Research Director in the Centre for International Education with the UK's National Foundation for Educational Research, and a Senior Advisor in the Behavioural Insights Team, the world's first governmental unit dedicated to applying behavioral science to public policy. He has worked on projects in Africa, Asia, Latin America, and Europe, with partners including the United Nations Development Program, the UK's Department of Education and Department for International Development, the Green Climate Fund, and Save the Children. For more than a decade he was a professor at Seattle University, where he taught global politics and policy and founded the university's Poverty Education Center.

UN BEHAVIOURAL SCIENCE WEEK

Moderator




Gladys H. Morales

Senior Officer, Change Delivery and Innovation in IFAD's Change Delivery and Innovation Unit

Gladys H. Morales is Senior Officer, Change Delivery and Innovation in IFAD's Change Delivery and Innovation Unit (CDI), Office of the President and Vice-President, where she leads the design and implementation of innovation initiatives and partnerships aiming to support testing, learning and scaling up of innovative solutions that impact poor rural people directly. She is also currently the Regional Ambassador in Italy of the Global Blockchain Business Council (GBBC). Prior to joining IFAD, Gladys led the digital transformation of a range of Multilateral Development Banks and United Nations agencies' projects in Latin America, Asia and Europe; and worked for the International Poverty Reduction Centre in China (IPRCC) where she led the design of digital platforms and established partnerships and knowledge networks for the Global Poverty Reduction and Inclusive Growth (GPIG) Portal. She is also familiar with the startup eco-system, having been part of the management team for a digital advertising startup in Indonesia and founding her own startup in Italy.

 12 JUNE 2023

 17:00 CEST

 ZOOM MEETINGS



<https://shorturl.at/juTWO>

JOIN US ON ZOOM