

## The Arab Summit on Behavioral Economics and Nudging BX Arabia 2019

12 -13 April, 2019 – Beirut

École Supérieure des Affaires

Day 1 - Friday, April 12<sup>th</sup>

**08:00 - 08:30:** Registration

**08:30 - 09:00:** Opening and Welcome Address

**09:00 - 10:15:** Using Behavioral Insights for Greater Citizen Compliance with Rules and Regulations

Moderator: *Josh Martin* - Vice President, ideas42

Speakers:

- *H.E. Ghassan Moukheiber* - Former Member of Parliament; Member of the Board of Trustees, Nudge Lebanon
- *Dr. Barbara Fasolo* - Associate Professor of Behavioral Science, Department of Management, The London School of Economics and Political Science
- *Dr. Fadi Makki* - Founder of Nudge Lebanon; Head of B4Development
- *Joseph Scarlett-Smith* - Operational Behavioral Insight Lead, Behavior, Insight & Research Team, HM Revenue and Customs

**10:15 - 11:30:** Applications of Behavioral Insights for Healthy Lifestyle and Wellbeing: From Prevention to Screening and Adherence

Moderator: *Dr. Rabih El Chammay* - Head of National Mental Health Program, Ministry of Public Health

Speakers:

- *Dr. Liam Delaney* - AIB Professor of Behavioural Economics, UCD; Visiting Professor of Economics, Stirling University
- *Dr. Mariam Chammat* - Executive Advisor at the French Behavioral Insights Unit, Direction Interministrielle de la Transformation Publique
- *Dr. Samer Kabbani* - Associate Professor of Medicine, Lebanese American University; Interventional Cardiology, Clemenceau Medical Center and University Medical Center-Rizk Hospital
- *Julianne Birungi* - Chief Communication for Development, UNICEF Lebanon

**11:30 - 12:00** Coffee Break

**12:00 - 1:15:** How to Use Behavioral Insights for Better Academic Performance: Improving Engagement of Teachers, Parents and Students

Moderator: *Dr. Saouma Boujaoude* - Associate Dean of the Faculty of Arts and Sciences, AUB; Member of the Board of Trustees, Nudge Lebanon

Speakers:

- *Professor Lori Foster* - Professor of Industrial-Organizational Psychology, North Carolina State University; Former Member of the White House Social & Behavioral Sciences Team (SBST)
- *Dr. Elizabeth Castle* - Behavioural Insights Manager, Behavioural Insights Unit, Department of Education, UK
- *Ammaarah Martinus* - Director of Policy, Research and Analysis, Western Cape Government, Department of the Premier

**1:15 - 2:15:** Lunch**2:15 - 3:30:** Using Behavioral Insights to Foster Cohesion, Promote Diversity and Prevent Conflict

**Moderator:** *Maha Haidar Makki* - Co-founder of Nudge Lebanon; Director of the MasterCard Foundation Scholars Program, AUB

**Speakers:**

- *Jon Roozenbeek* - Doctoral Researcher, University of Cambridge
- *Britt Titus* - Behavioral Science Advisor, Nudge Lebanon
- *Dr. Umar Taj* - Research Fellow at Warwick Business School; Founder of Nudgeathon
- *Dr. Dina Melhem* - Regional Director MENA and Senior Human Rights Advisor, Westminster Foundation for Democracy
- *Dr. Vincent Petit* - Regional Advisor, Social and Behavior Change, UNICEF MENA Regional Office

**3:30 - 4:00** Coffee Break**4:00 - 5:15:** Behavioral Macroeconomics and Applications of Behavioral Insights by Central Banks and the Financial Markets for Inclusive Economic Growth

**Moderator:** *Dr. Fadi Osserian* - General Manager, Blominvest Bank

**Speakers:**

- *Alexandra Chesterfield* - Technical Specialist - Behavioral Science, Financial Conduct Authority
- *Josh Martin* - Vice President, ideas42
- *James Vancel* - CEO, Busara Center for Behavioral Economics
- *Dr. Sumru Altug* - Professor and Chair, Department of Economics, AUB

## Day 2 - Saturday, April 13<sup>th</sup>

**8:00 - 8:45:** Networking Breakfast & Coffee**8:45 - 10:00:** Bringing Behavioral Insights to the Top: Nudging Policymakers for Greater Accountability and Transparency

**Moderator:** *Faisal Naru* - Head of Strategic Management and Coordination of OECD Executive Director's Office; Member of the Board of Trustees, Nudge Lebanon

**Speakers:**

- *H.E. Talal Al Rahbi* - Deputy Secretary General to the Supreme Council for Planning, Oman
- *Dr. Robert Lepenies* - Research Scientist, Helmholtz Centre for Environmental Research; Member of the Global Young Academy
- *Dr. Barbara Fasolo* - Associate Professor of Behavioral Science, Department of Management, The London School of Economics and Political Science

- *Dr. Fadi Makki* – Founder of Nudge Lebanon; Head of B4Development

**10:00 - 11:15:** Organizational Behavior, Decision-Making and Design Thinking

Moderator: *Dr. Umar Taj* - Research Fellow at Warwick Business School; Founder of Nudgeathon

Speakers:

- *Eric Singler* - Managing Director, BVA; Managing Director, PRS IN VIVO Founder and President of BVA Nudge Unit
- *Ed Gardiner* - Behavioral Design Lead, Warwick University
- *Faisal Naru* - Head of Strategic Management and Coordination of OECD Executive Director's Office; Member of the Board of Trustees, Nudge Lebanon

**11:15 - 11:45:** Coffee Break

**11:45 - 1:00:** Using Behavioral Insights for Greater Environmental Sustainability

- Moderator: *Professor Lori Foster* - Professor of Industrial-Organizational Psychology, North Carolina State; Former Member of the White House Social & Behavioral Sciences Team (SBST)

Speakers:

- *Dr. Wandi Bruine de Bruin* - Professor of Behavioural Decision Making and Director of the Centre for Decision Research, Leeds University Business School
- *Ammaarah Martinus* - Director of Policy, Research and Analysis, Western Cape Government, Department of the Premier
- *Britt Titus* - Behavioral Science Advisor, Nudge Lebanon

**1:00 - 2:00:** Lunch

**2:00 - 3:15:** Capacity Building in Behavioral Science and Experimentation: Teaching Students, Civil Servants, NGOs and the Private Sector

Moderator: *Dr. Ali Osseiran* - VP of Academic Affairs, Nudge Lebanon

Speakers:

- *Dr. Mohamed El Komi* - Associate Professor of Economics, The American University of Cairo; Director of the Behavioral and Economic Decision-Making Lab (BEDMLab)
- *Ilona Quahe* - Behavioral Insights Adviser, Department for Education, UK
- *James Vancel* - CEO, Busara Center for Behavioral Economics

**3:15 - 3:45** Coffee Break

**3:45 - 5:00:** Paving the Way for Behavioral Economics in the Fourth Industrial Revolution: New Trends and Ethical Concerns

Moderator: *Dr. Fadi Makki* - Founder of Nudge Lebanon; Head of B4Development

Speakers:

- *Dr. Liam Delaney* - AIB Professor of Behavioural Economics, UCD; Visiting Professor of Economics, Stirling University
- *Dr. Ramzi Mabsout* - Assistant Professor of Economics, AUB; Member of the Board of Trustees, Nudge Lebanon
- *Dr. Dario Krpan* - Assistant Professor, The London School of Economics and Political Science

- *Dr. Rima Afifi* - Professor, Community and Behavioral Health, University of Iowa

**5:00 - 5:15:** Closing Ceremony