

## BX Arabia 2020

### Concept Note

Following the success of the previous two years, B4Development and Nudge Lebanon are pleased to announce that the 3<sup>rd</sup> annual BX Arabia summit will take place virtually on 20<sup>th</sup> and 21<sup>st</sup> December, 2020.

Over the past decade, the application of insights from behavioral science to public policy has risen to prominence, with the rise of “nudge” units and behavioral insights teams around the globe, promoting the greater use of evidence-based approaches and innovative experimentation methods to craft better policy.

Since 2018, BX Arabia serves to showcase the strides made in harnessing the power of behavioral insights as complementary tools to traditional policymaking approaches. What makes the BX Arabia series special is the mix of academics and practitioners it brings together, making it a platform for sharing lessons learned at the local, regional, and global levels—of not only what worked, but also what did not. In addition, the summit allows for future collaborations and partnerships between government, non-profits, academia, and the private sector across a wide range of public policy areas.

BX Arabia 2020 will continue this tradition during the time of a global pandemic. As a matter of fact, the behavioral science community, including B4Development and Nudge Lebanon, have embarked on a flurry of studies to better understand the consequences of COVID-19 on human behavior and how its impact will continue to shape the future.

BX Arabia 2020 will cover topics such as mental health & well-being, remote learning and its impact on student learning, and compliance with COVID-19 related behaviors, among many others. The summit will feature prominent speakers such as **Cass Sunstein** (Robert Walmsley University Professor at Harvard Law School, and co-author of ‘Nudge’), **Dilip Soman** (Canada Research Chair in Behavioural Sciences and Economics at the University of Toronto's Rotman School of Management and Director of the Behavioural Economics in Action Research Centre at Rotman), and many more!

The summit will present some of the best minds from the field bringing to the stage thought-provoking discussions and case studies about the role of behavioral science in our current COVID-19 crisis. The proverbial pandemic will undoubtedly make the 3<sup>rd</sup> annual BX Arabia 2020 particularly unique! The new virtual format will allow BX Arabia 2020 to reach a wider audience than ever before, and will be free to attend.

### How to attend?

The BX Arabia 2020 summit will be hosted on Cisco WebEx on the 20<sup>th</sup> and 21<sup>st</sup> of December, 2020.

Register by clicking [HERE](#).