BX Arabia 2021
November 9th 2021

The Arab Summit on Behavioral Economics and Nudging

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November 9th, 2021, Doha, Qatar

1:00 PM – 1:05 PM: Opening and Welcome Address – *H.E Hassan Al Thawadi*

1:05 PM – 1:15 PM: Introduction – *Dr. Fadi Makki*

1:15 PM – 2:15 PM: How behavioral insights can be used to engage youth for social impact

Moderators: Nabil Saleh (Vice President Strategy, Nudge Lebanon & Senior Visiting Fellow, B4Development), Wiam Hasanain (Behavioral Scientist and Social Impact Advisor)

Panelists:

- Ahmed Al Zahrani (Minister Deputy and Chair of G20 Riyadh Behavioral Insight Center, Ministry of Human Resource and Social Development)
- Nasser Al Khori (Director of Programmes – Generation Amazing, Supreme Committee for Delivery & Legacy)
- Faisal Naru (Executive Director of the Policy Innovation Unit in the Nigerian Economic Summit Group and part of Rockefeller Philanthropy Advisors)

2:15 PM – 2:30 PM: One on One Interviews with Behavioral Grooves

2:30 PM – 3:30 PM: **Teaching of behavioral insights to policy practitioners and beyond!**

Moderators: Behavioral Grooves (Tim Houlihan & Kurt Nelson)

Panelists:

- Fadi Makki (Director, B4Development & Founder, Nudge Lebanon)
- Mohamed El-Komi (Director, the Behavioral Economics Decision Making Lab - BEDM Lab, American University of Cairo)
- Andrijana Musura Gabor (Vice President Academic Affairs, Nudge Lebanon)
- Aditya Jagati (Engagement Director at Busara Center for Behavioral Economics)

3:30 PM – 3:45 PM: One on One Interviews with Behavioral Grooves

World Health Organization Session:

3:45 PM – 4:45 PM: Use of behavioral data and evidence to guide national COVID-19 policy, and how this reflects the growing role of behavioral insights in public health globally

Moderator: Tim Chadborn (WHO HQ Behavioral Insights)

Panelists:

- Saad Omer (Inaugural Director of the Yale Institute for Global Health, and a Professor of Medicine and Epidemiology at Yale University, Schools of Medicine and Public Health)
- Dalia Samhouri (Regional Manager, Emergency Preparedness & IHR, WHO EMRO)
- Ammaarah Martinus (Director of Policy, Research and Analysis at the Western Cape Government in South Africa)

4:45 PM – 5:45 PM: Jabbing our way out of the pandemic: what else can behavioral insights do to tackle hardcore hesitancy?

Moderators: Fadi Makki (Director, B4Development & Founder, Nudge Lebanon), Hatoun Saeb (Health in All Policies Project Manager, Office of the Minister of Public Health)

Panelists:

- Ivo Vlaev (Professor of Behavioral Science, Warwick Business School)
- Allison Zelkowitz (Director of the Center for Utilizing Behavioral Insights for Children, Save the Children International)
- Saud Al Rakhayes (Founder, Senior Behavioral Strategist, The Behavior Change, Kuwait)
- Roberto Bertollini (Senior Advisor to the Minister of Public Health, Qatar)

5:45 PM – 6:00 PM: One on One Interviews with Behavioral Grooves

6:00 PM – 7:15 PM: Roundtable on key trends in behavioral insights in the Global South

Moderators: Behavioral Grooves (Tim Houlihan & Kurt Nelson)

Panelists:

- Fadi Makki (Director, B4Development & Founder, Nudge Lebanon)
- Nabil Saleh (Vice President Strategy, Nudge Lebanon & Senior Visiting Fellow, B4Development)

- Faisal Naru (Executive Director, Policy Innovation Centre at the Nigerian Economic Summit Group, with Rockerfeller Philanthropy Advisors)
- Allison Zelkowitz (Director of the Center for Utilizing Behavioral Insights for Children, Save the Children International)
- Ahmed Al Zahrani (Minister Deputy and Chair of G20 Riyadh Behavioral Insight Center, Ministry of Human Resource and Social Development)
- Atif Rehman (Secretary Finance Government of Khyber Pakhtunkhwa, Co-Chair of the Advisory Committee of the Mindlab),
- Saud Al Rakhayes (Founder, Senior Behavioral Strategist, The Behavior Change, Kuwait)
- Mohamed El-Komi (Director, the Behavioral Economics Decision Making Lab - BEDM Lab, American University of Cairo)
- Aditya Jagati (Engagement Director at Busara Center for Behavioral Economics)

7:15 PM – 7:30PM: Closing Remarks – *Dr. Fadi Makki*