

Concept Note

Over the last three years, BX ARABIA grew into a truly global event, but kept a tradition of focusing on regional and development issues as well as bringing prominent behavioral scientists especially from the Global South.

Indeed, this is what makes the BX Arabia series special, namely, the mix of academics and practitioners it brings together, as well as the richness of intellectual capital and debates it makes available regarding applications of behavioral insights to a variety of public health challenges including in areas of health, environment, labour, compliance, inclusion, violent extremism, along with lessons learned of, not only what worked, but also what did not.

Another key feature of BX ARABIA is that it served, and continues to serve, as a platform for collaborations and partnerships between government, non-profits, academia, and the private sector across a wide range of public policy areas.

This year, BX Arabia 2021 will take place on November 9th, at the time the world is rising from the setback of the global pandemic and will continue its collaborative tradition through a hybrid model. We are bringing experts to Doha, Qatar for panel discussions around teaching of behavioral insights to policy practitioners and beyond, how behavioral insights can be used to engage youth for social impact, and using behavioral insights to tackle vaccine hesitancy. We are also organizing a round table that will bring together representatives from behavioral insights units from the Global South to discuss, in particular, region-specific policy challenges. The live event will also include an online session organized by **WHO** on the 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. In addition, there will be this year one-on-one interviews and special podcasts with keynote speakers organized by **Behavioral Grooves: Tim Houlihan** and **Kurt Nelson**.

BX ARABIA 2021 will be broadcasted **LIVE** and participants from around the world will be provided the opportunity to interact online with panellists – Register [Here](#).

Confirmed speakers to-date in this year's summit include **Faisal Naru** (Executive Director, Policy Innovation Centre at the Nigerian Economic Summit Group, with Rockefeller Philanthropy Advisors), **Ivo Vlaev** (Professor of Behavioral Science, Warwick Business School), **Fadi Makki** (Director, B4Development & Founder, Nudge Lebanon), **Nabil Saleh** (Vice President Strategy, Nudge Lebanon & Senior Visiting Fellow, B4Development), **Allison Zerkowitz** (Director of the Center for Utilizing Behavioral Insights for Children, Save the Children International), **Ahmed AlZahrani** (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), **Mohamed El-Komi** (Director, the Behavioral Economics Decision Making Lab - BEDM Lab, American University of Cairo), **Nasser Al Khori** (Director of Programmes, Generation Amazing, Supreme Committee for Delivery & Legacy), **Saud Al Rakhayes** (Founder, Senior Behavioral Strategist, The Behavior Change, Kuwait), **Tim Chadborn** (WHO HQ Behavioral Insights), **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), **Ammaarah Martinus** (Director of Policy, Research and Analysis at the Western Cape Government in South Africa), **Dalia Samhuri** (Regional Manager, Emergency Preparedness & IHR, WHO EMRO), **Roberto Bertollini** (Senior Advisor to the Minister of Public Health, Qatar), **Hatoun Saeb** (Health in All Policies Project Manager, Office of the Minister of Public Health), **Aditya Jagati** (Engagement Director at Busara Center

BX Arabia 2021

November 9th 2021

اللجنة العليا
للمشاريع والأرث
Supreme Committee
for Delivery & Legacy



for Behavioral Economics), **Wiam Hasanain** (Behavioral Scientist and Social Impact Advisor), and **Andrijana Musura Gabor** (Vice President Academic Affairs, Nudge Lebanon).

Looking forward to seeing you in BX ARABIA 2021!