



29 September 2016

KNOWLEDGE IN THE SERVICE OF PUBLIC POLICY:

USE OF BEHAVIORAL ECONOMY AND PSYCHOLOGY IN CREATING PUBLIC POLICIES

Date and Time:
Thursday,
29 September 2016
16:00-18:00

Venue:
Hotel „Courtyard by
Marriott”
Hall „Dean”
Skenderija 1
71000 Sarajevo

RSVP by 23 September 2016
to:

ena.kosanovic@analitika.ba.

For further information please
do not hesitate to contact us:

033/251-084

ABOUT THE EVENT

A growing number of governments rely on the findings of behavioral economics and psychology in order to improve the elaboration and implementation of public policies. This trend is particularly pronounced in areas such as tax collection, encouraging of saving, debt reduction, environmental protection, disease prevention, political participation of young people, etc., in which the insights of behavioral economics and psychology are used to encourage desirable behavior in society and develop policies adapted to the real needs and habits of citizens.

Among the pioneers in this area is the United Kingdom, whose government and various public institutions have for years developed specialized teams for the application of behavioral insights in developing and implementing public policies. Thus, for example, Behavioral and Customer Insight Team of Her Majesty's Revenue and Customs that counts 50 experts and was established in 2011, plays a key role in improving the efficiency of the tax system in this country.

In this context, Head of Behavioral and Customer Insights Team, Deputy Director, Her Majesty's Revenue and Customs Dr. Merima Maja Brkic will present the latest trends, achievements and challenges in this area. Guests will have the opportunity to talk with Dr. Brkic about the experiences of the team she leads, and about the way in which governments can create such teams within their sectors and institutions.

The presentation is intended for decision makers, public policy analysts, and experts in the field of behavioral economics and psychology in Bosnia and Herzegovina.

EVENT PROGRAM

16:00–16:15 Registration and welcome coffee

16:15–16:30 **ORGANIZER'S INTRODUCTION**

16:30–17:00 **APPLICATION OF BEHAVIORAL INSIGHTS IN THE DEVELOPMENT AND IMPLEMENTATION OF PUBLIC POLICIES: CURRENT TRENDS AND PRACTICES**

Dr. Maja Brkic, Head of Behavioral and Customer Insights Team, Deputy Director, Her Majesty's Revenue and Customs

17:00–17:30 **DISCUSSION**

17:30–18:00 **REFRESHMENT**

Official language: English. Simultaneous interpretation into B/H/S will be provided.

The RRPP is coordinated and operated by Interfaculty Institute for Central and Eastern Europe (IICEE) at the University of Fribourg (Switzerland). The Local Coordination Unit in Bosnia and Herzegovina is the Center for Social Research Analitika. The programme is fully funded by the Swiss Agency for Development and Cooperation (SDC), Federal Department of Foreign Affairs.

Dr. Merima Maja Brkic

Head of Behavioral and Customer Insights Team, Deputy Director, Her Majesty's Revenue and Customs.

She holds a PhD in the field of behavioral science and behavioral change from the University of Oxford. As an expert in the field of behavior, she has worked as a consultant in public policy and a behavioral economist for various offices of the Government of the United Kingdom, such as the Home Office and the Cabinet Office, and as a policy advisor to the Labour Party. She has participated in many International seminars and consulted the Government of Norway in the field of behavioral science, specifically in programs of youth involvement in politics.

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