



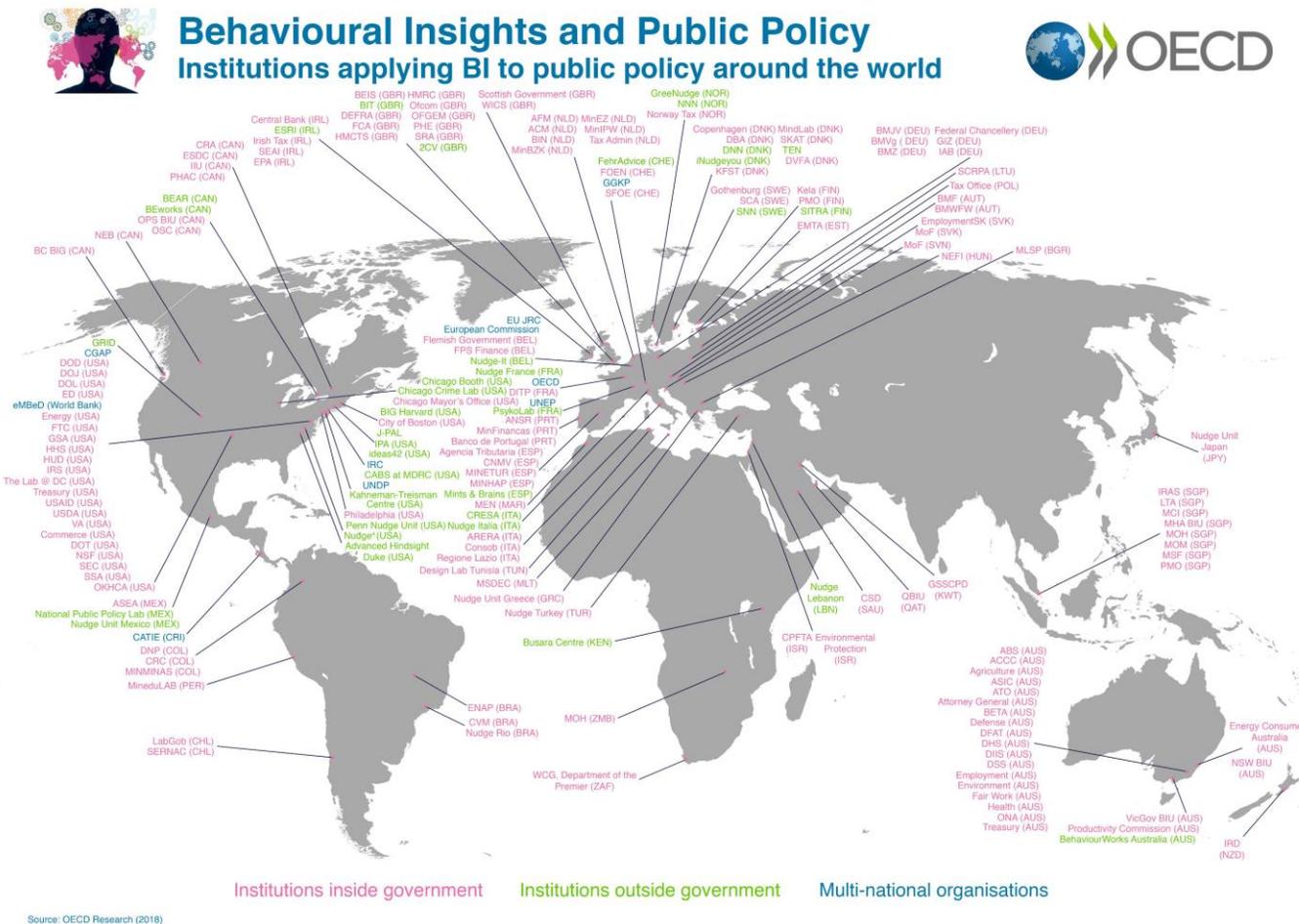
L'evoluzione dell'analisi comportamentale nella Commissione Europea

Nudge Day 2021 – 30 Settembre 2021

Marianna Baggio, Emanuele Ciriolo, Ginevra Marandola & René van Bavel (2021) The evolution of behaviourally informed policy-making in the EU, *Journal of European Public Policy*, 28:5, 658-676, DOI: [10.1080/13501763.2021.1912145](https://doi.org/10.1080/13501763.2021.1912145)

L'analisi comportamentale nella Commissione Europea, di M. Baggio, E. Ciriolo e G. Marandola. in *Anlisi Comportamentale delle Politiche Pubbliche* di R.Viale e L. Macchi (a cura di) Bologna: Il Mulino (2021)

L'unicità della Commissione Europea



202 istituzioni che applicano behavioural insights alle politiche pubbliche (a livello locale, nazionale o internazionale).

La Commissione Europea:

- Aree di competenza
- Strumenti di policy
- Ridotta vicinanza al cittadino

Source: OECD (2018)

Centro Comune di Ricerca (Joint Research Centre)

Il Centro comune di ricerca è il servizio scientifico interno della Commissione.

Fornisce un supporto al processo decisionale dell'UE mediante consulenze scientifiche indipendenti e basate su prove concrete.



La sede centrale è a Bruxelles.
I siti scientifici si trovano in 5 Paesi membri:
Belgio (Geel)
Germania (Karlsruhe)
Olanda (Petten)
Spagna (Siviglia)
e
Italia (Ispra)

L'evoluzione dell'analisi comportamentale nella Commissione Europea

L'evoluzione in 3 fasi

Exploratory phase
2007-2011

Development phase
2012 - 2015

Consolidation phase
2016 - today

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CCBI - Team



Emanuele Ciriolo

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René van Bavel, PhD

Social psychologist and economist

Health, consumer policy and digital policy



Ginevra Marandola, PhD

Behavioural economist

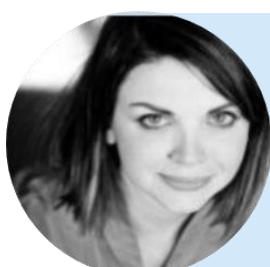
Financial services, nutritional labelling, gender and fairness



François Dessart, PhD

Consumer researcher

Agriculture, product labelling and misinformation



Marianna Baggio, PhD

Behavioural economist

Vaccination, cancer and gender



Hendrik Bruns, PhD

Social economist

Climate, energy, environment and misinformation



Hannah Nohlen, PhD

Social psychologist

Consumer, nutritional labelling, gender, environment, and vaccination



Myrto Pantazi, PhD

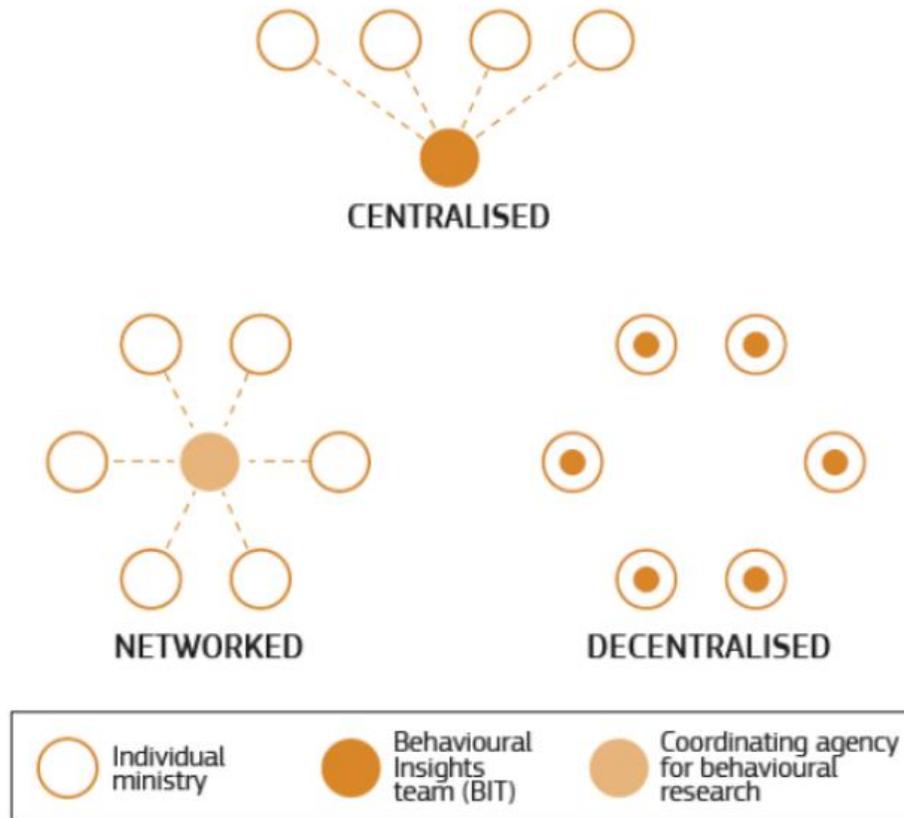
Social psychologist

Misinformation, vaccination and nutritional labelling

Il ciclo delle politiche pubbliche comportamentali

Come opera il CCBI

Centralised model → Mixed model



Source: Mukherjee, I., & Giest, S. (2020)

Obiettivi e attività del CCBI

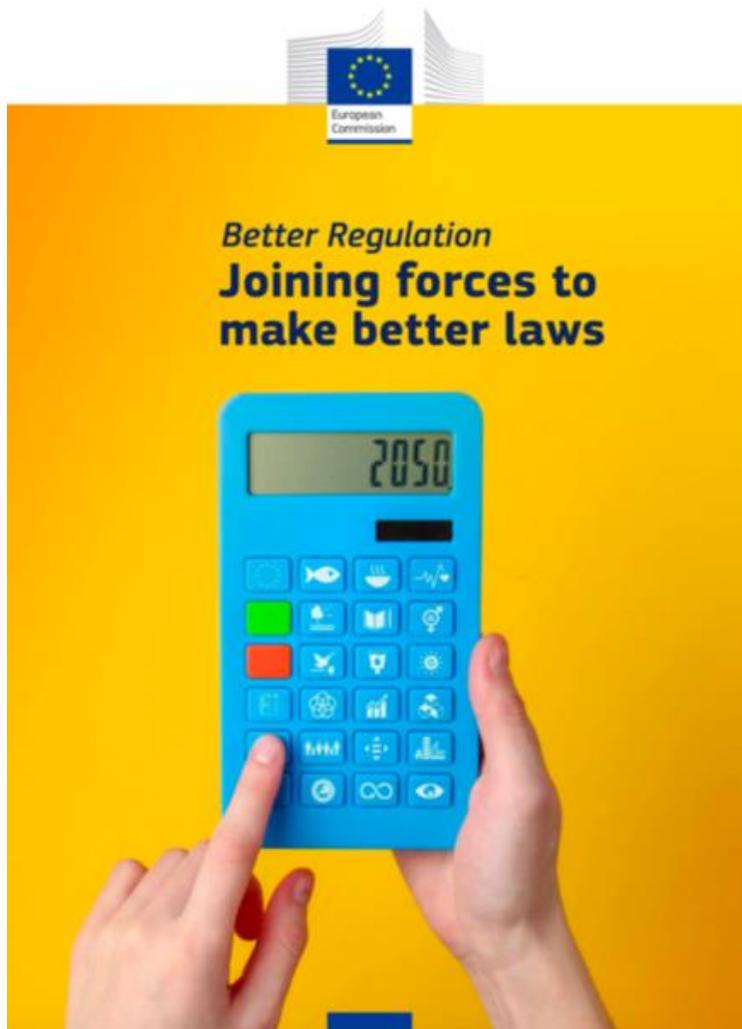
Obiettivi:

- Garantire buone pratiche nell'applicazione dei BI all'interno della EC.

Attività:

- condurre ricerche comportamentali (revisioni della letteratura, ricerche qualitative, sondaggi, esperimenti di laboratorio e online, RCT)
- gestire e dare un senso alle conoscenze comportamentali per la politica dell'UE (policy brief, relazioni tecniche...)
- sensibilizzare e sviluppare capacità relative ai BI per informare il processo decisionale dell'UE (NET-Bic, programma di formazione interna, seminari e conferenze...)
- monitorare l'applicazione di BI alle policy ed esplorare le future esigenze di policy

Legiferare meglio

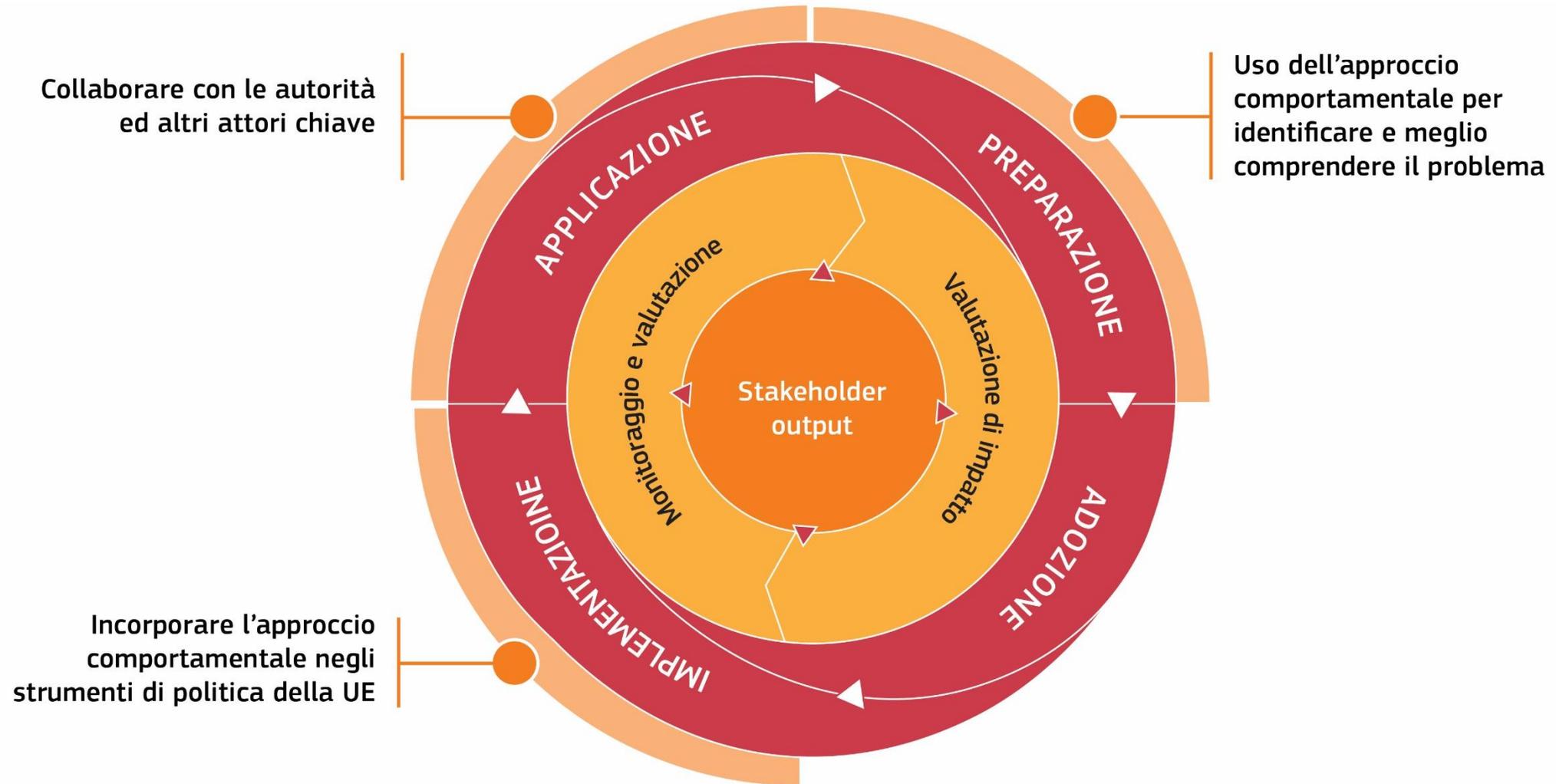


- Fondare le azioni dell'UE su elementi concreti
- Semplificare e migliorare la legislazione dell'UE
- Coinvolgere i cittadini, le imprese e le parti interessate nel processo decisionale

- Better Regulation [portal](#)

- Communication on Better regulation available [here](#)

Il ciclo delle politiche pubbliche comportamentali



L'approccio DO-IT



Current work

1

2

Swipe up for more.

**SAFE VACCINES
FOR EUROPEANS**

**IT'S TIME
TO CLOSE
THE GAP**

#EQUALPAYDAY

European Commission

- Financial services
- Climate and environment
- Agriculture
-

Nutrition	100 g

**Fighting
disinformation**

#CORONAVIRUS

European Commission

Conclusione

In sintesi



L'applicazione dei BI alla EC è una **circostanza unica**.

27 stati membri - 445 milioni di cittadini

Siamo ora in una "fase di consolidamento" in cui è necessario:

- ampliare l'ambito di lavoro, condurre ricerche più esplorative e interne,
- collaborare con gli stati membri, il settore privato e il mondo accademico,
- passare da un approccio centralizzato a uno misto.

More Info

Altre lettura

Chapter 17 of Science for Policy
(handbook available [here](#))

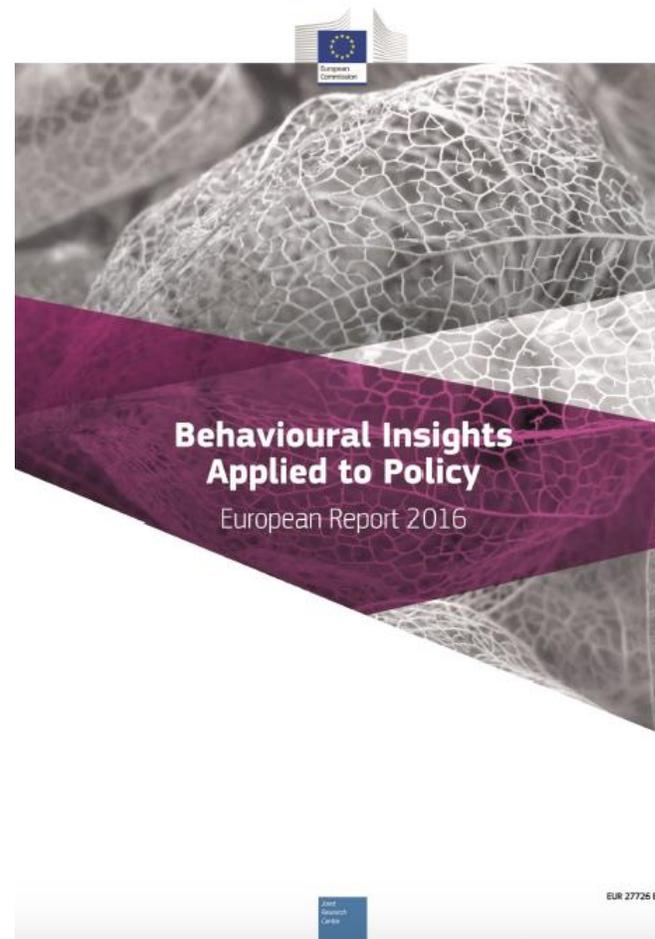


Key takeaways:

- Designing policies with the assumption that human behaviour is rational can lead to suboptimal results. Far better is to resort to a more nuanced understanding of behaviour, based on empirical evidence of how people actually behave.
- Behavioural insights can be applied throughout the policy cycle. They can help define a policy problem by identifying underlying causes of relevant behaviours, and
- Arriving at specific, relevant behavioural insights may require original empirical work. First, the research question will need to be defined tightly, followed by the choice of methodology (often randomised controlled trials (RCTs), experiments or qualitative research).
- Ultimately, behavioural insights are another tool for empirically based policymaking, complementary to existing tools. But they are also unique in that they can shed light on how decisions are taken in policymaking.

Science for Policy Handbook
<http://ec.europa.eu/scp/>
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BIAP Report (available [here](#))



More on our website.

Sito web

Knowledge for policy

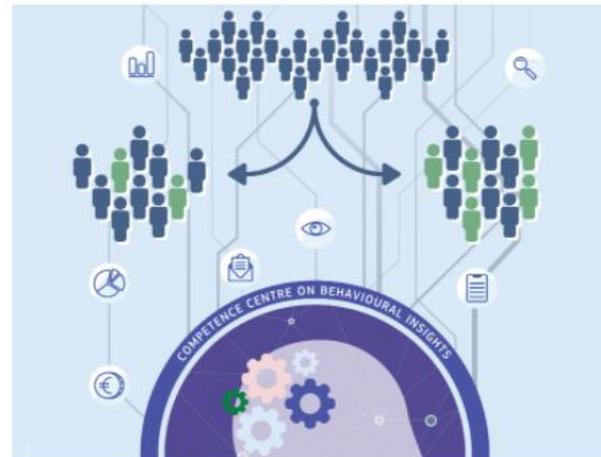
Competence Centre on Behavioural Insights

We support policymaking with evidence on human behaviour

PAGE CONTENTS

- What we do
- Brief me
- Search KnowledgeBase
- Browse by topic
- Latest Knowledge

What we do



We support policy making with evidence on human behaviour by

- **conducting** behavioural research
- **managing** and **making sense** of behavioural knowledge for EU policy
- **raising awareness** and **building capacity** on behavioural insights, to inform EU policymaking
- **monitoring** how behavioural insights are applied to policy now, and **exploring** future options for this

[About this knowledge service](#)

<https://tinyurl.com/CCBI2021>

Grazie



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@EU_ScienceHub



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