



# 2024 UNITED NATIONS BEHAVIOURAL SCIENCE WEEK

Coordinated by the [UN Behavioural Science Group](#), the 2024 UN Behavioural Science Week brings together 38 UN Entities across 15 events.

🕒 EDT	🕒 CEST	Monday, June 3	Tuesday, June 4	Wednesday, June 5	Thursday, June 6	Friday, June 7
07:00	13:00		<b>Foresight Meets BeSci</b> (UNDRR, UNFCCC, UN Futures Lab, UN Global Pulse and WMU)	<b>Behavioural Approaches to Bridge the Informal/Formal Divide</b> (ILO and UNCDF)	<b>Getting Started with BeSci in the UN</b> (DCO, FAO, ICAO, IOM and UNESCO)	<b>Collaborating with Partners to Apply Behavioural Science</b> (FAO, UNICEF and WHO)
08:00	14:00					
09:00	15:00	<b>High-level Opening: Embedding BeSci into the Work of the UN</b> (EOSG and UNIN)	<b>Evidence that BeSci Can Meet Policy &amp; Programming Challenges</b> (EOSG and UNIN)	<b>Gender &amp; Behavioural Science</b> (UNDP, UNODC and World Bank)	<b>Behavioural Initiatives for a Sustainable Planet</b> (OHCHR, UNEP, UNU and World Bank)	<b>Applying BeSci in Health</b> (UNAIDS, UNICEF and WHO)
10:00	16:00					
11:00	17:00	<b>Cultivating a Data-driven Culture with BeSci</b> (IMF, UNEG, UNICEF and WIPO)	<b>Using Behavioural Science to Promote Information Integrity</b> (DPO, UNDP and UNHCR)	<b>Behavioural Science &amp; Organisational Behaviour</b> (DESA, DMSPC, DOS, IAEA and UNSSC)	<b>The Future of Behavioural Science for Peace and Security</b> (DPPA and OCT)	<b>BeSci &amp; Technology as Tools to Address Sexual Harassment</b> (IFAD, UNFPA and WFP)

\* Wednesday, May 29th at 9am EDT/3pm CEST: [Introductory Session to Behavioural Science & UN 2.0](#)



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**DCO** Development Coordination Office



**DESA** United Nations Department of Economic and Social Affairs



**DMSPC** Department of Management Strategy, Policy and Compliance



**DOS** Department of Operational Support



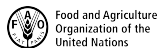
**DPO** Department of Peace Operations



**DPPA** United Nations Department of Political and Peacebuilding Affairs



**EOSG** Executive Office of the UN Secretary-General



**FAO** Food and Agriculture Organisation



**UN Futures Lab** UN Futures Lab



**UN Global Pulse** UN Global Pulse



**IAEA** International Atomic Energy Agency



**ICAO** International Civil Aviation Organization



**IFAD** International Fund for Agricultural Development



**ILO** International Labour Organization



**IMF** International Monetary Fund



**IOM** International Organization for Migration



**OCT** United Nations Office of Counter Terrorism



**OHCHR** UN Human Rights Office



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**UNAIDS** Joint United Nations Programme on HIV/AIDS



**UN Behavioural Science**



**UNCDF** United Nations Capital Development Fund



**UNDP** United Nations Development Programme



**UNDRR** United Nations Disaster Risk Reduction



**UNEG** United Nations Evaluation Group



**UNEP** United Nations Environment Programme



**UNESCO** United Nations Educational, Scientific, and Cultural Organization



**UNFCCC** United Nations Framework Convention on Climate Change



**UNFPA** United Nations Population Fund



**UNHCR** United Nations High Commissioner for Refugees



**UNICEF** United Nations Children's Fund



**UNIN** United Nations Innovation Network



**UNODC** United Nations Office on Drugs and Crime



**UNSSC** United Nations System Staff College



**UNU** United Nations University



**WFP** World Food Programme



**WHO** World Health Organization



**WIPO** World Intellectual Property Organization



**WMU** World Maritime University



**World Bank** World Bank



## WEDNESDAY, MAY 29

9 am EDT / 3pm CEST

### Behavioural Science & UN 2.0

Hosted by: EOSG & UNIN

What is behavioural science and how is the UN applying it? This session will provide an introduction to what behavioural science technically is, the value it is providing to the UN and Member States as well as what it means to be part of [UN 2.0](#).

It will include remarks from [Professor Cass Sunstein](#) (Harvard University) and the EOSG in addition to behavioural scientists working in the UN speaking about how they apply BeSci.

This session aims to set up participants with an introductory understanding and relevant context about BeSci in the UN ahead of UN Behavioural Science Week.

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## MONDAY, JUNE 3

9am EDT / 3pm CEST

### High-level Opening: Embedding BeSci into the Work of the UN

Hosted by: EOSG & UNIN

The High-level Opening session of the 2024 UN Behavioural Science Week will discuss how UN Entities are and can further embed behavioural science into their work.

This event will feature remarks from **Deputy-Secretary-General Amina J. Mohammed**, Volker Türk (UN High Commissioner for Human Rights), Jyotsna Puri (Assistant Vice-President, IFAD) and more! Stay tuned - the full line-up of speakers will be announced shortly.



Featuring  
Deputy-Secretary-General  
Amina J. Mohammed

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11am EDT / 5pm CEST

### Cultivating a Data Driven Culture with Behavioural Science

Hosted by: IMF, UNICEF, UNEG & WIPO

A strong culture of data is integral to successfully implementing behavioural science, but the relationship is bi-directional. Behavioural science can foster a culture of data-driven decision-making, in addition to improved understanding of causal inference in international organisations.

In this session, UNICEF will highlight initiatives to emphasise causal relationships in program evaluation. The IMF will share insights on overcoming behavioural barriers to adopting innovative data strategies. UNEG and WIPO will discuss their approach to enhancing the impact of evaluations by understanding and leveraging human behaviour. This session will feature opening remarks by Jim Tebrake (Deputy Director, IMF).

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## TUESDAY, JUNE 4

7 am EDT / 1pm CEST

### Foresight Meets Behavioural Science

Hosted by: UNDRR, UNFCCC, UN Futures Lab, UN Global Pulse & WMU

[UN 2.0](#), the Secretary-General's vision for a forward-thinking and stronger UN, leverages "Quintet of Change" capabilities that include behavioural science and strategic foresight. Behavioural science helps us better understand human behaviours - strategic foresight enables us to anticipate different scenarios and behaviours that could play out in the future.

Presentations in this event will discuss the efforts of UNDRR, UNFCCC, UN Futures Lab, UN Global Pulse and WMU in combining these capabilities to create behaviourally-informed, resilient and anticipatory futures.

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9am EDT / 3pm CEST

### Evidence that BeSci Can Meet Policy & Programming Challenges

Hosted by: EOSG & UNIN

How can behavioural science most successfully address pressing policy and programming challenges? What can we learn about what it takes to change behaviour for good from large field experiments and advanced analytics?

Join us for a session discussing these and other questions with [Professor Katy Milkman](#) (University of Pennsylvania). We will take a tour discussing behavioural science insights with policy and programming applications, covering a range of topics from megastudies to habit formation. Learn about different ways of applying behavioural science and how they relate to the work of the UN and the Sustainable Development Goals. Come with your questions for Professor Milkman!

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11am EDT / 5pm CEST

### Using Behavioural Science to Promote Information Integrity

Hosted by: DPO, UNDP & UNHCR

UN Entities are employing behaviourally-informed approaches to promote information integrity across their areas of operation.

In this session, DPO will speak about its use of data science to identify inauthentic behavioural patterns in digital media data, such as signatures of malicious actors spreading harmful narratives. UNDP will share their "[Together We Talk](#)" toolkit and outline how it helps to identify and counter the spread of harmful speech in digital spaces through a BeSci approach. UNHCR will present a response to online harms, including insights from 'prebunking' interventions to disinformation campaigns in a volatile humanitarian context.

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## WEDNESDAY, JUNE 5

7 am EDT / 1pm CEST

### Behavioural Approaches to Bridge the Informal/Formal Divide

Hosted by: ILO & UNCDF

For many people, having bank accounts and retirement benefits are a given. Most working people however have neither: 60% of the world's employed population are in the informal economy, with no social security benefits, and only 40% of adults are banked. Although formalisation provides access to human rights, most institutions are designed to serve the formal sector, putting the onus on individuals to bridge the divide.

This session will showcase behavioural approaches from the ILO and UNCDF to bridge this divide including promoting social security registration of domestic workers and increasing savings through digital financial services.

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9am EDT / 3pm CEST

### Gender and Behavioural Science

Hosted by: UNDP, UNODC & World Bank

BeSci can reshape gender policy by uncovering how biases, mental models and social norms influence behaviours and social structures perpetuating gender inequality.

This event will highlight strategies to address unequal social and gender norms. The World Bank will provide guidance on how to apply a social norms lens to gender policy and interventions. UNDP will discuss their "Brave Schools" initiative, which changed perspectives and behaviours around gender issues through dialogue and reflection on social norms. UNODC will demonstrate how gendered norms shape experiences with organised crime and how behavioural science can inform gender-sensitive policies.

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11am EDT / 5pm CEST

### Behavioural Science and Organisational Behaviour

Hosted by: DESA, DMSPC, DOS, IAEA & UNSSC

Behavioural science is not only applied to external-facing policies and programmes – the UN is also exploring its application when it comes to organisational culture and behaviour.

This session will highlight experiences from DESA, DOS, DMSPC, IAEA and UNSSC applying behavioural science to change the way organisations work. It will include discussion about the application of BeSci in operations, changing mindsets in public institutions, fostering UN values and behaviours, and organisational culture in the area of atomic energy.

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## THURSDAY, JUNE 6

7 am EDT / 1pm CEST

### Getting Started with Behavioural Science in the UN

Hosted by: DCO, FAO, ICAO, IOM & UNESCO

Many UN colleagues are thinking about how to get started with behavioural science. What are some of the lessons learned from UN colleagues who have progressed along their BeSci journey?

This session will feature discussions with DCO, FAO, ICAO, IOM and UNESCO who will share their experiences starting with and progressing behavioural science application. The discussion will cover topics including scoping projects, how behavioural science can leverage lessons from other areas of innovation, and how to garner organisational support.

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9am EDT / 3pm CEST

### Behavioural Initiatives for a Sustainable Planet

Hosted by: OHCHR, UNEP, UNU & World Bank

The Earth's temperature has risen by around 1.1°C in the past 200 years, and projections indicate continued increase. Heightened human activity is straining natural resources, exacerbating environmental degradation, and impacting global well-being.

This session will examine sustainability initiatives by OHCHR, UNEP, UNU, and the World Bank, utilising BeSci. UNU will present research on sustainable consumption. OHCHR will showcase a behaviour change pilot for organisational sustainability. The World Bank will share outcomes from clean energy interventions and a toolkit for energy access programs. UNEP will discuss insights from its flagship Global Environment Outlook report, integrating BeSci.

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11am EDT / 5pm CEST

### The Future of BeSci for Peace and Security

Hosted by: DPPA & OCT

The future of behavioural science in peace and security heralds a nuanced approach to tackling global conflicts and threats, leveraging deep insights into human psychology and behaviour. With advancements in technology, these insights enable more precise, culturally sensitive strategies for conflict prevention and resolution. This approach promises a shift towards interventions that address the root causes of conflict, emphasising human-centric solutions and ethical considerations.

In this session, DPPA and OCT will discuss behavioural science applications in the context of peace and security with [Professor Mina Cikara](#) (Harvard University) and Andrés Casas (Neuropaz).

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## FRIDAY, JUNE 7

7 am EDT / 1pm CEST

### Collaborating with Partners to Apply Behavioural Science

Hosted by: **FAO, UNICEF & WHO**

Applying behavioural science is a team effort – it involves collaboration amongst various partners.

This session will discuss how partnerships can enhance the impact of behavioural science applications, from local to global levels. FAO, UNICEF, WHO and their partners will speak about work across a range of objectives, including working with local government officials to understand the merits of BeSci, collaborating with a country to set up a BeSci team and lessons learned from forming global and regional BeSci agreements.

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9am EDT / 3pm CEST

### Applying Behavioural Science in Health

Hosted by: **UNAIDS, UNICEF & WHO**

Behaviour plays a central role in preventing and responding to many health issues, such as nutrition, cancer screening, vaccine uptake and HIV prevention. Using case studies leveraging behavioural science from project conception to impact evaluation, this session offers a 'peek behind the scenes' of practical insights from applying behavioural science in the domain of health.

UNAIDS, UNICEF and WHO will present concrete examples of methods, tools, frameworks and lessons learnt, providing a view to how behavioural science can effectively address pressing health challenges.

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11am EDT / 5pm CEST

### BeSci & Technology as Tools to Address Sexual Harassment

Hosted by: **IFAD, UNFPA & WFP**

Technology can help to overcome some of the barriers people face in reporting sexual harassment, such as through facilitating interaction between victims and support institutions. However, the manner in which this is done can impact effectiveness.

In this session, IFAD will share the results of a behavioural audit and how it is being used to address behavioural barriers to report sexual harassment. A panel of IFAD, WFP and UNFPA will then discuss the applicability of BeSci to their work on sexual harassment and relevant behaviours that could be addressed using BeSci.

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