

2023 UNITED NATIONS
**BEHAVIOURAL
SCIENCE WEEK**



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Applying behavioural science across the food system

13 June 2023, 16:00 CEST



A big welcome from us all!



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Food and Agriculture
Organization of the
United Nations



Investing in rural people

unicef 
for every child



World Food
Programme

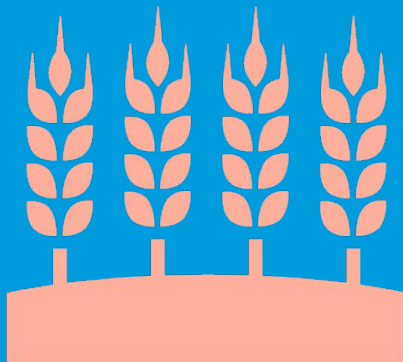
About this session



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**Across the whole
food system**



**Sharing case
examples and key
lessons**



Q&A session



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Changing how we change behaviour

*Exploring behavioural science for
innovation across FAO*

Cortney Price

*Lead for Behavioural Science
Office of Innovation (OIN)*



Exploring behavioural science in FAO



GENERATE
EVIDENCE



ENGAGE
CHAMPIONS



BUILD
PARTNERSHIPS



EMPOWER THE
FIELD



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Example 1: Climate-resilient decisions



Define: What does low resilience look like?

- ▶ Farmers often do not adjust to changing climate
- ▶ Traditional crops and approaches provide suboptimal yields
- ▶ **BEHAVIOURAL TARGET:** Choosing crops, approaches that are better adapted to the latest weather information and climactic conditions

Design: Testing the impact of weather info

IV: Decision Making Process on farming operations	
Demographics / Baseline	
<i>Intervention I: Weather Information: actual seasonal forecast for OND 2022</i>	
A: Weather Information with emotional framing with emotional cues such as school fees, community pride etc	B: Weather Forecast Information standard (Scientific, standard weather forecast)
<i>Intervention II: Social Influences</i>	
<p>Dependent Variables: Change in Crop Choice</p> <ul style="list-style-type: none">a. Peer Conversationb. Authority Bias – Extension workerc. Risk Perception <p>Measurement: No. of optimal choices</p>	
Exit Questions / Endline	

Test: Lab in the field



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Experiment

- ▶ Lab in the field with 200 Farmers in Kenya
- ▶ Control: standard weather info
- ▶ Treatment:
 - ▶ Radio weather forecast with emotional framing
 - ▶ Authority bias – extension officer told farmers to plant certain crops



Results: Better decision making



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1. Both treatment and control made better decisions and plans
2. Key insights gained
 - Only 14% ever receive climate information
 - Social norms and risk-aversion likely drivers of entrenched behaviour and lack of flexibility to change





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Example 2: Slaughterhouse hygiene

Define: What does lack of slaughterhouse hygiene look like

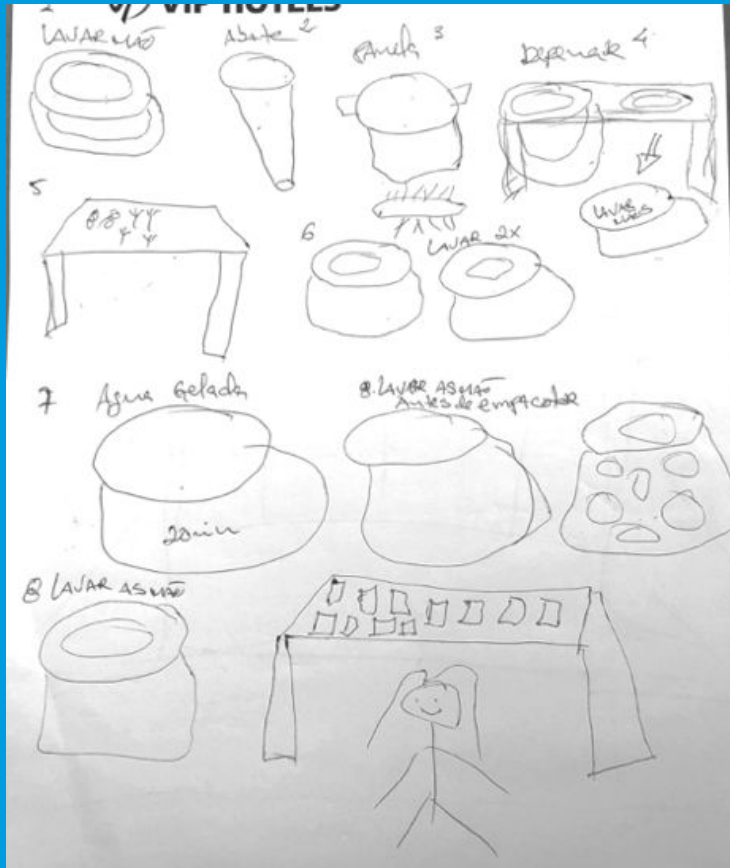


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- Mixing of fresh meat and waste
- Contamination
- Microbes
- **BEHAVIOURAL TARGET:** More effective sorting of slaughterhouse products, better compliance with SOPs



Co-Innovation Workshop

Session 1:

Training Intervention lead by FAO

- Draw a map how you are slaughtering chicken at your personal slaughterhouse?
- Include areas that you have learned as part of the training and where they could fit into your daily lives.

Session 2:

Co-Innovation with Participants

- Colour-coded buckets
- Probe on Barriers and Levers

Test: Before-after field trial



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Results:

Co-ownership achieved!

1. **Observable data showed high compliance for treatment, but overall null-effect**
2. **Stakeholders showed co-ownership**
3. **Needs iteration and more testing**



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Growing momentum

Building momentum for “behavioural thinking”



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FFS 2.0, Food Loss and Waste and more



Regional Innovation Hubs and Policy Labs



Reducing administrative burdens



Behavioural science is unlocking innovation mindsets!

- Fail fast to spark learning
- New approach and newer solutions
- Engagement and community



Applying Behavioural Science Across the Food System



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Investing in rural people

Rosamaria Dasso, Behavioural Insights and Knowledge Expert, Latin America and Caribbean, IFAD

Behavioural Toolkit for IFAD Projects

Quick and intuitive toolkit that helps IFAD teams **diagnose and address behavioural barriers** during project design and implementation



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C1. PILOT – AVANZAR RURAL PROJECT (CHOTA)

OBJECTIVE: Increase participation of rural women in the Avanzar rural trainings

Applying the **Behavioural Design Methodology**

PHASES:

Problem Definition

1 Identificar un Comportamiento Clave

¿Cuál es la acción que queremos cambiar para alcanzar los objetivos del proyecto?

¿Quién? ¿Qué? ¿Cómo? ¿Cuándo?

Las mujeres de la asociación asisten a los talleres de Avanzar Rural

Las mujeres y jóvenes abren una cuenta de ahorros en una entidad financiera

Las mujeres aplican lo aprendido en los talleres en el negocio

Las mujeres y jóvenes ahorran cierta cantidad mensual en sus cuentas de ahorro

Las mujeres asisten a rutas de aprendizaje (entrenamiento) con organizaciones de mujeres exitosas

Behavioural Diagnosis

2 Mapa de diagnóstico

Mapa de diagnóstico que muestra los factores que influyen en el comportamiento que queremos cambiar



Design of Solutions & Interventions



Testing



C2. BEHAVIOURAL TOOLKIT - PROTOTYPE

Valuable operational knowledge and instruments

For any IFAD team to use behavioural design methodology during project design and implementation.



Behavioural component check

Policy objective can be achieved by addressing structural factors using traditional policy tools (T) as well as by addressing behavioural components (B) that complement traditional policy tools.

Which of the following is likely to help your project to achieve its objectives?

- ☐ raise awareness/education T
- ☐ adapt prices or change financial incentives/benefits T
- ☐ change policy mandates and regulations T
- ☐ develop new or change old habits B
- ☐ address decision making processes B
- ☐ focus on addressing intention-action gap (poor follow through with actions) B
- ☐ address false beliefs B

Accessible and easy to use for PDTs and PMUs

Informed by the results of Component 1

Benefited from interviews with key stakeholders such as CDs, PDTs, among others.

Express path

Behavioural Diagnostics

After defining the actions and behaviours of the policy beneficiaries in the previous steps, we now proceed to the identification and evaluation of the key target behaviour as well as the barriers to its adoption. This involves identifying the behavioural barriers, attitudes and beliefs associated with the target behaviour, and the potential contextual and psychological barriers and enablers that influence target behaviours so that effective behavioural change interventions can be designed.

Process to follow

Time Required: 100 mins | Approx. 100 mins

Step	1.1	1.2	1.3	1.4	1.5
	Identify target behaviour	Identify behavioural processes	Identify behavioural barriers and enablers	Rank & prioritize behavioural barriers	Behavioral Targets & Approx. Effort

Outputs

- Detailed description of the target behaviour
- Key to identify the target behaviour and its enablers/beliefs
- Identification of structural and psychological barriers & enablers to the target behaviour

Pilot Avanzar Rural - Peru



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Pilot – Avanzar Rural Project



Investing in rural people

SOLUTION DESIGN

BEHAVIOURAL SOLUTION



“**Notebook**” to accompany the trainings and encourage reflection, including interventions such as self-affirmation, plan making (calendar), note-taking, etc.



Prototype validation: Project Management Unit (PMU) – territorial office (OZ Chota); Extension Specialist and Organizations (OPP)

DEFINITION OF TESTING STRATEGY

Sample: 60 OPPs where the extension specialist will still hold training sessions (“not liquidated”) and are not too isolated.

RCT: Treatment randomized at OPP level. Randomization stratified by gender composition of the OPP.

- **Treatment group:** 30 organizations
- **Control group:** 30 organizations
- Each **OPP** has an average of 17 members, for a total of around 1000 members.

IMPLEMENTATION



WhatsApp group with Extension specialist of the treatment group



Training of Extension Specialist - ATP
(+ delivery of notebooks)



Training of OPP
(+ notebook)



Monthly reminders to ATPs about [self-affirmation exercises](#)

Continuous monitoring of ATP through WhatsApp group (and [google forms](#))

Implementation will take place until **June 2023**



TESTING

To be conducted on **mid 2023**.

Data: Administrative data about the OPP and its members, and an endline survey that collects data from the members after the intervention is implemented

Outcome variables:

- » Meeting attendance and participation
- » Positions filled by women in the OPP
- » Empowerment
- » Self-efficacy
- » Aspirations
- » Production

Applying behavioural science across the food system

Ivory Hackett-Evans

WFP Armenia
June 2023



World Food
Programme

SAVING
LIVES
CHANGING
LIVES

Changing populations habits because overweight and obese due to excessive bread consumption

Armenians consume 10.4 kg of white bread



Engaging with farmers to produce whole grain and ensure low prices of whole wheat flour.



Retail – packaging !!!
Understand consumer choices.



Research about the 8 behaviors in Armenia
Children's role in deciding what to eat at home.



Ensuring bakeries and training center to make it available for consumers/engage with consumers.



Closing the loop –
Government decree for children to eat whole grain in schools as part of Government school meals.



Applying Behavior Science to improve Prenatal Nutrition among Pregnant Women in Burkina Faso

Context

Main challenges :

- 72% of pregnant women suffer from anemia in Burkina Faso
- High rate of dropouts from antenatal care attendance

Solution : Multiple Micronutrients Supplementation to pregnant women in two health districts, Yako and Ziniaré

Objectives for this intervention :

- Increase antenatal care attendance visits
- Increase uptake of Multiple Micronutrients Supplementation (MMS) tablets





Behavior Science support

- Formative Research
- Behavioral dissection to identify barriers and enablers

Findings of contextual and behavioral analysis

Current situation

1. Emphasis is laid on pregnant and less on changing the environment
2. Less emphasis is laid on improving the quality of services
3. Pregnant women's household and community support is low

Behavioural Dissection and Intervention Design

Intervention 1: The Pocket Guide to

- Address the lack standardized trainings and instructions
- Increase the trust in health workers through behaviorally informed interpersonal communication

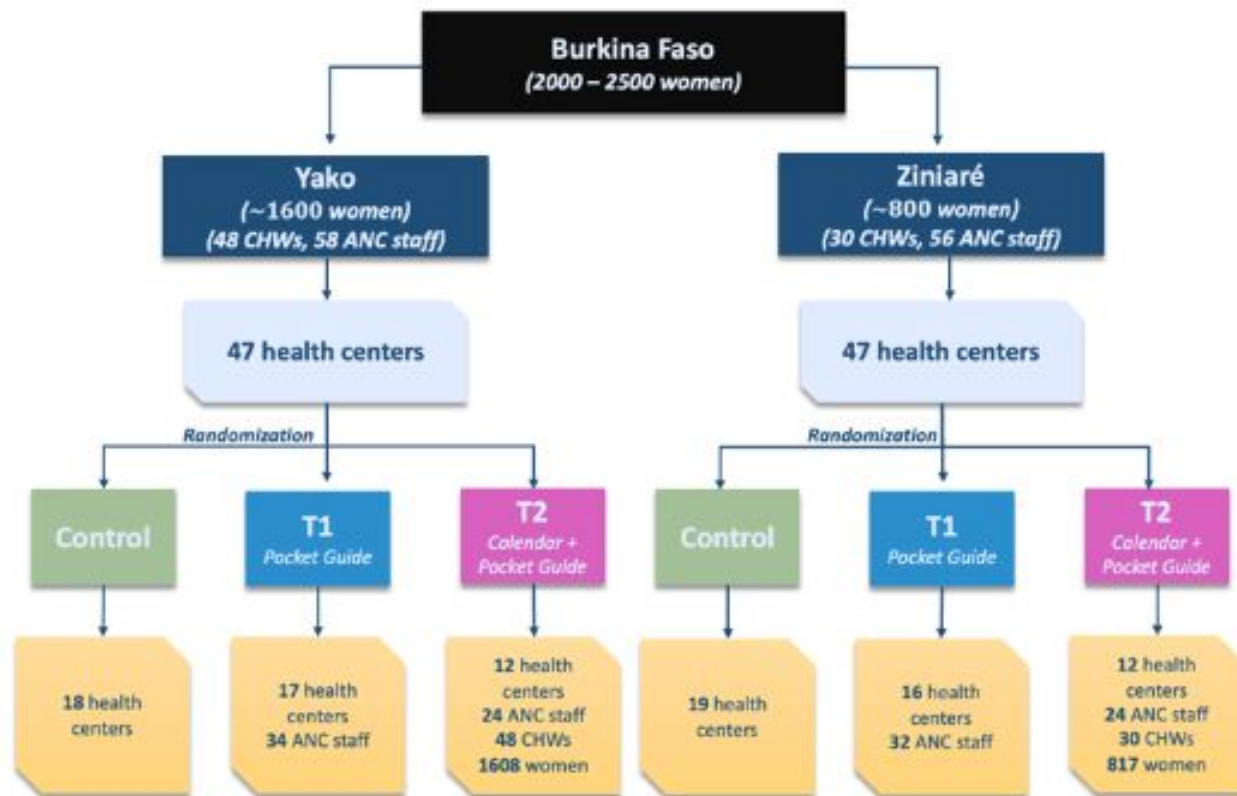


Intervention 2: The Pregnancy Calendar

- Overcome language barrier, low illiteracy
- Reduce information overload
- Reduce forgetfulness of a) ANC visits and b) regular use of MMS



Behavioural Experimentation



Main challenge

The main challenge has been working in conflict area

Next steps

- Conducting the experiment to evaluate the impact of the interventions
- Based on results, possible scale-up the effective interventions
- Building on the current behavioral insights process for future behaviorally informed interventions with government ownership



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Q&A

