

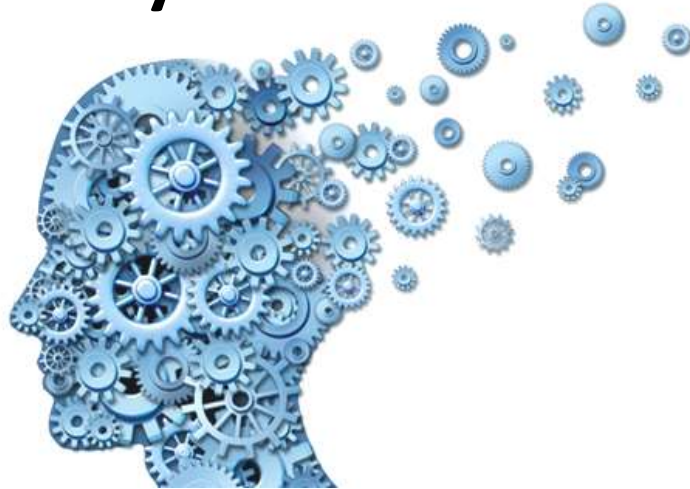
THE
BEHAVIOURAL
INSIGHTS TEAM 

IN PARTNERSHIP WITH  Cabinet Office

Behavioural Insights in Public Policy ADEPT conference

Felicity Algate, Director BIT UK:North

System 1



FAST

- Automatic
- Little or no effort
- No sense of control
- Intuitive

System 2



SLOW

- Effortful
- Needs attention
- Controllable
- Analytic

Behavioural insights adds another dimension

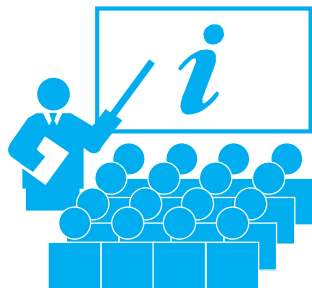
Regulation

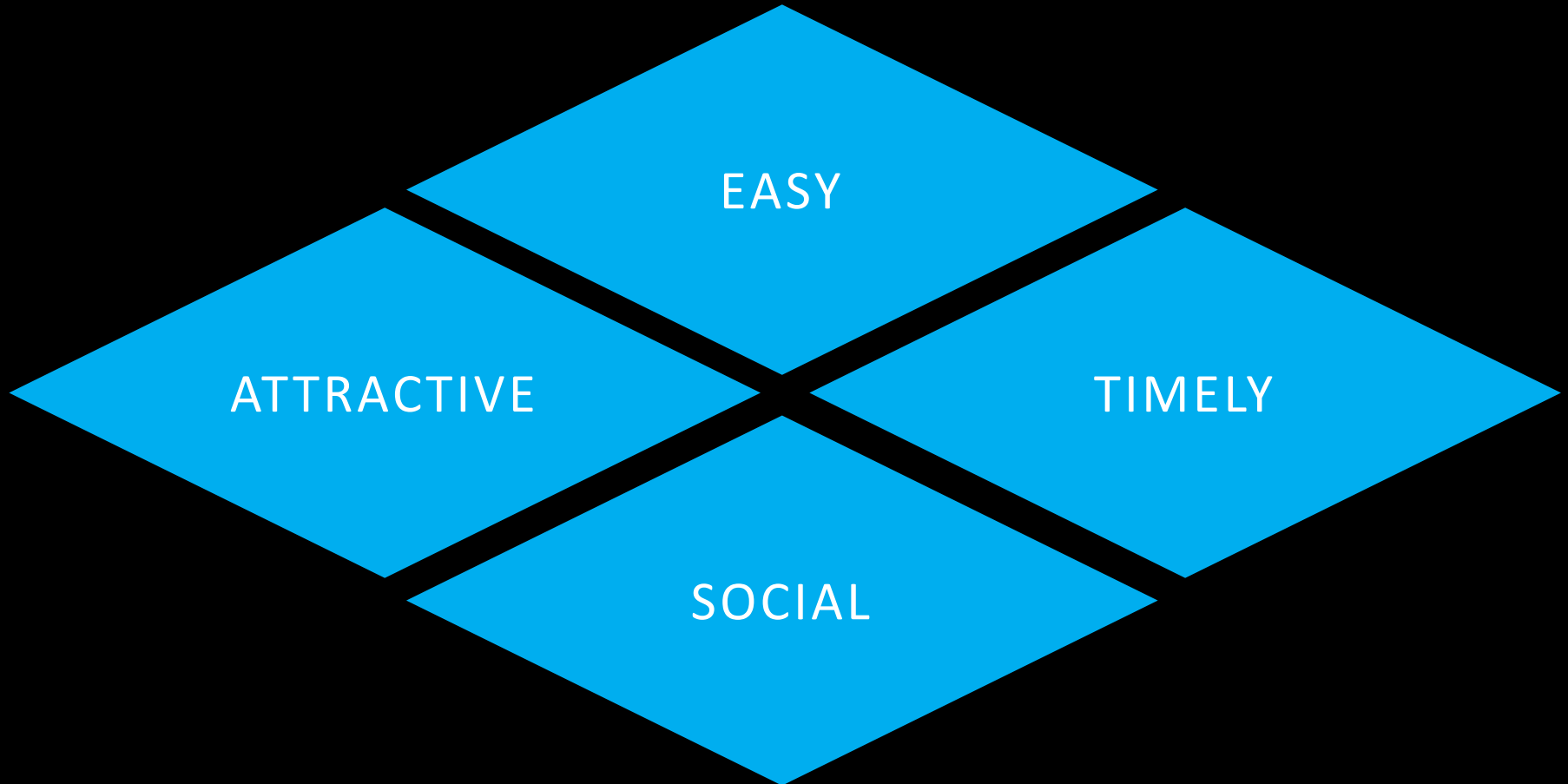


Incentives



Information





Encouraging people to dispose of their bulky waste properly

You have been selected



You've been selected to receive a **FREE** large item removal.

Ha sido seleccionado para un servicio de desecho de artículos grandes **GRATIS**.

Quý vị đã được chọn để lấy đi một đồ vật lớn **MIỄN PHÍ**.

Call/Llame al/Gọi số: **408-213-7800** or
Visit/Visite/Đến viếng: bit.do/bulkitems

Do it the right way



The City of San José spends \$87 each time someone improperly disposes of large items.
Do it the right way for **FREE**.

La Ciudad de San José gasta \$87 cada vez que alguien se deshace incorrectamente de un artículo grande.
Hágalo de la manera correcta **GRATIS**.

Thành Phố San José tốn \$87 mỗi lần có người vứt bỏ một đồ vật lớn không đúng cách.
Làm đúng cách được **MIỄN PHÍ**.

Call/Llame al/Gọi số: **408-213-7800** or
Visit/Visite/Đến viếng: bit.do/largeitems

You've been selected to receive a **FREE** large item removal!*

(mattresses, sofas, and refrigerators)



Presorted Standard U.S. Postage FIM® San Jose, CA Permit No. 502

To schedule your **FREE** large item removal

Call **408-213-7800**
or
Visit bit.do/bulkitems

Offer Expires 6/30/2016

*Collection of up to three items.

The City of San José spends \$87 each time someone improperly disposes large items like mattresses, sofas and refrigerators.



Presorted Standard U.S. Postage FIM® San Jose, CA Permit No. 502

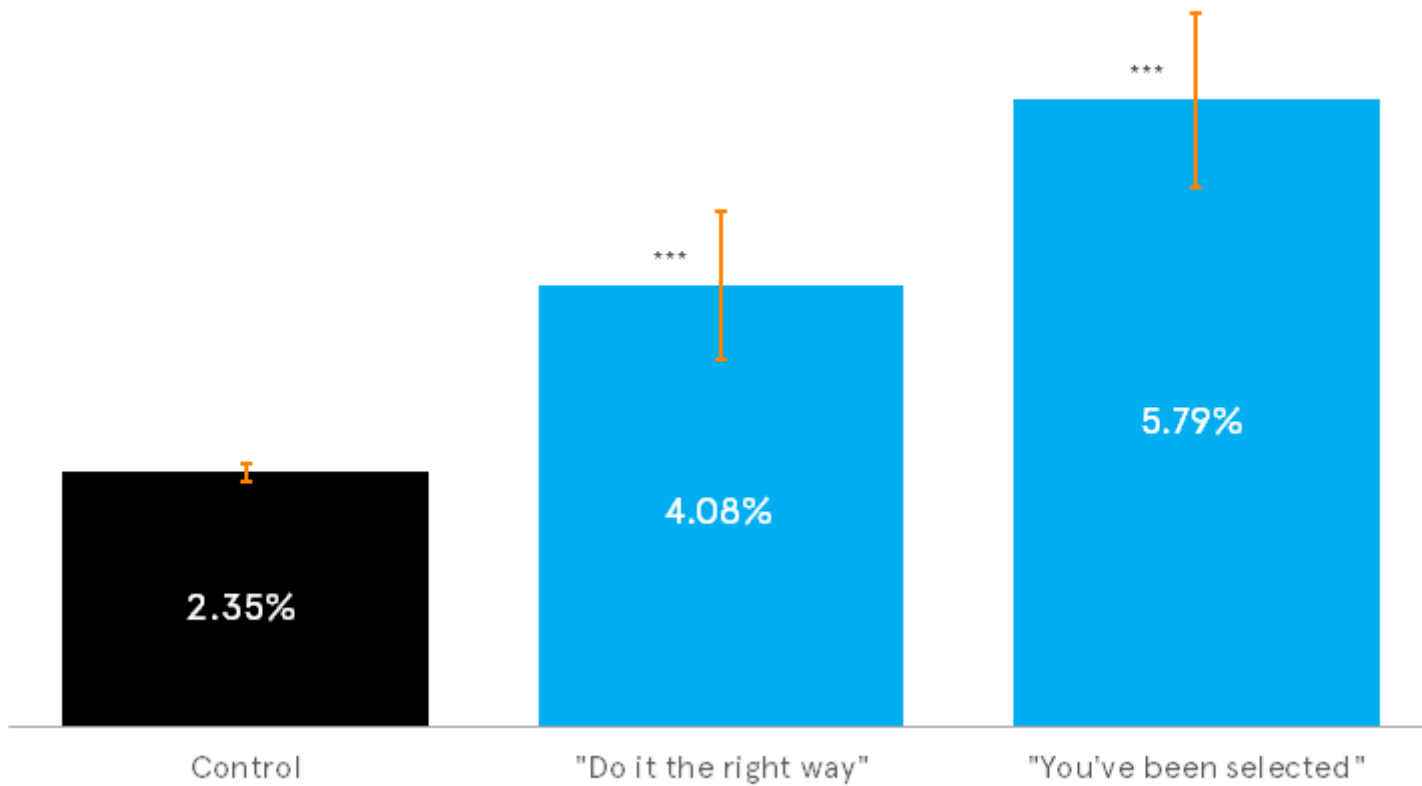
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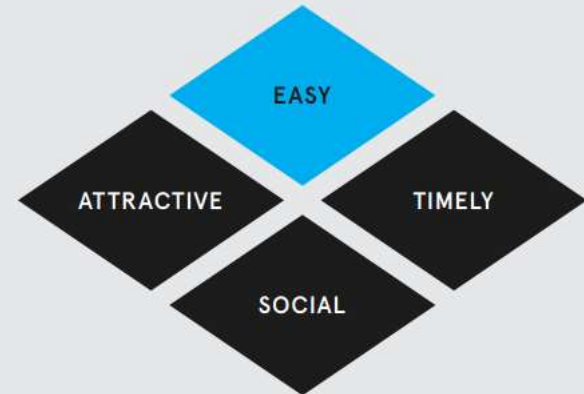
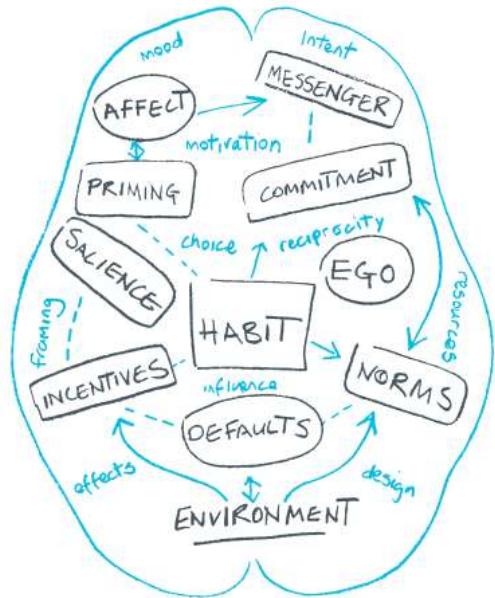
Figure 1: Households with large item collection (n = 143,165)



*** p<.001, ** p<.01, * p<.05

MINDSPACE

Influencing behaviour through public policy



EAST

Four simple ways to
apply behavioural insights

Owain Service, Michael Hallsworth, David Halpern,
Felicity Algate, Rory Gallagher, Sam Nguyen, Simon Ruda, Michael Sanders
with Marcos Pelenur, Alex Gyani, Hugo Harper, Joanne Reinhard & Elspeth Kirkman.



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