



Applying behavioural insights to reduce gender stereotypes and VAW

Kick-off meeting w/ awarded projects
Brussels, 14 March 2017

Project team:

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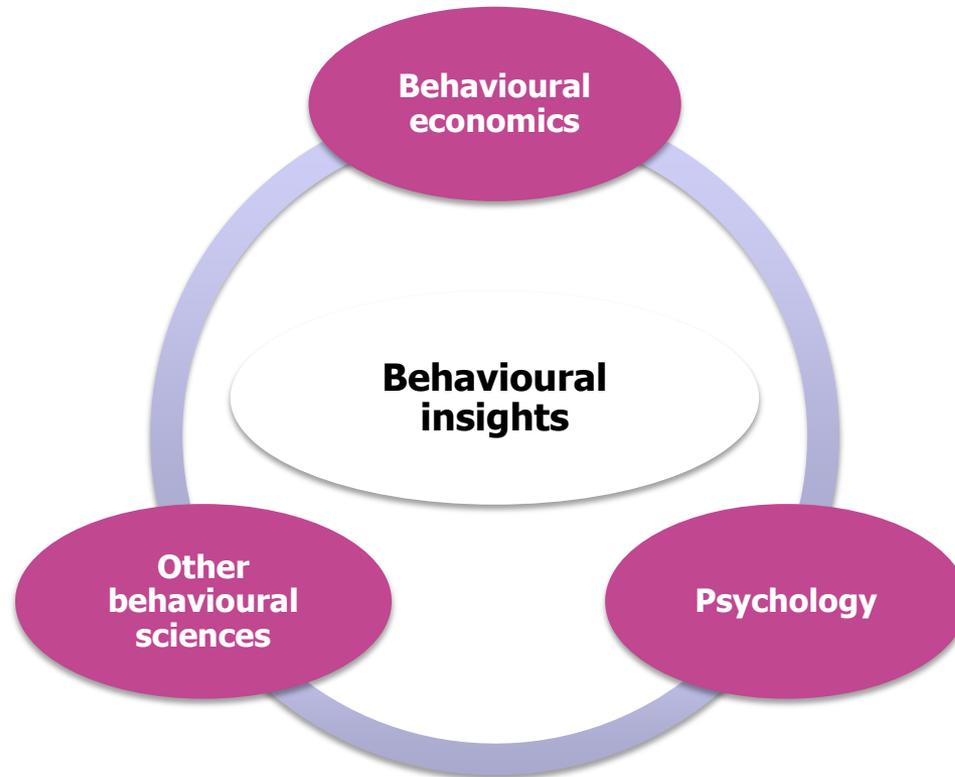
EU Policy Lab
Foresight, Behavioural Insights and Design for Policy Unit
DG Joint Research Centre
European Commission

Joint
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AGENDA

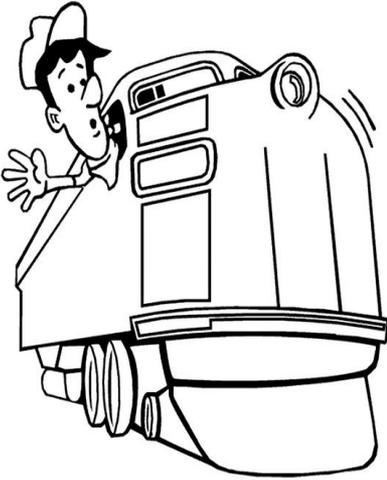
1. What are BIs & how to use them
2. Behavioural capacity at national level
3. BIs in the context of the 3 Calls for Proposals
4. Checklist for projects taking a behavioural approach
5. Success factors to keep in mind

BEHAVIOURAL INSIGHTS (BIs)



BIs inform policy-making by shedding light on how people *really* behave.

BEHAVIOURAL INSIGHTS (BIs)



Identifying of the behavioural drivers (inertia, myopia, overconfidence, information overload, ...)



Exploring and testing the effect of acting upon behavioural levers (simplification, standardisation, self-commitment strategies, social norms, ...)

BEHAVIOURAL CAPACITY AT NATIONAL LEVEL

JOINT RESEARCH CENTRE
The European Commission's science and knowledge service

European Commission > EU Science Hub > Research > Crosscutting activities > Behavioural Insights > Behavioural insights: applications in European countries

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Research

- Commission priorities
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- JRC research topics
- Laboratories & facilities
- Crosscutting activities

Behavioural Insights

- Applications in European countries
- Application in the Commission Publications
- Foresight & horizon scanning
- Impact assessment
- Intellectual property & technology transfer
- Scientific support to Danube strategy

Behavioural insights: applications in European countries

The "Behavioural Insights Applied to Policy - European Report 2016" presents an inventory of policy initiatives in 32 European countries either implicitly or explicitly informed by behavioural insights. The report also reviews institutional developments around the application of behavioural insights for policy.

Country overviews

Besides the report, a set of country-specific fact sheets is available below. For each country, examples of policy initiatives informed by behavioural insights are given, along with the methodologies used, the key institutions involved in the application of behavioural insights, and the networks and collaborations taking place in this field.

Related Publications

- How to promote fruit and vegetable consumption in schools: a toolkit
- How to promote water intake in schools: a toolkit
- Building an empirically-based framework to value multiple public goods of agriculture at broad supranational scales
- Hierarchical Bayes Mixed logit modelling for purchase car behaviour
- Behavioural Insights applied to policy - European Report 2016

More >

News Events

22 FEB 2016 Behavioural sciences for policy: what is their added value?

JRC Institutes

IPTS

Behavioural Insights Applied to Policy

SPAIN

Country Overview

Last updated: 20 February 2016

This country overview complements the "Behavioural Insights Applied to Policy - European Report 2016"

Are you aware of any new or missing information? If so, please [provide us here with your contribution!](#)

1. Who

Institutions that apply behavioural insights to policy

Public institutions

- Government of Catalonia
- Spanish Ministry of Agriculture, Food and Environment
- Spanish Ministry of Finance and Public Administration
- Spanish Ministry of Health, Social Services and Equality
- Spanish National Transplant Organization
- Spanish Tax Administration Agency

Research institutions

- Barcelona Graduate School of Economics (Barcelona GSE)
- Behavioral Sciences Laboratory (IBESLab, Pompeu Fabra University)
- Bilbao Laboratory of Experimental Analysis (LABEAN, University of the Basque Country)
- Department of Economic Theory and Economic History (Autonomous University of Barcelona)
- Department of Psychology (University of A Coruña)
- Ego Laboratory (University of Granada)
- Experimental and Behavioral Economics Network (EBEN)
- Experimental Economics Lab (LEE, Jaume I University)
- Faculty of Economics and Business (University of A Coruña)
- Granada Lab of Behavioral Economics (GLOBE, University of Granada)
- Institute for Economic Analysis (IAE, Spanish National Research Council)
- Institute of Tourism and Sustainable Development Economics (University of Las Palmas de Gran Canaria)
- Laboratory for Economics Experiments (Charles III University of Madrid)
- Laboratory for Research in Experimental Economics (LINEEX, University of Valencia)

JOINT RESEARCH CENTRE

	Behaviourally-tested initiatives: initiatives explicitly tested, or scaled out after an initial ad-hoc experiment.
	Behaviourally-informed initiatives: initiatives designed explicitly on previously existing behavioural evidence.
	Behaviourally-aligned initiatives: initiatives that, at least a posteriori, can be found to be aligned to behavioural evidence.

BIs in the context of the Calls for Proposals



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR JUSTICE AND CONSUMERS

RESTRICTED CALL FOR PROPOSALS JUST/2016/RGEN/AG/VAWA

Action grants to support national information, Awareness-raising and education activities aimed at preventing and combating violence against women
RIGHTS, EQUALITY AND CITIZENSHIP PROGRAMME (2014-2020)



European
Commission

JRC SCIENCE FOR POLICY REPORT

Insights from behavioural sciences to
prevent and combat violence against women

Literature review

Sara Rafael Almeida
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Emanuele Ciriolo

2016

Checklist for projects taking a behavioural approach

1. Context, target population and behavioural elements:

The proposed project is likely to affect the behaviour of a number of people. But the opposite is also true: the behaviour of the people concerned is likely to determine the effectiveness of the project.

A behavioural element is an aspect or factor that has an impact on the target group's decision and behaviour.

Research shows that, in general, individuals' decisions and behaviour are not "rational". Individuals do not necessarily make choices that are most likely to improve their well-being in the long-run. For instance, they might be resistant to change and prefer to preserve the status-quo. They might focus



LITERATURE REVIEW



JRC SCIENCE FOR POLICY REPORT

Insights from behavioural sciences to prevent and combat violence against women

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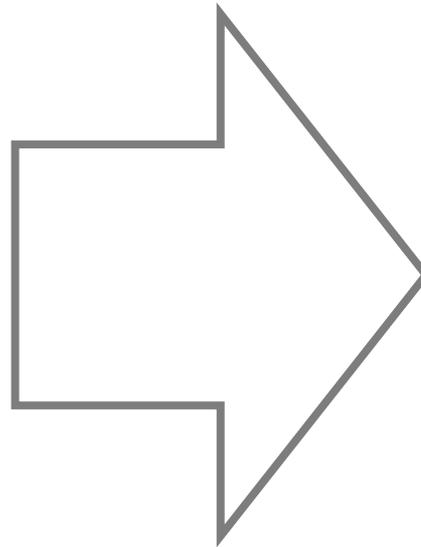


- unveils possible **behavioural causes** of violence against women
- presents **behavioural levers** to its prevention and reduction + general **principles for effective communication**
- **Exs of several awareness-raising and education initiatives** in the field containing a behavioural component.
- strong focus on the **evaluation of actual impact.**

CHECKLIST FOR PROJECTS TAKING A BEHAVIOURAL APPROACH

- 1. Context and possible determinants**
- 2. Target group**
- 3. Target behaviour**
- 4. Behavioural lever**
- 5. Pretesting and evaluating the impact**

TARGET GROUPS



TARGET GROUPS & TARGET BEHAVIOURS

Target groups	Target subgroups	
Perpetrators	Prospective perpetrators	
	Actual perpetrators	
Victims	Victims	Report violence to the police. Seek help in dedicated shelters. Stay away from perpetrator.
Social environment	Relatives or friends	
	Bystanders	
Professionals	Police officers	
	Medical professionals	Detect signs of violence against women. Provide safe environments where women can get out of the cycle of violence.
	Social workers	
	Journalists and bloggers	Change people's attitudes regarding violence against women. Avoid portraying violence against women as a 'crime of passion.'
	Judges	
General public	Adults	
	Children and teenagers	Decrease likelihood of acting violently against women during adulthood. Report violence witnessed at home to teacher.

BEHAVIOURAL LEVERS

- **Social norms** to stir social influence (e.g. societal acceptance of intimate partner violence)
- **Role models** to signal desired behaviour (e.g. caring men as role models for boys and men)
- **Overconfidence** (e.g. to what extent police officers tend to underestimate the real rate of gender violence in a given context)
- **Reducing hassle efforts** (e.g. seeking help, filling a complaint)
- **Commitment devices** (e.g. publicly commit to reducing gender inequalities in work promotions)
- **Raising knowledge** (e.g. risk factors of online sexual harassment)

PRETESTING AND EVALUATION

Qualitative pretesting: focus groups, interviews, examining cultural acceptance and credibility of message.

Quantitative pretesting: randomised controlled trials, field vs lab experiments, measuring the outcome variable.

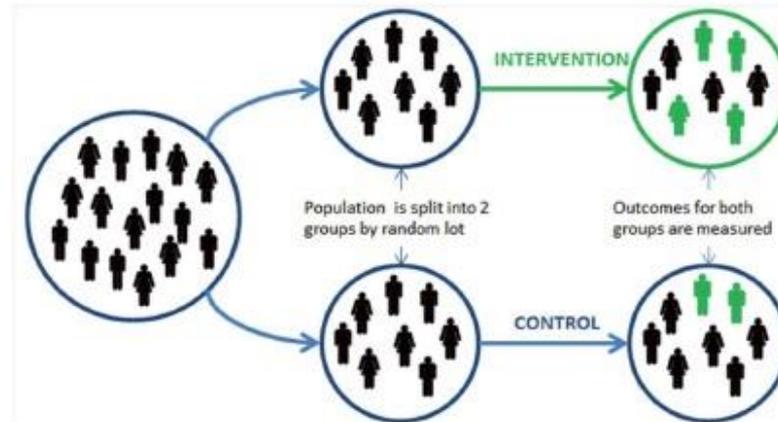


Figure 2: The basic design of a randomised controlled trial (adapted from Haynes, Service, Goldacre and Torgerson, 2012)

Evaluation: after-only designs; comparing participants and non-participants (or treatment and control groups); before-after or pre-post designs; field experiments (entailing randomised controlled trials or not)

FURTHER SUGGESTIONS:

- Outputs \neq Outcomes
- Efficiency \neq effectiveness
- Target behaviour \leftrightarrow outcome measure
- Include all target groups in the evaluation
- Identify an appropriate control group
- Gather a baseline (before the intervention)
- To ensure intended effects, pretesting is crucial

SUCCESS FACTORS

Box 1: Success factors designing effective awareness-raising and education initiatives

1. Identify clearly who the target group is and what the target behaviour is.
2. Identify clearly what the behavioural elements (i.e. causes) of the target behaviour are, and select which one(s) the initiative will aim to tackle.
3. Identify the target audience and describe it in terms of sociodemographics.
4. Set a measurable, ambitious, yet reachable objective: changing a given behaviour and/or tackling its behavioural causes.
5. Use behavioural levers to design the message and make sure the content is perceived as credible.
6. Use emotions with caution.
7. Wisely use framing tools to attract attention and to increase remembrance.
8. Identify the ideal messenger, or opt for none.
9. Assess which message or which initiative is the most effective through pretesting.
10. Evaluate the actual impact of the initiative *ex-post* by using robust evidence and valid counterfactuals.

Project title	Round 1
ARIADNE	Behavioural Insights (Sara)
BiC	Policy
Break the Silence - End Violence against Women	Behavioural Insights (Joana)
BREAK!	Behavioural Insights (Sara)
Breaking the cycle of violence	Policy
Building more effective protection: transforming the system for combating violence against women	Policy
Career ROCKET	Behavioural Insights (François)
Circle of CHANGE	Behavioural Insights (François)
Coordinated multi-agency response to violence: from awareness raising to behavioral change	Behavioural Insights (Joana)
CREATIVE	Policy
CYBERVAW	Behavioural Insights (Sara)
deSHAME	Policy
Developing wholeschool Gender Equality Charter Marks in order to overcome gender stereotyping in education across Europe	Behavioural Insights (Sara)
Enhancing Professional Skills and Raising Awareness on Domestic Violence, Violence against Women and Shelter Services	Behavioural Insights (Joana)
EURO-AGEMI	Policy
Free to Choose (FtC)	Behavioural Insights (François)
Full Cooperation: Zero Violence	Policy
GECM	Policy
GENDER-ED	Behavioural Insights (Joana)
GET UP	Policy
HOPE	Behavioural Insights (Sara)
INSIEME	Policy
Justice has no gender	Behavioural Insights (François)
Manuela	Policy
ONE STEP CLOSER	Policy
Preventing sexual violence in intimate partner's relationships	Policy
RESPONSE	Behavioural Insights (François)
Stop Violence Against Women: From (A)wareness to (Z)ero Victims Blaming	Policy
SWIFT	Policy
Tell me the story	Behavioural Insights (Joana)

Project title	Round 2
ARIADNE	Policy
BiC	Behavioural Insights (François)
Break the Silence - End Violence against Women	Policy
BREAK!	Policy
Breaking the cycle of violence	Behavioural Insights (Joana)
Building more effective protection: transforming the system for combating violence against women	Behavioural Insights (Sara)
Career ROCKET	Policy
Circle of CHANGE	Policy
Coordinated multi-agency response to violence: from awareness raising to behavioral change	Policy
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Tell me the story	Policy



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THANK YOU!

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