# LAUNCH OF THE EUROPEAN COMMISSION COMPETENCE CENTRE ON BEHAVIOURAL INSIGHTS (CCBI)

**Date: Wed 5th June 2019**
**Venue: Berlaymont (Hall 3), 1040 Brussels**

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| 9.00 – 9.30 | Welcome Coffee/Tea |
| 9.30 – 9.40 | **Opening speech**<br>*Vladimir Šucha, DG Joint Research Centre* |
| 9.40 – 10.10 | **Uptake and applications of behavioural Insights, ten years after *Nudge***<br>*Cass Sunstein, Harvard Law School* |
| 10.10 – 10.20 | **Q&A** |
| 10.20 – 10.50 | **Public policies at the European Commission, ten years after *Nudge***<br>*Joana Sousa Lourenço and Rene van Bavel, EC Competence Centre on Behavioural Insights* |
| 10.50 – 11.00 | **Q&A** |
| 11.00 – 11.15 | Coffee break (1st floor, Berlaymont) |
| 11.15 – 11.30 | **Presentation of the Competence Centre on Behavioural Insights**<br>*Xavier Troussard, Acting Director of Competences, DG Joint Research Centre* |
| 11.30 – 12.30 | **Panel debate: Behavioural Insights applied to policy, future priorities, involvement of MSs and local authorities, and *modus operandi***<br>***Chair**: Marco Simoni, LUISS Business School and President of Human Technopole*<br><br>***Panellists**:*<br>*- Cass Sunstein, Harvard Law School*<br>*- Sabrina Artinger, Head of the Behavioural Insights Team in the Office of Germany's Federal Chancellor*<br>*- Marie-Paule Benassi, Acting Director of Consumer Affairs, DG Justice*<br>*- Emanuele Ciriolo, Head of the EC Competence Centre on Behavioural Insights* |
| 12.30 – 12.40 | **Closing Remarks**<br>*Vladimir Šucha, DG Joint Research Centre* |
| 12.40 – 14.00 | Complimentary Buffet Lunch (1st floor, Berlaymont) |