

SCIENZE COMPORTAMENTALI E POLITICHE PUBBLICHE

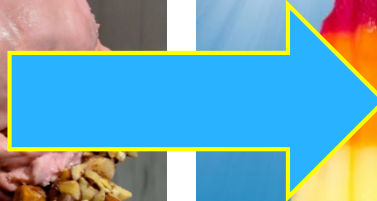
Uno sguardo sull'esperienza internazionale

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***“L'Autorità, i cittadini, gli utenti:
i benefici della regolazione e il valore dei comportamenti
Torino, 17 settembre 2019***



Nulla di nuovo sotto il sole...



Inghilterra & Galles

25 gradi

Scozia

19 gradi



...ma con potenzialità non del tutto esplorate per le politiche pubbliche



PROBLEM:

The growth of antimicrobial resistance is a worldwide public health issue that increases mortality, sickness and the cost of care.



BEHAVIOURAL INSIGHT:

Social norms can be used to encourage individual doctors to prescribe fewer antibiotics, and cause a change in institutional behaviour of health providers.



SOLUTION:

In the UK, the top 20% of prescribing doctors were targeted through randomised control trials. One set received a leaflet on reducing antibiotics, others were informed that their antibiotics prescription rate exceeded 80% of doctors in their area. The control group received no communication.



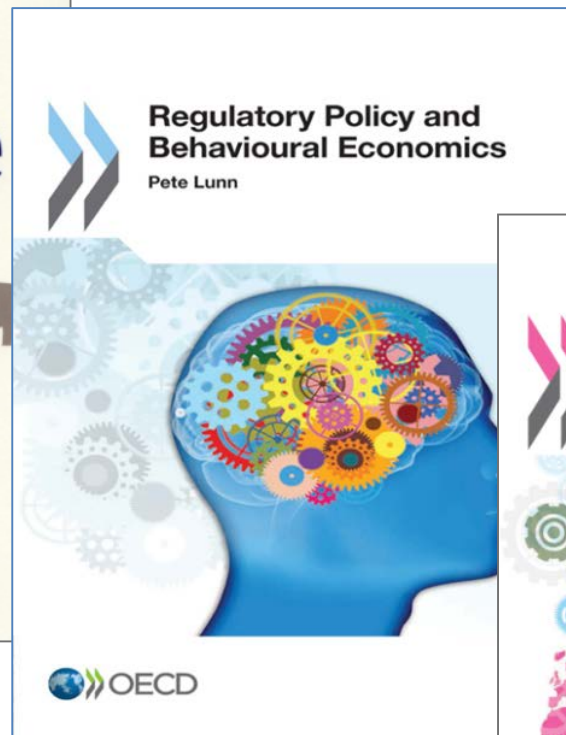
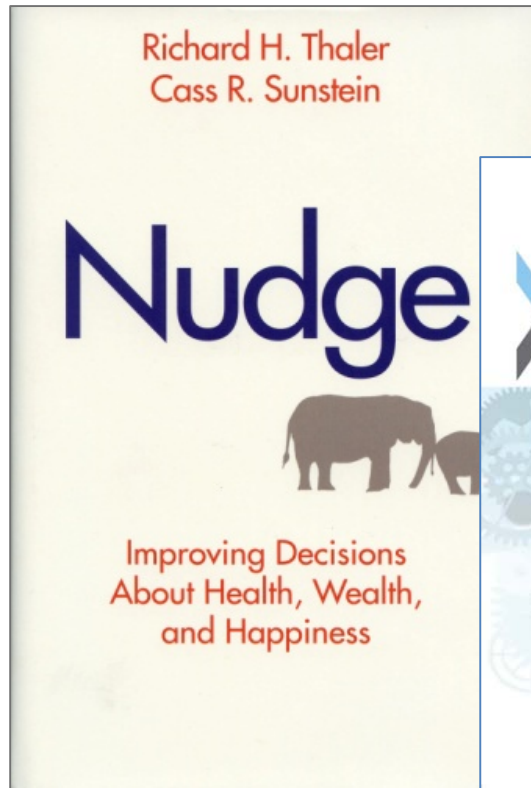
RESULT:

the doctors who received the letters reduced antibiotic prescriptions by 3.3% compared to those not sent the letter. This reduction amounted to 73,406 fewer doses of antibiotics across 790 practices.



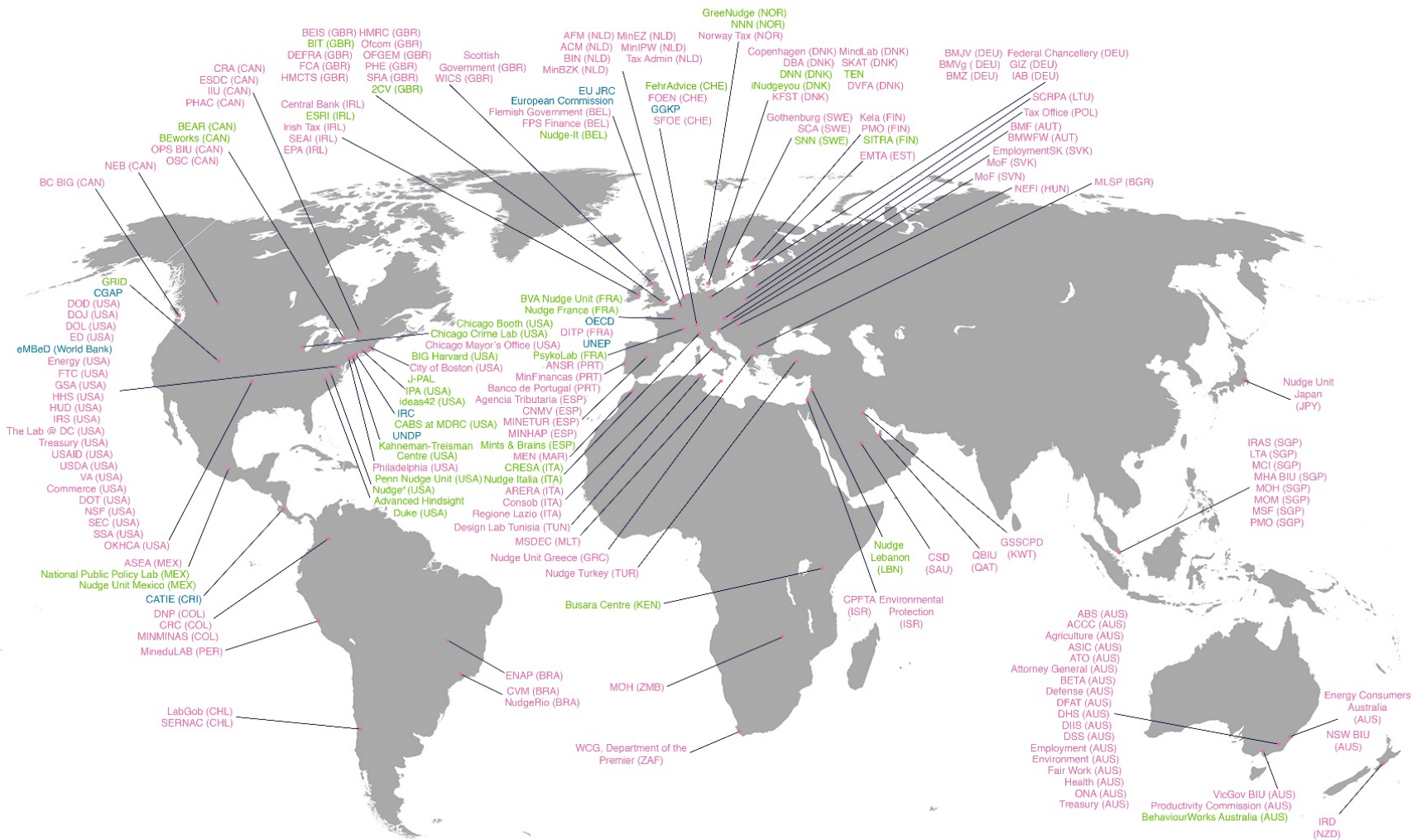


Non solo “nudging”



Sempre piu` istituzioni utilizzano le scienze comportamentali...

Behavioural Insights and Public Policy: Institutions applying BI to public policy around the world



Institutions inside government

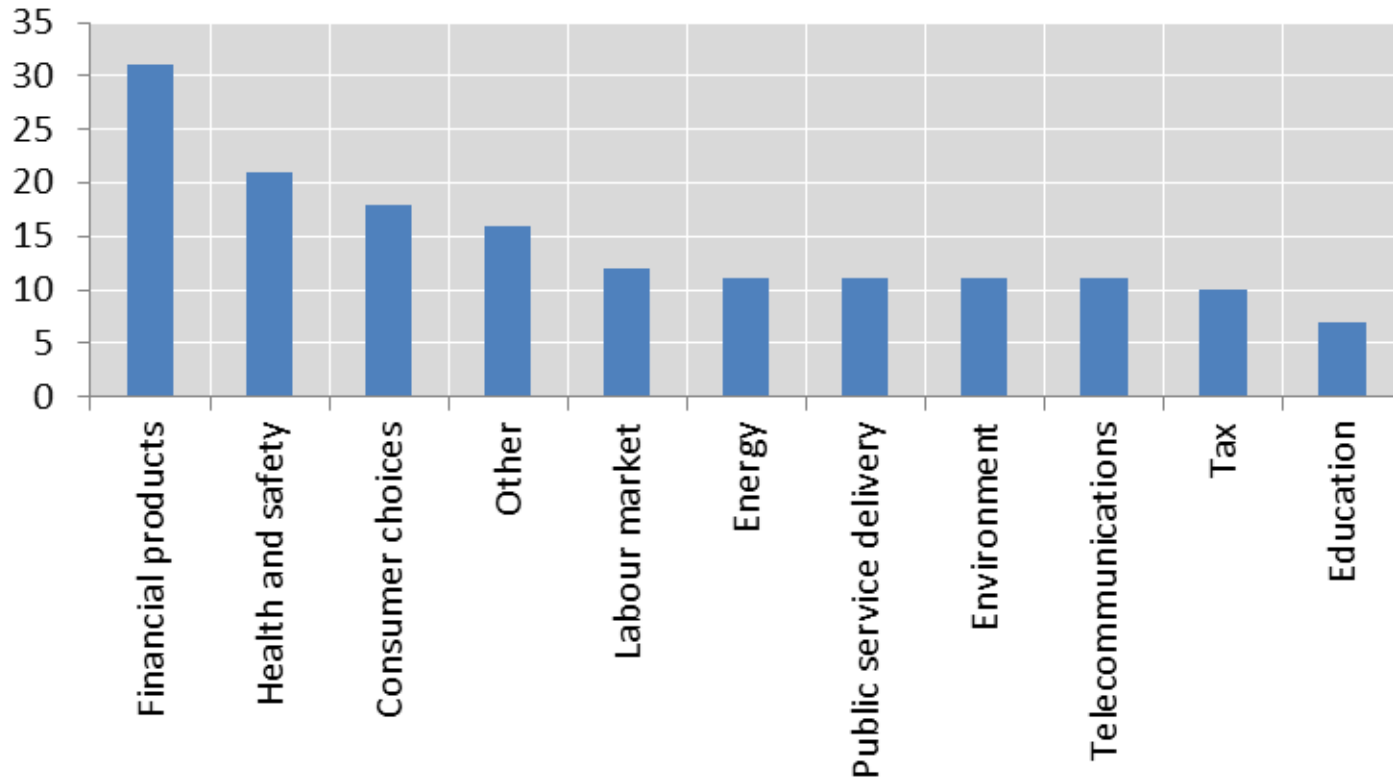
Institutions outside government

Multi-national organisations



...con un'attenzione particolare per la protezione dei consumatori/utilizzatori

Applications of BI by policy areas & sectors (2017)



Source: OECD (2017), *Behavioural Insights and Public Policy*. OECD Publishing.




Opzioni predefinite (defaults) e scelte degli utenti e consumatori

Train search x


Secure | <https://booking.eurostar.com/fr-fr/train-search/standard/7015400/8727100?adult=1&outbound-date=2017-10-11&inbound-date=2017-10-12&outbound-selected-train-id=9080&outbound-selected-coa->

Apps | Default Page (2) | Default Page (3) | GOV Sharepoint | Ipass | Missions - All Mission | OECD Intranet | SERP | Imported From IE

Assurance Voyage



Souscrivez une assurance voyage avec Allianz Global Assistance et partez tranquille.




Assurance annulation

[Conditions générales](#)

Prix total pour tous les voyageurs

12.00 € + ADD

- ✓ Remboursement du billet si vous ratez votre train ou si vous êtes en impossibilité de voyager dans un cas prévu au contrat



Assurance voyage multirisque


[Conditions générales](#)

Prix total pour tous les voyageurs

15.00 € + ADD

- ✓ Assurance annulation
- ✓ Protection des bagages
- ✓ Assistance médicale

Seuls les résidents européens peuvent souscrire cette assurance.
L'ensemble des garanties est applicable dans les conditions et limites figurant dans les conditions générales d'assurance.



EN

11:51 PM
04-Oct-2017



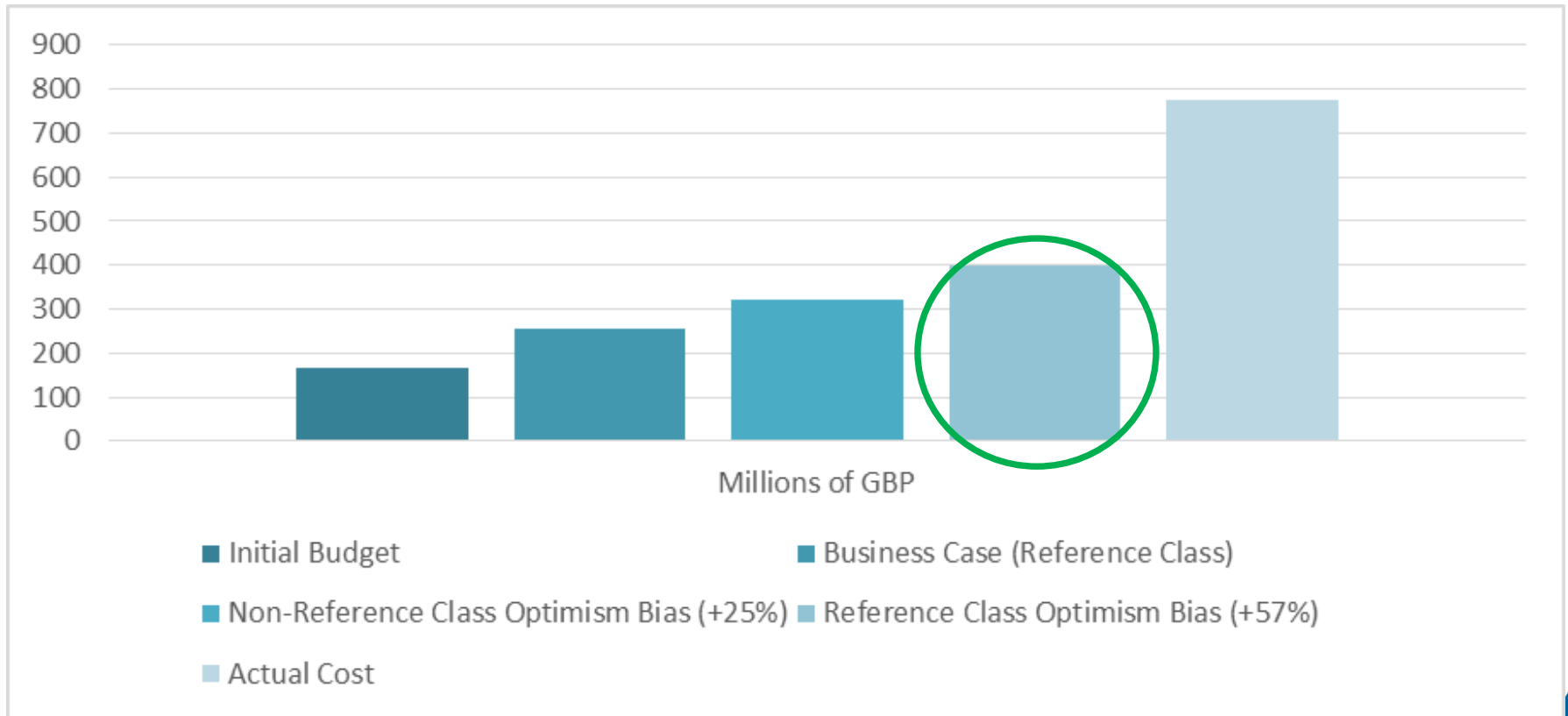
Informare meglio e diversamente gli utenti e consumatori





Ulteriori potenzialità: migliorare le decisioni di politica pubblica...

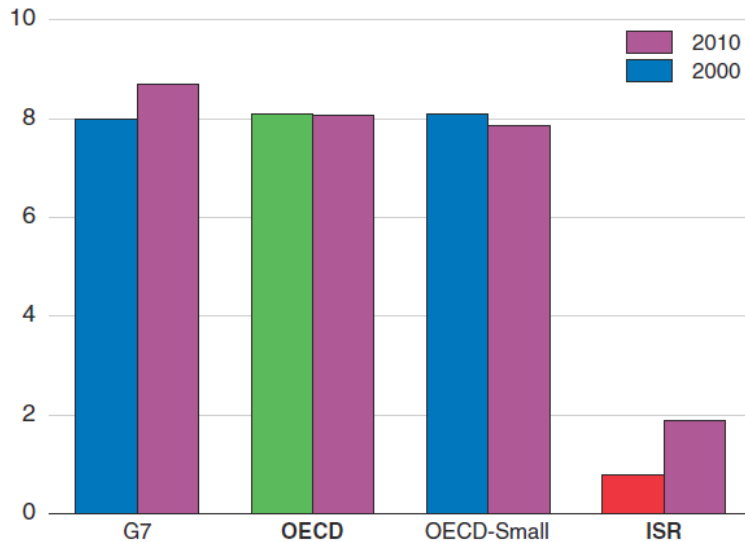
Cost forecasting - 2007 Edinburgh Tram Line 2



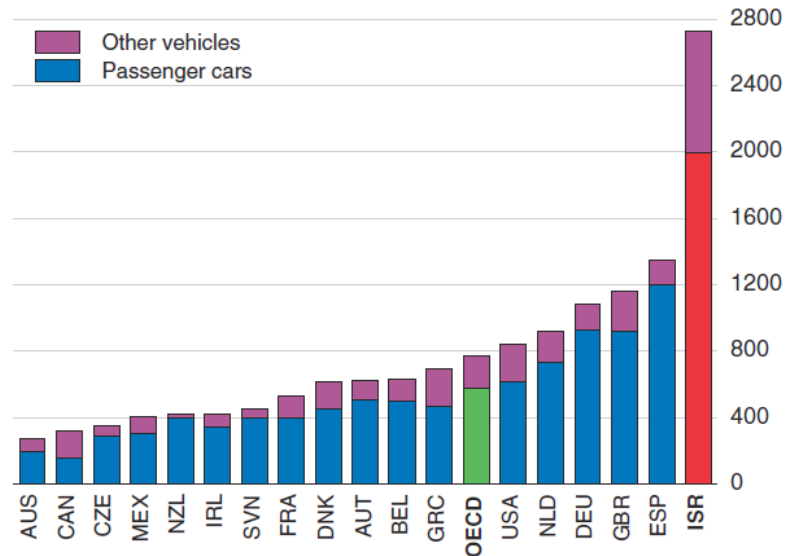


...capire i comportamenti per migliorare il quotidiano

A. Share of train travel in total motorized travel¹
Passenger-km travelled, % share

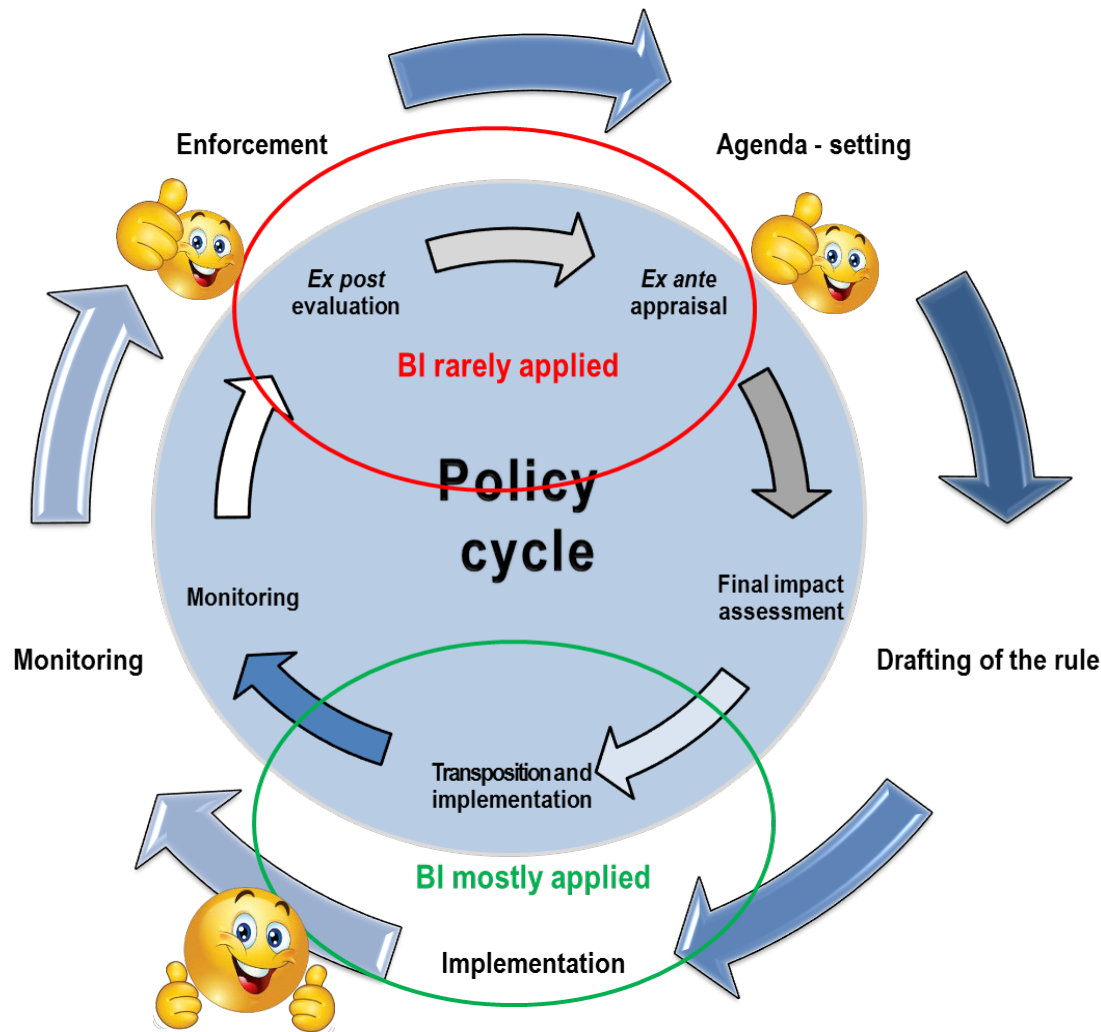


B. Road traffic intensity per network length
1000 vehicle-km/km, 2014²





Come pensare ai comportamenti nella produzione normativa?



Source: OECD (2017), *Behavioural Insights and Public Policy*. OECD Publishing.



Uno strumento di politica pubblica: The BASIC Toolkit



OECD (2019), *Tools and Ethics for Applied Behavioural Insights: The BASIC Toolkit*, OECD Publishing, Paris, <https://doi.org/10.1787/9ea76a8f-en>.



Grazie!



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