

# 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.



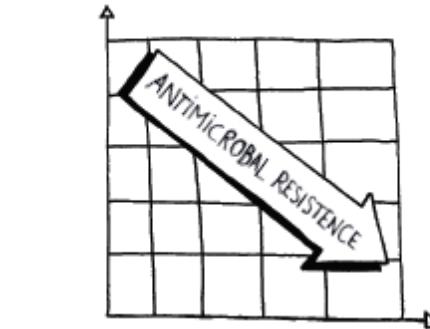
## BEHAVIOURAL INSIGHT:

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.



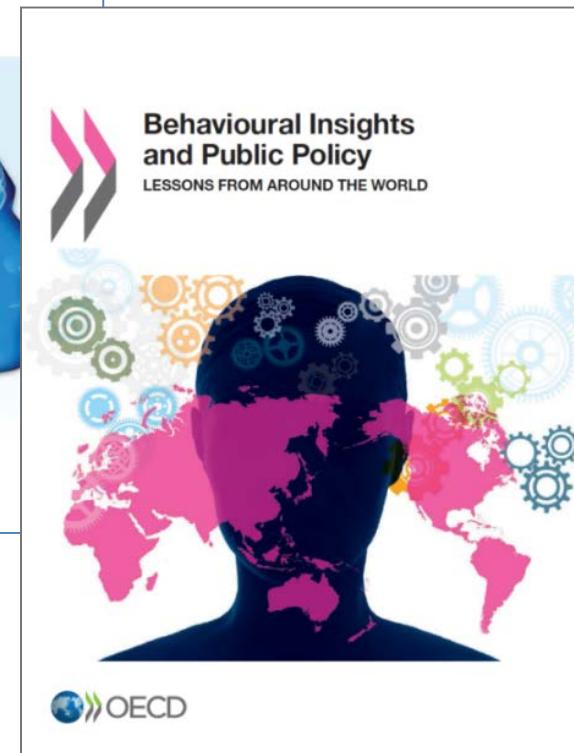
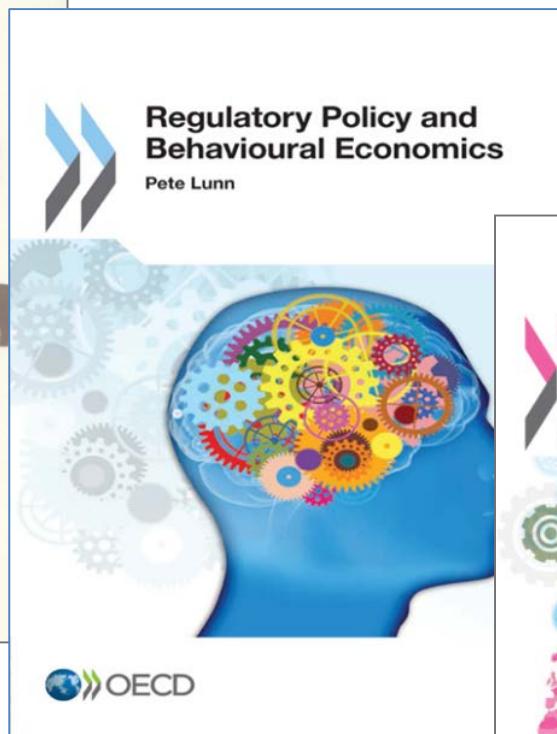
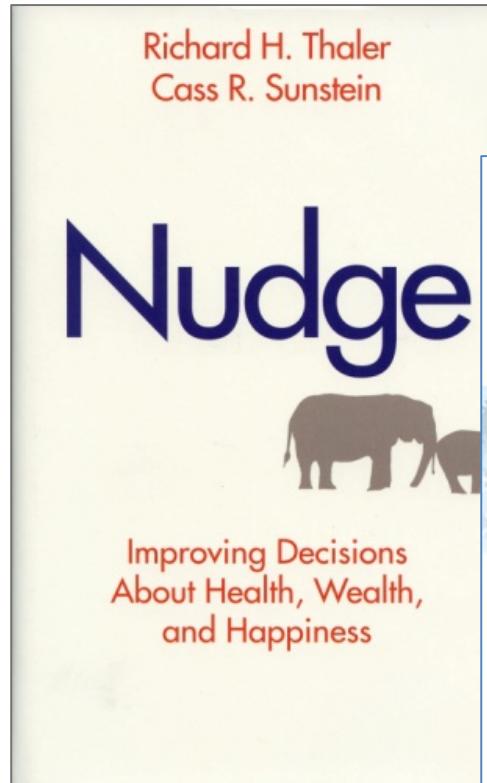
## RESULT:

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.



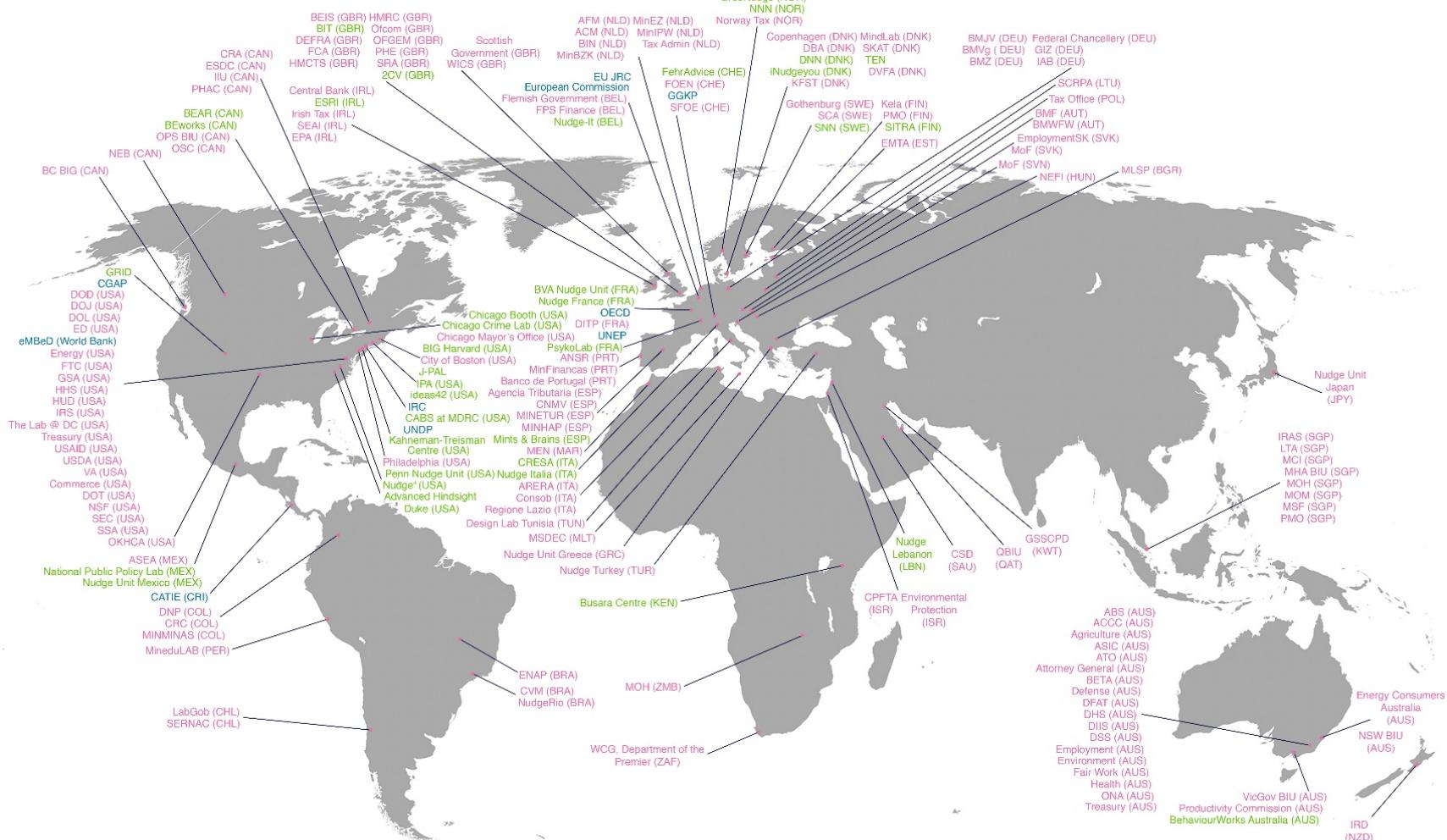


# Non solo “nudging”



# Sempre piu` istituzioni utilizzano le scienze comportamentali...

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



Institutions inside government

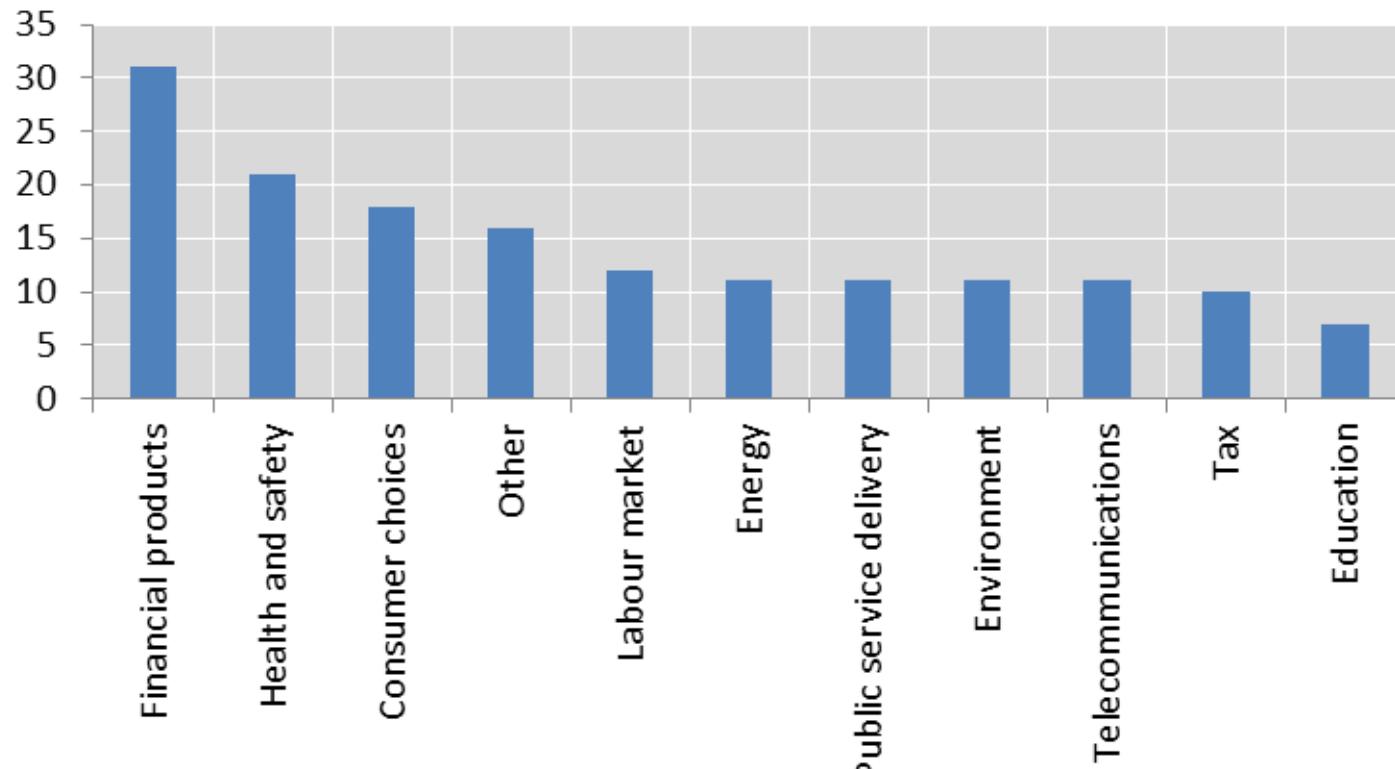
Institutions outside government

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

Screenshot of a web browser showing a travel insurance selection page from Eurostar.

The page displays two insurance options:

- Assurance Voyage** (Allianz Global Assistance):
  - Prix total pour tous les voyageurs: 12.00 €
  - + ADD button
  - Description: 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**:
  - Prix total pour tous les voyageurs: 15.00 €
  - + ADD button
  - Description: Assurance annulation, Protection des bagages, Assistance médicale.

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

Bottom right corner: Tchat (Chat) button.

Bottom navigation bar icons: Windows, File, Office, Excel, Powerpoint, Google Chrome, Internet Explorer, Adobe Acrobat.

System tray icons: EN, Battery, Bluetooth, Network, Volume, etc.

Date and time: 11:51 PM  
04-Oct-2017



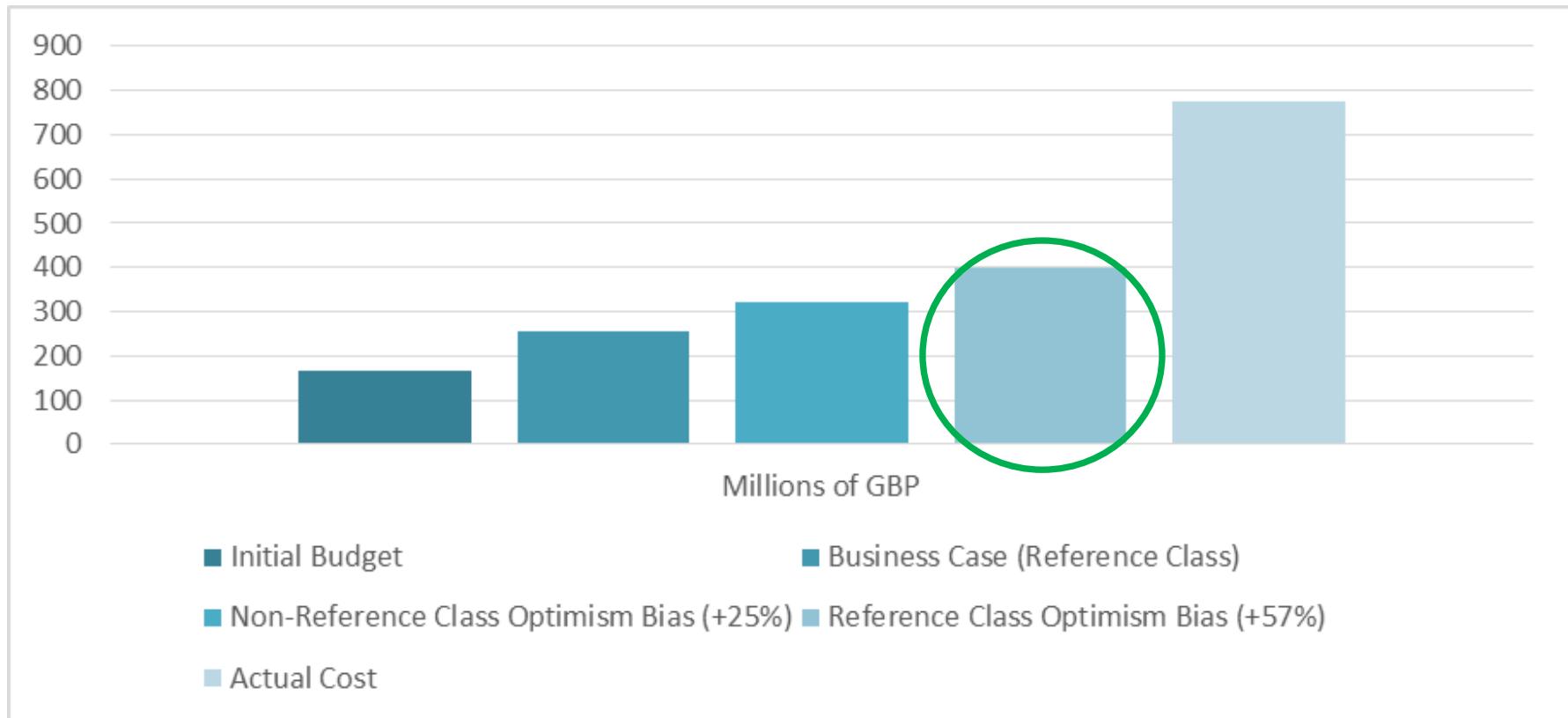
# Informare meglio e diversamente gli utenti e consumatori





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

## Cost forecasting - 2007 Edinburgh Tram Line 2

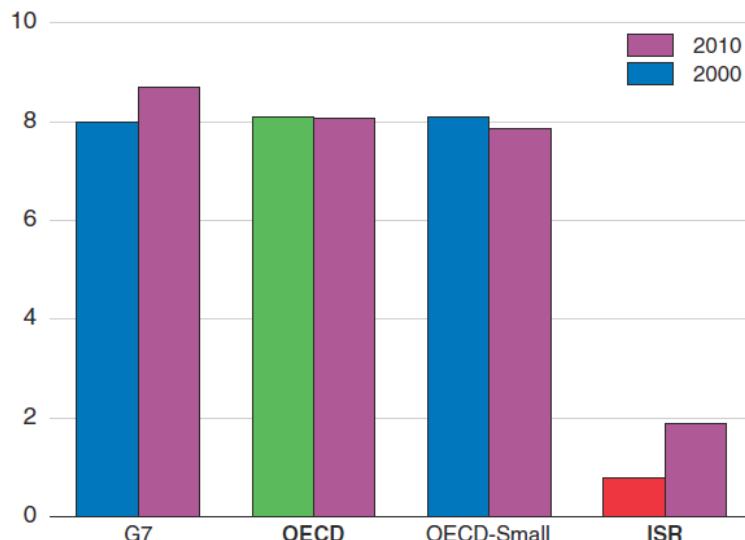


Source: D. Shephard, Applying Behavioural Insights to Organizations: Global case studies, OECD-EC Joint Seminar on Behavioural Insights and Organisational Behaviour, May 2017.

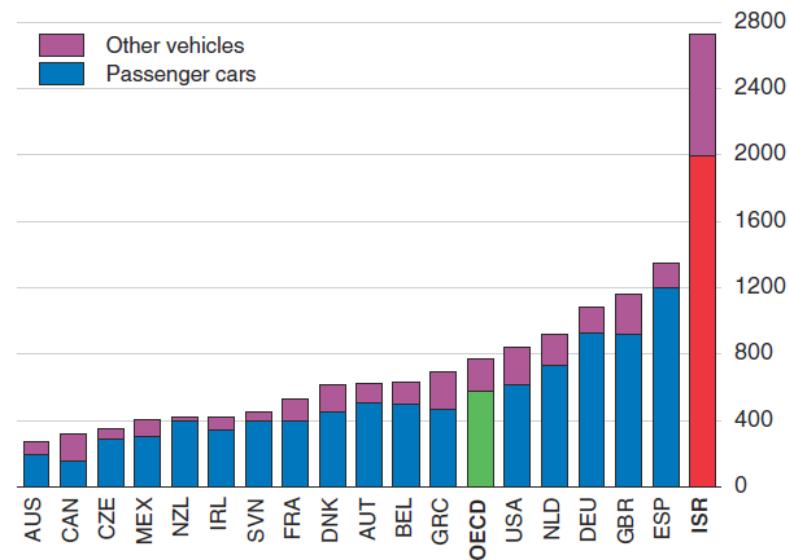


# ...capire i comportamenti per migliorare il quotidiano

A. Share of train travel in total motorized travel<sup>1</sup>  
Passenger-km travelled, % share

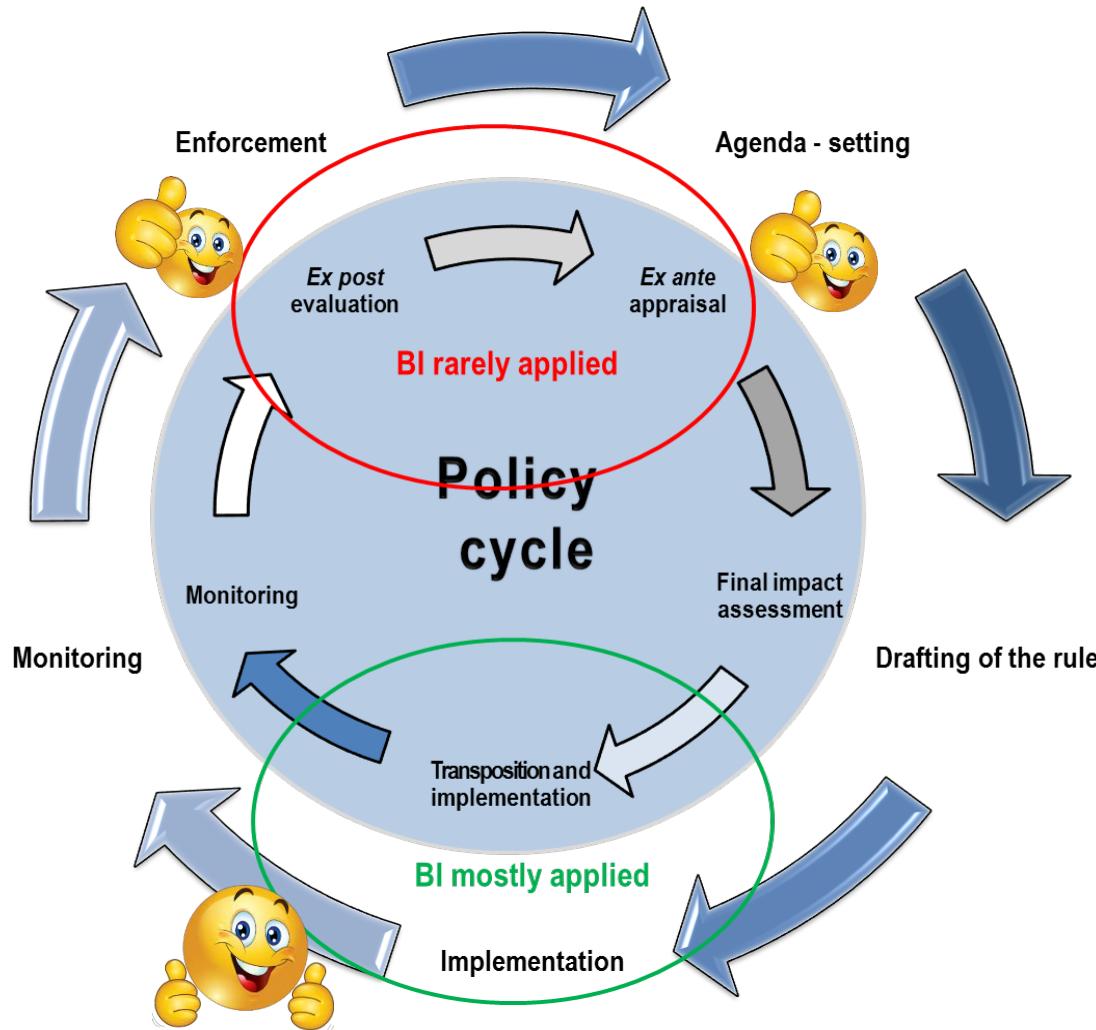


B. Road traffic intensity per network length  
1000 vehicle-km/km, 2014<sup>2</sup>





# Come pensare ai comportamenti nella produzione normativa?



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



# Uno strumento di political 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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