

World Innovation Symposium on Human behavior

Session 1: Behavioral Insights X Technology (BI-Tech)



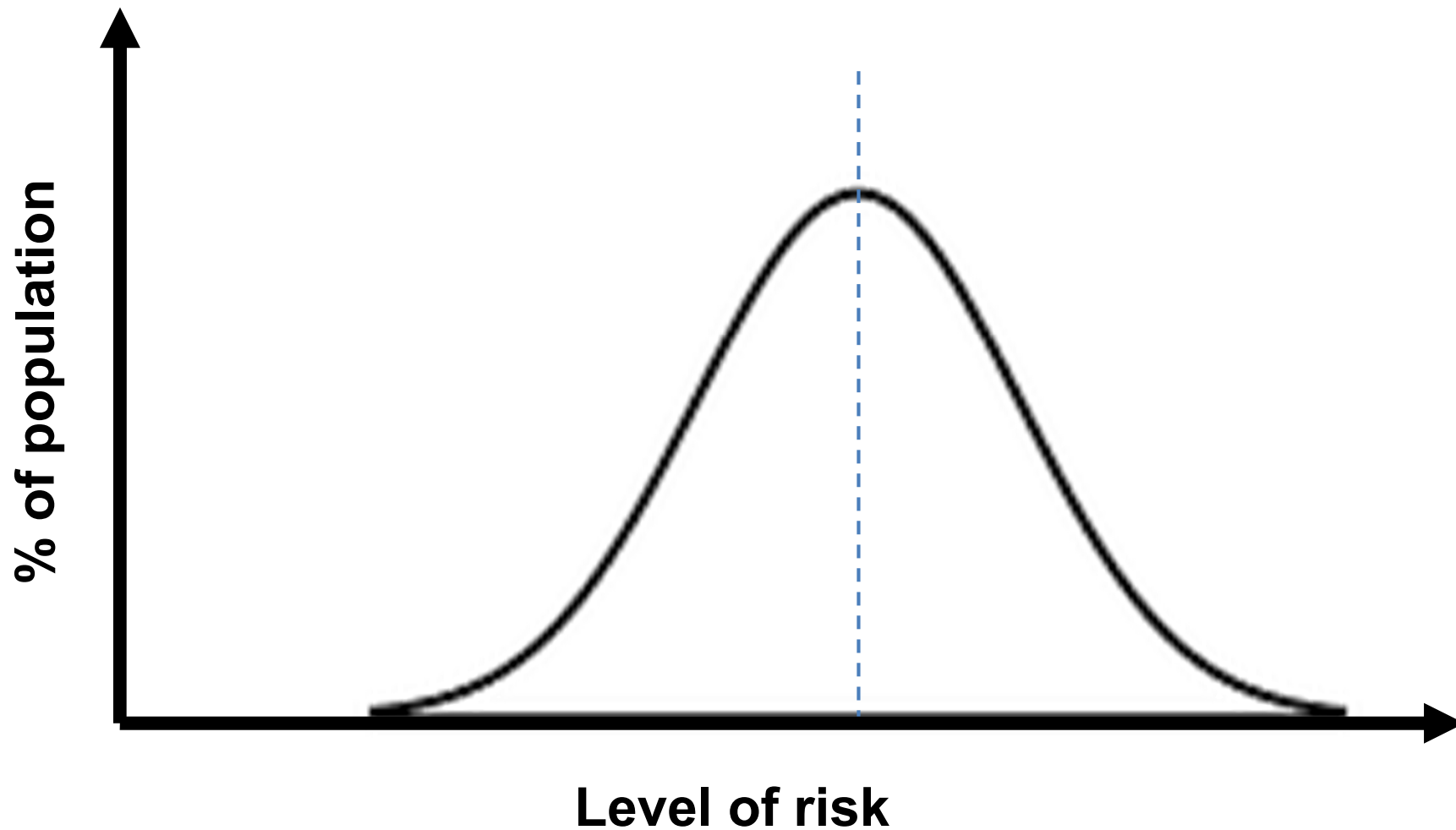
# Eliciting sustainable behavior change through personalization using BI-Tech

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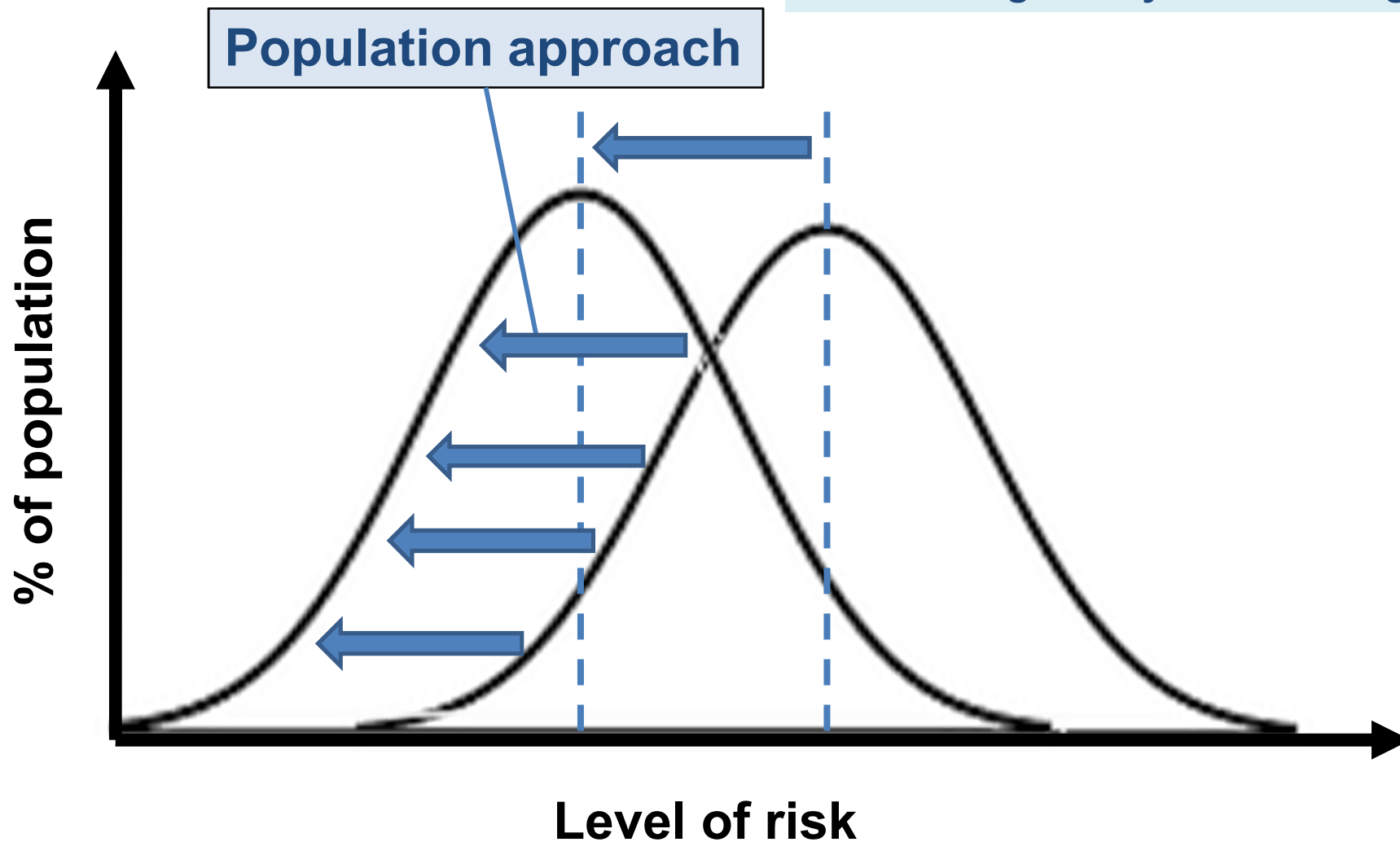
# How to approach people?

# From a public health perspective



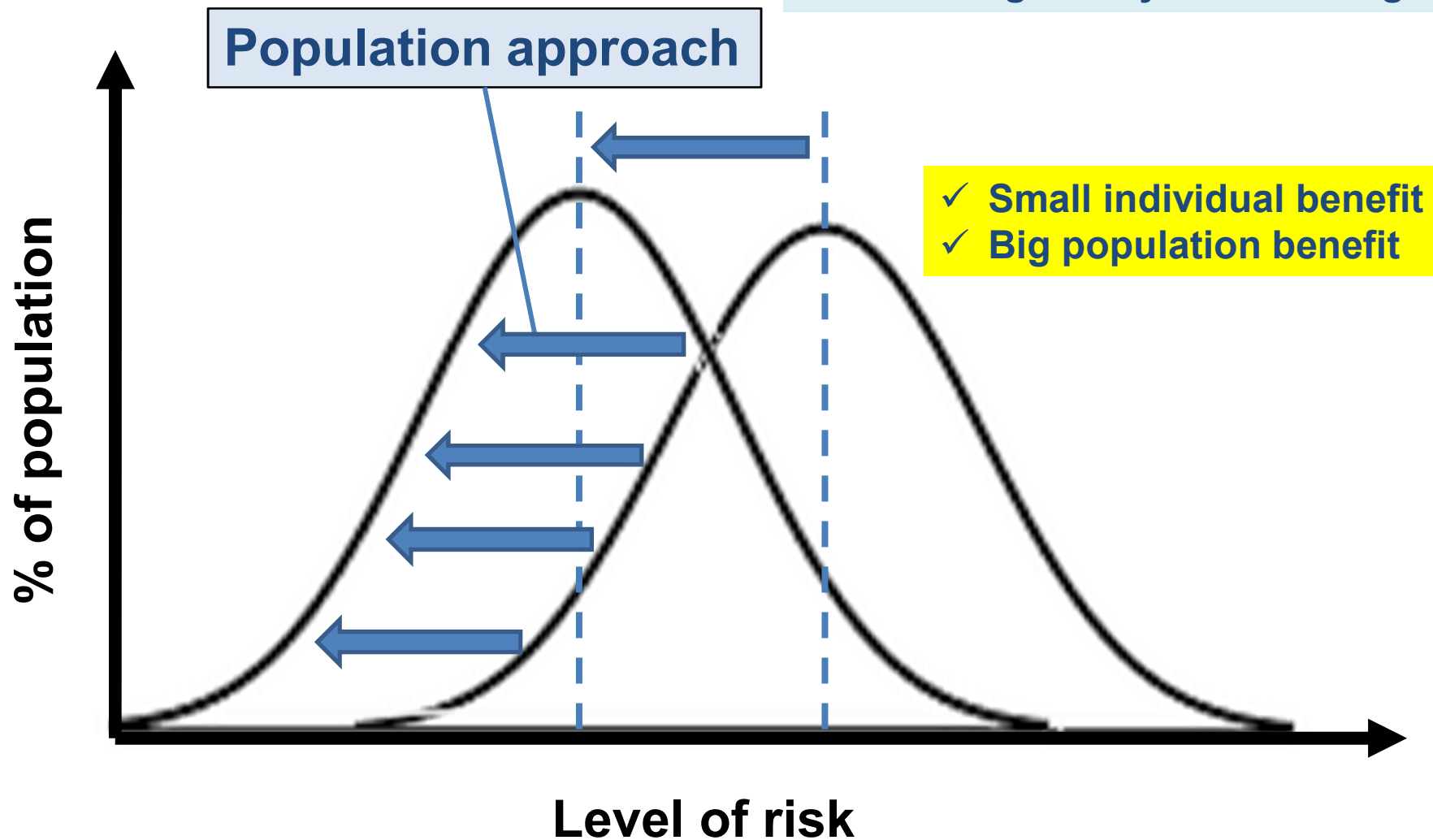
# From a public health perspective

- Shift entire distribution
- Encourage everyone to change



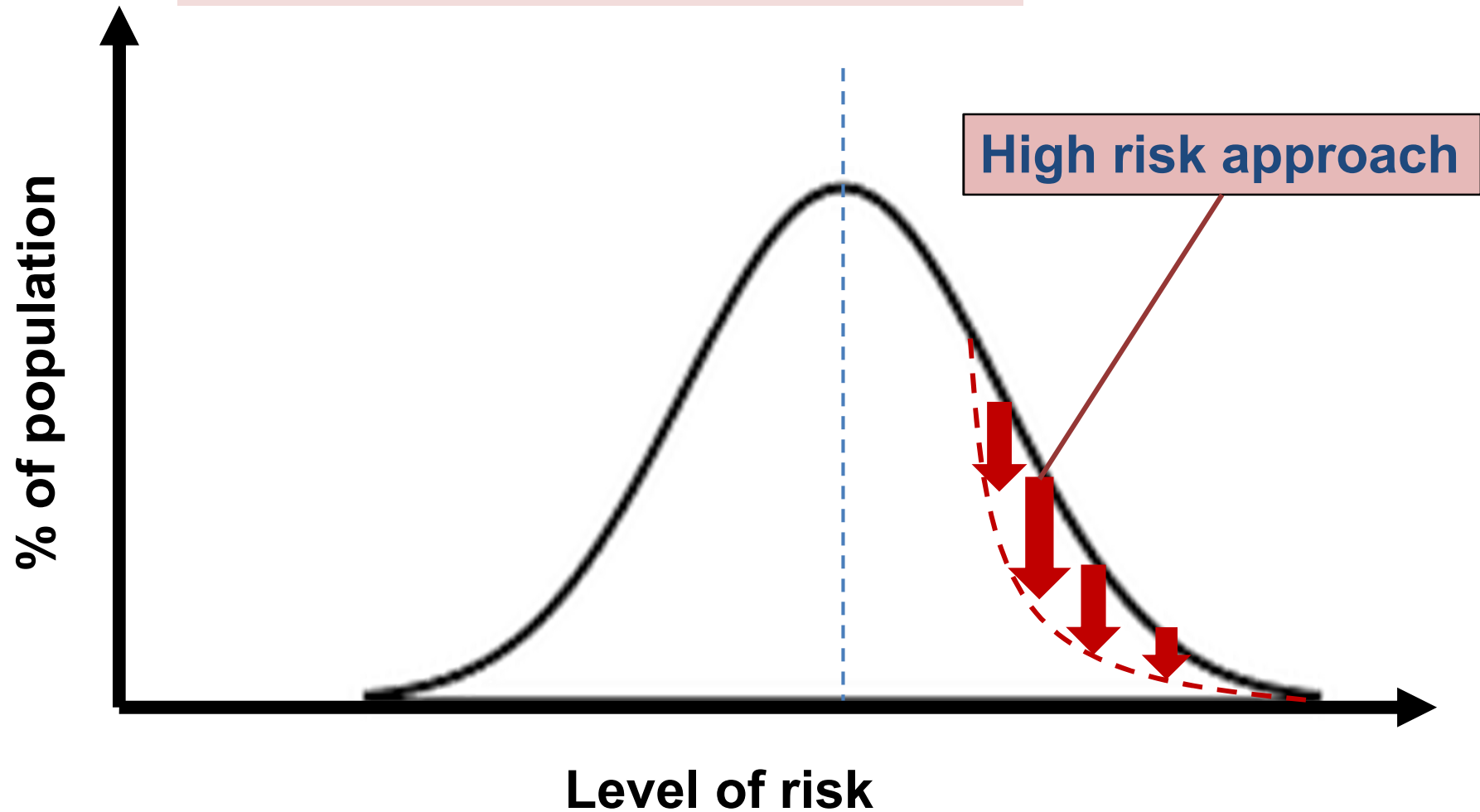
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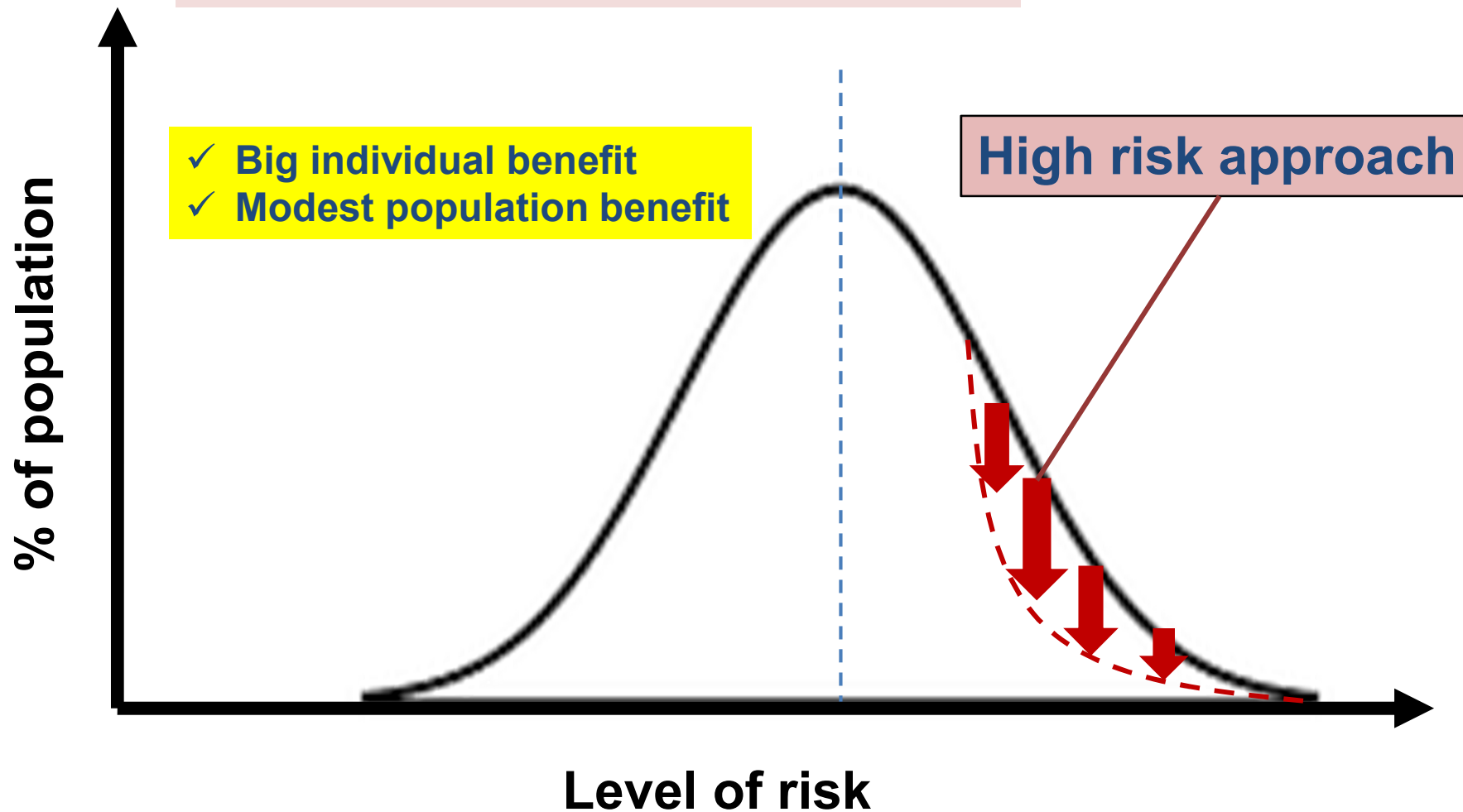
# From a public health perspective

- Identify individuals at high risk
- Reduce their risk by changing behavior



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## From a public health perspective

- **Population approach**



Conventional  
nudge?

- ✓ Small individual benefit
- ✓ Big population benefit

- **High risk approach**

- ✓ Big individual benefit
- ✓ Modest population benefit



## From a public health perspective

- **Population approach**


- ✓ Small individual benefit
- ✓ Big population benefit



Conventional  
nudge?

- **High risk approach**

- ✓ Big individual benefit
- ✓ Modest population benefit



Targeted  
approach is  
also effective!

## Personalization is important to induce behavior change

- ✓ Japan's Ministry of the Environment has been conducting demonstration projects to facilitate low-carbon behavior change by using behavioral insights since 2017.
- ✓ Specifically, a person/household receives personalized feedback leveraging big data analytics (for instance, by AI technology), by collecting energy consumption data and lifestyle attributes through IoT technology.

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**Behavioral Insights x Technology => BI-Tech**

# Sending personalized messages through use of BI-Tech

## Digital nudge using mobile app



# Eco-driving nudge on a mobile app w/ GPS sensor

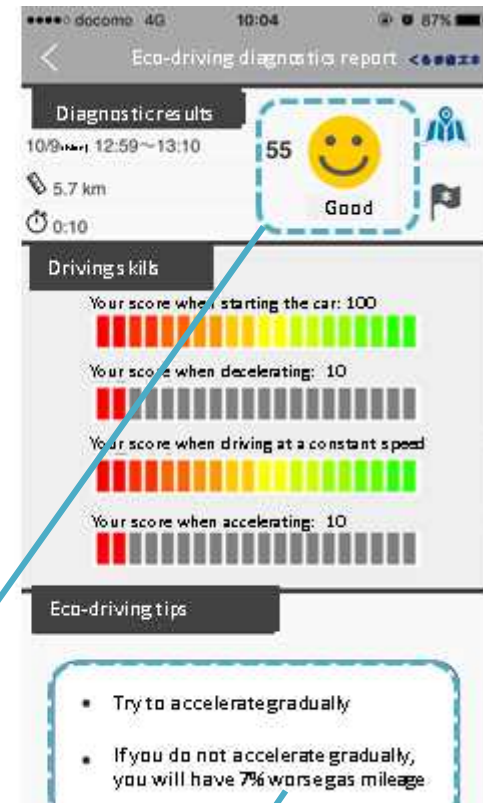


Map displays velocity change and sudden braking/acceleration



Ranking of driving score

Happy-face mark to inhibit boomerang effect



Eco-driving advice utilizing loss aversion language