

World Innovation Symposium on Human behavior

Session 2: Behavioral Insights

X SDGs and "Regional circular and ecological spheres"



Behavioral insights for solving social issues resulting from people's behavior

Tadahiro IKEMOTO, D.Sc., MPH, MPA

Deputy Director, MOE and Co-Founder, HuB

Global BI trends

- ✓ BIs are used to solve a variety of social issues incl. SDGs
 - environment and energy
 - healthcare and medical treatment
 - education
 - tax collection
 - work-style reform
 - eliminating discrimination
 - etc.

Global BI trends

- ✓ BIs are used to complement traditional policy approaches:
- regulatory (e.g. laws)
 - financial (e.g. subsidies)
 - Informational (e.g. increasing public awareness, information provision)



A social issue

- ✓ Is it related with human behavior?
 - ✓ What kind of behavior is it?
 - ✓ What kind of behavior is desirable for individual/society?
 - ✓ What is the barrier inhibiting such a desirable behavior?
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To solve social issues resulting from people's behavior, we should be more concerned with “human” and “behavior”

HuB for public-private partnership focusing on behavior

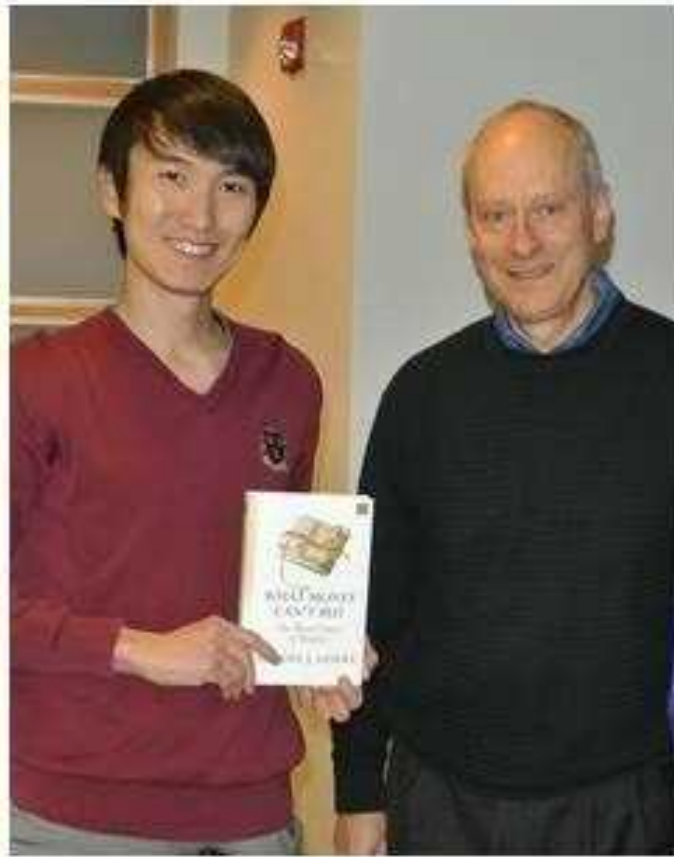
- ✓ Ministry of the Environment, together with some municipalities and businesses, launched a **public-private partnership council** focusing on human behavior to **solve social issues resulting from people's behavior** (HuB, Human Behavior) on Feb 2019
- ✓ The HuB is a platform and holds fora to exchange opinions and share information



Behavioral insights

for ... **what?**

A possible answer: "What Money Can't Buy"



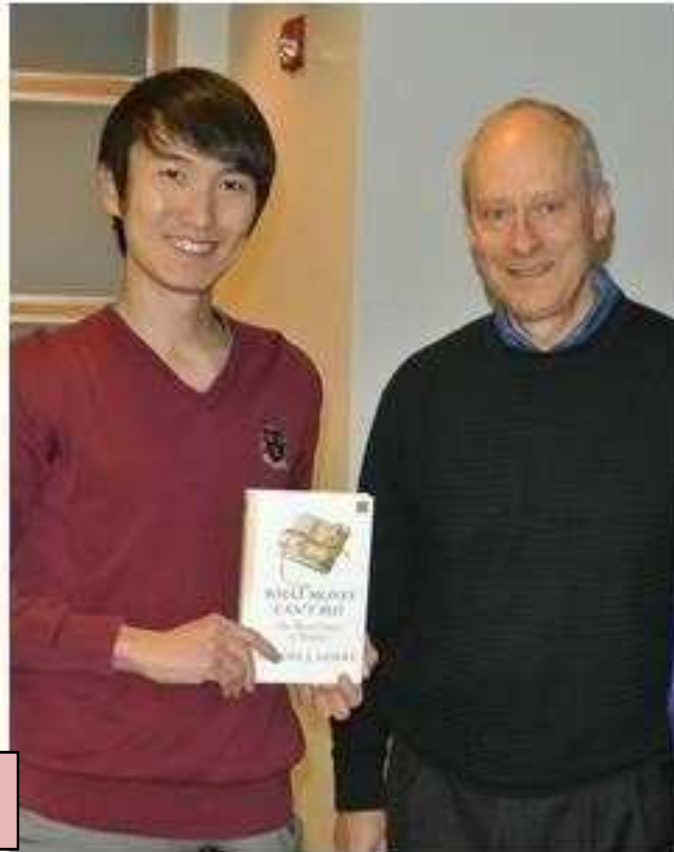
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Current meaning of
Economy in Japanese



People

Society



A possible answer: "What Money Can't Buy"

Current meaning of
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People

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We should
keep in mind"

