

Session Title: Behavioral Innovation for a Decarbonized Society

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Abstract title: A policy mix for behavioural change and decarbonisation

Behavioural insights can play an important role in supporting decarbonisation by identifying the behavioural barriers to sustainable consumption patterns, and conversely the behavioural triggers that can prompt them. Innovative interventions such as ‘nudges’ have proven helpful in a range of policy areas – from encouraging energy efficient consumption patterns and investments to promoting fuel-saving driving practices.

However, given the urgency of climate action, policy-makers should exploit a more extensive policy mix, including environmental taxes and regulations – behavioural insights can also play a role in designing these ‘traditional’ policy tools.