



IDB BEHAVIORAL ECONOMICS GROUP

➔ Highlights 2024

INTRODUCTION



The **IDB Behavioral Economics Group** is an interdepartmental working group on behavioral economics. For over a decade, the IDB has been partnering with local and national governments in Latin America and the Caribbean to promote knowledge related to individual and collective decision-making.

Our projects and interventions cover **more than 20 countries** in the region.

Our work has focused on key sectors such as **education, gender, health, social security, taxes, public administration, environment, road safety, and water and sanitation.**

Through our efforts, **we hope to better serve our countries and continue improving people's lives.** On the following pages you will find project highlights for 2024.

TRANSPORT



👉 [A report examining the behavioral and cognitive biases contributing to frequent road accidents in our region](#), highlighting successful global initiatives using behavioral insights, and reviewing interventions in Latin America and the Caribbean aimed at enhancing road safety.

👉 [A two-day in-person training event in Colombia introducing over 40 government officials](#) from the Agencia Nacional de Seguridad Vial and Bogotá's Secretaría Distrital de Movilidad to the applications of behavioral economics in road safety.



TAXES



- A two-day in-person training event in Colombia introducing over 40 government officials to the applications of behavioral economics in tax compliance.

The following agencies participated: APC-Colombia; Banco de la República; Dirección de Impuestos y Aduanas Nacionales; Ministerio de Hacienda y Crédito Público; Secretarías de Hacienda de Bogotá, de Cali, y de Medellín; and IBO - Laboratorio de Innovación Pública.

- A three-session online training event introducing close to 100 government officials from the Dirección de Impuestos y Aduanas Nacionales of Colombia to behavioral economics and its applications in tax compliance.

- An online and in-person training event in Colombia introducing over 70 government officials from the Dirección de Impuestos y Aduanas Nacionales to the methodology followed by the IDB Behavioral Economics Group for the design, implementation, and evaluation of behavioral interventions.



ENVIRONMENT



- 👉 A study to understand and improve **hurricane adaptation behaviors in Jamaica**. Results will be published in 2025.
- 👉 A guide for conducting behaviorally informed **interventions to reduce businesses' carbon footprint**.

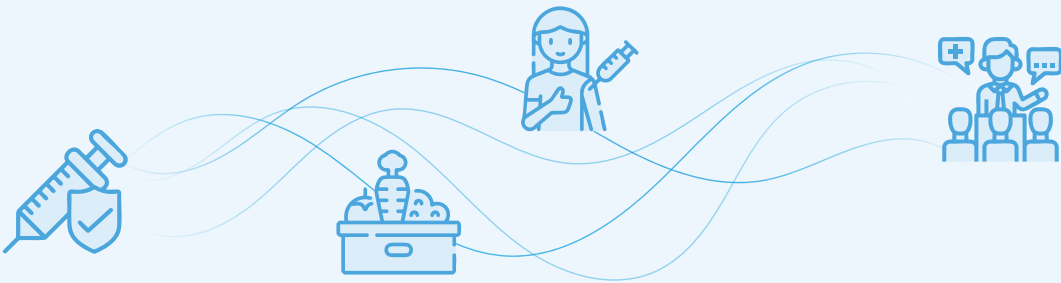
- 👉 A study about **improving the efficiency of early warning systems** using behavioral science in Ecuador.



HEALTH



- An intervention to increase **vaccine take-up in Suriname**. Results to be published in 2025.
- An intervention to increase **consumption of locally sourced produce in Barbados**. Results to be published in 2025.
- A study examining the **effectiveness of dynamic norm nudges in promoting second-dose HPV vaccinations** in Colombia.
- A toolkit providing policymakers practical **tools to design interventions that increase immunization against HPV**.
- An in-person seminar for government officials from Colombia's Ministerio de Salud y Protección Social on **using behavioral sciences to increase HPV vaccination**.

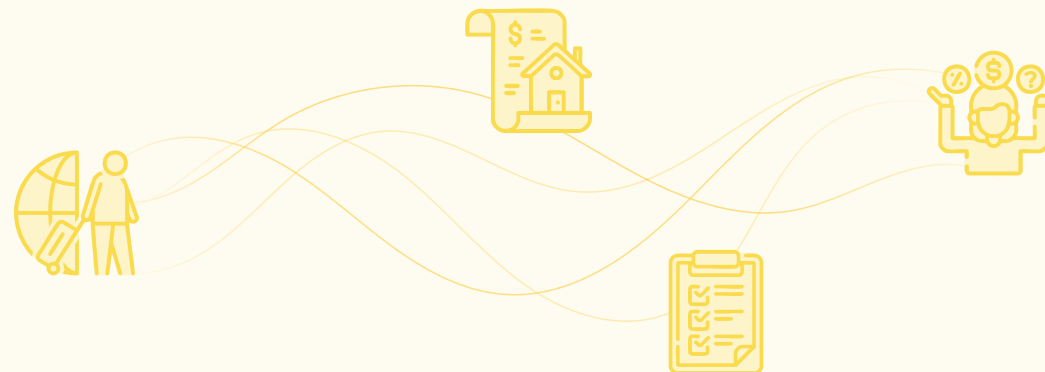


GENDER AND DISCRIMINATION



- 👉 A study about the [effects of tax related messages on women versus men](#).
- 👉 Research about the [impact of the gender of the interviewer on survey responses](#) in Latin America and the Caribbean.

- 👉 A study about the [impact of an intervention focused on reducing discrimination](#) against Venezuelan migrants in the screening of home rental applications.



CAPACITY BUILDING



👉 Launch of the twenty-first, sixth, and twelfth editions of the [IDB's free online course on behavioral economics](#) in Spanish, Portuguese, and English, respectively. More than 7,500 policymakers across the region have successfully completed the course.

Besides the already mentioned training events, other relevant workshops are mentioned below.

- 👉 **Guatemala City, Guatemala:** Online and in-person two-day training event for government officials on the tools of behavioral economics and its applications in public policy.
- 👉 **Barbados:** Online one-hour seminar for IDB staff on the tools of behavioral economics and its applications in public policy.

👉 **Georgetown, Guyana:** i) in-person one-day training event for government officials on the tools of behavioral economics and its applications in public policy; and ii) in-person one-day training event for IDB staff on the tools of behavioral economics and its applications in public policy.

👉 **Argentina:** i) in-person behavioral economics seminar for faculty of Universidad Di Tella; ii) in-person behavioral economics seminar for faculty of Universidad Austral; and iii) in-person behavioral economics seminar for faculty of Universidad Nacional del Sur.

👉 **Virtual seminars for:** CLAD, GLOCAL 2024, AFD – France, and UPenn.

ADVISORY SERVICES



Internal

- **INE/TSP:** Using behavioral science to increase road safety in Guyana.
- **INE/WSA:** Using behavioral science to improve waste management in Trinidad and Tobago.
- **IDB Invest:** Using behavioral science to increase efficiency in water consumption in Brazil.
- **KIC:** Using behavioral science to improve IDB's time reporting employee portal.
- **ETH/ETH:** Using behavioral science to increase awareness of the roles and responsibilities of the Ethics Department.

External

- **Alcaldía Mayor de Bogotá:** Using behavioral science to increase efficiency in water consumption.
- **Red de Ciudades Cómo Vamos:** Using behavioral science to improve the perception of older individuals in the labor market in Colombia.



PUBLICATIONS

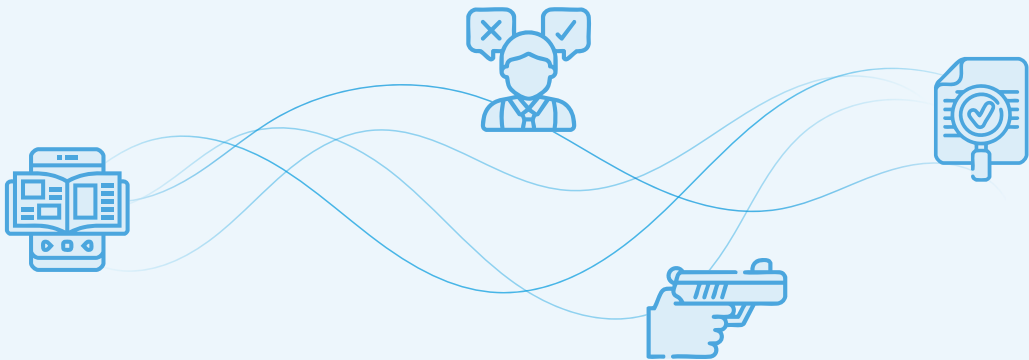


Besides the previously mentioned publications, other relevant studies are noted below.

➔ A study about the relationship between behavioral biases and gun ownership and safety.

➔ An experiment assessing the influence of confirmation and refutation frames on engagement with online fact-checks.

➔ A study evaluating the impact of a behavioral economics training course on policy decision-making.





behavioral.iadb.org

[IDB Behavioral Economics Group: Highlights of the Year 2022](#)

[IDB Behavioral Economics Group: Project Highlights of the Last Decade](#)

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