



IDB BEHAVIORAL ECONOMICS GROUP

Highlights of the Year
2022

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INTRODUCTION

The IDB Behavioral Economics Group is an interdepartmental working group on behavioral economics. For nearly a decade, armed with the tools and insights offered by psychology and economics, 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 in the region. Through this work, we hope to serve our countries better and continue improving people's lives. On the next pages you will find our project highlights for 2021 and 2022.



EDUCATION



- A redesign of the application process for new teachers positively attracted candidates to hard-to-staff schools in Ecuador.
- An email campaign to motivate top-performing high school students to pursue a career in education did not show significant results in Chile.

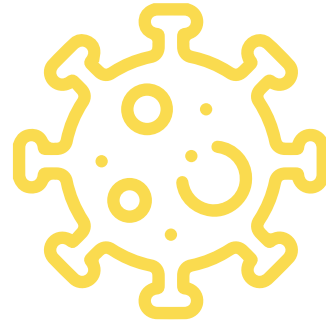




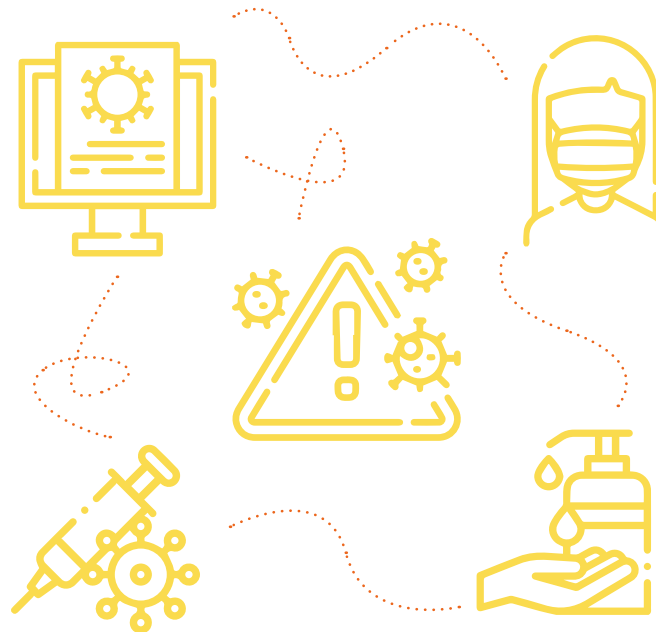
HEALTH



- An online tool to book appointments increased cervical cancer screenings in health centers in Uruguay.
- A text message campaign increased HPV vaccination rates in Colombia. The behavioral tools tested were social norms, information to change erroneous beliefs, emotional content, framing, and planning tools.



COVID-19



- A gamified online intervention [improved attitudes toward COVID-19 vaccines](#) in Mexico.
- An informational [video-based online intervention](#) did not improve attitudes toward COVID-19 vaccines in six Caribbean countries.



TAXES



- A redesigned tax bill that helped people calculate fines and understand potential legal consequences in the event of non-compliance [reduced tax evasion](#) in Junín, Argentina.



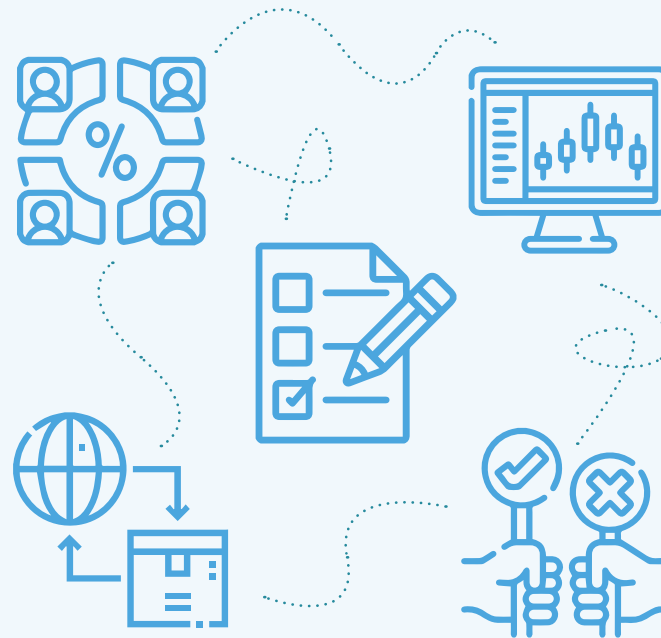
ENVIRONMENT



- A text messaging campaign [encouraging participation in Tsunami drills](#) generated valuable insights about the disaster risk management system of five municipalities in Ecuador.
- A project with [corn producers in Argentina yielded valuable insights about their behavioral barriers](#) to compliance with good agricultural practices.



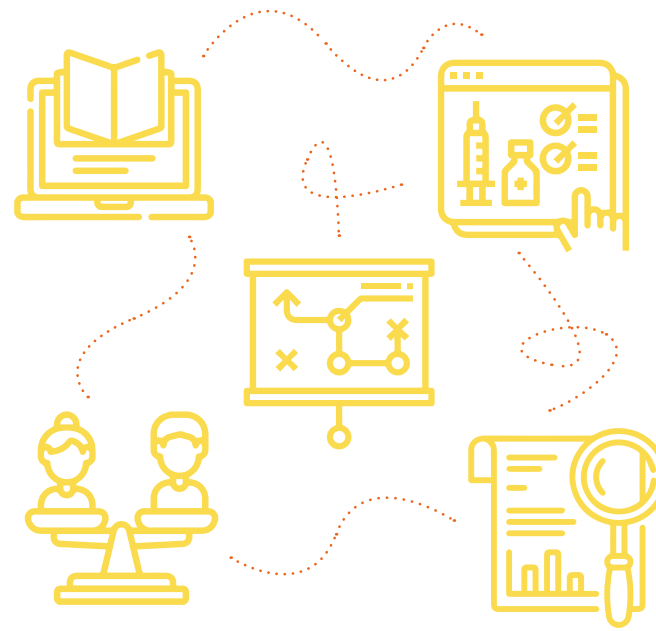
TRADE



- A survey experiment with different framing prompts strongly affected preferences about trade in 18 Latin American countries.



OTHER ACHIEVEMENTS OF THE GROUP



- A report summarizing the tools and lessons learned from our [behavioral economics interventions over the last decade](#). The interventions described in this report cover more than 14 countries in the region in eight key areas: education, gender, health, COVID-19, social security, taxes, and public administration.
- A toolkit summarizing the work on HPV vaccinations and giving practitioners and policymakers [practical tools to design interventions](#) informed by behavioral economics to increase immunizations against HPV.
- A policy note on behavioral science strategies [to help close the gender gap](#).





OTHER ACHIEVEMENTS OF THE GROUP



- Launch of the fifteenth, third, and sixth editions, respectively in Spanish, Portuguese, and English, of the IDB's [free online course on behavioral economics](#). More than 5,000 policymakers across the region have successfully completed the course.
- Eight workshops, online and in-person, for IDB staff and external audiences on the fundamentals of behavioral economics and the group's methodology.



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