# PAPER NUMBER #465

# Taking Nudges to Scale: Understanding how policies are made and the trade-offs that do and don’t lead to evidence-based policy

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Trials will often show that interventions are effective on a small scale, but then are rarely scaled up into public policy. From outside government this can be maddening. If we know the answer to a question, why won’t the policy be scaled? From the inside of government being told that we already know the answer and just need to get on with it can be equally frustrating.

The experiences from Behavioural Insights (BI) Units or ‘Nudge Units’ may help practitioners in and outside government deliver policies that work. Hundreds of Behavioural Insights Units have been established in governments across the globe, charged with the application of the Behavioural Sciences to public policy. These units have run numerous trials across all policy domains and developed thousands of interventions. By working in central government, these units have an acute understanding of where the trade-offs that do and don’t lead to evidence-based policy lie.

In this interactive 60-minute session we will give audience members different roles to play, with the shared aim of delivering the best possible policy to citizens. You will hear BI practitioners talk candidly about the ways in which policies have been be designed in collaboration with researchers, policymakers and frontline workers. The session will conclude with practical tips, lessons and questions for implemented evidence-based policies.