

The behavioral scientist guide to sustainable public procurement

#Not_an_expert_in_sustainable_procurement

Behavioral Science Is About How We Make Decisions



Think Automatically



We tend to think fast and rely on **mental shortcuts**



Think Socially



We cooperate, as long as others do the same, and **rely on** social networks and **norms**



Think with Mental Models



We do not invent new concepts, but rather use **mental models** drawn **from** society and a **shared history**

Decisions and policy



Standard policy tools

- Information
- Incentives and prices
- Laws



Behavioral policy tools

- Defaults
- Role models
- Mindsets

Who we are

A development-focused, applied behavioral science unit @World Bank.

Integrate behavioral sciences to development policy and generate capacity in World Bank operations, governments and partners at scale.



On a good day, we support a portfolio of 50+ projects, many multi-country

We provide advice and support to help policymakers define and diagnose policy problems from a behavioral perspective.

We design and evaluate behaviorally-informed solutions to improve development outcomes.

With our global network of partners, we expand the capacity and use of behavioral insights in policy at scale.

What problems?



Climate & Energy



Effective
Organizations



Financial Inclusion &
Taxation



Gender Equality



Health & Well-being



Learning & Beliefs



Mindstats & Measurement



Social Cohesion



Jobs



Project cycle and behavioral science inputs

1. Solve the right problem given the context

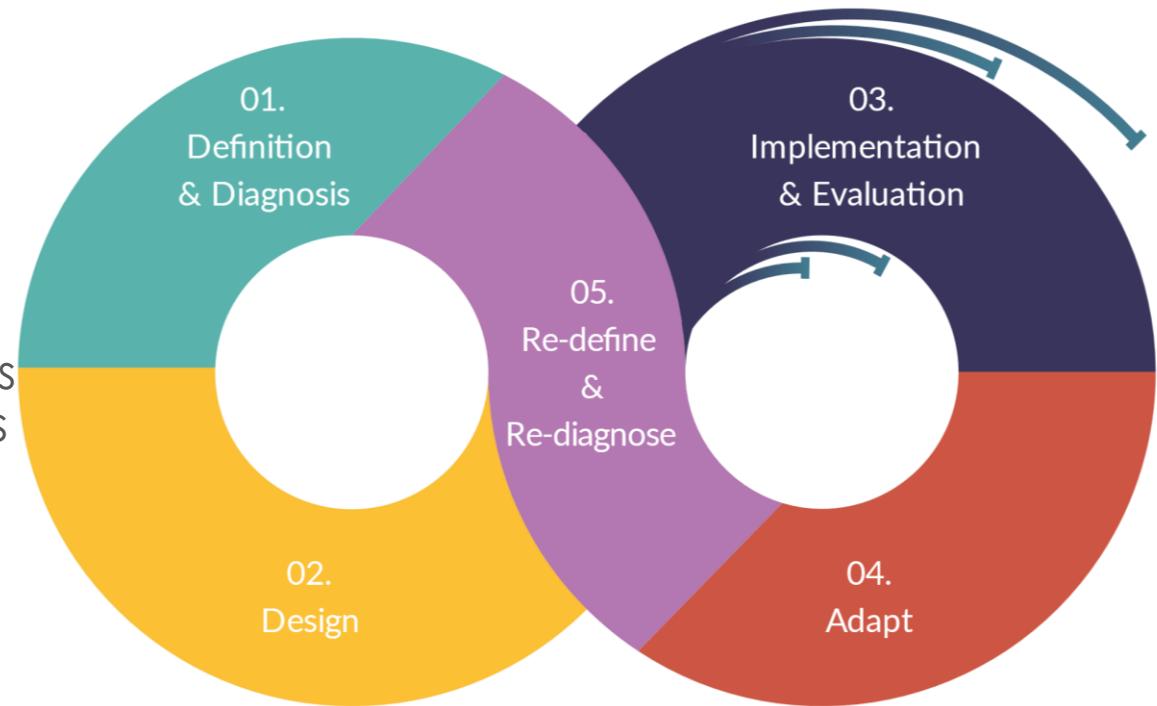
Define and diagnose specific behaviors you want to promote.

2. User journey and behavioral mapping

Break behaviors into smaller decisions taken by various actors. This allows us to identify behavioral bottlenecks and ideas on how to solve them.

3. Solutions, testing what works and iteration

Rigorously test these insights to investigate whether they or not they work and iteratively adapt solutions.



The relevant actors in sustainable public procurement



Policy makers



Procurement officials



Bidders

Let's flesh out the procurement official decision-making process



Procurement officials



1 Individual context

- Incentives, rewards and recognition
- Aspirations
- Self-perception
- Mindsets and beliefs
- Bandwidth



2 Social context

- Norms: Peers and colleagues
- Authority: Superiors
- Social expectations & pressure: Bidders, politicians, citizens



3 Environmental context

- Choice architecture
- Information & processes
- Accountability
- Institutional culture & governance
- Regulation



1 Individual context

2 Social context

3 Environmental

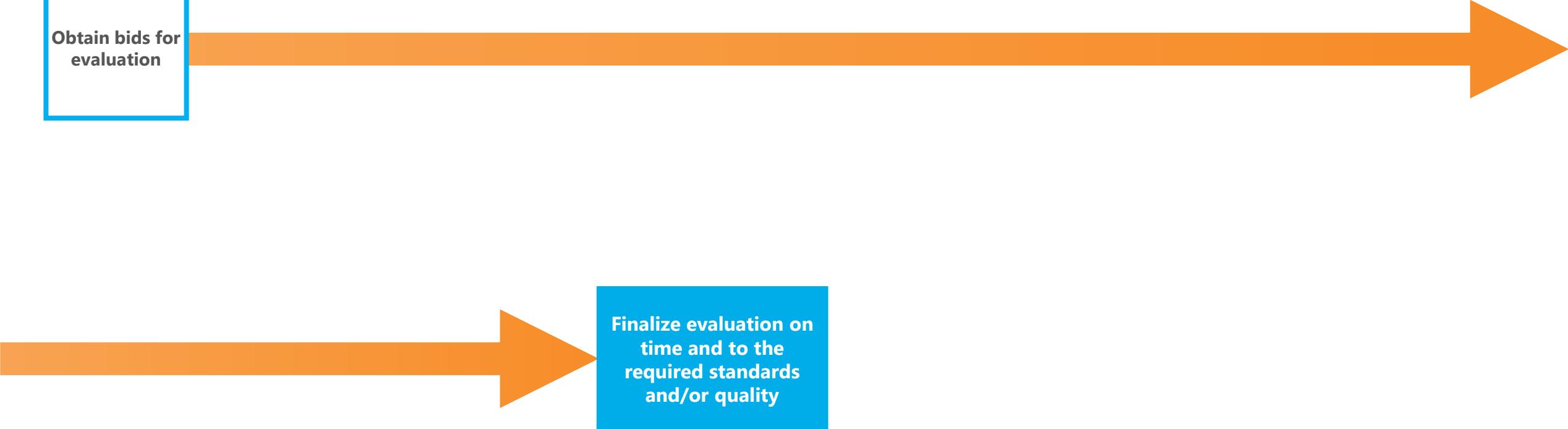


Examples

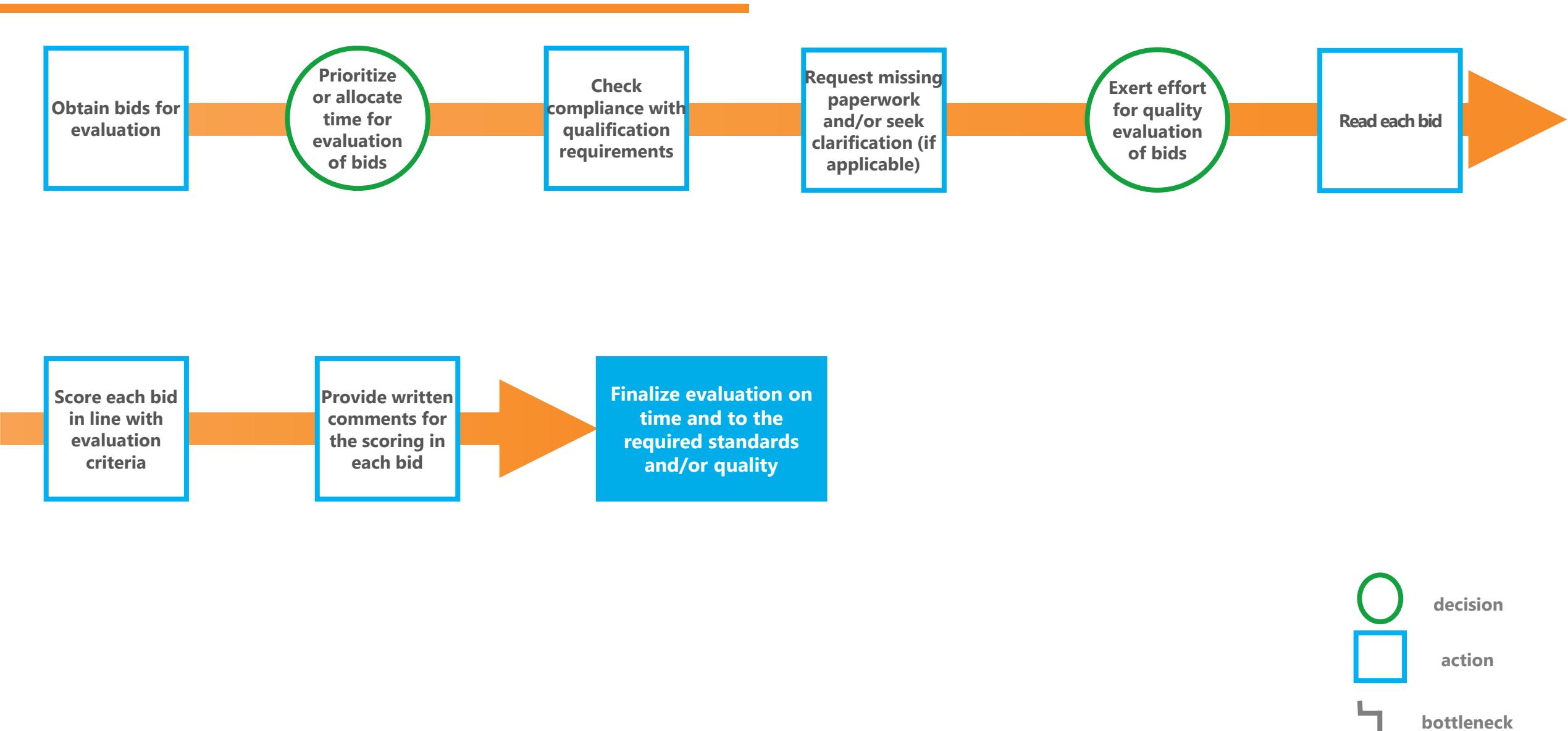
1. Solve the right problem

A procurement officer behavioral journey to procuring

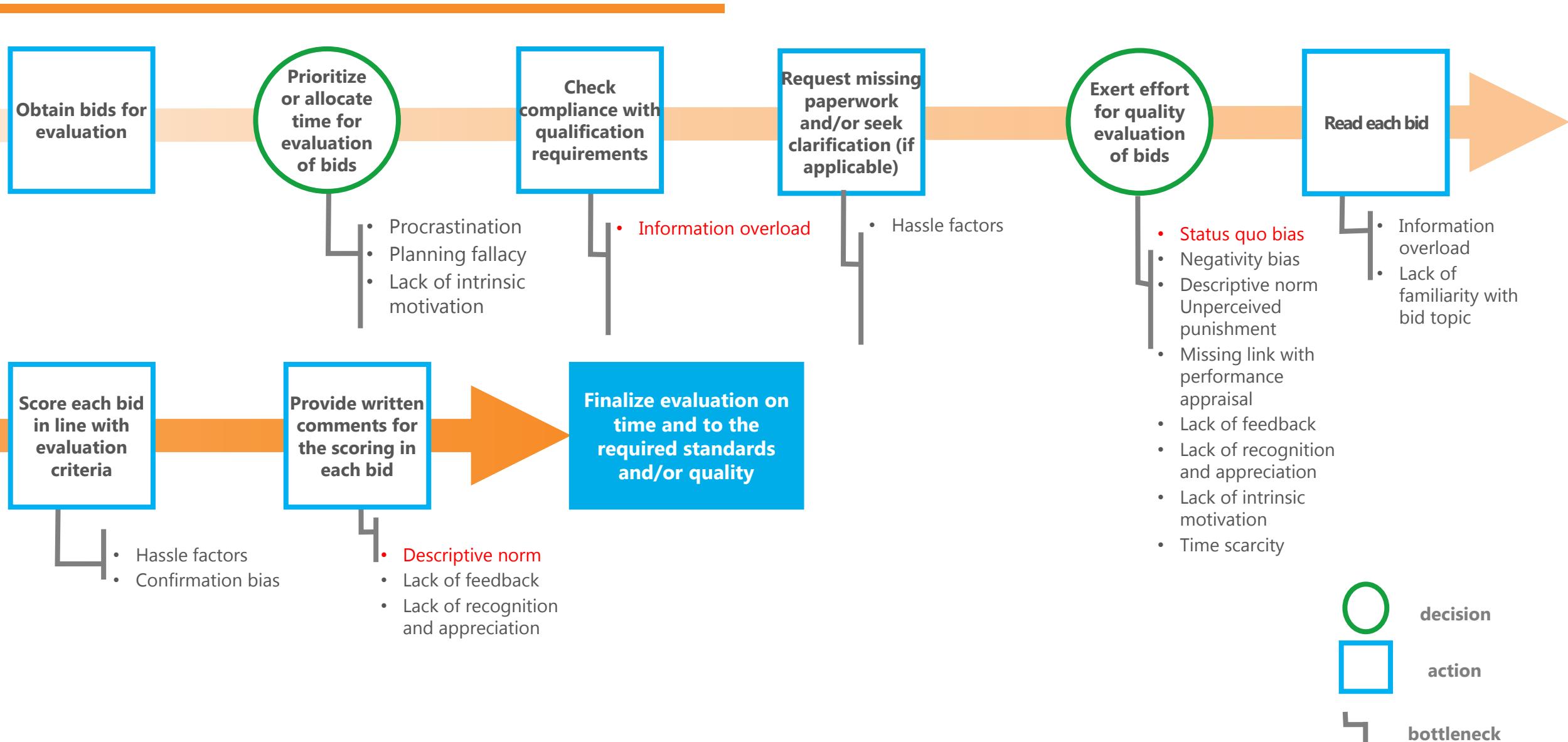
Obtain bids for evaluation



A procurement officer behavioral journey to procuring



A procurement officer behavioral journey to procuring



Reframe the problem

- **From low cost to long-term benefits** (e.g. reduced maintenance costs, improved supplier reliability, and better environmental impact)
- **Default and simplification** (make SPP the default and easy to choose sustainable options by simplifying decision making process, Lithuania – just do it, public commitment)
- **“This is how we do it”: Enable people to rethink the decision process altogether**
 - Need to buy?
 - Spend less
 - More in good things
 - Less on bad things
 - Use longer

2. Behavioral communication

Simplify the details: provide easy to understand criteria



In Mexico, to increase women's participation in natural resource management, simplified easy to understand posters were designed

On average, these posters resulted in **18 times** more applications compared to the original invitation



Simplification

3. Design behaviorally

Reputation, recognition and choice architecture

“You are ordering a test that no guideline recommends. Screening with PSA can lead to harms from diagnostic and treatment procedures. If you proceed without a justification, the unnecessary test will be noted on the health record”

- Reduced unnecessary PSA testing 9%
- Reduced unnecessary urine testing 5.5%
- Integration with EHR systems

Leveraging social norms and peers



From the Chief Medical Officer,
Professor Dame Sally C Davies FRS
FMedSci

Richmond House
79 Whitehall
London
SW1A 2NS

T: +44 (0)20 7210 4850
F: +44 (0)20 7210 5407
E: sally.davies@dh.gsi.gov.uk
W: www.gov.uk

[GP_Name]
[Address 1]
[Address 2], [Address 3]
[Address 4], [Address 5]

***“The great majority
(80%) in [NHS] area
prescribe fewer
antibiotics per head
than yours.”***

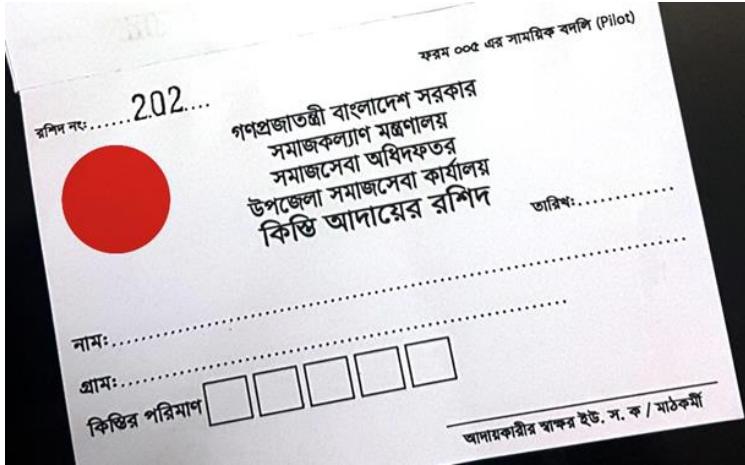
PROFESSOR DAME SALLY C DAVIES
CHIEF MEDICAL OFFICER

* Your practice's prescribing data are available online. Data were taken from <http://www.hscic.gov.uk/gp/prescribingdata> and adjusted to take into account patient load and demographics. The 80% figure excludes outliers judged to be created by measurement error and does not include out-of-hours services. For more information on the consequences of antimicrobial resistance, see the UK 5 Year Antimicrobial Resistance Strategy.

- Reduced prescriptions from 131 to 127 per 1000 patients
- Represents an estimated **73 406** fewer prescriptions annually

Reducing administrative burden in Bangladesh

- Simpler, shorter payment receipts with salient nudge (red/green stamp based on payment)



Receipt No: (will be pre-printed) Temporary replacement of form-005 (Pilot)

Government of the People's Republic of Bangladesh
Ministry of Social Welfare
Department of Social Services
Upazilla Social Services Office

Installment Collection Receipt

Installment No: Date:

Name:

Village:

Installment Amount

Signature of USW

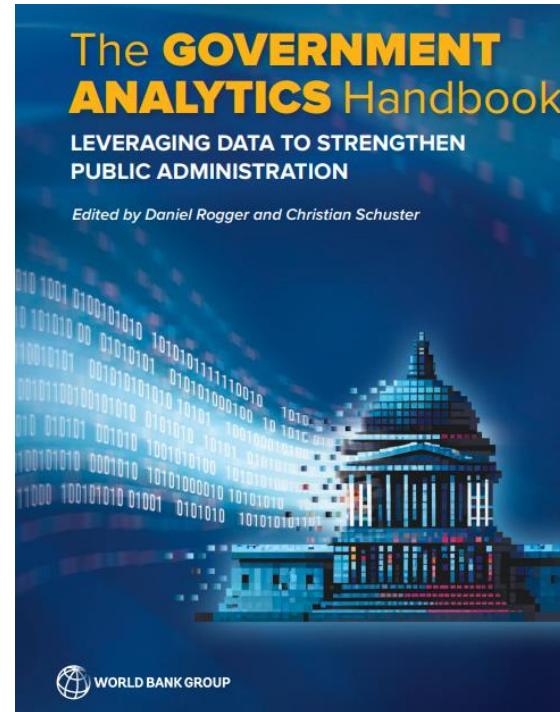
• Results

- 40% in time saved in filling out receipts ~ 2.5 hours in time savings for each social worker per week
- 7% decrease in late repayment rates ~ 9.5 hours in time savings for each social per week
- Overall, created 12 hours/week of non-admin time for social workers to spend with beneficiaries

Final reflections

- **Behavioral science for SPP**

- Solve the right problem - diagnose, diagnose, diagnose
- Reframe conversation with value proposition
- Automate and simplify, empower mindsets, and leverage social norms
- Test and iterate
- Behavioral procurement academy



BEHAVIORAL
SCIENCE
AROUND
THE WORLD

Profiles of 10 Countries



~~Stay Connected~~

Let's SPP together

✉ eMBeD@worldbank.org

🌐 worldbank.org/embed

🐦 #embed_wb

📢 bit.ly/eMBeDNews