



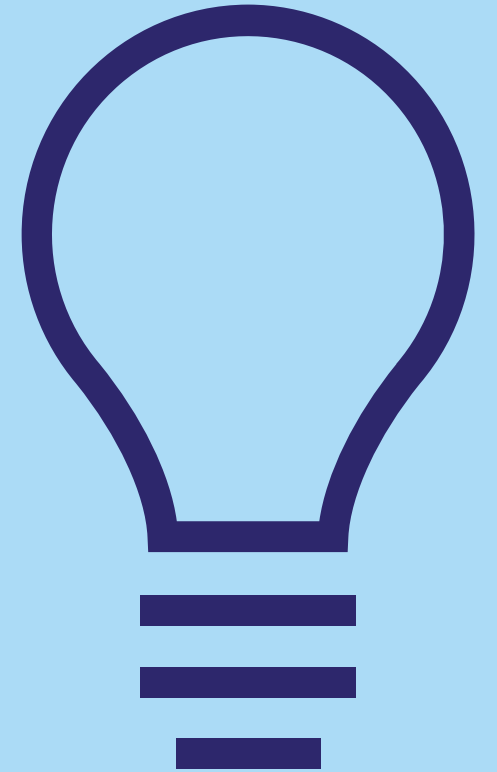
How behavioural insights can contribute to positive regulatory outcomes for consumers

Harry Greenwell, Senior Adviser

August 2022



A personal story

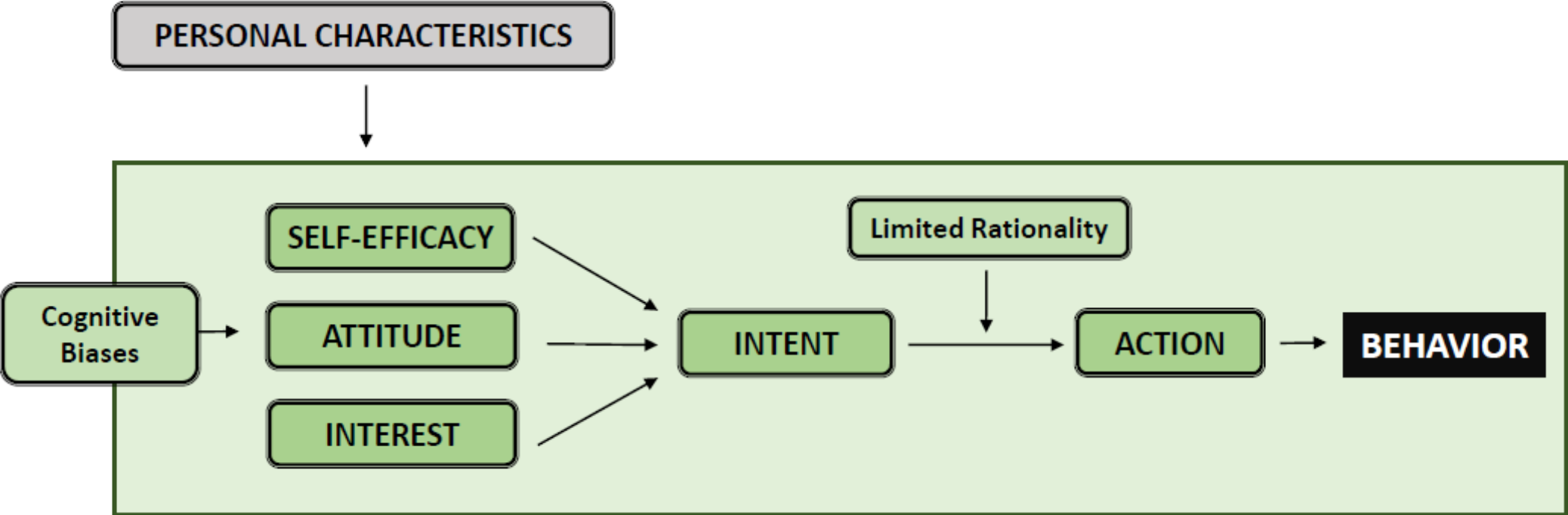


The behavioural drivers model (Petit 2019)

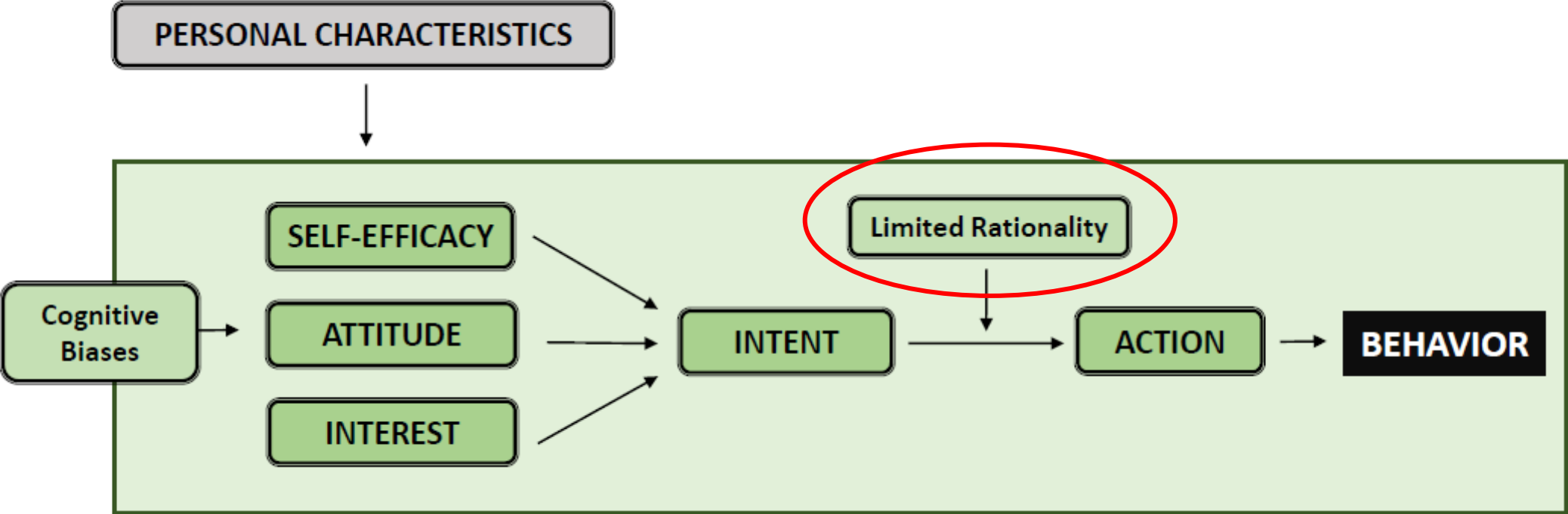


Petit, V. (2019). The Behavioural Drivers Model: A Conceptual Framework for Social and Behaviour Change Programming. UNICEF
<https://www.unicef.org/mena/reports/behavioural-drivers-model>

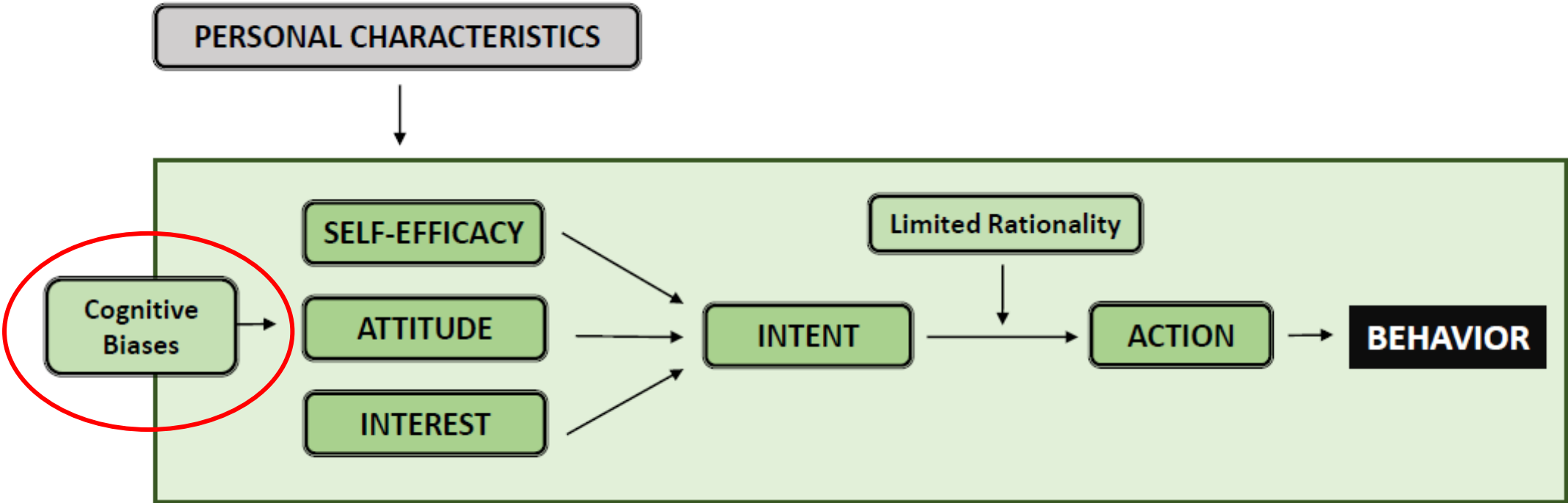
The behavioural drivers model



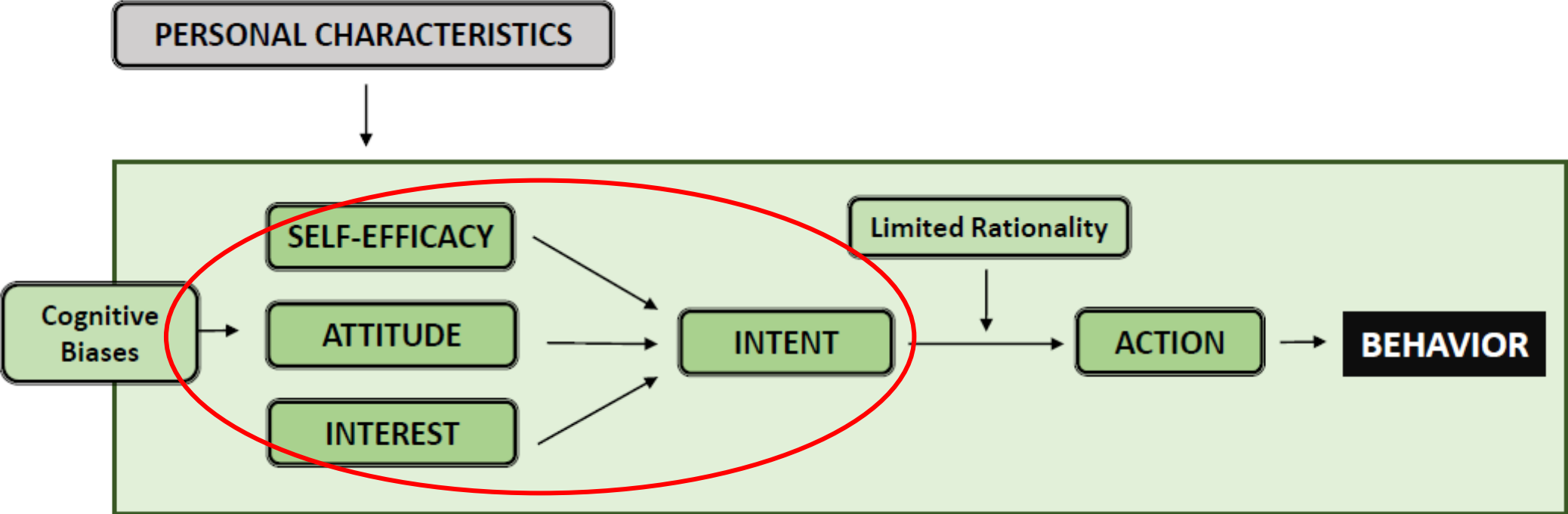
The behavioural drivers model



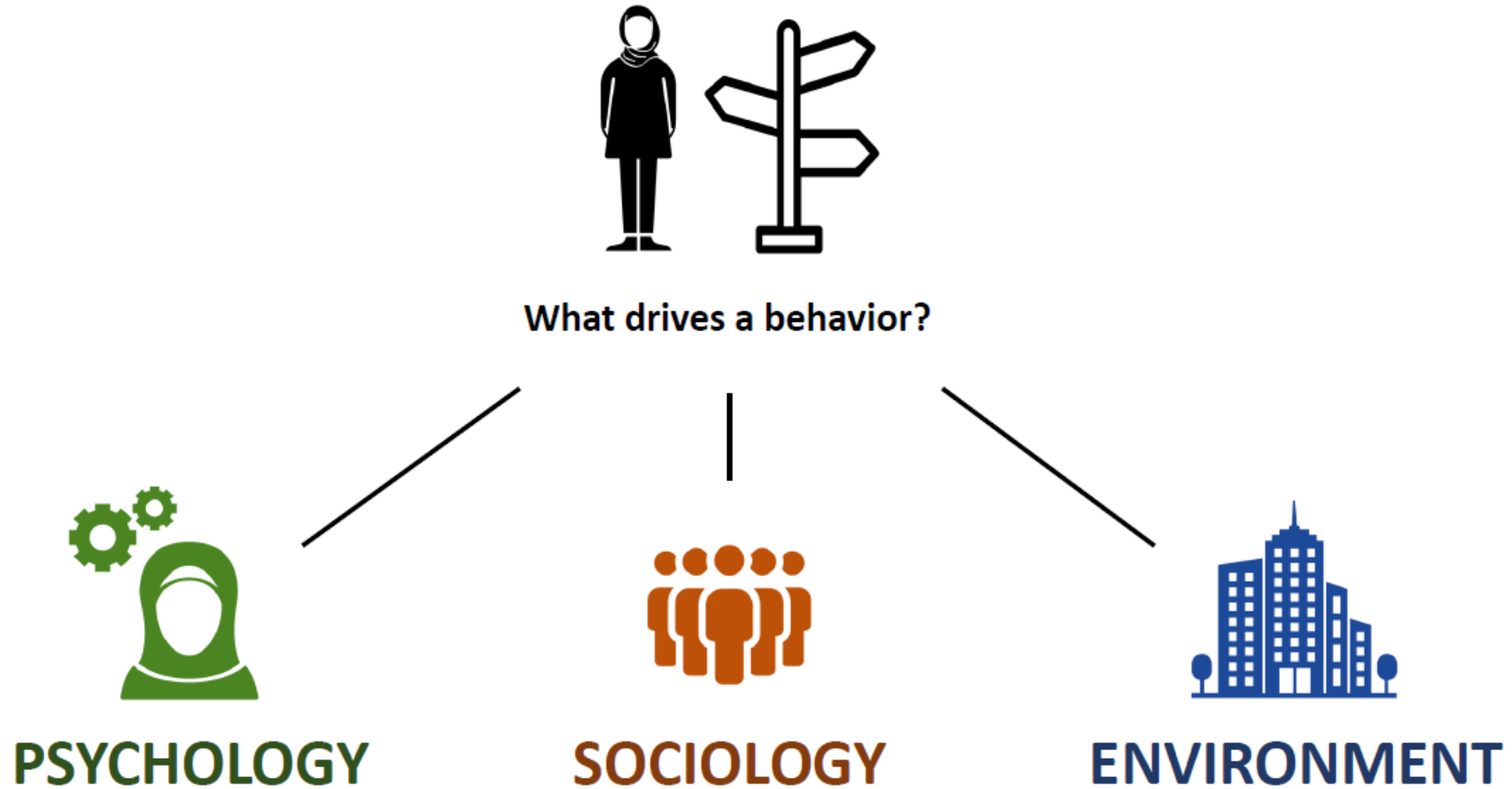
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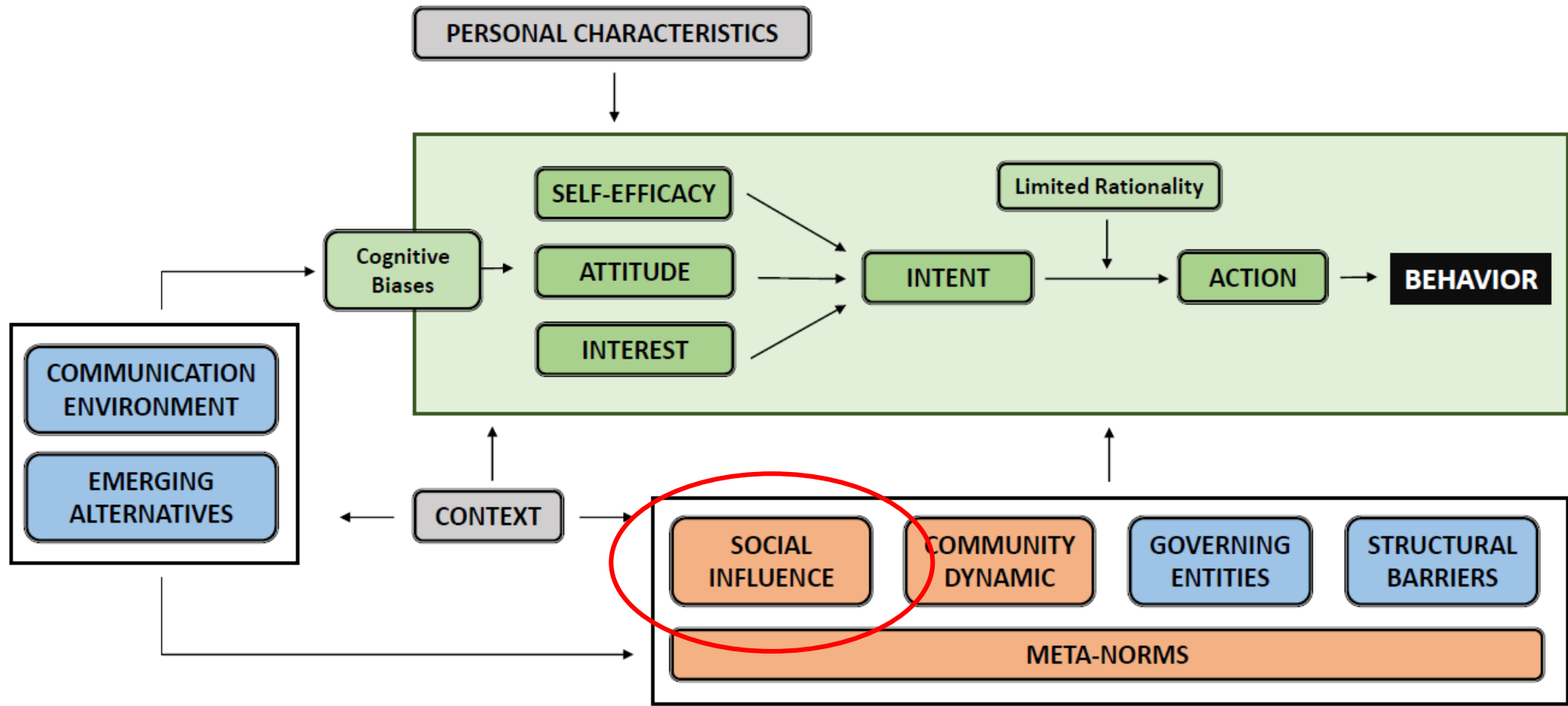
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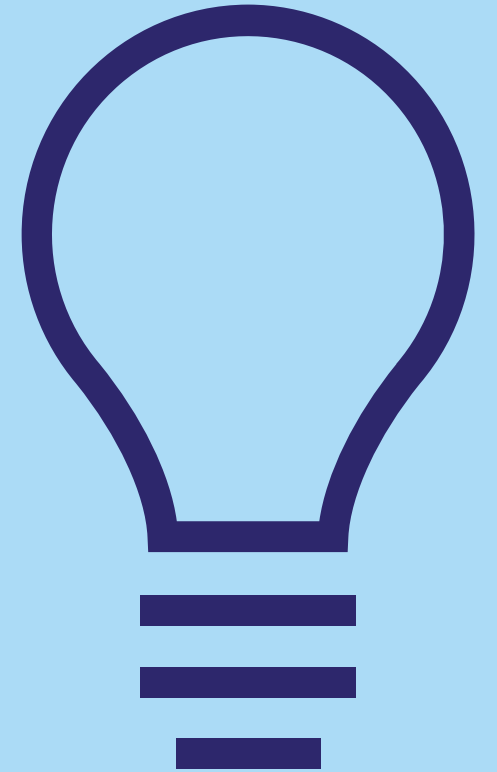
The behavioural drivers model



The behavioural drivers model



Behavioural insights and regulation



Regulatory policy or practice

1. Regulatory policy making: legislation or regulatory instruments
2. Detailed regulatory design: guidelines and subordinate regulations
3. Regulatory practice: the broad task of ensuring regulatory compliance

Thank you

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Behavioural Economics Team of the Australian Government
