



# Behavioural Insights in Action within the Regulatory Cycle

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# Presentation Outline

What are behavioural insights

- Why in the Regulatory cycle ?

Exploring BI in our own ECCC regulatory context

Results of Pilot Projects

Key discoveries from pilot projects

BI opportunities within instrument choice

- potential interventions to complement toolkit

## **Our Vision:**

**Behavioural insights are considered throughout the regulatory lifecycle – from consultation, instrument choice and design, through to implementation, promotion, enforcement, and evaluation.**

# What are Behavioural Insights

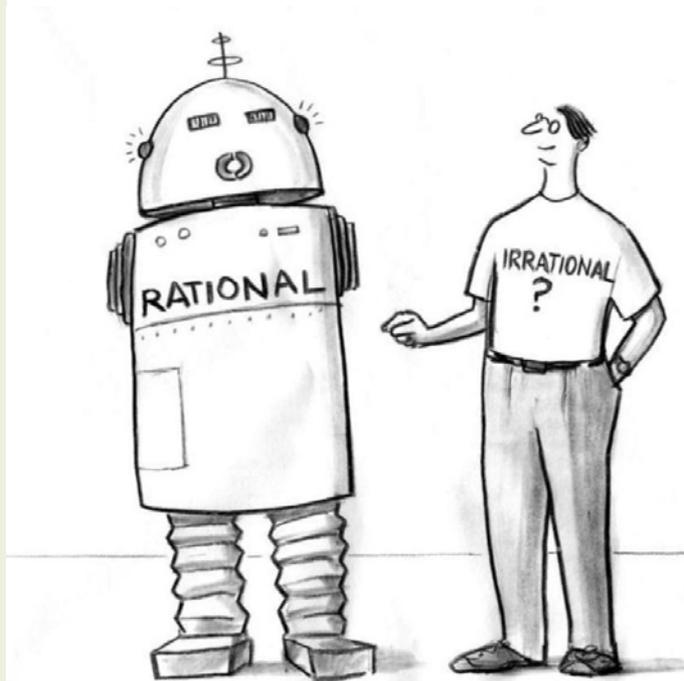
## Traditional Economics decision making model

**“Rational”**

**Unlimited cognitive  
abilities**

**Unlimited willpower**

**Self-interested**



## The Reality...

**“Error-prone”**

**See & use information  
unequally**

**Emotional and  
sometimes lazy**

**Care about fairness &  
reciprocity**

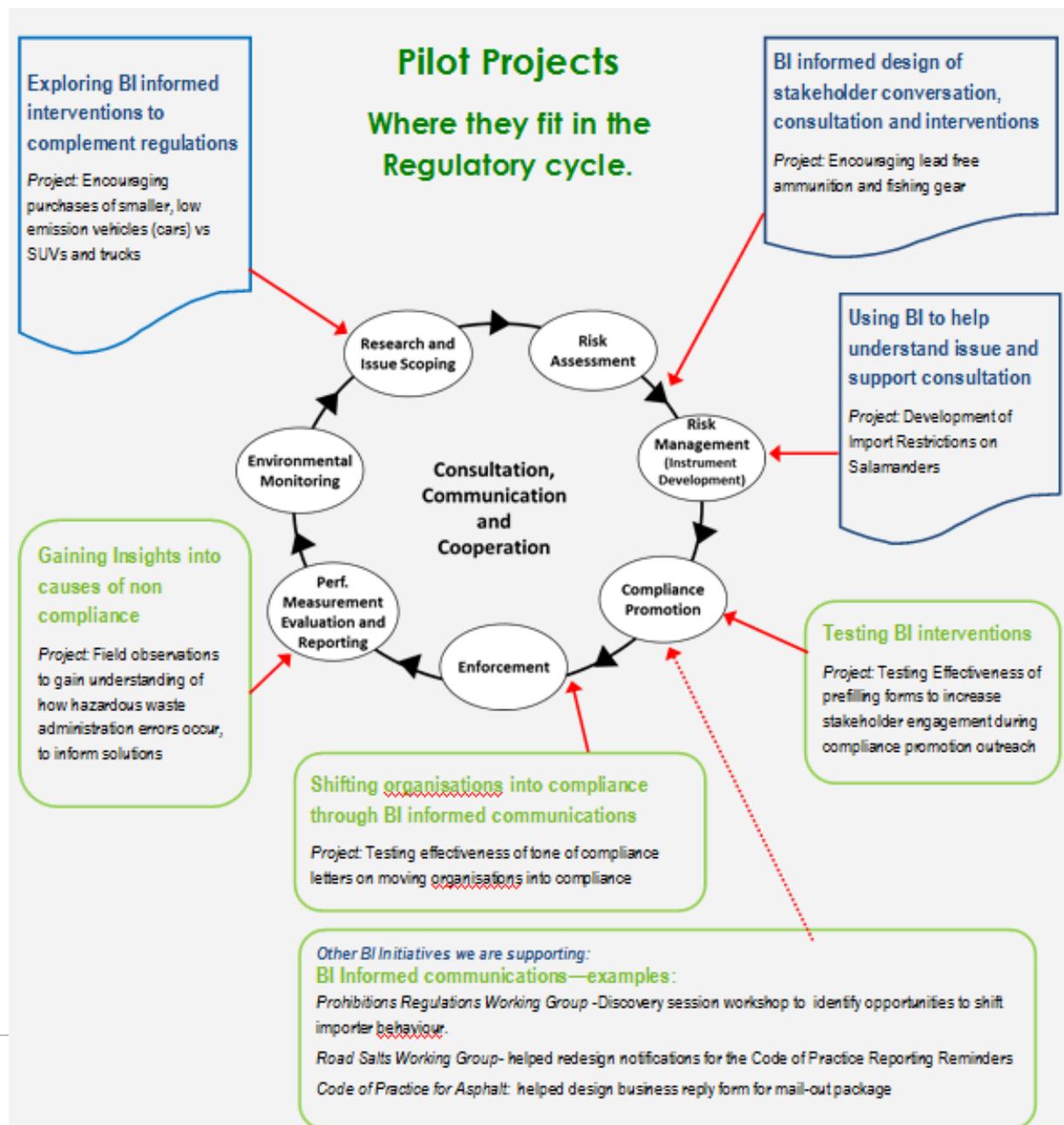
Source: UK Behavioural Insights Team

## *Why Behavioural Insights in the Regulatory Cycle?*

We use instruments to modify or define a desired behaviour

To account for reality – we can observe and experiment to identify actual patterns of behaviour. We can then use this knowledge to design better policy, programs and activities.

# Exploring BI in our own regulatory context



# Results of Pilot Projects

## Moving Canadians to lead-free ammunition and fishing sinkers and jigs

- reset the conversation on lead-free hunting and fishing gear
  - significant shift in communication language, tone and content
  - *“We welcome your ideas ... How to spread the message to encourage lead-free fishing; What actions could be implemented to increase accessibility of non-lead products...”*
- explored behavioural biases and barriers for shifting to non-lead gear
  - Customer journey - revealed non-lead is hard to identify and find in store
  - Interviews with stakeholders -revealed varying reactions to the message that lost sinkers kill loons (‘compete for fish’, ‘no loons around here’, ‘I did not know’)



# Results of Pilot Projects

## Engaging Stakeholders in Development of Salamander Import Controls

- A behaviourally informed strategy was used as part of consultations
  - stakeholders as partners in the communication and implementation of the import ban.
- An online survey to understand existing behaviours and risks of illegal trade, and insights into the behavioural shift needed for compliance
  - learnt which species were in demand; from where salamanders were being imported; and how stakeholders had changed their practices in response to the temporary ban
  - Informed communications and design of import controls



### Salamander Basal Survey

\*What changes have you, your suppliers, or your customers made?

- Applied for an import permit from the Government of Canada
- Found suppliers for the desired salamanders within Canada
- Chose an alternative species/animal
- Delayed order/purchase
- Cancelled purchase
- Other

# Results of pilot projects

Exploring reasons underlying administrative non-compliance through field observations and informal interviews

- **Field observations** to explore the reality of recycling facilities operations
- **Challenged assumptions** of why non-compliance occurring. For example we have found:
  - companies are confident in their compliance due to confirmation bias from interactions with other regulatory agencies; and
  - a reliance on ECCC program to identify and correct errors.

Behavioural biases identified may not be effectively addressed through traditional information and tools.



# Results of pilot projects

## Encouraging Canadians to purchase lower GHG-emitting vehicles

- Exploring development of BI intervention to complement existing Regulations
- Conducted a scoping review to better understand purchasing behaviours and potential BI opportunities
- Collaborating with NRCan and BI experts to design intervention and experimentation



### **When is the decision on class/size of vehicle made ?**

*Our customer journey research indicates decision on size of vehicle is made very early in process - sometimes well before a need to replace a vehicle even occurs*

# Results of Pilot Projects

## BI experimentation – Random Control Trials

Mail-out to address non-compliance with reporting requirements of the Products Containing Mercury Regulations

- Trialled whether difference between impact of **punitive tone and visual** vs. *helpful tone* on letters sent

### **Punitive tone**

**Potential missing regulatory report on your 2016 lamp imports into Canada.**

**Your action required now...**

**31%**

### *Helpful tone*

**You may need to report to us your 2016 imports of lamps into Canada.**

*We can help...*

vs.

**17%**

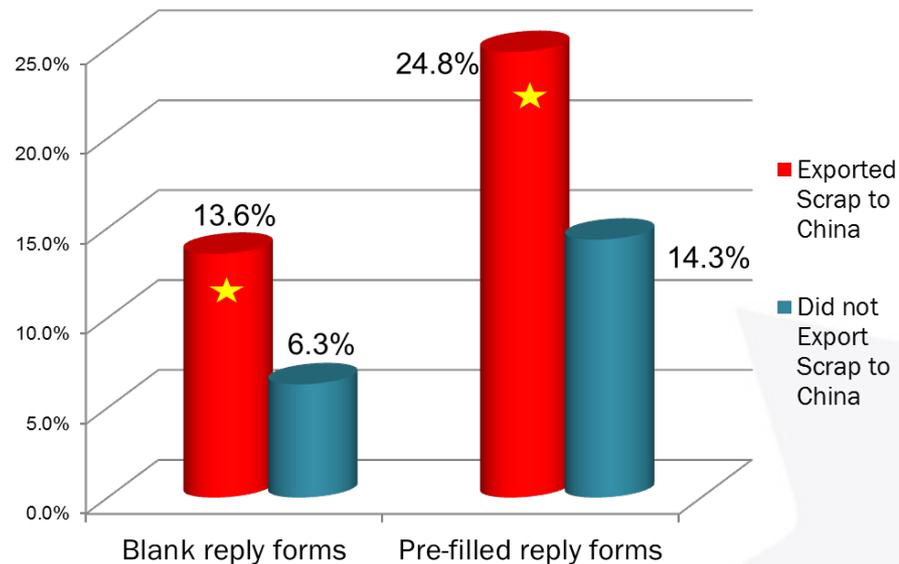
# Results of Pilot Projects

## BI experimentation – Random Control Trials

Testing effectiveness of pre-filling business reply forms for increasing engagement with ECCC

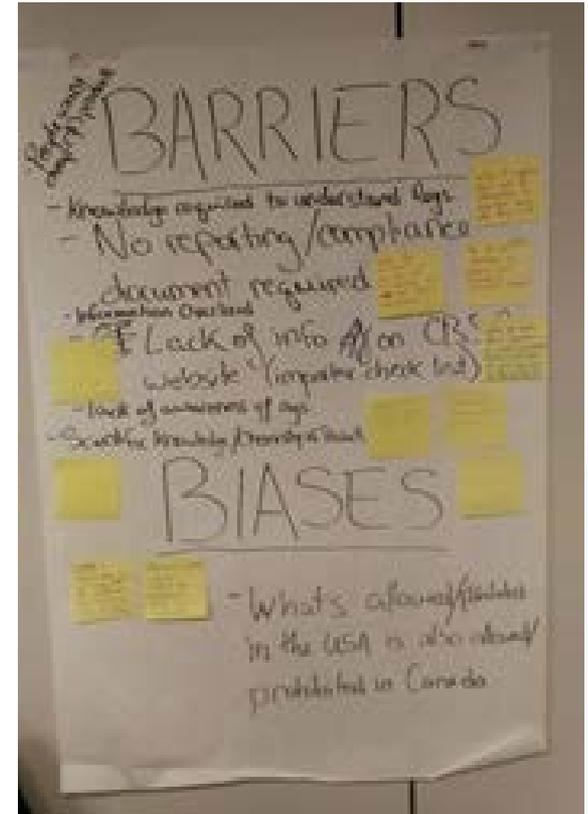
### Comparing return rates for pre-filled and blank Reply forms:

*Canadian companies exporting to China vs. exporting to other Nations (excl. USA)*



# Our key discoveries this year

- Importance of **exploration** to **challenge assumptions**
- Value of **customer journey experience** and mapping
- Benefits of **broadening stakeholder engagement**
- Simplicity of **tweaking communications** using EAST concepts (Easy, Attractive, Social, Timely)



# BI opportunities within the policy instrument toolkit

BI questions to consider:

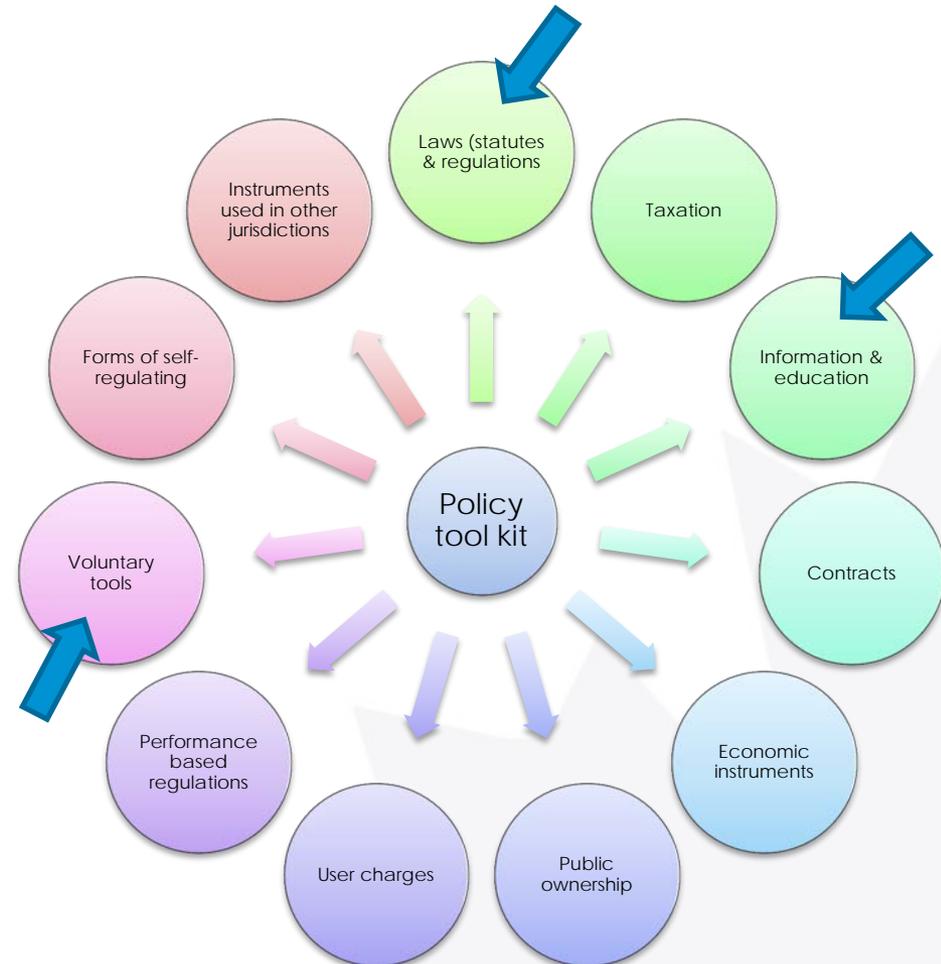
**What are the current behaviours that must change, and barriers removed to help achieve your policy/regulatory objective?**

**What will it take to shift to the desired behaviour?**

**What may motivate or enable?**

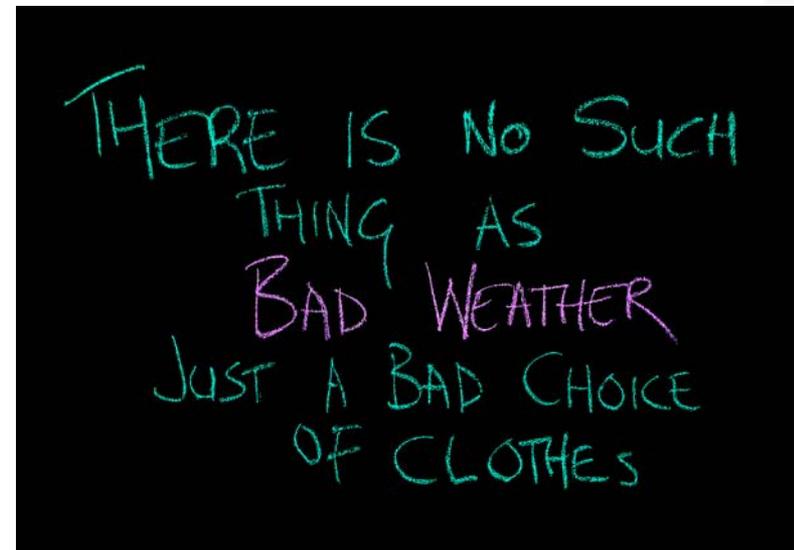
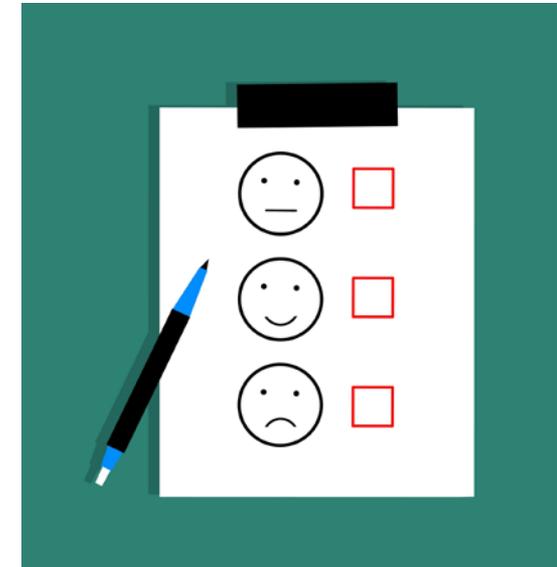
**Which tools can incorporate BI intervention techniques?**

*Example: interviews with fishing stakeholders indicated a lack of awareness but a willingness to shift vs. others saying some sectors won't shift without regulation*



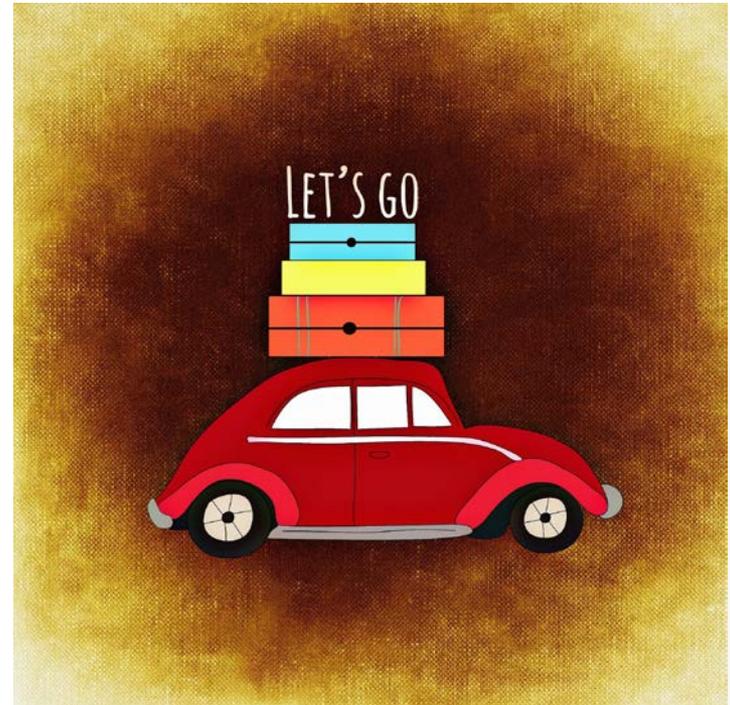
# Potential BI interventions to complement toolkit

- Commitment mechanism
- Feedback loop
- Foot in the door technique
- Framing of an instrument
- Influence of the social network
- Modify behaviour vs. replace
- Make it easy – steps to compliant behaviours... *and many more*



# In closing...

- Behavioural insights can be applied and achieve results throughout the regulatory cycle.
  - tools and techniques we applied can be replicated and scaled
- Culture shift to look at regulatory objective from a behavioural lens – we **regulate to change people's behaviour**
- **BI exploration can be an extension** of the great regulatory work already being done, in the design and implementation of regulation and to complement regulations.
  - **Time and resources** are important to enable the behavioural lens
- **Be aware of our own behavioural biases** during decision making





**Thank you !**  
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