

NUDGES AND NORMATIVITIES AT THE CROSSROADS OF LAW AND PUBLIC POLICY

Paris, 3 June 2016

When individuals take decisions, psychology explains that cognitive biases prevent them from making rational choices, which would be expected if they wished to increase their overall welfare. Nudges are based on these cognitive failings. When seeking to improve social welfare, nudges are key to understanding contemporary decision-making as those biases or failings should – and are – taken into account when creating norms aimed at influencing people's behaviour. Nudges are presented as the best tools to create public policies behaviourally informed. In this sense, they exemplify normativities that differ from more traditional legal and social norms.

Nudges are to be found in public policy, law, economics, sustainable development, food policy, etc. Are the types of normativities promoted by the use of nudges in these fields similar or do they widely differ in nature and aim? If so, how can the wide range of normativities in nudges be assessed and typified? What kind of underlying conception of rationality is at work in nudges? Could nudges provide an accurate account of social dynamics? These are some of the questions this one-day conference will try to answer.

Anne Brunon-Ernst and Malik Bozzo-Rey, the organisers, are founding members of the French Nudge Project (<http://frenchnudgeproject.fr/>) supported by a Sciences Po (École de Droit) fund.

This one-day conference takes place at Sciences Po, Salle du Conseil, 4th floor, 13 rue de l'Université, Paris 7^{ème} (Metro Saint Germain des Près).

Reservations necessary, please register at cathy.grenier@sciencespo.fr (name, position, company or Institution are required) before **1st of June**.

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PROGRAM

- 8:30 Welcome (Tea, Coffee and Croissants)
- 9:00 Introduction (A. Brunon-Ernst and M. Bozzo-Rey)
- 9:15 Bart Engelen (Tilburg University, The Netherlands): 'Nudging and Rationality: How Governments Should Treat Less Than Rational Citizens'
- 9:45 Viktor Ivankovic (Central European University, Budapest, Hungary): 'Making Sense of Liberty in Nudge Theory'
- 10:15-10:30: Coffee break
- 10:30 Stéphane Lemaire (Rennes 1 University, France): 'Pro-social nudges and the manipulation of information'
- 11:00 Anne-Lise Sibony (Université Catholique de Louvain, Belgium): 'Behavioural Policy-Making : A Roadmap'
- 11:30 Discussion
- 12:00-14:00: Lunch break
- 14:30 Henri Bergeron (Sciences Po, Paris, France): 'L'inégale diffusion des nudges dans différents champs d'action publique (les cas des politiques de santé publique, d'environnement et d'éducation financière)'
- 15:00 Alberto Alemanno (HEC Law School): 'L'Union européenne et le *nudging*'
- 15:30 Faisal Nairu and Filippo Cavassini (OCDE) 'Utilisation des sciences cognitives dans l'élaboration et la mise en œuvre des politiques publiques'
- 16:00 Discussion
- 16:30 Conclusion (A. Brunon-Ernst and M. Bozzo-Rey)
- 16:45 Break (Tea, Coffee and Biscuits)
- 17:30 End