



BI4GOV

Our 2021 highlights

OUR NEWSLETTER IN A NUTSHELL



Our **Violence Prevention Initiative (VPI) @Schools** test-phase in action

New blog on the block: **BI Lessons from the Global South** - take a read [here!](#)

Ammaarah Martinus takes on **webinars** and other online events hosted by the WHO, UN, BIOrg, OECD, Nigeria and Nudge Lebanon!

Using behavioural insights to improve **early childhood development** outcomes collaborating with ideas42

BI4GOV's partners are growing, this year with **J-PAL Africa** and **BIOrg**

Decision-Bias training, BI Masterclass and BI Clinics with Dr Umar Taj

Up next: A **BI introductory course, VPI@Schools pilot & more!**

We wish you a restful holiday season and a happy New Year!

2022 is almost upon us! As we look forward to a new year, we would like to take a moment to **celebrate** and reflect on **BI4GOV's projects and accomplishments** despite ongoing challenges. But these are the challenges that motivate us to seize opportunities to weave behavioural insights into Western Cape Government policy to effect meaningful change!

Thank you to our community and partners for the continuous engagements and support. **Collaboration** has been a central feature of our work, and we look forward to seeing old and new partnerships grow. Here are our highlights and a sneak peek into BI4GOV's year to come! We wish you and your family a restful, safe, and happy holiday season. See you in 2022!

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Meet our team in Cape Town

What do you enjoy most about working for BI4Gov?



Ammaarah Martinus

I enjoy the variety in the topics we examine - we can look at how BI is used in early childhood development, how we can think differently about sustainability and how to help young people regulate their emotions. The potential for how behavioural insights can improve people's lives, is what gets me up in the morning!



Ruth Capon

I've really enjoyed the opportunity to test international best practice in youth violence prevention in our context. It's been a journey of learning how to use behavioural insights and make it a reality in our schools.



Kiara Klitzner

I was only introduced to the exciting world of BI this year! It has been extremely insightful learning about the BI methodology and how we can apply it in a resource-limited context to improve project impact and people's lives.



Pia Schmoeckel

Applying the understanding of human behaviour to effectively approach complex problems society and individuals face is inspiring and rewarding work to me. I am excited about the diverse projects BI4Gov is involved in!



VPI @ SCHOOLS

Over a 10-week period which began in September 2021, we collaborated with J-PAL Africa and WCED to test the Violence Prevention Initiative (VPI) @ Schools programme - a CBT-inspired curriculum that promotes **emotional self-regulation** and future orientation. We prepared and trained 16 facilitators, to work with over 150 learners in 4 schools in the City of Cape Town.

BI LESSONS FROM THE GLOBAL SOUTH

This is BI4GOV's latest blog series! We spoke with BI leaders across the globe about their work in the Global South and the lessons they have learned. So far we've looked at setting a new 'gold' standard with **Dilip Soman** and keys to success when applying BI in unpredictable contexts with **Faisal Naru**.

DECISION-BIAS TRAINING AND BI CLINICS

Dr Umar Taj, an Associate Professor at the Warwick Business School, joined us in Cape Town in early April to run a two-day **Decision-Bias workshop** which exposed WCG senior management participants to the fundamental errors in judgement and assisted them to develop strategies to correct these. Whilst visiting, Umar ran a **BI Masterclass** and shared his expertise in BI Clinics where we brainstormed with the Department of Community Safety and Cultural Affairs and Sport to identify a behavioural issue and a potential solution to improve project outcomes.

IMPROVING ECD OUTCOMES

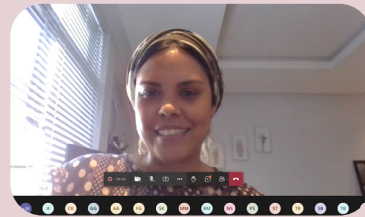
Knowing how critical Early Childhood Development (ECD) is for young children (aged 2-5) in preparing them to succeed in school, we partnered with **ideas42** to use behavioural science as a new way to think about improving ECD outcomes. Together we completed phase 1 of the ideas42 methodology, defining the behavioural problem, by conducting a series of interviews with ECD practitioners and caregivers with the help of the organisation **Inceba Trust**.

COVID-19 VACCINATION CONFIDENCE, ACCESS AND ROLL-OUT

This report collated the work shared and discussed by members of the **International COVID-19 Behavioural Insights and Policy Group** (BI practitioners and policymakers in more than 20 governments, international organisations and contributing academics) to support global vaccination efforts. We worked with the **UN Innovation Network** to organise the case studies and lessons learned into three main themes: how to create the intention to vaccinate, translate that intention to action and finally, how to encourage appropriate post-vaccine behaviour.

VIRTUAL ENGAGEMENTS & NEW PARTNERSHIPS

From Behavioural Economics in Action (BEAR), the United Nations Office of Counter-Terrorism (UNOCT), to BX Arabia, Nigerian Economic Summit Group (NESG), the WHO and more, BI4GOV participated in a wide range of webinars and online events to present some of the work we've done in the WCG. While we miss in-person encounters, the virtual world has facilitated exchanges and extended our connection to an enriching community. This year, we established two new exciting partnerships with **J-PAL-Africa** and



BIOrg (Behaviourally Informed Organizations). These are both unique opportunities to meet mutually beneficial goals as we apply BI to complex behavioural challenges and explore and leverage behavioural insights to find solutions and make positive change.



2022 – WE'RE LOOKING FORWARD TO...

Launching Micro-Courses with **Apolitical** which offers WCG officials an **introductory course to BI application in policymaking**

Scaling up and **piloting the VPI@Schools programme** in the Western Cape

Sharing and **connecting with the BI community** to develop BI in the WCG and across the Global South



Continuing our **blog series** that unpacks the challenges and opportunities facing BI practitioners in the Global South

Diving into **diagnosis phase of the ECD research** – using BI to understand how to improve the quality of interactions between caregivers, ECD practitioners and their children

