

UNITED NATIONS BEHAVIOURAL SCIENCE WEEK
INTER-AGENCY EVENT HOSTED BY IFAD
WEDNESDAY 23 JUNE 2021 FROM 13:30 TO 15:00 CEST

Behavioural approaches for development and climate programmes: Optimizing results and enhancing the nexus among gender equality, climate resilience and nutrition.

Q&A REPORT

Question	Answer
It is interesting when you discuss gender equality from the lens of women involvement at the level of innovation design using behavioural science. How can we ensure women are more involved in the benefits of such end results that we have observed further elevated their male counterparts? - Segun Fayomi	<i>Answered live during the Q&A session.</i> See recording https://youtu.be/iTQiexPLKTQ My strong opinion is that not only must we include women, but women in the target group should be directly involved in intervention/innovation design processes, at the very least as reviewers. So many innovations arrive that haven't considered aspects of family decision making dynamics, cultural roles or simple things like feelings of self-efficacy. Women-centric innovations can't succeed unless women can adopt them.
How can we de-bias decision maker in decision-making? - Giang Luu Thi Thu	<i>Answered live during the Q&A session.</i> See recording https://youtu.be/iTQiexPLKTQ
In most of the behavioural studies, the controlled study focuses on incentivized scenario for quick analysis. What would be the best way to conduct behaviour study to be conducted within a short span of time? - Purnima Bajracharya	<i>Answered live during the Q&A session.</i> See recording https://youtu.be/iTQiexPLKTQ
One challenge with donor funding it that it should be "successful" with fixed indicators, time, and resources. However, results of development work come with uncertainty. It is equally important is to understand the process and critically reflect it. How can we overcome the "bias" by donors? - Giang Luu Thi Thu	<i>Answered live during the Q&A session.</i> See recording https://youtu.be/iTQiexPLKTQ

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<p>What would be your recommendation for project managers who have no budget for specific BeSci activities, to still incorporate BeSci Insights?</p> <p>-Florian Doerr</p>	<p>Thank you for the question, Dorian. In my experience, you can build a wide range of BS activities that reflect a similarly wide range of budgetary needs. If there is little budget - behavioral insights can be drawn from previous research, from informal conversations with key informants, community members, local influencers, etc. A large budget is not always necessary if we are ready to learn from the environment where projects are undertaken. -- Nancy Aburto, FAO (mailto: ESN-Director@fao.org)</p>
<p>A question for Dr Martin Prowse: based on your experience have you been able to integrate behavioural insights in diagnostics of the programs and projects you mentioned. There is not much literature of behavioural diagnostics able to integrate the three important drivers for sustainability of today's webinar: gender equality, resilience and nutrition. Thank you! -Andrea Sanchez</p>	<p><i>Answered live during the Q&A session.</i></p> <p>See recording https://youtu.be/iTQiexPLKTO</p>
<p>Action on climate and other challenges requires changes in values of all involved - changes in what we care about. What does behavioural science have to say about how values change? - Richard Coe</p>	<p><i>Answered live during the Q&A session.</i></p> <p>See recording https://youtu.be/iTQiexPLKTO</p>
<p>Communication is key in behavioural change. How do you handle that and ensure it is properly implemented in IFAD projects? Financial (purchasing) power plays also a great role in behaviour change. How do you empower your beneficiaries in low-income countries to ensure the optimum but also the right change? - Willy Mulimbi</p>	<p>Participatory project design is a key starting point in understanding the needs of beneficiaries in IFAD programmes and opening up communication. Capacity building and evidence are key elements of communication and trust building and many IFAD programmes, particularly in the adaptation for smallholder agriculture programme (ASAP) use grant financing to pilot adaptation methods or new technologies at no cost to stakeholders – this provides evidence of successes and gains buy in to scaling up. Another common evidence approach is the use of demonstration plots, where benefits can be seen and then replicated. –Freddie Harvey-Williams, IFAD (mailto: f.harveywilliams@ifad.org)</p> <p>In addition to having a participatory during project design and implementation, at the corporate level, IFAD also encourages cross-organizational communications and collaboration through IFAD's Communities of Practice, and the use of the UN Innovation Toolkit to support efforts that aim to enhance story-telling skills. –Gladys H Morales (mailto: innovation@ifad.org)</p> <p>Financial purchasing power is a barrier to many smallholders, so opportunities to improve livelihoods and income are often a good incentive which empowers smallholders. IFAD focuses on climate resilient and sustainable solutions, activities that improve livelihoods are inherently targeted to be sustainable. These are not simply, options provided, but are also accompanied by training, capacity building and supervision activities which contribute to making them viable and trustworthy for long term use. IFAD also targets inclusive development and it has been shown that women with increased incomes often use it for activities that benefit their households, which has ripple effects through communities, in terms of IFAD's use of Household Methodologies such as Gender Action Learning Systems (GALS) this actively addresses behaviour and embedded gender biases to empower women and give them greater financial independence. –Freddie Harvey-Williams, IFAD (mailto: f.harveywilliams@ifad.org)</p>
<p>It is very interesting to hear about the behaviour theories and I also believe that behavioural change comes with a motivation. What will motivate a farmer with all the false promises going through out</p>	<p>Motivating changes in behaviours and practices is an ongoing challenge and false promises can be very damaging to the success or sustainability of development projects. In these cases, beneficiaries may need evidence or incentives to uptake new behaviours.</p>

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<p>the systems in agriculture for example. -Etinala Tembo, AGRA</p>	<p>The use of demonstration plots in local communities along with capacity building exercises and trainings can help, so that the community can see the benefits of new behaviour on the demonstration plot.</p> <p>In IFAD's Adaptation for Smallholder Agriculture Programme grant financing is used to pilot new methods and technologies, which removes financial risk from other parties. In the case of new technologies, some groups, such as youth, may be more open to trialling them and their successful use may encourage uptake from others in the community. A study on uptake of conservation agriculture in Ghana by Ambler et al. 2020 found that individuals who had received information about conservation agriculture were more likely to adopt it if they were told that a peer had successfully adopted it over a long period. –Freddie Harvey-Williams, IFAD (mailto: f.harveywilliams@ifad.org)</p>
<p>Are there good examples of using behavioural science to increase uptake of agricultural insurance for smallholder farmers? -Tara James</p>	<p>Investing in loss prevention can be counter-intuitive when there are immediate needs to be met and uptake of insurance may differ between individuals, communities and cultures depending on a number of factors including people's own perception of risk. Formative research can provide a strong foundation for the development of projects by examining risk perceptions, information delivery, beliefs and other patterns in the target population. Formative research also provides an opportunity to understand potential beneficiaries. The recently approved Africa Integrated Climate Risk Management Programme: Building the resilience of smallholder farmers to climate change impacts in 7 Sahelian Countries of the Great Green Wall (GGW) will support smallholders to cover insurance costs through an innovative, digressive approach in which the percentage of insurance premiums assumed by the project decreases gradually over a four-year period (the project will cover 90 percent of the premium in the first year; 70 percent in the second; 50 percent in the third, and 0 percent in the fourth and final year). (More info: funding-proposal-fp162.pdf (greenclimate.fund))</p> <p>More information on platforms for insurance and managing risk in IFAD programmes can be found here: https://www.ifad.org/en/insurance https://www.ifad.org/en/web/knowledge/-/publication/microinsurance-product-development-for-microfinance-provide-1</p> <p>–Freddie Harvey-Williams, IFAD (mailto: f.harveywilliams@ifad.org)</p> <p>I have a highly nuanced answer with specific examples as well as more general insights from projects across Sub Saharan Africa. Please reach out directly if you'd like them. –Nate Peterson, Busara Center for Behavioral Economics (mailto: nathanial.peterson@busaracenter.org)</p>
<p>Behavioural Issue or studies is mostly human perception i.e. rationality, judgmental, domination, and many individual matters. So, should we focus on behavioural changes among the recipients or participants (communities/NGOs/CSOs/CBOs/Donors), is not it? -Mohammad Elyas KHAN</p>	<p>Every project stage depends on human decisions and is susceptible to different biases. Behavioural change and behavioural science has applications across all actors from implementing agencies and governments to beneficiaries. For example the implementing agencies, especially in complex adaptation interventions, rely on group decision making which presents its own challenges:</p> <ul style="list-style-type: none"> • The team needs to make judgements on relevant parameters for project planning and expected developments in the project context. • The second main challenge for group decision-making consists of bringing together information from team members with different backgrounds and fields of expertise. <p>For Example: This need for effective collaboration of multi-stakeholder groups is particularly important within the GCF's business model. The Fund delivers climate finance through approved projects submitted by accredited entities and which have met the approval of national authorities. Both proposals and entities are subject to strict due diligence procedures. Implementation on the ground is conducted by executing entities who are contracted by the accredited entities. Project</p>

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	<p>management and implementation teams are therefore composed of a wide range of actors.</p> <p>This is especially the case for adaptation projects which often tackle the constraints that beneficiaries face across a range of sectors and scales. Adaptation tends to have more complicated governance systems and are harder to implement and evaluate than mitigation projects (Binet et al, 2021).</p> <p>To be successful, projects need to be planned and conceptualized keeping in mind the various context-specific factors that may affect key outcomes. Formative research can provide a strong foundation for the development of projects by examining risk perceptions, information delivery, beliefs and other patterns in the target population. Formative research also provides an opportunity to understand potential beneficiaries.</p> <p>–Freddie Harvey-Williams, IFAD (mailto: f.harveywilliams@ifad.org)</p>