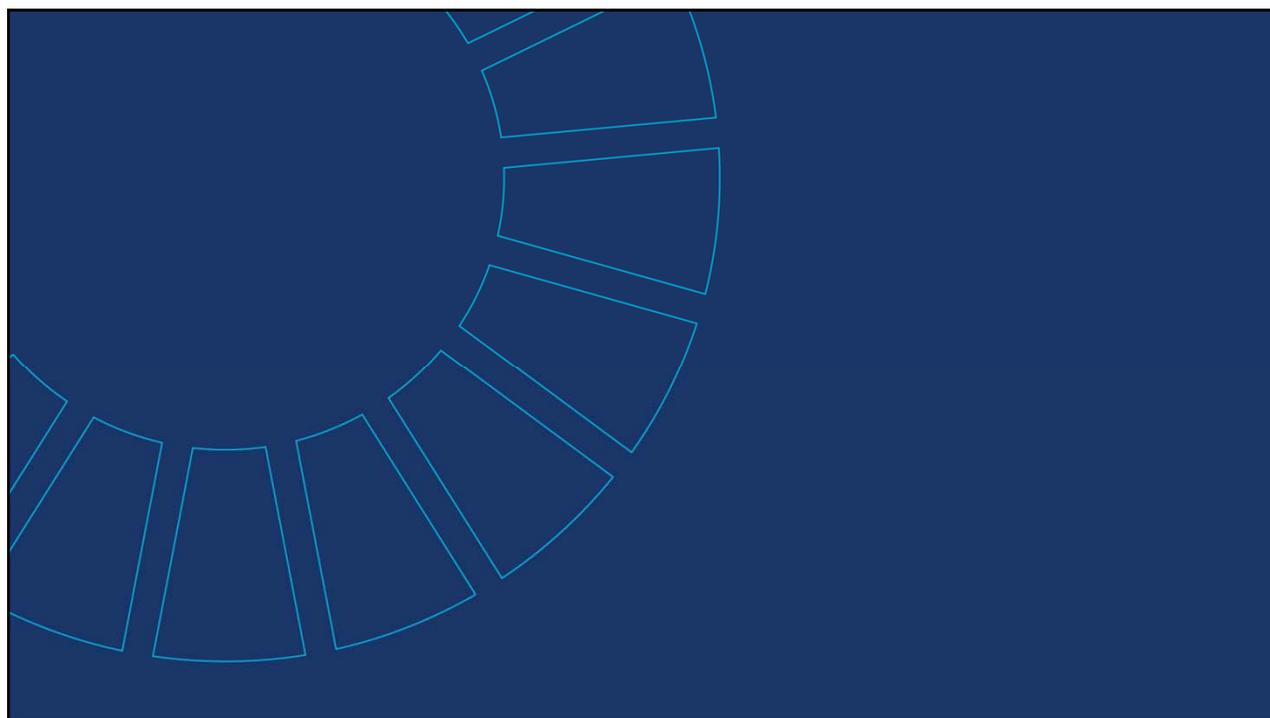


# The World's First National

# Lab

October 2017

Yerevan, Armenia



## What is it?

A space for **experimentation**, **collaboration**, **analytics** and **world-class human resource development**, the lab will unlock Armenia's development potential and accelerate the implementation of the 2030 Sustainable Development Goals.



## Lab Principles – The Four P's

### Progressive

Bridges the gap between rapid, **short-term wins** with deep **long-term vision**

### Participatory

Utilizes “**open source**” **SDG know-ware** across sectors, organisations and countries

### Private Sector

Creates a **market for development**, as SDGs reflect genuine needs, and every need is a market in disguise

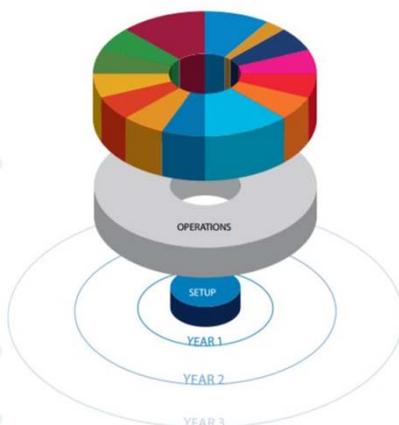
### Pragmatic

Helps **reduce cost of governance** (e.g. through behaviour design and big data)

## Current status

The next six months is the Lab's **Start-up Phase**. This will involve:

- Lab set-up
- Recruitment of core staff
- Networking
- Resource Mobilisation
- Two Experiments
- One Data Pilot
- SDG Barometer Pilot
- Capacity Building



This is balanced with a **three-year vision** that delivers in four key areas:

- The **development of cadre of talented citizens** in the education system, the private sector and, crucially, government
- **Behavioural experimentation** and evidence-based policy-making
- Pursue public-private partnerships through **impact investment mechanisms**
- Impact measurement through use of **new, big and citizen-generated data**

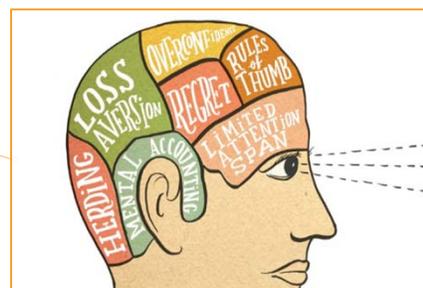
## Service Lines

- Behavioural experimentation
- Data Analytics
- Capacity Building
- Impact Investment

## Behavioural Science

This methodology is based on the growing idea that **psychological, social, cognitive, and emotional factors** can drive individual decisions.

Through small, subtle changes – or nudges – human behaviour can be changed in huge ways: from encouraging entrepreneurship to reducing water consumption to reporting human rights violations. This is critical to **applying genuine evidence-based policy-making**.



## Behavioural experiment: Education



Can we close the gap between required labour force and educational output through behavioural experimentation?

**Control group 1 input:**  
information on:

- job market trends,
- popular professions,
- average salaries,
- probability of finding a job,
- excess of "elite" professions.



**Outcome/behaviour change:**

change in courses and universities applied for between groups 1 & 2.



**Impact:**

higher % of youth study subjects required for current and future labour market (IT, vocational subjects, etc.)

**Control group 2 input:**  
no information



## Behavioural experiment: Taxation

THE BEHAVIOURAL INSIGHTS TEAM

Partner

Can tax evasion be reduced by providing additional public expenditure information to tax payers?

**Control group 1 input:**  
information on  
government  
expenditure



**Control group 2 input:**  
no information



**Outcome/behaviour change:**  
changes in taxes  
paid during  
experiment period  
between groups  
1 & 2.



**Impact:**  
Increased % of tax  
revenue collected.  
Similar experiments in  
the UK, with a project  
cost of under £50,000,  
made savings of over  
£3 million.

## (Big) Data Analytics

GLOBAL PULSE

Partner

A wealth of new information is at our disposal: **online searches, digital transactions, mobile phone and social media usage, utility consumption, satellite imagery, citizen-generated data and more.**

Partnering with UN's primary data agency, [UN Global Pulse](#), to access cutting-edge technologies and analysis techniques.



# Lab services: Data



## 1) Designing public services through social media analysis

The lab will map citizens' sentiments and responses to different public services - gathering insights directly from users and using them to design more demand-driven services.

## 2) Mobile data for tourism statistics

Armenia has a growing tourism industry, but lacks high quality data to monitor the impact of new interventions. The lab will use data produced by mobile phones to create a new, real-time monitoring platform.

## 3) GIS and other Satellite imagery to track land degradation

Cutting-edge open source data will be combined with specially-developed machine-learning tools to map agricultural areas at risk from increased land degradation.

## 4) Rapid response to extreme weather conditions

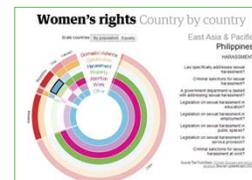
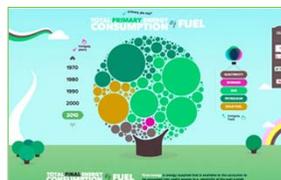
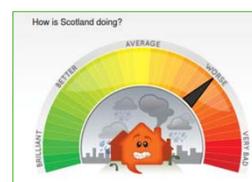
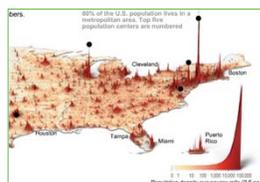
Citizen-generated data will be utilised to enable immediate response to devastating hail storms and other extreme weather events.

# Lab services: SDG Barometer



A user-friendly data visualization tool will be designed to monitor the SDGs' real-time progress, inform policy and decision-making, and measure impact.

SDG Dashboard for countries in Eastern Europe and Central Asia



## Lab services: Impact Investment

SITRA

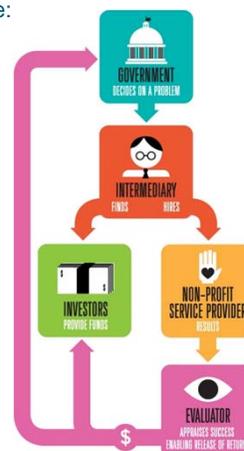
Partner

Testing and prototyping **impact investment financial mechanisms** using ODA and government funds along with private capital to address SDGs.



Example:

Social Impact Bonds



## SDG Champions

For the Lab to be successful, it is crucial to expand its reach. To this end, a cadre of talented **citizens in the education system, the private sector** and, crucially, **government** will be trained in an array of the **21<sup>st</sup> century's most cutting-edge methodologies**.

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*Empowered lives.  
Resilient nations.*

