

## Focus events

### 2020 Regional Forum

The year 2020 marks the beginning of the **Decade of Action and Delivery for Sustainable Development**, which was launched by world leaders at the UN Summit on the Sustainable Development Goals (SDGs) in September 2019. The 2030 Agenda for Sustainable Development has triggered progress in many areas. However, with only 10 years to go, the speed and scale of implementation is not sufficient yet to achieve the required sustainability transformation. Decisive action is needed to accelerate progress, including in the UNECE region with its mostly high- and middle-income countries.

The **2020 Regional Forum on Sustainable Development for the UNECE Region** will therefore adopt an action-oriented and forward-looking approach. It will focus on ambitious and impactful actions, commitments and multi-partner initiatives that will help speed up SDG implementation and deliver the necessary transformations across different areas.

The description of the themes and some potential questions presented below aim to broadly characterize the potential space for discussion.



## Behavioural change for sustainable development

### Focus event 3

Friday, 20 March 2020, 10:00-11:00

Room 2, International Conference Centre of Geneva (CICG)

The objective of this focus event is:

- To provide a space for discussion and exchange of experiences for participants of the Regional Forum on how to promote changes in human behaviour that advance sustainable development.
- To identify lessons resulting from existing policy initiatives that build on behavioural insights and to offer some ideas on the potential scope for the design of new ones.

Issues the focus event will consider may include:

- How can the understanding of human behaviour be used to design and implement better policies for sustainable development? How can this knowledge be effectively integrated into policymaking?

- What is the potential scope for behaviour change at different levels, concerning both organisations and individuals? What are the areas of activity relevant to sustainable development that offer significant potential for the application of behavioural insights?

The use of behavioural insights for policymaking has been attracting a growing interest as a way to improve the effectiveness of public policies. Behavioural insights result from the contributions of multiple disciplines, including behavioural economics and social and cognitive psychology, among others. The aim is to identify empirical evidence which shows how people actually behave and therefore, how they are likely to react when offered different options or presented information in various ways.

There are multiple policy examples of initiatives that have been built on behavioural insights related, for example to energy (efficiency increases and the adoption of renewable sources), environment (reduction of waste; water savings) or health (improved food choices; promotion of healthier lifestyles), among many others. Behavioural insights can also be used to transform the way in which organisations work and, in this way, improve the delivery of policies.

## Organizers

This focus event is organized by the United Nations Economic Commission for Europe (UNECE), in cooperation with the International Organization for Migration (IOM), International Telecommunication Union (ITU), SDG Lab, United Nations Environment Programme (UNEP), United Nations Population Fund (UNFPA) and United Nations Institute for Training And Research (UNITAR).

