

Insights from working with agencies

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Evidence-Based Policy: From Rhetoric to Reality

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The Center for Behavioral and Experimental Agri-Environmental Research



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Bring insights from the behavioral sciences to environmental programs



Create a culture of experimentation in environmental programs



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- A credible and growing evidence base that interventions inspired by behavioral economics can change policy-relevant behaviors.
- Often inexpensive implementation, which implies that even if their behavioral impacts are small, they can be cost-effective.
- Often no new legislation or rules needed. Often more feasible politically.
- Often easy to pilot in inexpensive randomized controlled trials, which makes it much easier to evaluate effectiveness and thus build a solid evidence base regarding what works and under what conditions.

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Data for experimentation and evaluation?

USDA – Farmer data difficult to access. No panel data to look at persistence of incentivized practices

EPA – Pollution data in US is self-reported

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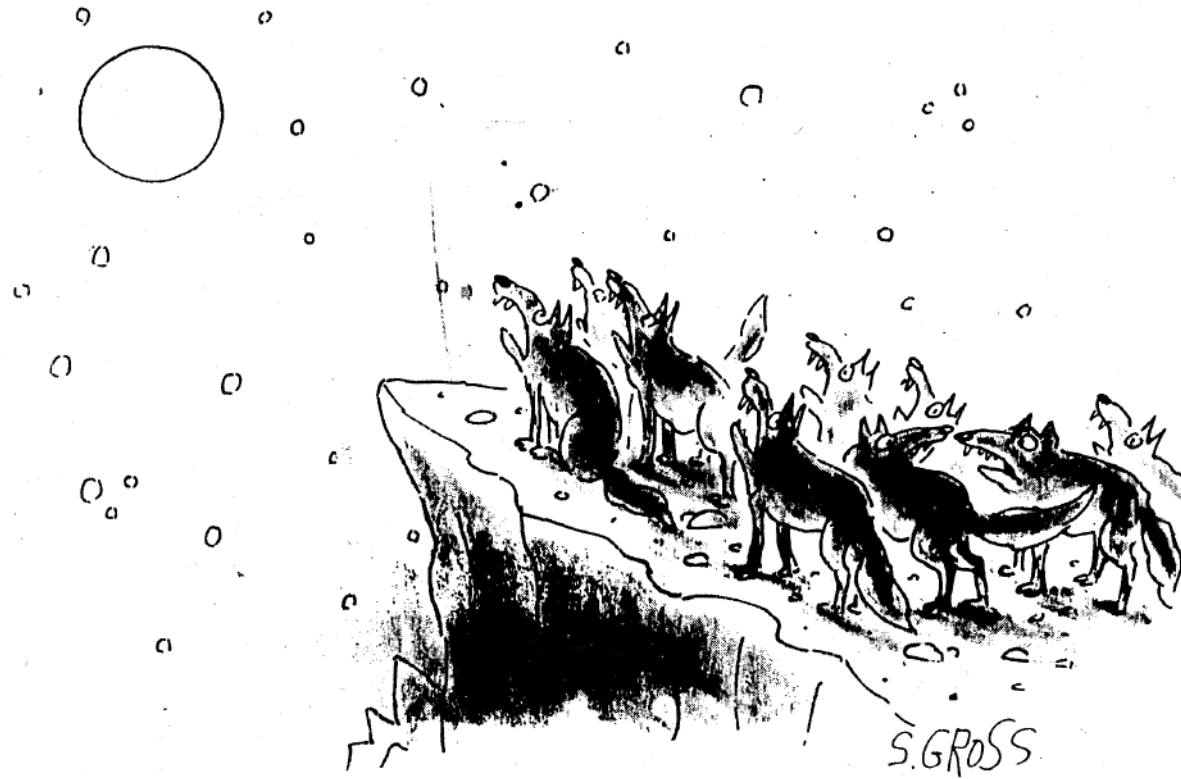


Incentives for experimentation and evaluation?

USDA – Farmers are customers ->
Performance metric = customer satisfaction

EPA – \$1 million+ violations ->
Performance metric = caught violations

Questions?



“My question is: Are we making an impact?”



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