

11 Conclusion and next steps

Governments have, to different degrees and in different ways, expanded their use of behavioural science evidence over the last decade, enabling policies to be developed, tested, and selected with a more nuanced understanding of the people involved in achieving change. The principles in this report are based on the practices that policy makers and behavioural science experts have found to be effective over that time. The OECD will continue to participate in the global conversation about how and where behavioural science can help governments tackle complex policy challenges.

Governments can use this report's good practice principles as a guide for considering their maturity across the different dimensions of mainstreaming behavioural public policy. Some governments have rich in-house behavioural science expertise; others have more advanced data or ethics practices. A review would help identify areas of strength, as well as areas that may warrant further attention. Such a review could be conducted by the OECD, or another independent third party, to ensure an objective assessment that is informed by comparisons across other administrations. A review could look at a whole government or focus on a particular organisation.

An initial framework of key review questions is outlined in the table below. This framework could be refined and expanded over time to produce a measurement framework that enables cross-country comparisons.

Table 11.1. High-level LOGIC framework for a behavioural public policy review

Dimensions	Guiding questions
Leadership	<ol style="list-style-type: none"> 1. How do senior leaders talk about behavioural science publicly and internally? 2. How do managers talk to their leaders about behavioural science?
Objectives	<ol style="list-style-type: none"> 3. How has the government or organisation defined and prioritised its use of behavioural science? 4. How are behavioural science activities and their impacts monitored over time? 5. How is the government or organisation balancing the use of behavioural science for external and internal policy making?
Governance	<ol style="list-style-type: none"> 6. How are those responsible for mainstreaming behavioural public policy held to account? 7. How are resources mobilised to enable the use of behavioural science?
Integration	<ol style="list-style-type: none"> 8. How is behavioural science incorporated into standard policy making procedures and guidelines? 9. How is the government or organisation ensuring the responsible and open use of behavioural science? 10. How are data structures built and managed to enable behavioural diagnosis and testing?
Capability	<ol style="list-style-type: none"> 11. How familiar are policy makers with when and how to use behavioural science insights and methods? 12. How can policy makers access behavioural science expertise? 13. How is behavioural science evidence made to be useful in the policy process? 14. How is behavioural science knowledge and practice shared across the government or organisation?

There remain huge opportunities for policy makers to augment their policy design and implementation with a people-centred, evidence-informed approach. Governments can seize these opportunities by investing

in a well considered process to mainstream behavioural public policy. While contexts differ and challenges will change over time, such a process is likely to rely on the five dimensions of LOGIC:

- **Leadership:** vocal support from influential leaders who are well-supported by their organisations.
- **Objectives:** formal definitions of how behavioural science can and should help deliver strategic objectives, monitored over time.
- **Governance:** clearly allocating the responsibility for mainstreaming behavioural public policy and funding this appropriately.
- **Integration:** building behavioural science into standard processes, and working responsibly and openly based on efficient access to behavioural data.
- **Capability:** knowing when to seek accessible expertise that is useful in the policy process.



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