

# COGNITIVE-BASED APPROACHES TO REGULATION: NUDGING AND BEYOND

**Conversation with Robert Baldwin**  
*London School of Economics*

**31 OCTOBER**  
**2014 - h 9am**

**LUISS Guido Carli**  
**Room 20 - Via Parenzo 11, Rome**

**The use of cognitive and behavioural insights into public regulation and, more broadly, policy-making has been growing in the past few years.**

Since the pioneering experiences of the UK Behavioural Insights Team and the US Nudge Unit, several public administrations have started including experimental methodologies in their policy-making and make use of the knowledge about regulatees coming from behavioural and cognitive studies.

Already the European Commission, especially the DG Sanco through the Joint Research Center, has started incorporating cognitive insights into consumer protection legislation; the Oecd just published a report supporting the use of behavioural economics in policy-making and established a behavioural unit within its Network of Economic Regulators. More national

governments and institutions are also committing to this new trend, such as Australia, Denmark, Canada, France and Germany.

Cognitive-based regulations are thus expected to increase in the following years.

The seminar is a conversation with **Robert Baldwin** from the London School of Economics on his most recent work on Nudge.

**The seminar aims at reasoning on the challenges that may derive to regulators from letting cognitive sciences enter the regulatory process. Bringing together political scientists, jurists and economists, the seminar shall explore the advantages and shortcomings of including nudging and other cognitive-based strategies in the regulatory toolkit.**

## PROGRAMME

### Moderator

Marcello Clarich  
*LUISS Guido Carli*

### Introductory remarks

Marco D'Alberti  
*Sapienza University*

### PRESENTATIONS

***From regulation to behaviour change: giving Nudge the third degree***

Robert Baldwin  
*London School of Economics*

***Cognitive-based regulation: perspectives and shortfalls***

Fabiana Di Porto  
*University of Salento*

### DISCUSSANTS

Daniela Di Cagno  
*LUISS Guido Carli*

Giuliano Fonderico  
*LUISS Guido Carli*

### CONCLUSIVE REMARKS

Luigi Carbone  
*Italian Regulator for Energy and Water, Network of Economic Regulators-OECD*

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