POLICY INNOVATION CENTRE

www.policyinnovationcentre.org

Content

Introduction

The complexity of issues faced by most countries is increasingly inter-related and dynamic. The public policy response required is an approach that appreciates and connects the often multi-faceted nature of the needs and challenges people face in their everyday lives. One that is human-centered, realistic and evidence-based.
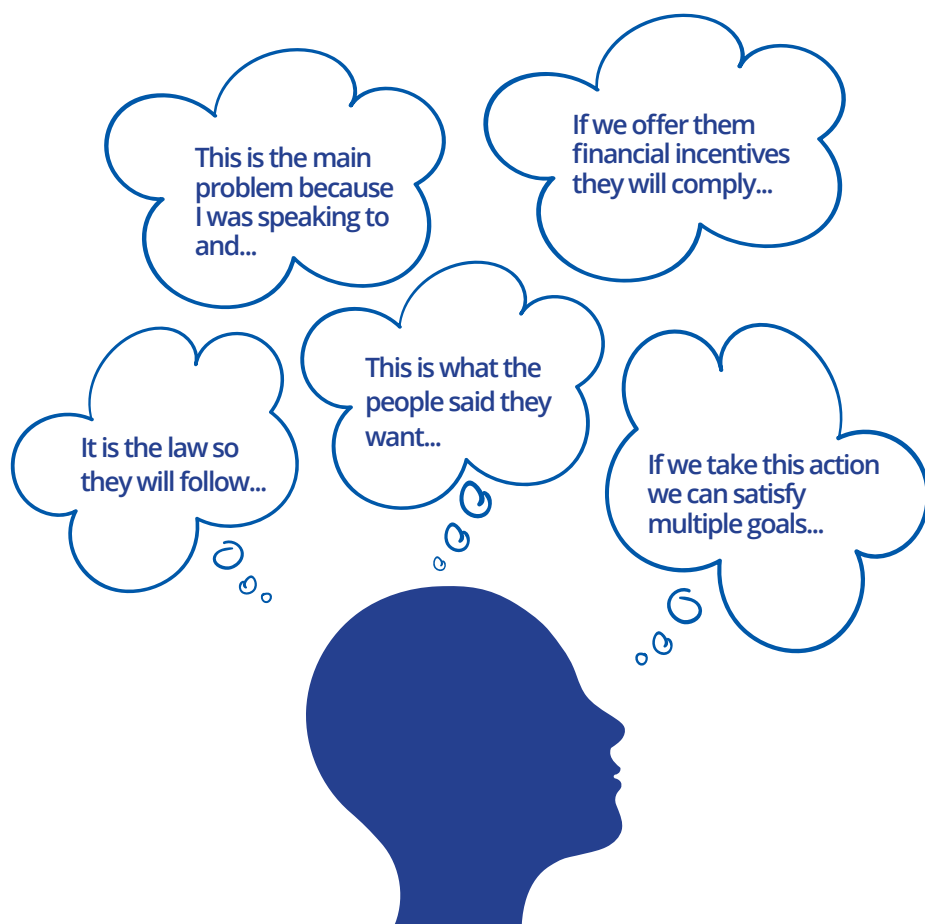
Why Do Policies Fail?

There are a number reasons for policy failure that are circumstantial. However there is a growing body of evidence and agreement that the approach to tackling problems relies too heavily on unchecked assumptions, limited evidence, and an under appreciation of the people factor. People are human-beings and not robots. They may say one thing and do something else.

However insights from the behavioural and social sciences show that this "irrational behaviour" is predictable and when understood it can help make and deliver better policies.

Common assumptions in public policy decision-making

This is the main problem because I was speaking to and...

If we offer them financial incentives they will comply...

It is the law so they will follow...

This is what the people said they want...

If we take this action we can satisfy multiple goals...

Behavioural Insights in Public Policy

Since 2009 the use of knowledge and lessons from the social and behavioural sciences, including cognitive and decision science, psychology, and other disciplines, has spread globally as a key tool in public policy. By 2017 there were over 200 behavioural units internationally with the OECD concluding that it had taken root in public policy practice across countries. Currently over 400 entities exist globally that have institutionalised behavioural insights in and with governments and public institutions on every continent.

One of the earliest adopters of these techniques was at the provincial level in the Western Cape Government of South Africa (since 2012). While projects using behavioural insights have been implemented in Africa there are still very few national level institutionalised capacities to conduct such work with local partners and stakeholders.

The Policy Innovation Centre

The Policy Innovation Centre (PIC) in Nigeria is the first national level body of its kind for applying behavioural insights and other innovative policy tools in Africa.

The PIC is an initiative of the Nigeria Economic Summit Group (NESG) that is sponsored by Rockefeller Philanthropy Advisors (RPA), with the support of the Bill and Melinda Gates Foundation (BMGF).

The PIC is a dedicated not-for-profit centre in NESG that helps policymakers and program implementers improve outcomes for Nigerians.

Vision

To improve the design and implementation of government policies and programmes in Nigeria through lessons from behavioural and social science as well as other policy tools.

Mission

Working with public bodies, the private sector, NGOs and the international community, the PIC will support ongoing efforts on critical priorities such as the Sustainable Development Goals (SDGs).

Goal

To provide decision-makers, policy and regulatory makers and implementers with the tools and analysis to better understand behaviours to achieve better outcomes in Nigeria.
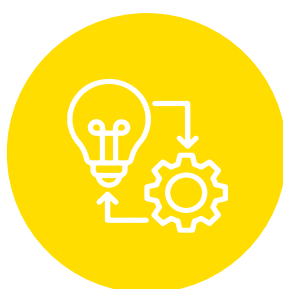
Capabilities

The PIC helps public, private and international actors in Nigeria through a variety of ways, including:

Analyse, diagnose and understand the situation or issue

Strategy, programme, regulatory and policy design or creation

Implementation and delivery of solutions

Monitoring and Evaluation

The NESG-PIC Nexus

NESG is a non-partisan, not for profit think-thank organization which has been strategically involved in transformational socio-economic programmes for the past 28 years. NESG has driven successful national dialogues including NESG's Nigerian Economic Summit (NES) being the most important platform for public-private dialogue in Nigeria. The NES includes high-level representation and engagement from the top tiers of government, chiefs of industry and world-class experts nationally and internationally.

The NESG has also championed interventions and reforms in agriculture, renewable energy, economic development, health, gender, digital inclusion, fiscal policy and education. Currently, NESG is leading a BMGF funded project on accelerating SDGs and human capital development (2021-2024) to drive the operationalisation of the basic healthcare provision fund delivery, basic education, improvements in market-led food systems and overall SDG governance.

The NESG's PIC was created to support organizations and the government to make behaviorally informed decisions and generate evidence through behavioral studies for interventions in critical thematic areas. The PIC will deliver its mandate (policy and programs) leveraging on NESG's networks and public/private sector partnerships to deepen the impact of social interventions in Nigeria. The PIC will also support NESG's programs through the application of behavioural insights to engender evidence driven reforms.

PIC Projects

Among others, the PIC is working in the following sectors:

Financial Inclusion	Health
Agriculture	Education
Human Capital	Gender & Social Policy

Accountability and Transparency

PIC Projects

Improving Digital Loan Repayment Behaviors of Small Businesses

BEHAVIORAL THEMES
Loss aversion, progress tracking, social norms, complacency bias

SECTOR: Financial Inclusion and Technology (Mobile Money)

PROJECT TYPE: Field Experiment

SAMPLE SIZE: 102,841 Participants

STATUS: Completed

2017–2019

Improving Savings Behavior Amongst Cash Transfer Beneficiaries

BEHAVIORAL THEMES
Loss aversion, progress tracking, social norms, complacency bias

SECTOR: Salience, Progress tracking loss aversion, progress tracking

PROJECT TYPE: Field Experiment

SAMPLE SIZE: 2173 Participants

STATUS: Completed

2017–2019

Improving National Nutrition Through School Programmes

BEHAVIORAL THEMES
Salience, progress tracking

SECTOR: Social aid, investment

PROJECT TYPE: Field Experiment
SAMPLE SIZE: 163 schools
STATUS: Completed

2017–2019

Improving Entrepreneurial Planning and Savings Behavior of N-Power Beneficiaries

BEHAVIORAL THEMES
Loss aversion, aspirations, urgency, social norms

SECTOR: Salience, Progress tracking loss aversion, progress tracking

PROJECT TYPE: Field Experiment

SAMPLE SIZE: 1,397 Participants

STATUS: Completed

2017-2019

Improving the Uptake of Kwikcash Digital Credit

BEHAVIORAL THEMES
Salience, Progress tracking Urgency, loss aversion & progress tracking

SECTOR: Social aid, investment
PROJECT TYPE: Field Experiment
SAMPLE SIZE: 63608 participants
STATUS: Completed

2017–2019

Harnessing Behavioural Insight to Improve Transparency in Nigeria

The PIC is implementing a 3-year Mac-Arthur Foundation-funded grant titled 'Harnessing Behavioural Insight to Improve Transparency in Nigeria'. This project aims to support an ecosystem of state and non-state actors with the capacity and capability to drive behaviourally-informed anti-corruption reforms across sectors in Nigeria. This project also seeks to strengthen the capacity of transparency, governance, and accountability organizations in Nigeria through a learning series and the implementation of hands-on behavioural interventions. The PIC also organizes design workshops to identify urgent priorities within the sector and document the gaps and opportunities for harnessing financial transparency and accountability in Nigeria.

2021–2024

Sustainable and Inclusive Digital Transformation Programme

The PIC is implementing an FCDO funded project to support the continuous growth of an enabling regulatory condition for inclusive digital transformation in implementing states while aligning with the digital transformation principle of the Mutual Agreement Framework (MAF). The project will advance the implementation of the National Digital Economy Policy and Strategy 2020-2030, focusing on;

» Developmental regulations

» Digital services development and promotion

» Digital society and emerging technologies

» Indigenous content promotion and development at national and state level.

2022

Assessment of the context and behavioural drivers of learning poverty and outcomes for "At-Risk (in and out of school) Children," in Nigeria

The PIC is implementing a research to explore the context and behavioural drivers of learning poverty on "At-Risk Out of School Children/At-Risk Children" who consequently drop out as well as enablers and barriers for uptake of interventions. Through this assessment, the PIC will evaluate the in-school learning environment and map existing programs /policies to explore gaps and opportunities for strengthening access/delivery of services. In addition, the PIC will explore sustainable strategies for skills development, livelihood and school reintegration for out of school children.

THE NIGERIAN ECONOMIC SUMMIT GROUP | PIC POLICY INNOVATION CENTRE

2022

Gender and Development Certificate Course

The PIC organises a Gender and Development certificate course in collaboration with the Centre for Gender and Social Policy Studies (CGSPS), Obafemi Awolowo University, Ile-Ife.

The 5-day course covers basic concepts about gender, gender norms/socialization, gender mainstreaming, gender action planning, gender analysis, as well as monitoring and evaluation as they apply across various sectors. The course also includes sector specific modules such as: Gender and Public Policy, Gender and health, Gender in Agriculture and Food Security, Gender in Education.

On-going

Our People and Expertise

Faisal Naru is the inaugural Executive Director of the PIC. Prior to this he was at the OECD where he founded the OECD work on Behavioural Insights including the landmark publication "Behavioural Insights in Public Policy" as well as being responsible for a number of OECD committees, publications and guidelines. At the OECD Faisal Naru was most recently the Head of Strategic Management and Coordination or "Chief of Staff" for the OECD's Executive Director where he created a new capacity mainstreaming behavioural science into management and organisational behavour.

He is a former member of the UK Government's Cabinet Office, Head of Practice and Leadership Board Member for a global development consultancy (DAI), and Chief Advisor to the Government of Viet Nam on economic and regulatory reforms. He graduated from the University of Oxford.

He serves on a number of International Committees and advises a number of governments and public bodies.

Osasuyi Dirisu is Deputy Director at the Policy Innovation Centre and Senior Fellow at the Nigerian Economic Summit Group. She is a development and gender expert with over 20 years' experience implementing research and development projects on gender issues, sexual and gender based violence, social determinants of health behavior, gender inequalities, as well as social and economic inclusion. She was formerly Research Director at the Population Council and in that role, led the design and implementation of research studies across Nigeria.

She led the development of the National Gender Based Violence Dashboard, an innovative platform for the collation of validated, real-time GBV data in Nigeria funded by the EU-Spotlight Initiative (UNDP). She has conducted social norms assessments, gender analysis and GBV risk mapping for several donor-funded projects in Nigeria. Dirisu holds an MB/BS degree from the University of Ibadan; a Master's degree in Public Health from the University of Lagos and a Master's in Business Administration from the Pan-Atlantic University. She obtained a PhD in Public Health from the University of Leeds as a Commonwealth Scholar in 2016.

» POLICY FOR HUMANS
» HUMAN-CENTRED POLICY
» IMPROVING POLICIES WITH NEW APPROACHES

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