

# Agenda\* - Insight for Good Summit- May 2021

\*Subject to updates

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## DAY I SUSTAINABILITY

Tuesday, May 4th - 10:15h to 15:30h GMT

- 10:15 Welcome and opening**
- Wilma Smythe (host)
- 10:30 Challenges and opportunities for a sustainable world**
- Paddy Loughman, Sustainability Strategist & Speaker
- 10:55 A systems thinking view of sustainability with human understanding at its core**
- Saram Yalda, Founder, Human Nation
- 11:15 Morning Break**
- 11:25 Ditching a throwaway society by harnessing the power of human understanding**
- Jessica Long, Head of Sustainability, Ipsos MORI
- 11:55 The Citizen Shift: a radical approach to reinventing sustainability programmes**
- Jonathan Alexander, Co-Founder, New Citizenship Project
- 12:20 Lunch Break**
- 13:00 How not to fail at the last hurdle: selling sustainable services & products**
- Oliver Payne, CEO, The Hunting Dynasty
- 13:30 Applying a behavioral lens to environmental solutions**
- Katie Williamson, Senior Associate, Behavior-Centered Design, Rare's Center for Behavior & the Environment
- 14:15 Short Break**
- 14:30 Bridging the gap between insight and sustainability. Panel debate.**
- Paddy Loughman, Climate Change Speaker
  - Katie Williamson, Senior Associate
  - Jonathan Alexander, New Citizenship Project
  - Jessica Long, Head of Sustainability
  - Josh Gellers, Associate Professor of Political Science

**15:15 Remarks, next steps, and close.**

## DAY 2 HEALTH & WELLBEING

Tuesday, May 11th - 10:15h to 15:30h GMT

- 10:15 Welcome and opening**
- Wilma Smythe (host)
- 10:30 Health & Wellbeing: a shared responsibility with insight at the core of the health ecosystem**
- Saram Yalda, Founder, Human Nation
- 10:55 Thriving or surviving: Why the absence of illness is not enough**
- Marta Vilella, Client Partner, Foresight Factory
- 11:20 Morning Break**
- 11:30 Why can we not be healthy? The influence of context.**
- Rosie Denlegh-Maxwell, Associate Director, The Behavioural Architects
- 12:00 How insight is supporting organisations to develop their health programmes**
- Michelle Patel, Head of Social Sciences, Food Standards Agency
- 12:30 Nudging: the hidden power of the Behavioral Sciences**
- Dr. Helen Brown, Senior Advisor, Behavioral Insights Team
- 13:00 Lunch Break**
- 14:00 How social and behavioral insights are informing public health**
- Guillaume Caline, Leader for Public Opinion Projects, Kantar France
- 14:30 Bridging the gap between insight, health and wellbeing. Panel debate.**
- Marta Trapero, International University of Catalonia
  - Marta Vilella, Client Partner, Foresight Factory
  - Michelle Patel, Food Standards Agency
  - Dr. Helen Brown, Senior Advisor
  - Guillaume Caline, Kantar France

**15:15 Remarks, next steps, and close.**

## DAY 3 EDUCATION & EMPLOYMENT

Tuesday, May 18th - 10:15h to 15:30h GMT

- 10:15 Welcome and opening**
- Wilma Smythe (host)
- 10:30 The future of work: how current and future innovations will shape jobs**
- Andy Durman, Managing Director, EMSI UK
- 10:55 The future of education: should change shape the lives of young people or should young people help shape the change?**
- Diana Gan, Edtech Investor, EiM Ventures, GEB Member, Dulwich College International
- 11:30 Morning Break**
- 11:40 Empowering young people: a shared responsibility led through the humanisation of insights**
- Debbie McVitty, Editor, Wonkhe - Home of the Higher Education Debate
- 12:20 Q & A Session: Tailored approaches to reduce the skills gap**
- Wilma Smythe, CEO of Insight for Good
- 13:00 Lunch Break**
- 14:00 Using nudges to improve student experience and outcomes**
- Jessica Hunt, Senior Advisor, Behavioural Insights Team
- 14:30 Bridging the gap between insight, education and employment. Panel debate.**
- Filippo Montesi, Secretary General, Social Impact Agenda per l'Italia
  - Debbie McVitty, Editor, Wonkhe
  - Diana Gan, Edtech Investor
  - Jessica Hunt, Senior Advisor
  - Andy Durman, Managing Director, EMSI UK

**15:15 Remarks, next steps, and close.**

## DAY 4 SOCIAL INCLUSION

Tuesday, May 25th - 10:15h to 15:30h GMT

- 10:15 Welcome and opening**
- Wilma Smythe (host)
- 10:30 The case for social inclusion in the midst of a paradigm shift**
- Siri Chilazi, Research Fellow, Equality & DI, Harvard Kennedy School
- 11:00 Social inclusion: a foundation for social innovation**
- Geoff Mulgan, Professor of Collective Intelligence, Public Policy and Social Innovation at University College London
- 11:30 Morning Break**
- 11:40 How the behavioral sciences are helping close the gender gap**
- Leonie Nicks, Senior Advisor, Behavioural Insights Team
- 12:30 The insights that will help understand and challenge racial inequality**
- Stephanie Mensah, Diversity and Inclusion Lead, Ipsos MORI
- 13:00 Lunch Break**
- 14:00 The reality of talent management in employment settings**
- Bindu Garapati, VP of Inclusion, Diversity, Equity and Talent Development at Impossible Foods
- 14:30 Bridging the gap between insight and the social inclusion problem. Panel debate.**
- Bindu Garapati, VP of Inclusion
  - Ben Carpenter, CEO, Social Value International
  - Hannah Kilshaw, Research Director
  - Stephanie Mensah, Diversity and Inclusion Lead
  - Siri Chilazi, Research Fellow
  - Leonie Nicks, Senior Advisor

**15:15 Remarks, next steps, and close.**

# DAY 1: INSIGHT FOR SUSTAINABILITY, 4th May

## OVERVIEW

Experts proclaim we are at the beginning of an economic paradigm shift, whereby governments and business are starting to acknowledge the importance of moving away from pure capitalism to focus more on developing circular economies and societal wellbeing.

Indeed, smart organisations (from the private, public or social sectors) know that if they do not adapt now, they will fail their consumers and the public by not playing a role in such imminent transformation.

Why is it so difficult to take action when there is overwhelming evidence that indicates we should simply live more sustainably to save ourselves from disaster?

At our event, Insight for Sustainability, we will draw from the latest advances in the world of insight to help organisations 'rewire' their approach, make better decisions, generate innovative solutions, and contribute to the sustainability world agenda.

## TAKEAWAYS

- Why all types of organisations need to adopt to the demands of consumers and the public and embark on the sustainability agenda
- Why putting behavioural understanding at the centre is the first step in tackling the challenge
- How specific insight practices, such as the Behaviour Change Techniques (nudges) developed by the Behavioural Sciences, can offer opportunities for organisations to innovate, market, and sell more sustainable products and services
- How organisations can develop effective sustainability strategies using insight and the behavioural sciences
- What the main levers are for complex social collaboration to become effective
- What country-level policies and incentive mechanisms are already successful and how behavioural understanding already contributes to policy development.

10.30h - 10.55h
10.55h - 11.15h
11.25h - 11.55h
11.55h - 12.20h
13.00h - 13.30h
13.30h - 14.15h
14.30h - 15.15h

### Challenges and opportunities for a sustainable world

*Paddy Loughman, Climate Change Speaker & Strategist*

Understanding the cause: what has got us to the current situation. Why is the beginning of a paradigm shift in consumerism and capitalism? How government institutions and business leaders are signaling the beginning of a paradigm shift. How organisations are embarking on the sustainability agenda and why it is a must for all organisations to incorporate this in their practices.

### A systems thinking view of sustainability with human understanding at its core

*Sharam Yalda, Economist and Ecologist, Founder of Human Nation*

What is failing in the current economic system. Developing a common mission to accelerate the transition to the new regenerative and circular economy. Why purpose should be guided by an ethical and humane agenda, authenticity, transparency and collaboration. Why your sustainability strategy should be informed by a deeper human-centred and planetary perspective.

### Ditching a throwaway society by harnessing the power of human understanding

*Jessica Long, Head of Sustainability, IPSOS Mori*

How the environmental and social contexts shape our behaviours. What can the Behavioral Sciences offer to the sustainability arena? Addressing the intention-behaviour gap harnessing easy-to-use behaviour change models. Which behavioural concepts explain our current reluctance to embrace change. Learn about 'social norming', 'habit', 'intention-behaviour gap', 'future discounting' and 'present bias' among others.

### The Citizen Shift: a radical approach to reinventing sustainability programmes

*Jonathan Alexander, Co-Founder, New Citizenship Project*

Why understanding the social science of identity is crucial to achieving sustainability. Why we need to get beyond the idea and language of "consumers". Why involving people can be more powerful than nudging them. How to design sustainability programmes with participation at their core.

### How not to fail at the last hurdle: selling sustainable services & products

*Oliver Payne, CEO, The Hunting Dynasty*

Why consumers prefer to buy sustainable products and what barriers prevent them from doing so. How to market sustainable products using behavioural insights. What are the main attributes brands should focus on developing and promoting sustainable products.

### Applying a behavioral lens to environmental solutions

*Katie Williamson, Senior Associate, Behavior-Centered Design, Rare's Center for Behavior & the Environment*

Why the environmental field should look beyond information, rules, regulations and material incentives. Why environmental challenges are behavioral challenges and why they require behavioral approaches and solutions. A behaviour change toolkit – exploring emotional appeals, social influences, and choice architecture. Examples (case studies) of how we and others in the field are applying and combining these levers in practical ways. Actionable strategies that practitioners can use in their work to inspire sustainable behaviours.

### Bridging the gap between insight and sustainability. Panel debate.

What policies are effective in helping to act on the climate crisis? What disciplines are fit for purpose to inform institutions and organisation's sustainability strategy? How should governments, corporations, social enterprises, charities, NGOs, think tanks, research organisations and associations collaborate to design sustainability programmes? What are the main gaps relevant to the use of evidence and insight to understand sustainability? How can we promote the use of insight to shape a sustainable world?

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## DAY 2:

# INSIGHT FOR HEALTH & WELLBEING, 11th May

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## OVERVIEW

Wellbeing is a state in which we are happy and healthy. It includes good mental and physical health, high life satisfaction, a sense of meaning or purpose, and meaningful social relations.

Simply knowing this does not protect us from health pandemics.

And we do not solely refer to COVID-19. Consider the following World Health Organisation facts. Globally:

- 1 in 6 die from cancer
- 2 in 5 adults were overweight in 2016
- 1 in 10 adults suffered from diabetes In 2019
- 264 million people suffer depression.

In light of these alarming figures, are governments and businesses paying enough attention to health? And of those who are, are they being effective? If so, why?

At our event, Insight for Health and Wellbeing, we explore how leading organisations are using insight to support their health and wellbeing programmes. We share how insight can support the immense change that is needed in our society to live healthier.

## TAKEAWAYS

- Why putting insight and behavioural understanding at the centre is the very first step in tackling the wellbeing and health challenge
- Why health is defined as 'state of complete physical, mental and social wellbeing and not merely the absence of illness
- How insight is already supporting organisations to develop their health programmes
- How contextual and social influences normalise unhealthy behaviours and what to do to reverse this
- From behavioural changes in nutrition, exercise and our exposure to toxins, what are the most effective insight tools that will lead to successful health programmes? What can we learn from context analysis, segmentation and customer journeys when applied in the health arena?
- How behavioural concepts play in adopting a healthy lifestyle and what nudges should concerned organisations and institutions adopt to promote healthy lives
- What the Behavioural Sciences can offer to socially focused organisations to develop, market and sell healthier products and services
- What policies and programmes are successful and how behavioural understanding already contributes to health policy development.

10.30h

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10.55h

### Health & Wellbeing: a shared responsibility with insight at the core of the health ecosystem

*Sharam Valda, Founder, Disruptive Innovation Advisor, Human Nation*

Why health challenges should be approached through an eco-systemic and whole-system approach. How to shift away from patients' health to people's health using human-centered design: the empowerment of owning your health. Who has indirectly defined our health as a race to the bottom, and how we can revive the ecosystem's relationships. When to move from competitive and fragmented to collaborative and integrated approaches regarding human health.

10.55h

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11.20h

### Thriving or surviving: Why the absence of illness is not enough

*Marta Vilella, Client Partner, Foresight Factory*

What is the meaning of wellbeing? And how health plays a part? Why health is not merely the absence of illness. Why the current system needs to change to focus on health, not illness. How are health-promoting apps making their way in people's lives and what ethical considerations are required to respect individuals.

11.30h

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12.00h

### Why can we not be healthy? The influence of context.

*Rosie Denlegh-Maxwell, Associate Director, The Behavioural Architects*

How do you define context and what contextual influences prevent us to be healthy. A look at how the different contexts influence health: personal context, social context, environmental context, socio-economic context, cultural context. What new contexts should help to promote health.

12.00h

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12.30h

### How insight is already supporting organisations to develop their health programmes

*Michelle Patel, Head of Social Sciences, Food Standards Agency*

How organisations are using insight to innovate around health. How insight has informed strategy, marketing and programme development and how this has been effective. What specific insight tools are more effective and why.

12.30h

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13.00h

### Nudging: the hidden power of the Behavioural Sciences

*Dr. Helen Brown, Senior Advisor, Behavioural Insights Team*

How we make decisions using two different systems: fast & slow. Case study: What behavioural concepts explain our reluctance to change. Case study: What behaviour change techniques or nudges can help to manage our health.

14.00h

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14.30h

### How social and behavioural insights are informing public health

*Guillaume Caline, Responsible for Public Opinion Projects, Kantar France*

The value of insight to inform policy development in public health. Case study: Obstacles and drivers to sport and physical activity in France: analysis of individual paths.

14.30h

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15.15h

### Bridging the gap between insight, health and wellbeing. Panel debate.

What sciences and disciplines are fit for purpose to inform the world's health and wellbeing strategy. Why should governments, corporations, social enterprises, charities, NGOs, think tanks, research organisations and associations collaborate to improve health. What are the main gaps relevant to the use of evidence and insight to understand health. Using insight to help define the future of health: Why technology health applications (AI, digital care) need insight regardless of their capabilities.

## DAY 3:

# INSIGHT FOR EDUCATION & EMPLOYMENT, 18th May

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## OVERVIEW

The skills gap that exists between education and employment is the result of educational policies and practices that cannot adapt quickly enough to rapidly changing employer needs.

With the COVID-19 pandemic causing a projected loss of 195 million jobs globally, dismaying interruptions to education and a disproportionate impact on vulnerable and digitally excluded groups, this gap is only set to grow. Currently,

- Young people are approximately three times more likely to be unemployed than the average worker
- Half of the global workforce will have their lives damaged as a result of the pandemic – this affects the most vulnerable in the labour market, including youth
- Student anxiety has been increasingly common in many regions of the world, signaling the beginning of a mental health crisis among students

In light of these alarming facts, are education and employment set to become a privilege for the few? Insight for Good believes that older generations, employers and educational institutions not only have a functional responsibility towards young people but also a moral obligation. Indeed effective educational programmes should empower young people not only to become resilient and adaptable to change, but also to build the skills to change the world towards a fairer and more sustainable economy.

How can the discipline of insight be a force for good to steer this much needed transformation?

At our event, Insight for Education & Employment, we explore many challenges young people face, drawing from different disciplines that play part in the field of insight, and show how an increased understanding of youth's needs, attitudes and behaviours is critical to help drive this transformation.

## TAKEAWAYS

- How new technologies are transforming work and how this impacts the opportunities for young people
- How the world of education is adapting to fast changing challenges and why it needs more strategic insight to help students thrive, not just survive
- Why putting insight and behavioural understanding at the centre of the education and employment ecosystem is the very first step in tackling the skills gap problem
- How insights are offering value to the employability departments in educational institutions and employer human resources departments
- How specific insight tools, such as segmentation and customer journeys, and disciplines, such as the Behavioural Sciences, can help design successful student experiences and talent management strategies.
- How insight is already supporting universities and educational institutions to support the student experience
- How policies and programmes that put insight are their core make sense and why they are being successful

10.30h

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10.55h

### The future of work: how current and future innovations will shape jobs

*Andy Durman, Managing Director, EMSI UK*

The labour market sweet spot: aligning education, individuals, and jobs within regional economic ecosystems. The UK labour market – always changing, always evolving. What skills will be needed in future to drive a sustainable and circular economy. The need for data to illuminate micro as well as macro change.

10.55h

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11.30h

### The future of education: should change shape the lives of young people or should young people help shape the change?

*Diana Gan, Edtech investor, EIM Ventures, GEB member, Dulwich College International*

Why students are going through a mental health crisis. Why it is important to adopt a student-centric focus in a world of constant change. Why it is important to nurture the hidden talents of apprentices. What skills and behaviours will allow students and apprentices to thrive in the future. Resilience: how educators need to focus on empowering students and apprentices to create sustainable products & services, not just to be absorbed in change.

11.40h

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12.20h

### Empowering young people: a shared responsibility led through the humanisation of insights

*Debbie McVitty, Editor, Wonkhe- Home of the Higher Education Debate*

Why it is important to put young people at the centre of the talent gap debate. Why students should be treated as real people, not statistics, and why we need deeper insights into students' needs, attitudes and behaviour. What type of insights will help support young people to battle job precarity, increase entrepreneurship levels and their social value contribution. How Millennials are already shaping the future and why even younger generations should be supported to acquire leadership and creativity skills.

12.20h

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13.00h

### Q & A Session: Tailored approaches to help reduce the skills gap

*Wilma Smythe, CEO & Founder, Insight for Good*

How insight tools such as segmentation can be used in the world of education to improve the student experience. How segmentation can help designing talent acquisition, retention and engagement strategies in both educational institutions and work settings. Employee insights: how a talent management segmentation can offer real value to organisations.

14.00h

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14.30h

### Using nudges to improve student experience and outcomes

*Jessica Hunt, Senior Advisor; Head of post-16 Education and Skills, The Behavioural Insights Team*

How are the Behavioural Sciences making their way in education. How the student experience can be improved through nudges. The future application of behavioural insight in education: student access, engagement and retention.

14.30h

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15.15h

### Bridging the gap between insight, education and employment. Panel debate.

What sciences and disciplines are fit for purpose to understand the challenges young people face. Why should governments, corporations, social enterprises, charities, NGOs, think tanks, research organisations and associations collaborate to improve the opportunities for young people. What are the main gaps relevant to the use of evidence and insight in the space of education. Using insight to help define the future of education and employment.

## DAY 4:

# INSIGHT FOR SOCIAL INCLUSION, 25th May

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## OVERVIEW

The International Labour Organisation (ILO) suggests that about half of the global workforce will have their lives affected for good as a result of the COVID-19 pandemic. This is particularly true for vulnerable groups, and includes particular impacts in women, the youth, the elderly, and minorities for different reasons.

With the world's population expected to increase by 2 billion persons in the next 30 years, from 7.7 billion currently to 9.7 billion in 2050, how can government institutions and socially responsible organisations play a role in reducing social inequality when the problem is expected to grow for billions of people at this rate?

Social inequality was a known problem before the pandemic, as evidenced in four of the 17 Sustainable Goals: 1 (No Poverty), 2 (Zero Hunger), 5 (Gender Equality) and 10 (Reduced Inequalities). These problems have been fueled by a capitalist system that has distributed wealth unevenly among people and countries.

But social inequality is not only a socio-economic problem. The tendency of humans to associate themselves with similar groups to themselves is part of human nature. 'Unconscious bias' courses in the HR departments of organisations mainly attempt to rationalise human nature, but they often fail at demonstrating a change in behaviour because these associations are precisely unconscious.

## TAKEAWAYS

- Why it is important to understand the lessons from the social sciences to understand social inequality
- Why social inclusion is important in today's world and why it can lead to a much needed social innovation
- How social and behavioural sciences should lead innovation using insight-driven approaches
- How the social and behavioural sciences should tackle social inclusion using insight-driven approaches
- Why these disciplines offer real insights, not just statistics, and opportunities to change behaviour
- What solutions can the world of insight offer to such an important social challenge

10.30h

11.00h

### The case for social inclusion in the midst of a paradigm shift

*Siri Chilazi, Academic Expert in Gender Equality & DI, Harvard Kennedy School*

Lessons from the social sciences: the power of shared identity to drive action and innovation through social inclusion. Why the current economic capitalistic system does not work to meet this century's challenges and why social inclusion is key to drive social change. Why social insights are needed to drive action today and to empower future generations.

11.00h

11.30h

### Social inclusion: a foundation for social innovation

*Geoff Mulgan, Professor of Collective Intelligence, Public Policy and Social Innovation at University College London*

Why social innovation is important to tackle today's social & environmental challenges. Celebrating social inclusion: the power of diversity and contradiction. What we need to draw from the social sciences to understand and promote social inclusion and innovation.

11.40h

12.30h

### How the behavioural sciences are helping close the gender gap

*Leonie Nicks, Senior Advisor, The Behavioural Insights Team*

Evidence-based and effective actions that are helping close the gender gap in organisations. Behaviourally-informed promising actions that have potential to close the gap. Using behavioural insights to normalise flexible working and help close the gender gap.

12.30h

13.00h

### The behavioural insights that will help understand and challenge racial inequality

*Stephanie Mensah, Diversity and Inclusion Lead, Ipsos MORI*

How the social and behavioural sciences explain racial inequality. The behavioural tools that will help to reduce racial inequality. Understanding the drivers behind the success of the 2020 Black Lives Matter movement. What can brands do to become more inclusive?

14.00h

14.30h

### The reality of talent management in employment settings

*Bindu Garapati, VP of Inclusion, Diversity, Equity and Talent Development at Impossible Foods*

Defining inequality in employment and its consequences to the workplace. Behind the science: the reality of talent management and diversity in employment settings. Why 'Unconscious Bias' training does not work and what to do about it. Behaviourally informed solutions to drive social inclusion.

14.30h

15.15h

### Bridging the gap between insight and the social inclusion problem. Panel debate.

Why should governments, corporations, social enterprises, charities, NGOs, think tanks, research organisations and associations collaborate to drive social inclusion. What sciences and disciplines are fit for purpose to understand social inclusion. What are the main gaps relevant to the use of evidence and insight in the space of social inclusion. Using insight and social innovation to advance in the social inclusion space.