

Chevening alumni present public policy and behavioural economics manual in Honduras

World news story

Latin Americans who studied their master's degree in the United Kingdom with the Chevening scholarship released a study.



The students developed the “ [Behavioural Economics Handbook: Applying Behavioural Economics to Public Policy](#) (ODT, 12.2 MB) “ through the Chevening Alumni Project Fund (CAPF). It aims to helping public entities and NGOs in Honduras.

The manual provides information on what behavioural economics are, how it can be used in public policy, and its benefits. It includes a guide to developing interventions using the EAST Framework developed by the Behavioural Insights Team in England.

It also addresses ways to measure the results of an intervention to change behaviour and cases of the application of this knowledge to achieve environmentally friendly behaviours. The manual can be used by public policy makers, government agencies, international organizations, the private sector, as well as by students.

The alumni participating in this initiative were Sofía Maradiaga, from Honduras, studied a Master's in Behavioural Economics at the University of Warwick; Santiago García, from Venezuela, and Santiago Borda from Colombia. Isabel Bazán, Ph.D candidate in Economics at Virginia Tech also contributed.

Each one of them was in charge of writing one of the chapters of the manual and contributed from their personal and professional experience with the development of the structure and concept of the project.

We are pleased to know that alumni such as Sofía, Santiago García and Santiago Borda continue to develop tools that contribute to the development

of Honduras and Latin America.

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