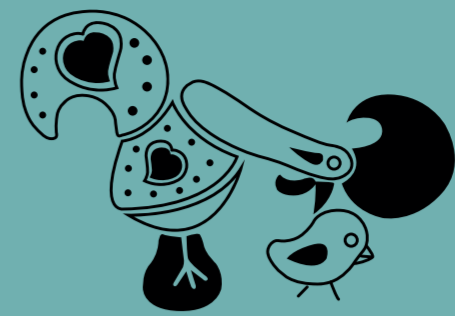
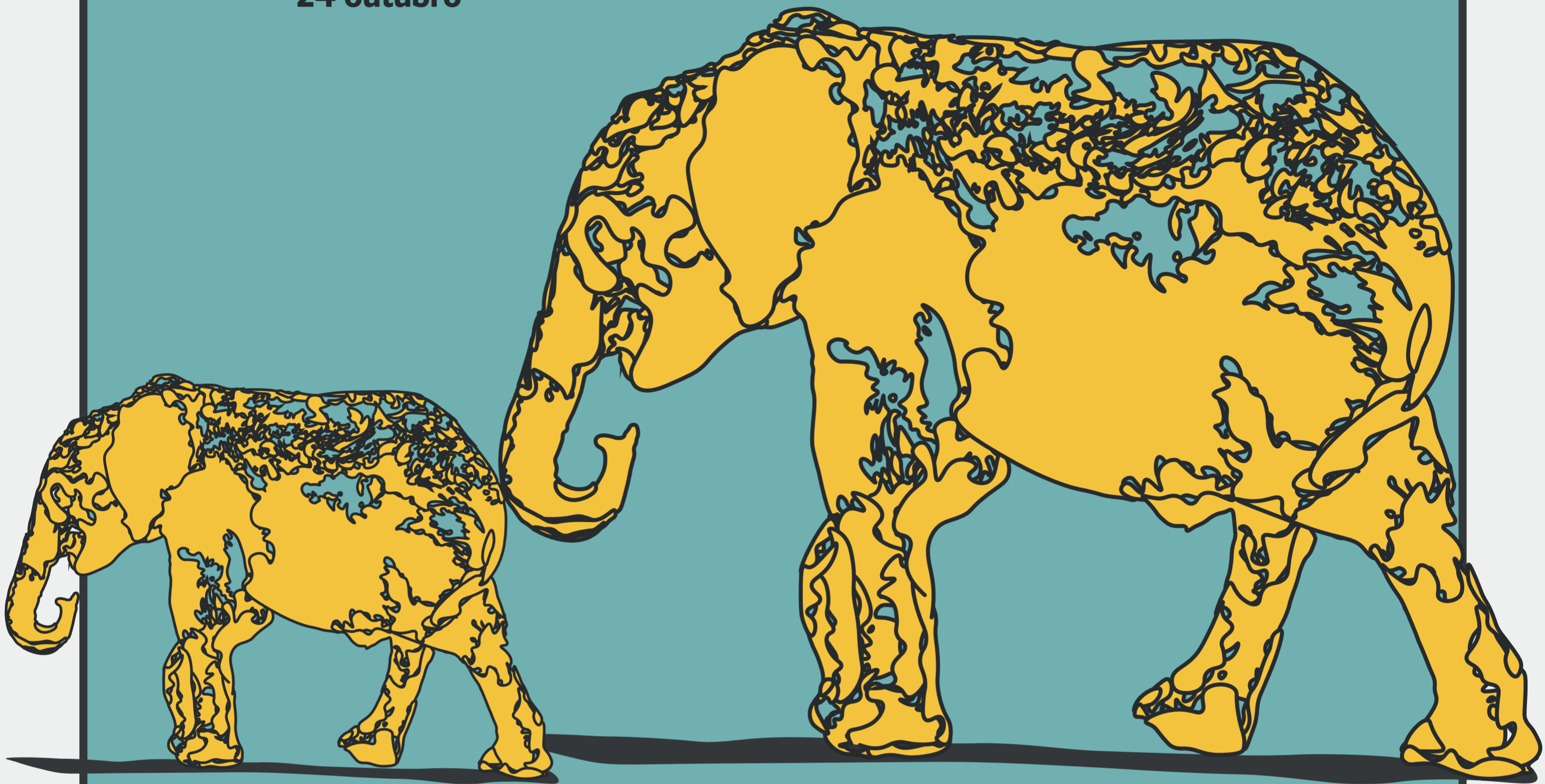


Nudging in Health

Free Lunches Conference 2018
24 outubro



NUDGE PORTUGAL



8:30 Registration

9:00 Opening Session

Morning - Science

Moderator: LUÍS MARTINEZ, Nova SBE

9:15 Prof. PIERRE CHANDON, INSEAD

Talk: Epicurean Nudging: Happier by Spending More for Less Food

10:15 Prof. MARION M. HETHERINGTON, University of Leeds

Talk: Little People, Little Portions - Encouraging Downsizing in Young Children

11:15 Prof. MATTEO GALIZZI, London School of Economics

Talk: Behavioural Data Linking: a Longitudinal Dimension for Behavioural Economics Interventions in Health

12:15 Round Table Discussion

Moderator: LUÍS MARTINEZ, Nova SBE

PAULO MONTEIRO, Auchan

PEDRO GRAÇA, PNPAS, Direção Geral de Saúde

13:00 Almoço

Afternoon - Policy

Moderator: SANDRA MAXIMIANO, ISEG-UL

14:00 ANTÓNIO SILVA, BITeam

Talk: Using Behavioural Insights to Rethink Public Health

15:00 FAISAL NARU, OECD (via Skype)

Talk: How to Institutionalize Behavioural Insights

16:00 SARA RAFAEL-ALMEIDA, Joint Research Centre, European Commission

Talk: The Application of Behavioural Insights to EU Policy-Making

17:00 Round Table Discussion

Moderator: SANDRA MAXIMIANO, ISEG-UL

Bastonaário da Ordem dos Psicólogos

Ministério da Modernização Administrativa (tbc)

17:45 Closing Remarks



ESCOLA SUPERIOR DE
TECNOLOGIA DA SAÚDE
DE LISBOA
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BRIGHT