

Driving Pro-Environmental Behavior with Behavioral Economics

February 13, 2019 17:00 - 18:30 CET

About BEworks

BEworks is a purpose-driven organization: our shared goal is to propel society and the economy forward through scientific thinking. Founded in 2010, BEworks is the world's first management consulting firm dedicated to the practice of applying behavioral science to strategy, marketing, operations, and policy challenges. Our team's mission is to help leaders apply scientific thinking to their organization's challenges.

We utilize behavioral science techniques to diagnose consumer mindset, develop scientifically grounded strategies, and validate our recommendations through empirically-sound experiments. We provide scientific research, evidence-based strategies, and fully implemented solutions to our clients, which include Fortune 500s and governments around the world.

Speakers



Jennifer Weeks

Jennifer is an Associate at BEworks, a management consulting firm dedicated to the practice of applying behavioural science to business and policy challenges. Jennifer holds a PhD and MA in cognitive psychology from the University of Toronto, and her doctoral research into the effect of aging on attention and memory has been published in peer-reviewed scientific journals. She believes in using an empirical approach to develop and test solutions to society's most pressing issues, including environmental and public health concerns. At BEworks, she supports clients primarily in the energy and technology sectors, nudging a range of behaviors such as clean tech adoption and energy conservation.



David Thomson

Dave earned his PhD in Experimental Cognitive Psychology from McMaster University in 2012. He worked as a postdoctoral fellow at the University of Waterloo as well as a Natural Sciences and Engineering Research Council of Canada Visiting Fellow in the Socio-Cognitive Systems section at Defence Research & Development Canada. Dave was also a Canadian Institutes for Health Research Banting postdoctoral fellow at the University of Toronto. Prior to this, he earned his B.A. (hons.) in Psychology and Political Science from McMaster University. Dave has worked on many different research projects focusing primarily on human memory, attention, and perception. This research is published in numerous high impact peer reviewed academic journals. At BEworks, Dave leads exciting projects in the financial and energy sectors.

Connect with us

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