



Brussels,
SANCO/B1/EC/ve (2013)

Dear Member of the ECCG,

Subject: Conference: "Applying Behavioural Insights to Policymaking: Results, Promises and Limitations", Brussels, 30th September 2013

I have the pleasure of inviting you to the conference on "Applying Behavioural Insights to Policymaking: Results, Promises and Limitations" hosted by the European Commission, DG Health and Consumers (SANCO), on Monday 30th September.

This is the third of our series of Behavioural Economics conferences. The first two events attracted a wide attention from our stakeholders. This year's conference will be an opportunity to review the main results of the recent and on-going behavioural studies run by DG SANCO and other EC services, and to learn from the experience of other international actors. Besides Commissioner Mimica, well-known behavioural experts – including Prof. Cass Sunstein, the author of *Nudge* - will deliver keynote speeches. We will discuss the promises and limitations of behavioural science, hear about specific country experiences and learn about recent behavioural studies. The final panel discussion – moderated by John Kay (FT) – will tackle the relevance of applying behavioural science in addressing EU's policy challenges. The conference programme and the on-line registration form are available on our website:

http://ec.europa.eu/dgs/health_consumer/information_sources/consumer_affairs_events_en.htm

I would encourage you not only to attend the conference, but also to promote this event among your counterparts in national authorities, regulators and other relevant institutions. A webstreaming service will be available for those who cannot physically attend.

Please note that the main language of the conference will be English with interpretation facilities to/from German and French. DG SANCO will record and process your personal data to the extent that they are necessary for the follow-up of our conference. The conference will also be video-recorded and the files (e.g., presentations and video-clips) uploaded on the conference website to allow all our stakeholders to access them.

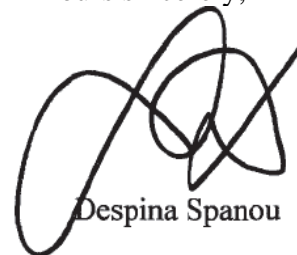
Regarding practical arrangements, the Commission will pay for one travel ticket, for only one expert per country, from Member States and EEA countries. We will **not** do this on the basis of a reimbursement of a flight reservation made by you. Instead, we have instructed a travel agent to make reservations and issue tickets for you in line with the applicable rules: **air travel** (authorised only if distance > 400 km or journey involving a sea crossing) in **economy class**, is covered on the basis of **the most economical fare available**. A train ticket can be issued on the basis of the shortest and **most economical route in 1st class rail**. The Commission is unable to cover travel expenses for accompanying persons. No reimbursement will be authorised for taxi fares, parking fees or the cost of transporting a car by car-ferry. Please, do not make any travel or accommodation arrangement by yourself. This will be done by the travel agent after you register. Overall, the Commission will pay for one travel ticket and one or two overnight stays depending on travel dates. No daily allowance will be provided as this is not an ECCG meeting.

You are kindly requested to **confirm your participation** by registering on the conference website. If you have any comments or questions, do not hesitate to contact Mr Emanuele CIRIOLO by mail (emanuele.ciriolo@ec.europa.eu) or directly at +32.2.298 6887.

This invitation and proof of identity are necessary to gain access to the building.

I look forward to seeing you on 30th September.

Yours sincerely,

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the end.

Despina Spanou