



IBPPA Tbilisi Workshop

June 25th–26th, 2026

Day 1 — Thursday June 25th

School of Governance, GIPA Main Campus
Rustavi Highway N22a, Tbilisi, Georgia, 0114

09:30–10:00 Registration and Coffee

10:00–10:15 Welcome Remarks

Marine Ioseliani – Rector of GIPA

Adam Oliver – LSE, Founding Chair of the International Behavioural Public Policy Association

Gareth Ward, British Ambassador to Georgia

Welcome Speaker: Ketevan Tsanava, Associate Professor, GIPA; Co-Founder, Solution Alternatives International (SAI)

10:15–11:30 Keynote Address chaired by Adam Oliver

Ralph Hertwig

Director, Max Planck Institute for Human Development, Berlin; Center for Adaptive Rationality

Boost: Wise Choices in Wicked Times

11:30–12:00 Coffee Break

12:00–13:15 Session 1 chaired by Ralph Hertwig: Compliance, Trust, and Honesty

Yuval Feldman

Bar-Ilan University

Trust, Culture, and the Limits of Voluntary Compliance: A Framework for Adaptive Regulation

Nygmetszhan Kuzenbayev

Maqсут Narikbayev University

Honesty by Request: Experimenter Demand Effects in Honesty Nudges

13:15–14:30 Lunch

14:30–15:45 Session 2 chaired by Adam Oliver: Behavioural Policy Design and Evaluation

Giuseppe Veltri

National University of Singapore

Risk–Benefit Profiles of i-frame and s-frame Behavioural Interventions: An Agent-Based Model

Lucia Reisch

University of Cambridge

Behavioural approaches to Urban Food Policy

15:45–16:15 Coffee Break

16:15–17:30 Session 3 chaired by Giuseppe Veltri: Behavioural Health Interventions in Georgia

Marina Topuridze

National Center for Disease Control and Public Health, Georgia

Feasibility and Preliminary Effectiveness of a Multi-Component Intervention to Increase Influenza Vaccination Uptake Among Hospital-Based Health Workers in Tbilisi, Georgia

Teona Todua

National Center for Disease Control and Public Health, Georgia

Behavioural and Cultural Insights and Social Media Intelligence to Strengthen Routine Childhood Immunization Demand in Georgia

17:30 Close



Day 2 — Friday June 26th

School of Governance, GIPA Main Campus
Rustavi Highway N22a, Tbilisi, Georgia, 0114

09:30–10.00 Refreshments and Coffee

10:00–11:15 Session 4 chaired by Bakur Kvashilava: BPP in Georgia

Ketevan Gomelauri & Tinatin Stambolishvili

Behavioral Insights, Strategy and Communication Partners

Protective Political Loyalty: Behavioural Drivers of Status Quo Support in a Hybrid Regime

Ana Gorgodze & Ketevan Kipiani

GIPA; King's College London; Swansea University

Building Competitive and Sustainable Football Leagues in Eastern Partnership Region (The case of Georgia)

11.15–11:45 Coffee Break

11:45–13:00 Session 5 chaired by Ana Gorgodze: BPP in CEE

Saltanat Janenova

University of Bristol

Behavioural Policy in Kazakhstan: Early Development, Challenges, and Ethical Dilemmas

Zhasmin Kuneva

Sofia University / European Free Trade Association

Identity, Trust, and Institutional Resilience in Central and Eastern Europe: A Behavioural Field Study Design

13:00–14:15 Lunch

14:15–15:30 Session 6 chaired by Lucia Reisch: Intention–Behaviour Gaps: Evidence and Theory

Marina Topuridze

National Center for Disease Control and Public Health, Georgia

Closing the Intention–Behavior Gap in Cancer Screening: A COM-B Behavioral Diagnosis of Breast and Cervical Screening Uptake in Georgia

Adam Oliver

LSE, Founding Chair of the International Behavioural Public Policy Association

Alternative Behavioural Public Policy Frameworks: The Sound of Paternalism and Liberalism Clashing

15:30–16:00 Coffee Break

16:00–17:15 Keynote Address chaired by Tengiz Pkhaladze and Ketevan Tsanava

Giorgi Margvelashvili

Academic and politician; President of Georgia (2013–2018); former Rector of GIPA

Choice Architecture and Decision-Making in Transitional States

17.15–17:30 Closing remarks

Adam Oliver, LSE, Founding Chair of the International Behavioural Public Policy Association

Ketevan Gomelauri, GIPA, assistant professor, *Behavioral Insights, Strategy and Communication Partners Board Chair & Behavioral Science Lead*