



2026

International Behavioural Public Policy Workshop

*Rethinking Behavioural Public Policy from
the PRISM of CEE Experience*

Tbilisi, Georgia

June 25-26, 2026

ORGANISERS

Georgian Institute of Public Affairs (GIPA)
International Behavioural Public Policy Association
London School of Economics and Political Science

KEYNOTE SPEAKERS



Giorgi Margvelashvili
Academic and politician
President of Georgia (2013–2018)
Photo: Facebook / Giorgi Margvelashvili



Ralph Hertwig
Director, Max Planck Institute
for Human Development
Photo: © Arne Sattler

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Telegraph

T B I L I S I

ABOUT THE WORKSHOP

The International Behavioural Public Policy Association and the School of Governance at GIPA – Georgian Institute of Public Affairs invite scholars and practitioners to take part in the **First International Behavioural Public Policy Workshop (IBPPW)** in Central and Eastern Europe (CEE). The workshop will be held in **Tbilisi, Georgia, on June 25-26, 2026**.

By bringing together academic scholars, policymakers, and practitioners from diverse disciplines across the CEE region, IBPPW aims to foster the exchange of ideas and insights on how behavioural science can inform, shape and improve public policy. The workshop represents an important initiative to consolidate and strengthen the emerging behavioural public policy community in the region, providing a platform for collaboration, methodological reflection, and discussion of context-specific challenges and opportunities.

This inaugural edition aims to provide a space for the critical reassessment of the foundations, challenges, and future directions of behavioural public policy as applied in the region. Central themes include examining how established behavioural mechanisms manifest, operate, and are moderated by institutional and cultural contexts in the CEE region, the design and testing of behavioural interventions, and the exploration of where behavioural science approaches can have a meaningful impact on public policymaking in CEE.

We invite scholars from all relevant disciplines and policy practitioners to present theoretical, empirical, or interdisciplinary work, including work-in-progress papers intended for future publication. As the host of the first BPP workshop in CEE, we particularly were seeking papers with an emphasis on the region and strongly encourage region-specific perspectives, especially those related to institutional capacity, policy implementation, and behavioural governance. Authors of selected presentations may be invited to contribute their work to a report demonstrating the policy impacts of behavioural public policy interventions in CEE.

KEYNOTE SPEAKERS



Photo: Facebook / Giorgi Margvelashvili

Dr. Giorgi Margvelashvili is a Georgian academic and politician who served as President of Georgia from 2013 to 2018. He obtained a doctorate in philosophy from Tbilisi State University (1998) and has been closely affiliated with the Georgian Institute of Public Affairs (GIPA), where he served two terms as Rector (2000–2006; 2010–2012). Prior to the presidency, he served as Minister of Education and Science of Georgia (2012–2013) and as First Deputy Prime Minister (2013).



Photo: © Arne Sattler

Prof. Dr. Ralph Hertwig is Director at the Max Planck Institute for Human Development in Berlin, where he leads the Center for Adaptive Rationality. His research focuses on decision-making under risk and uncertainty, in particular on decisions from experience and ecological rationality, and has significantly shaped contemporary behavioural science and its policy applications. He is a recipient of the Gottfried Wilhelm Leibniz Prize (2017) awarded by the German Research Foundation and a member of the German National Academy of Sciences Leopoldina and the Berlin-Brandenburg Academy of Sciences and Humanities.

Workshop programme

Venue - School of Governance, GIPA Main Campus
Rustavi Highway N22a, Tbilisi, Georgia, conference hall #101

Thursday June, 25 2026

09:30–10:00	Registration and Coffee
10:00–10:15	Welcome Remarks
10:15–11.30	KEYNOTE ADDRESS Ralph Hertwig
11:30–12:00	Coffee Break
12:00–13:15	Session 1 - Compliance, Trust, and Honesty Yuval Feldman
13:15–14:30	Lunch
14:30–15:45	Session 2 - Behavioural Policy Design and Evaluation
15:45–16:15	Coffee Break
16:15–17:30	Session 3 - Behavioural Health Interventions in Georgia
17:30	Close

Friday June, 26 2026

09:30–10.00	Refreshments and Coffee
10:00–11:15	Session 4 - BPP in Georgia
11.15–11:45	Coffee Break
11:45–13:00	Session 5 - BPP in CEE
13:00–14:15	Lunch
14:15–15:30	Session 6 - Intention–Behaviour Gaps: Evidence and Theory
15:30–16:00	Coffee Break
16:00–17:15	KEYNOTE ADDRESS Giorgi Margvelashvili
17.15–17:30	Closing remarks

Session presenters

Session 1	Compliance, Trust, and Honesty
<p>Yuval Feldman Bar-Ilan University</p> <p>Trust, Culture, and the Limits of Voluntary Compliance: A Framework for Adaptive Regulation</p>	<p>What makes citizens and corporations comply with laws and regulations? This presentation moves beyond the classic debate between coercion and voluntary compliance to examine when and how trust-based regulatory approaches actually work. Drawing on my recent book, <i>Can the Public Be Trusted? The Promise and Perils of Voluntary Compliance</i> (Cambridge University Press, 2025), and related theoretical and empirical papers from my ERC-funded project on voluntary compliance, I argue that effective governance requires sophisticated hybrid strategies rather than choosing between enforcement and persuasion. Research on procedural justice demonstrates that when people perceive authorities as fair and legitimate, they comply willingly even absent threats. Yet trust-based approaches have significant limitations. They primarily strengthen compliance among those already inclined to cooperate, and good intentions do not always translate into behavior when situational pressures intervene. The most promising path lies in responsive regulation, which begins with persuasion and escalates only when necessary, using the credible threat of sanctions to make cooperation more effective.</p> <p>Cultural context profoundly shapes the likelihood of success. Strategies effective in high-trust Nordic societies may fail in polarized or low-trust contexts, suggesting that regulatory approaches require careful calibration to local institutional conditions rather than wholesale policy transfer.</p> <p>The corporate context presents distinct challenges and opportunities. While instrumental orientations may undermine intrinsic motivation, corporations are repeat players sensitive to reputational consequences and operate through processes amenable to monitoring. Rather than advocating voluntary compliance as a universal solution, this presentation provides a framework for determining when trust-based strategies can succeed and how to design adaptive regulatory systems.</p>
<p>Nygmethan Kuzenbayev Maqsut Narikbayev University</p> <p>Honesty by Request: Experimenter Demand Effects in Honesty Nudges</p>	<p>This study examines the mechanisms underlying the effectiveness of honesty nudges in reducing dishonest behavior, with a particular focus on the role of experimenter demand effects. Although such nudges are widely used, the channels through which they operate remain debated. Using an online between-subject experiment with 482 participants, the study compares three commonly used honesty interventions that vary in the explicitness of the expectations they communicate: a moral reminder that prompts reflection on personal moral standards, a commitment nudge asking participants to promise to report truthfully, and an explicit honesty request that directly asks participants to be honest. Participants take part in a modified version of the mind game, guessing a randomly generated number from 1 to 6, with incentives to misreport. The results reveal a clear monotonic pattern: the more explicit the experimenter's expectations, the lower the level of misreporting. This pattern is consistent with an interpretation in which honesty nudges operate primarily by increasing the salience of perceived expectations rather than by activating internal moral constraints.</p>
Session 2	Behavioural Policy Design and Evaluation
<p>Giuseppe Veltri National University of Singapore</p> <p>Risk–Benefit Profiles of i-frame and s-frame Behavioural Interventions: An Agent-Based Model</p>	<p>This paper evaluates the risk–benefit profiles of individual-level (i-frame) and system-level (s-frame) behavioural interventions using an agent-based model (ABM). The i-frame/s-frame distinction refers to whether policy targets individual behaviour change (e.g., nudges, information campaigns) or systemic structures (e.g., regulations, network-based seeding). We formalise and test three policy-relevant risks: (A) structural misspecification risk (errors in the network used for targeting), (B) heterogeneity risk (adverse or weakly responsive subpopulations), and (C) shock risk (temporary dampening vs. backsliding of behaviour). For each dimension, we track four outcomes: adoption levels achieved, diffusion speed, cost-efficiency, and downside risk (measured by the share of runs ending below 10% adoption).</p> <p>Two findings stand out. First, when structural assumptions are approximately correct, targeted s-frame seeding ignites cascades and is markedly more transformative and cost-efficient than i-frame benchmarks. Second, the same reliance on social spillovers creates fragility: mis-targeting and backsliding shocks substantially reduce performance, whereas i-frame designs deliver smaller but steadier gains and degrade more gently.</p> <p>The results imply a portfolio approach: measurement-first targeting and staged rollout to earn the right to scale s-frame power, coupled with i-frame backstops and simple shock absorbers to keep systems in a safe-to-fail corridor. The framework provides actionable guidance for choosing and sequencing policy levers under uncertainty while making risk explicit.</p>
<p>Lucia Reisch University of Cambridge</p> <p>Behavioural approaches to Urban Food Policy</p>	<p>The presentation shares recent work from my lab on applying behavioral insights to urban food systems to support municipal and national sustainable food strategies. The focus is on reducing ruminant meat consumption and food waste. Drawing on the BEACON project (funded by the Danish Novo Nordisk Foundation), which studied Copenhagen's urban food system through stakeholder co-creation, evidence synthesis, and field experiments, the presentation shows how participatory experimental design can trigger and support more sustainable food choices, reduce avoidable food waste, and promote circular food approaches in municipalities. We share two experimental interventions: In an immersive field experiment with festival caterers, an informational nudge did not shift meat versus vegetarian choices, whereas a price intervention reduced meat selection. In a multi-week restaurant field experiment, pre-order table tents that made food waste and climate salient</p>

	<p>reduced the probability of plate waste from 41% to 25% without lowering customer satisfaction. The presentation discusses the opportunities and limits of the behavioral approach and highlights the methodological importance of testing, learning, adapting, and scaling interventions through frameworks such as MINDSPACE, EAST, BASIC, and TESTS. Overall, the presentation argues that behavioral insights are most powerful when combined with other demand-side policies, structural measures, transparent governance, participatory processes, and ethical safeguards. The goal is to create an understanding of why and how behavioral design should be considered by any municipal or regional government as a practical, often cost-effective management and policy capability to advance change, particularly when individual engagement and ownership are prerequisites for long-term effects on habits and values.</p>
<p>Session 3</p>	<p>Behavioural Health Interventions in Georgia</p>
<p>Marina Topuridze National Center for Disease Control and Public Health, Georgia</p> <p>Feasibility and Preliminary Effectiveness of a Multi-Component Intervention to Increase Influenza Vaccination Uptake Among Hospital-Based Health Workers in Tbilisi, Georgia</p>	<p>Background: Seasonal influenza vaccination coverage among health workers (HWs) in Georgia remains low despite a national mandate and free provision, consistent with Europe. We assessed the feasibility and preliminary effectiveness of a multi-component, behaviorally informed intervention to increase influenza vaccination uptake among hospital-based HCWs in Tbilisi.</p> <p>Methods: During the 2024–2025 influenza season, four large hospitals in Tbilisi were included (2 intervention, 2 comparison) in a quasi-experimental design study. The intervention comprised seven components: management vaccination targets, declination forms, improved vaccine access in a hospital, reminder cards, vaccine champions, informational materials, and SMS reminders. Feasibility was assessed using coordinator records, meeting notes, and declination form data. Evaluation feasibility and preliminary effectiveness were assessed using administrative vaccination coverage data across three seasons (2022–2025) and pre/post surveys measuring COM-B determinants.</p> <p>Results: Implementation and evaluation were feasible, with all components delivered though fidelity varied across hospitals. Among full-time staff (N=2,356), vaccination uptake increased from 36.4% to 74.0% among HWs in intervention hospitals (N=1,289) and from 33.9% to 41.9% in comparison hospitals (N=1,067), yielding a difference-in-differences estimate of +30.7% (p<0.0001). Survey findings were consistent with vaccine uptake changes, showing larger improvements in COM indices—particularly Opportunity and Motivation, including intention to receive influenza vaccination—in intervention hospitals. Key operational challenges included incomplete employment records, duplicate identifiers, and cross-facility employment.</p> <p>Conclusion: A multi-component behavioral intervention was feasible to implement and evaluate and was associated with a substantial increase in influenza vaccination uptake among hospital-based HWs in Georgia, supporting phased scale-up in comparable settings.</p>
<p>Teona Todua National Center for Disease Control and Public Health, Georgia</p> <p>Behavioural and Cultural Insights and Social Media Intelligence to Strengthen Routine Childhood Immunization Demand in Georgia</p>	<p>Background: Declining routine childhood immunization coverage has emerged as a critical public health challenge in Georgia, particularly in municipalities with rising numbers of zero-dose and under-immunized children. While vaccines remain universally available through the national program, behavioural barriers—such as low risk perception, misinformation, and trust deficits—continue to undermine timely uptake. Behaviourally informed public policy approaches are increasingly needed to address these complex demand-side dynamics.</p> <p>Methods: This study presents an integrated Behavioural and Cultural Insights (BCI) assessment combined with social media analytics conducted within the UNICEF-supported initiative “Responding to Immunization Decline in Rustavi, Marneuli, and Gori.” Using the COM-B model and Behaviour Change Wheel framework, we synthesised evidence from qualitative research (focus groups with caregivers and interviews with primary healthcare providers) alongside systematic monitoring of vaccine-related discourse across Facebook, TikTok, and Instagram between July–October 2025. Social media engagement metrics and narrative trends were analysed to identify dominant behavioural drivers and misinformation patterns.</p> <p>Results: Findings demonstrate that immunization decisions are shaped primarily by trust, emotional interpretation of risk, and information environments, rather than access constraints alone. Caregivers frequently reported fear of side effects, reliance on anecdotal stories, and uncertainty around vaccine safety, particularly for newer vaccines. Opportunity barriers included inconsistent reminder systems and limited culturally adapted communication in ethnically diverse settings such as Marneuli.</p> <p>Social media monitoring confirmed an active and polarised vaccine discourse, with misinformation narratives focusing on autism, infertility, “hidden ingredients,” and sudden death. However, behavioural testing of communication formats showed that empathetic, visually engaging, and experience-based content substantially increased public engagement. On the Vaxtalker Facebook page, 26 posts generated over 18,000 views and 894 interactions, with positive-toned posts receiving 2–3 times higher engagement than negative discussions. Video-based human storytelling formats outperformed purely factual messaging, particularly among younger audiences.</p> <p>Policy Implications: The results highlight the necessity of embedding behavioural diagnostics and real-time digital listening into immunization policy design. Behaviourally informed interventions—including empathetic myth refutation, trusted messenger strategies, simplified Q&A formats, and platform-specific targeting—can strengthen vaccine confidence and demand more effectively than information provision alone. Continuous</p>

	<p>feedback loops between community insights and communication systems represent a critical pathway for improving immunization resilience in Georgia and similar contexts. Conclusion: Integrating behavioural science frameworks with social media intelligence offers a scalable and policy-relevant approach to counter misinformation, rebuild trust, and increase routine childhood immunization uptake. This case study demonstrates how behavioural public policy tools can be operationalised within national immunization programmes</p>
Session 4	BPP in Georgia
<p>Ketevan Gomelauri & Tinatin Stambolishvili</p> <p>Behavioral Insights, Strategy and Communication Partners</p> <p>Protective Political Loyalty: Behavioural Drivers of Status Quo Support in a Hybrid Regime</p>	<p>Across Central and Eastern Europe (CEE), democratic backsliding has increasingly been accompanied by a behavioural paradox: growing public dissatisfaction with governing authorities alongside limited willingness to engage in political change. The proposed paper examines this puzzle through a behavioural public policy lens, focusing on why citizens remain anchored to the political status quo despite recognising governance failures. Drawing on qualitative behavioural research conducted in Georgia, the study explores how cognitive biases, including status quo bias, ambiguity aversion, and sunk-cost reasoning, interact with social identity, fear, and perceived threat to sustain political inertia in a hybrid regime context. Even when respondents articulated dissatisfaction with governance, economic conditions, and democratic trajectories, continuity was frequently perceived as safer than uncertain transformation. Under conditions of heightened uncertainty, political loyalty emerges less as ideological alignment and more as a strategy of psychological self-protection. A central finding of the study is that regime-supporting narratives and propaganda function not primarily as instruments of persuasion, but as reconciliation mechanisms for existing loyalists. Rather than converting beliefs, these narratives help individuals manage cognitive dissonance, justify transactional compliance, and preserve a sense of stability and predictability. These dynamic highlights the fragility of authoritarian and hybrid regimes, where loyalty is sustained not through ideological commitment but through reassurance, fear management, and perceived material or social security. By reframing political persistence as a behavioural adaptation to uncertainty, the paper contributes to behavioural public policy debates by illuminating the micro-level mechanisms through which democratic strain is normalized and reproduced. Situating the Georgian case within the broader Central and Eastern European context, the study speaks to a regional pattern in which institutional volatility, perceived threat, and contested democratic trajectories heighten citizens' sensitivity to risk. Under such conditions, protective political loyalty may emerge as a psychologically rational response to uncertainty rather than a reflection of ideological commitment. The concept therefore offers analytical leverage for understanding political inertia, propaganda resilience, and the limits of behavioural intervention in CEE governance environments.</p>
<p>Ana Gorgodze & Ketevan Kipiani</p> <p>GIPA; King's College London; Swansea University</p> <p>Building Competitive and Sustainable Football Leagues in Eastern Partnership Region (The case of Georgia)</p>	<p>This study develops an evidence-based governance and development model for professional football in Georgia within the Eastern Partnership (EaP) region, interpreted through the lens of Public Value Governance (PVG) and behavioural public policy. While most football governance research focuses on large Western European markets, this study examines a Central and Eastern European (CEE) context characterized by small market size, state co-funding, and post-Soviet institutional legacies. Using a mixed-methods design, which combines desk research, 20 elite stakeholder interviews, and a survey of 151 football actors, the study analyses governance structures, financial sustainability, regional cooperation prospects, and digital engagement strategies. Beyond structural constraints, the findings reveal important behavioural dimensions shaping policy outcomes: risk aversion toward decentralization, "state-dotation psychology," limited entrepreneurial incentives, low institutional trust, and episodic rather than habitual fan engagement. From a behavioural public policy perspective, these patterns demonstrate that governance reform cannot rely solely on formal institutional redesign. Instead, policy effectiveness depends on incentive architecture, trust-building mechanisms, signalling effects, and gradual norm shifts among clubs, public authorities, sponsors, and supporters. The study argues that sustainable reform in Georgian and comparable CEE football systems requires aligning structural governance reform with behavioural interventions that reshape expectations, accountability norms, and stakeholder incentives. In this sense, the research contributes to rethinking behavioural public policy in transitional environments, where institutional capacity and behavioural legacies jointly determine reform feasibility and public value creation.</p>
Session 5	BPP in CEE
<p>Saltanat Janenova University of Bristol</p> <p>Behavioural Policy in Kazakhstan: Early Development, Challenges,</p>	<p>While academic literature is mostly focused on the behavioural insights in the developed countries, there is limited knowledge and understanding on how the governments in the post-Soviet Eurasia region have been transferring and adapting the Western concept of behavioural public policy. This paper presents a critical analysis of the early development of behavioural policy in Kazakhstan and context-specific challenges as well as ethical concerns related to the design, implementation, and evaluation of behavioural insights. In particular, this paper shares critical reflections on the experience of the first behavioural team in the public sector of Kazakhstan.</p>

and Ethical Dilemmas	
<p>Zhasmin Kuneva Sofia University / European Free Trade Association</p> <p>Identity, Trust, and Institutional Resilience in Central and Eastern Europe: A Behavioural Field Study Design</p>	<p>Across Central and Eastern Europe (CEE), public institutions operate within governance environments shaped by transitional legacies, eroded institutional trust, and stretched administrative capacities. Much behavioural public policy research, however, has been developed and tested primarily in WEIRD contexts, raising important questions about contextual transferability.</p> <p>This paper proposes a behavioural field study design which examines how identity framing and institutional trust interact to shape perceived resilience within public and quasi-public organisations in CEE. The study proposal introduces a modular survey-based experimental design in which participating institutions implement a light identity-framing manipulation (e.g., organisational, team-based, or professional lenses) prior to identical measurement of belonging, psychological safety, and perceived institutional resilience.</p> <p>The project is explicitly designed for scalability across CEE contexts. A core measurement module enables cross-institutional comparability, while optional modules allow partners to explore context-specific dynamics such as cooperation under uncertainty, reform fatigue, or trust in governance processes. The study design is intentionally low-burden and minimally intrusive, making it feasible for implementation within resource-constrained institutional environments without disrupting existing processes.</p> <p>By embedding behavioural experimentation within real-world institutional environments, this framework seeks to move beyond assumptions derived from WEIRD populations and contribute to context-sensitive behavioural public policy in CEE. The workshop presentation will outline the research logic, methodological architecture, and opportunities for collaborative implementation across institutions in the region.</p>
Session 6 Intention–Behaviour Gaps: Evidence and Theory	
<p>Marina Topuridze National Center for Disease Control and Public Health, Georgia</p> <p>Closing the Intention–Behavior Gap in Cancer Screening: A COM-B Behavioral Diagnosis of Breast and Cervical Screening Uptake in Georgia</p>	<p>Background: Breast and cervical cancer remain leading causes of female cancer burden in Georgia. Although free national screening programs have been available since 2011, population coverage remains far below the WHO-recommended 70% threshold. Behavioral barriers affecting both women and primary health care (PHC) providers may contribute to persistently low uptake.</p> <p>Methods: We conducted a mixed-method baseline Knowledge–Attitudes–Practices (KAP) study in 2025 to identify behavioral determinants of screening participation and referral practices. Quantitative data were collected through an online survey of PHC providers nationwide (n=553 women aged 25–70). Qualitative data included focus groups with women and interviews with screening service providers across four municipalities. Findings were analyzed using the COM-B model and the Behavior Change Wheel to generate policy-relevant intervention recommendations.</p> <p>Results: Screening participation among PHC providers was moderate but irregular: 61.8% reported ever undergoing cervical screening and 71.2% breast screening, yet only 26.9% and 35.3% respectively had screened within the last three years. Providers estimated that fewer than 10% of eligible patients had ever participated in screening. Despite high perceived professional responsibility, systematic recommendation, referral, and follow-up practices were uncommon. Key barriers included capability gaps in practical screening knowledge, opportunity constraints such as geographic distance, transport costs, migration, and the absence of structured invitation/reminder systems, as well as motivational barriers including fear, embarrassment, and low perceived risk. Importantly, prior encouragement from family doctors was associated with higher screening participation (AOR≈1.71).</p> <p>Conclusions: Low cancer screening uptake in Georgia reflects an intention–behavior gap driven by interacting capability, opportunity, and motivational barriers at both provider and population levels. Behaviorally informed policy solutions should prioritize provider-supported invitation systems, service accessibility improvements, and emotionally supportive communication strategies to normalize preventive screening.</p>
<p>Adam Oliver, LSE, Founding Chair of the International Behavioural Public Policy Association Alternative Behavioural Public Policy Frameworks: The Sound of Paternalism and Liberalism Clashing</p>	

Speakers' BIODs

<p>Yuval Feldman Bar-Ilan University</p>	<p>Yuval Feldman is the Mori Lazarof Professor of Legal Research at Bar-Ilan University Faculty of Law, where he is the head of the ERC-funded Voluntary Compliance Lab and the Associate Dean for Research. He is also a professor of Psychology (by courtesy) in Bar-Ilan. He obtained his Ph.D. (Jurisprudence and Social Policy) from UC Berkeley in 2004 after receiving his LL.B. and B.A. (Psychology) from Bar-Ilan University (1998) and clerking for Supreme Court Justice Tova Stresberg-Cohen.</p> <p>His areas of research include Behavioral Analysis of Law, Experimental Law and Economics, Behavioral Ethics, Computational Law, Regulation, Enforcement, and Compliance. From 2011 to 2013, he was a fellow in the Edmond J. Safra Institutional Corruption Lab at Harvard Law School and the Implicit Social Cognition Lab in Harvard Psychology. Between 2014-2023, he has been a Senior Fellow at the Israel Democracy Institute, where he published a series of white papers on behavioral aspects of discrimination, national laws, environment, corruption, regulation, solidarity, and trust. He has advised various governmental bodies on behavioral and experimental informed policies in areas related to ethical decision making, trust-enhancing regulatory design, public cooperation, and enforcement in areas related to public health (Covid), environment, and tax. Between 2016-2020, he served as a member of Israel's Young Academy of Sciences.</p> <p>Feldman has received numerous national fellowships, including Rothschild, Fulbright, Alon, and awards such as Zeltner (2008, Young), Chesin (2019, Senior Researcher), Bruno Award (2020), Fatal Award (2021), and Provost's Innovative Researcher (2023), as well as more than 25 competitive research grants from foundations such as Olin, GIF, Marie Curie, ISF (4 times), and IAS. During the years 2022-2027, he held the ERC Advanced Grant for his research on: Generating Voluntary Compliance Across Doctrines and Nations: Integrating Behavioural & Regulatory Aspects of Governments' Ability to Trust the Public's Cooperation, Ethicality & Compliance.</p> <p>He has co-authored close to 80 papers, many of them published in leading journals in law, public policy, management, and psychology, among them NYU, Texas, Georgetown, and Northwestern Law Reviews, Journal of Legal Studies, Journal of Empirical Legal Studies, Regulation & Governance, Journal of European Public Policy, Journal of Business Ethics, Psychological Science, Nature Human Behavior, Journal of Applied Psychology, Behavioral Public Policy, Advances in Experimental Social Psychology and the Journal of Experimental Social Psychology. He is on the editorial board of Regulation and Governance, Law & Policy, and European Journal of Law & Economics and among the founders of ComplianceNet, an interdisciplinary and global network of compliance researchers. His first book, "The Law of Good People," was published by Cambridge University Press in June 2018. His second book, "Can the Public be Trusted," is expected in 2025, also from Cambridge University Press.</p>
<p>Nygmethan Kuzenbayev Maqsut Narikbayev University</p>	<p>Nygmethan Kuzenbayev is an Associate Professor at the International School of Economics, Maqsut Narikbayev University (Kazakhstan), and Director of the MNU Center for Economic Research. His work lies at the intersection of behavioral economics and political psychology, focusing on how beliefs, social norms, and behavioral interventions shape economic and political behavior, including honesty, corruption, and institutional trust. Nygmethan Kuzenbayev is an Associate Professor of Economics and Director of the Center for Economic Research at Maqsut Narikbayev University. He holds a PhD in Public Policy from Nazarbayev University.</p>
<p>Giuseppe Veltri National University of Singapore</p>	<p>Giuseppe Alessandro Veltri holds an MSc in Social Research Methods (Statistics) from the Methodology Institute of the London School of Economics (LSE) and a PhD in Social Psychology from the LSE.</p> <p>He is Professor of Behavioural Science and Computational Social Science at the Behavioural and Implementation Science Interventions center (BISI) of the Yong Loo Lin School of Medicine of the National University of Singapore.</p> <p>He is a Full Professor of Behavioural Science and Computational Social Science at the Department of Sociology and Social Research of the University of Trento. He was Senior Lecturer at the University of Leicester. He has been a Lecturer at the University of East Anglia and a scientific fellow at the European Commission JRC Institute for Prospective</p>

	<p>Technological Studies (IPTS). Before joining the IPTS, he has been a research associate at the Institut Jean Nicod (Ecole Normale Supérieure) in Paris.</p> <p>He has published in scientific journals such as <i>Nature</i>, <i>Science Advances</i>, <i>Nature Scientific Reports</i>, <i>PLOS One</i>, <i>Computers in Human Behavior</i>, <i>Public Understanding of Science</i>, <i>Big Data & Society</i>, <i>Behavioural Public Policy</i> and others.</p>
<p>Lucia Reisch University of Cambridge</p>	<p>Dr. Lucia Reisch is the inaugural El-Erian Professor of Behavioural Economics and Policy at the University of Cambridge, where she serves as the Director of the El-Erian Institute of Behavioural Economics and Policy at Cambridge Judge Business School. She is also a member of the Economics and Policy Subject Group, as well as a Deputy Dean and Professorial Fellow of Queens' College.</p> <p>As a prominent behavioural economist and consumer researcher, Dr. Reisch focuses her research on the theory and application of behavioural insights to drive behaviour change in individuals and organisations, ultimately promoting societal welfare and sustainable development. Holding a Dr. oec. from the University of Hohenheim, she brings over two decades of high-level policy consulting experience in consumer behaviour and policy, having advised the European Union, the World Bank, and governments worldwide.</p>
<p>Marina Topuridze National Center for Disease Control and Public Health, Georgia</p>	<p>Dr. Marina Topuridze is a physician, epidemiologist, and public health professional with over 12 years of experience working at the intersection of healthcare systems, behavioral science, medical education, and health innovation. She currently serves as Chief Specialist at the National Center for Disease Control and Public Health (NCDC) in Georgia, the World Health Organization (WHO) Behavioral and Cultural Insights (BCI) Focal Point for Georgia, and Chair of the NCDC Institutional Review Board (IRB). Additionally, she is an active lecturer and faculty representative in public health and epidemiology.</p> <p>Throughout her career, Dr. Topuridze has led and coordinated large-scale national and international health initiatives in collaboration with global partners including the WHO, CDC, UNICEF, the Ministry of Health, and various academic institutions. Her expertise spans clinical and public health research coordination, medical education, implementation science, and multisectoral stakeholder engagement. She is deeply committed to driving innovation-driven collaborations that bridge public health expertise and medical technologies to improve healthcare quality and patient outcomes.</p>
<p>Teona Todua National Center for Disease Control and Public Health, Georgia</p>	<p>Dr. Teona Todua, MD, MPH, is a Public Health Specialist at the National Center for Disease Control and Public Health (NCDC) of Georgia, where she has been working since 2006. With nearly two decades of experience in public health, she has contributed to the development, implementation, and evaluation of national health promotion and disease prevention programs, including immunization, cancer screening, blood donation, tobacco control, and risk communication initiatives.</p> <p>Dr. Todua holds a Doctor of Medicine degree and a Master of Public Health (MPH). Her expertise includes health communication, behavioral and implementation science, vaccination demand generation, health promotion, community engagement, and public health research. She has played a key role in the development of national communication strategies and training programs in collaboration with international partners such as the World Health Organization (WHO), CDC, UNICEF, UNDP, USAID, and other organizations. Throughout her career, she has led and supported numerous research and implementation projects focused on immunization, HPV vaccination, cervical cancer screening, COVID-19 vaccination, risk communication, and health equity. She has extensive experience in training healthcare professionals, conducting behavioral research, working with vulnerable populations, and translating evidence into public health practice and policy.</p> <p>Dr. Todua is committed to strengthening evidence-based public health programs and advancing equitable access to preventive health services in Georgia.</p>
<p>Ketevan Gomelauri Behavioral Insights, Strategy and Communication Partners</p>	<p>Behavioral scientist who has spent the past 10 years developing innovative strategies and programs that serve to fully implement a human-centered approach to the design and delivery of public policies and services. As a behavioral science specialist, she works with government agencies to improve the effectiveness of their services, which includes studying the behavior of beneficiaries and integrating it into the policy development and implementation process. For the past four years, Ketevan has been collaborating with UN agencies as a behavioral scientist to support behavioral research and interventions in a variety of areas, including violence against women, HIV prevention and promotion of self-testing, violence against children, disability issues, uptake of digital municipal services,</p>

	<p>mediation facilitation and others. She is an author of the behavioral research “COVID-19 and Vaccination: Key Factors Influencing the COVID-19 Vaccine Uptake among Young People”. She is a Ph.D. candidate in Political Science and holds Associate professor’s position at the Georgian Institute of Public Affairs (GIPA).</p>
<p>Tinatin Stambolishvili</p> <p>Behavioral Insights, Strategy and Communication Partners</p>	<p>Tinatin is a Behavior Designer with proven track record of planning and executing behavior interventions program in private as well as public settings. Expert in strategic communications with 20 years of working experience at an executive level in local and multinational companies of various industries, including insurance, energy and media with an emphasis on government relations, CSR management, large scale IMC campaign planning and execution, employer branding, advocacy campaigns. In her capacity as an associate professor of Georgian Institute of Public Affairs (GIPA) Tinatin has a vast experience in developing educational programs in strategic communications, sustainability management and is the author of the course “Behavior Insights and Communication” for professionals. She is consulting companies and organizations in developing behavior design projects, innovation management, marketing agile teams’ management and various other fields. She is also a trainer and facilitator of design sprint and design thinking workshops. Tinatin took part in developing a National Plan of Covid-19 Vaccination uptake and consulted NCDC team in the research and introduction of behaviorally informed policies and interventions. One of her achievements in the field of behavior design is developing various programs for increasing online usage uptake of GPI Holding, the largest insurance company in Georgia, motivating hundreds of thousands of customers to adopt digital platforms – she took part in redesigning the digital platforms and creation of communication strategy based on behavior analysis of the target customers. Tinatin is a contributor of Forbes Woman magazine and other publications and is writing about sustainability, behavior design and communications strategies. As a public relations and communications specialist she is also well experienced in managing media relations campaigns in Georgia and internationally. She hold the Associate Professor’s position at GIPA from 2018.</p>
<p>Ana Gorgodze</p> <p>GIPA; King’s College London</p>	<p>Leading GIPA's International Relations Office, her focus is on expanding global footprint through strategic alliances and educational innovation. IR team's efforts in project development and fundraising successfully result in institutional growth. Her research interests focus on the intersection of higher education systems and labor market dynamics, with particular attention to graduate employability, education policy, and the political economy of education in the post-Soviet context. I am especially interested in how education systems can better respond to evolving labor market needs and contribute to sustainable economic development in the transitional societies. She is a Ph.D. candidate in Public Administration at the Georgian Institute of Public Affairs (GIPA).</p>
<p>Ketevan Kipiani</p> <p>GIPA; Swansea University</p>	<p>Ketevan Kipiani, based in Swansea, Wales, GB, is currently a Women’s football department at Georgian Football Federation. Ketevan Kipiani brings experience from previous roles at Georgian Football Federation, psychological centre for children and Youth Palace. Ketevan Kipiani holds a 2018 - 2020 Master's degree in Sport Ethics and Integrity @ Swansea University. She is a Ph.D. candidate in Public Administration at the Georgian Institute of Public Affairs (GIPA).</p>
<p>Saltanat Janenova</p> <p>University of Bristol</p>	<p>Saltanat Janenova is currently a Lecturer in Public Policy at the School for Policy Studies, University of Bristol (United Kingdom), and a Lead of the Center for Public Administration and Behavioural Policy at the National Analytical Centre, Nazarbayev University (Kazakhstan). Saltanat holds a Ph.D. degree in Social Policy from the University of Edinburgh. Her research interests include public sector reforms, open government, citizens participation, and public service innovations with a focus on Central Asia. Saltanat has extensive experience in teaching, research, and consultancy in the public management field.</p> <p>Before joining the University of Bristol, Saltanat has worked in the International Development Department, School of Government, University of Birmingham and Nazarbayev University in Kazakhstan. Saltanat has been a long-term national consultant for international organisations including the OECD and UNDP. Saltanat Janenova’s research articles have been published in reputable journals: <i>International Review of Administrative Sciences</i>, <i>International Journal of Public Sector Management</i>, <i>Public</i></p>

	<p><i>Administration and Development, Review of Public Personnel Administration, International Review of Public Policy, International Journal of Public Administration, and Central Asian Survey.</i> Her book chapters were published in <i>Cambridge University Press, Oxford University Press, Edward Elgar and Palgrave Macmillan.</i></p> <p>Saltanat has successfully captured grant funding from local and international funders: <i>British Academy Newton-Al-Farabi Programme; Norwegian Institute for International Affairs; Ministry for Education and Science of Kazakhstan; and Nazarbayev University.</i> Saltanat has received British Council Professional Achievement Award in 2021; the Aleksanteri Institute Visiting Fellowship in 2020; Scopus Research Award in 2019; Nazarbayev University Teaching Award in 2017 and several Best Paper Awards at the international conferences. Saltanat Janenova is open for potential research collaboration on comparative public policy and public management in the Eurasia.</p>
<p>Zhasmin Kuneva Sofia University / European Free Trade Association</p>	<p>Psychologist and HR professional working within an international institutional environment, with experience in organisational culture, employee engagement, and behavioural aspects of resilience in multicultural settings. Currently pursuing graduate research in political science while developing applied behavioural science projects focused on identity, institutional trust, and organisational resilience in Central and Eastern Europe (CEE). Particularly interested in translating behavioural theory into practical, low-burden frameworks that institutions can realistically implement. Her work integrates insights from behavioural science, organisational psychology, and political science. She is researching how institutional trust, identity, and governance conditions shape resilience within multicultural organisational environments. She is especially interested in behavioural dynamics in Central and Eastern Europe (CEE), where formal institutional structures often interact with more complex historical, cultural, and trust-related realities than those typically reflected in WEIRD-based behavioural research.</p> <p>Professionally, she works in an international institutional context where I engage with questions related to employee experience, organisational culture, psychological safety, and resilience in practice. This experience increasingly informs her research interests in behavioural public policy and applied social psychology.</p> <p>Her current project explores a scalable behavioural field-study framework designed to examine how identity framing influences belonging, psychological safety, and perceived organisational resilience across institutional contexts. More broadly, she is interested in how behavioural approaches can help institutions better understand cooperation, trust, adaptation under uncertainty, and the human side of governance systems.</p>
<p>Adam Oliver, LSE, Founding Chair of the International Behavioural Public Policy Association</p>	<p>Adam Oliver is a pioneer in the field of behavioural public policy. An economist by training, his PhD empirically challenged the axioms of rational choice theory over health outcomes, and was supervised by Professors Graham Loomes and Michael Jones-Lee. Early in his career he conducted studies on a wide range of behavioural economic phenomena and concepts, including prospect theory, rank-dependent utility theory, the Allais and Ellsberg paradoxes, time preferences, the gestalt characteristics, preference reversals, and others.</p> <p>In more recent years, he has helped to develop a whole new field of public policy – behavioural public policy – that focusses on how the findings of behavioural economics specifically, and behavioural science more broadly, can be linked to public policy concerns. As a contribution towards this effort, Oliver wrote a trilogy of books on the origins, development and future of the field: <i>The Origins of Behavioural Public Policy</i> (2017), <i>Reciprocity and the Art of Behavioural Public Policy</i> (2019), and <i>A Political Economy of Behavioural Public Policy</i> (2023), all published by Cambridge University Press.</p> <p>Oliver, together with George Akerlof and Cass Sunstein, is the Founding Editor of the journal, Behavioural Public Policy, Founder of the Annual International Behavioural Public Policy Conference, and Founding Chair of the International Behavioural Public Policy Association. He is the world's first Professor of Behavioural Public Policy.</p>

About moderators

Bakur Kvashilava - Ph.D. in Political Science from GIPA University and an M.A. in International Relations from Yale University. His work record in addition to academia spans private and public sectors as well as local and international experience. Immediately after graduating from Yale Bakur Kvashilava worked as a Researcher in the G-ECON Project (Yale University) under a direct supervision of Nobel prize winner Professor William D. Nordhaus. Before starting graduate studies at Yale he served as a Referent in the Foreign Policy Group in the President's Office of Georgia. After returning to Georgia he was invited to Georgia Foundations for Security and International Studies (GFSIS – currently, Rondeli Foundation) to give a full lecture course on Political Risk Analysis. At the same time, he was representing ExxonMobil in Georgia. Later he started to serve in the OSCE Mission to Georgia while commencing to teach International Relations at GIPA University where he became the Dean of School of Law and Politics in 2007. Besides teaching he is actively involved in various initiatives that aim at democratization through political party strengthening initiatives mainly in Georgia but outside the country as well. These include: strategic planning, political platform building, programmatic guidance, organizational management, issues of inclusion and electoral system reforms. In this and related areas he has conducted various needs assessment analysis, evaluations, participated in strategic planning and conducted trainings at the behest of national authorities and international organizations. He is the author of a number of academic articles, book chapters, opinion articles, and policy documents in these areas.

Ketevan Tsanava, Associate Professor, GIPA; Co-Founder, Solution Alternatives International (SAI) - Former Head of Policy Planning and Government Coordination, Administration of the Government of Georgia. She has more than 11 years of professional experience working in various positions within Georgia's public administration, specializing in good governance, anti-corruption, accountability, public administration reform, policy planning and monitoring, civil society engagement, and legal drafting. As Head of the Policy Planning and Governmental Coordination Department within the Administration of the Government of Georgia, Kety led several significant sectoral reforms across the country, including the implementation of the Public Administration Reform (PAR) and Georgia's participation in the Open Government Partnership (OGP). She has represented Georgia in international forums and negotiation settings, while overseeing government reporting to international organizations such as the EU, OECD SIGMA programme (SIGMA), OECD/ACN, GRECO, UNODC, OGP, NATO/ANP-Georgia and EU Eastern Partnership formats on matters of good governance. Kety has also served as a Senior Legal Advisor at the Ministry of Justice of Georgia. Additionally, she has worked for the Open Government Partnership (OGP) Support Unit based in Washington, D.C., USA. Kety holds a Master's degree of Public International Law from Tbilisi State University.

Tengiz Pkhaladze is a Senior Fellow at the European Centre for International Political Economy (ECIPE) and an Associate Professor at the Georgian Institute of Public Affairs (GIPA). He holds a PhD in Political Science, with research focused on the role of ideology in Russian foreign policy. Dr. Pkhaladze has more than 25 years of experience across government, academia, think tanks, and civil society. His work focuses on foreign and security policy, geopolitics, Russia and the post-Soviet region, the Eastern Partnership, and European and Euro-Atlantic integration. He has been directly involved in the design and implementation of Georgia's European reform agenda and has extensive experience in policy planning, institutional development, and international cooperation. From 2014 to 2018, he served as Advisor – Secretary of Foreign Relations to the President of Georgia. In his academic work, Dr. Pkhaladze teaches foreign policy, geopolitics, and international negotiations. He has also contributed to the development of BA- and MA-level academic programs in Russian studies, international relations, and political science, both in Georgia and in international academic settings. He is the author and co-author of numerous publications on Russian foreign policy and regional security. His research focuses in particular on Eastern Europe and the Black Sea region, including issues related to hybrid threats, soft power, and ideological influence.

Travel and Contact information

GIPA's Institutional Profile

Human Capital

Academic Staff	194
Administrative Staff	121
Invited Professors	234

Student Matrix

Total Current Students	2,200
Active Ph.D. Track	52
Non-Active Ph.D. Track	87

Global Reach

Partner Universities	91
Exchange / Semester	90+
Intl. Exchange Students	50+

** 87% of partnerships are European based.*

Programs Matrix

Bachelor, Master, Ph.D. & Vocational Programs

Total Alumni Network

Academic Program Graduates	+5,000
CTC Program Graduates	+7,500

General Information

GIPA – Georgian Institute of Public Affairs

School of Governance
Rustavi Highway N22a,
0114, Tbilisi, Georgia
Tel.: +995 593 488211

Emergency Contacts

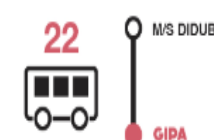
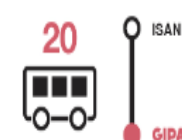
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Emergency Numbers

Police: 112
Emergency Ambulance and Doctor Services: 112
Fire Department: 112
Emergency Medical Services: 112



ROUTE TO GIPA?



↑ LOCATION: RUSTAVI HIGHWAY N22a