**Nudge Challenge**

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| In the Public Service of Canada, the following four groups are designated by *The Employment Equity Act (EEA)*: women, Aboriginal Peoples, persons with disabilities and members of visible minorities groups. All employees have the opportunity to complete the self-declaration survey when applying for a competition, as well as within their compensation system. Completion, however, is voluntary.  The information is used for statistical purposes, as well as in selection processes where belonging to one or more of the EE groups is a screening or selection criterion. The information helps to identify the under-representation of designated groups at all occupational levels within the Public Service, and is used for comparison purposes in order to monitor the success of our employment equity program.  You are currently working in HR within your Department, and have been asked to apply behavioural insights and experimentation to ‘nudge’ more public servants in your Department to complete the self-declaration survey. |
| Step 1: Define Outcome  What is the specific behaviour/choice that you are encouraging people to make? |
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| Step 2: Diagnose Behavioural Barriers  What are some of the reasons that may discourage public servants from the desired behaviour? |
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| Steps 3 & 4: Identify and Design Interventions  What are some interventions or ‘nudges’ that you can use to encourage the desired behaviour? What touchpoints can you leverage to introduce these interventions? (Aim to have 2-3 nudge ideas.) |
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| Step 5: Test Interventions  How would you design a small experiment to test one of your possible nudges? How will you measure the impact of your nudges on the desired behaviour? |
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| *Congratulations! You just designed a behavioural insights experiment.*  The final step would be to analyze your results and scale up. |