

## **Sustainable Development and the Law: Potential and Challenges of Using Behavioural Insights**

Online Conference, hosted by Hamburg University

**23-24 September 2021**

*Organised by:*

*Eva van der Zee (Institute of Law and Economics, Hamburg University)*

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The current emphasis on sustainable development at the national, regional, and international level calls for a deeper understanding of the role of regulatory instruments towards sustainable development. While regulatory instruments could encourage, mandate, and enforce sustainable practices and initiatives, they could also discourage or prohibit such endeavours. To deepen our understanding of the role of regulatory instruments towards sustainable development, this conference focuses on how behavioural insights could inform regulatory instruments to ensure that effective sustainable practices and initiatives are encouraged instead of discouraged. Such research is timely, as the unsustainable use of resources is likely to trigger effects unprecedented around the world. However, the application of rational choice theory, which has been the dominant theory of human behaviour in law and policy for several decades, have been shown to discourage or prohibit sustainability practices and initiatives needed to promote sustainable development.

This conference brings together researchers from different disciplines including law, psychology, political science, and economics to explore the potential of using behavioural insights in law- and policy-making to promote sustainable development, as well as how to overcome the challenges associated with it. This conference aims to (1) refine our understanding of human decision-making and its relevance to regulation and governance towards sustainable development, to (2) find ways to overcome the challenges of integrating behavioural insights into regulatory design, and to (3) sketch the future research agenda to integrate behavioural insights into law- and policy-making. As such, this conference builds upon and informs current efforts by governments, the private sector, and, most recently the UN, to apply behavioural insights to regulatory interventions.

Support for the conference and publications that are to follow is provided by the Deutsche Forschungsgemeinschaft (DFG) for International Scientific Events as part of Dr Eva van der Zee's project on behavioural governance and sustainable development. This workshop will be the second event of the ESIL IG Social Sciences and International Law. Due to the current situation, the conference will be held online.

**You can register for the online conference [here \(link\)](#)!**



## Programme Thursday, 23 September

### *Session 1: 09:50 – 12:30 CEST*

#### **09:50 – 10:00 Welcome**

Chair: Eva van der Zee (Hamburg University)

**10:00 – 10:45 Keynote:** Anne van Aaken (Hamburg University) – The Potential of Behavioural Science in Law: Nudging States and Business towards Climate Protection

**10:45 – 11:15** Michael Faure & Shen Yayun (Erasmus University Rotterdam) – Behavioural Instruments in Environmental Policy

#### **11:15 – 11:30 Coffee Break**

**11:30 – 12:00** Josephine van Zeben (Wageningen University), Arden Rowell & Howard Li (Illinois University) – Psychological Baselines in International Environmental Law

**12:00 – 12:30** Jean Galbraith (Penn Law) – Behavioural Insights and the Design of International Climate Commitments

### *Session 2: 15:50– 18:25 CEST*

#### **15:50 – 16:00 Welcome**

Chair: Jerg Gutmann (Hamburg University)

**16:00 – 16:30** Mary MacLennan (UN Innovation Network) & Claire Hobden (ILO) – How behavioural Science Can Help the UN Achieve the SDGs

**16:30 – 17:00** Adam Chilton (University of Chicago) – The Effect of Constitutional Gender Equality Clauses

#### **17:00 – 17:15 Coffee Break**

**17:15 – 17:45** Julia von Thienen & Lars Walsleben (Hasso-Plattner Institut) – Modelling Individual, Organisational, and Governmental Decisions Concerning the Development of Sustainable, New Products

**17:45 – 18:15** Katharina Luckner (Hamburg University) – External Validity Problems as a Common Denominator of Experimental Studies for Sustainable Development Policies. How Computational Methods Can Bridge Part of the Gap

#### **18:15 – 18:25 Closing Remarks**



## Programme Friday, 24 September

### **Session 3: 10:00 – 12:30 CEST**

#### **10:00 – 10:15 Welcome**

Chair: Josephine van Zeben (Wageningen University)

**10:15 – 10:45** Fabrizio Esposito (NOVA School of Law) & Lucila de Almeida (Wageningen University) – Whatever It Takes: The Reasonable Consumer Ought to Be Sustainable

**10:45 – 11:15** Samuel Becher (Victoria University of Wellington) – Re-examining the Law and Policy Framework of New Meat(s)

#### **11:15 – 11:30 Coffee Break**

**11:30 – 12:00** Jan Trzaskowski (Copenhagen Business School) – Sustainable Development Through Marketing Law

**12:00 – 12:30** Kai Purnhagen (Bayreuth University) - Mandatory Food Label Regulation to Enable More Sustainable Buying? Evidence from Behavioural Law and Economics

### **Session 4: 15:50– 18:10 CEST**

#### **15:50 – 16:00 Welcome**

Chair: Veronika Fikfak (iCourts, University of Copenhagen)

**16:00 – 16:30** Hendrik Bruns (European Commission) – Reviewing the Literature on Behavioural Drivers and Levers of Socially Responsible Investment

**16:30 – 17:00** Leona Henry (University Witten/Herdecke) & Eva van der Zee (Hamburg University) – The Interrelation between Mandatory Due Diligence Legislation and Multistakeholder Initiatives

#### **17:00 – 17:15 Coffee Break**

**17:15 – 18:00 Keynote:** Arden Rowell (Illinois University) – Psychology and Environmental Law

**18:00 – 18:10 Closing Remarks**

