



Behavioral Economics and Sustainable Public Policies

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Message from the Guest Editors

The world is facing major issues to ensure the future of our environment, and humans are as much part of the problem as they need to be part of the solutions. Acknowledging people as part of the ecosystem, public policies need to be grounded on empirical evidence about how people actually behave in order to be able to present more sustainable solutions and interventions. Human environments are not simple predictable rational machines, but rather systems usually characterized by high levels of uncertainty and change. In fact, behavioral economics, as an area of research that tests the classic rational assumption by identifying consistent behavioral patterns, has continuously shown how humans systematically violate these classical assumptions. Understandably, research in behavioral economics and sustainable public policies has gained more and more attention over the last few years, identifying concrete implications to policy design.





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