



Can Behavioural Economics Improve Charity, Reduce Poverty, and Save the Planet?

Lecture by Paul Brest, The William & Flora Hewlett Foundation

Invitation | 26 April 2012 | 6 - 7.30 p.m.

Venue: Hertie School of Governance | Friedrichstraße 180 | 10117 Berlin

Can Behavioural Economics Improve Charity, Reduce Poverty, and Save the Planet?

Behavioural economics draws on insights from social psychology, judgment and decision making, incentives, and markets to understand and improve citizen's and consumers' decisions in areas from personal savings to conservation. The talk will review key premises of this work and describe some promising applications to better people's lives and advance society.

Welcome and Introduction

Helmut K. Anheier is Professor of Sociology and Dean at the Hertie of Governance. He also holds a chair of Sociology at Heidelberg University and serves as Academic Director of the Center for Social Investment. Professor Anheier founded and directed the Centre for Civil Society at LSE and the Center for Civil Society at UCLA. He is currently researching the role of foundations in civil society and focuses on concepts and methods in civil society and globalization studies.

The event will be followed by a reception.

If you wish to attend please register by **19 April 2012** via
 Fax: **+49-30-259 219 444** or
 Email: **events@hertie-school.org**

Paul Brest is the President of the William and Flora Hewlett Foundation. He joined the Stanford Law School faculty in 1969, where his research and teaching focused on constitutional law and problem solving and decision making. From 1987 to 1999, he served as the Dean of Stanford Law School. Together with Hal Harvey, Brest is co-author of *Money Well Spent: A Strategic Guide to Smart Philanthropy* (Bloomberg Press, 2008). He is also co-author of *Processes of Constitutional Decisionmaking* (5th ed. 2007) and *Problem Solving, Decision Making, and Professional Judgment* (Oxford University Press, 2010). He teaches a course on Judgment and Decisionmaking in the Public Policy Program at Stanford. Brest holds honorary degrees from Northeastern Law School and Swarthmore College, and is a member of the American Academy of Arts and Sciences.



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Registration

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In case of further questions, please contact
 Communications +49-30-259 219 118.

I will attend:

Name

Position

Institution

Email

Accompanied by