



The Center for
Behavioral and Experimental
Agri-Environmental Research

Advances in Evidence-Based Agri-Environmental Programs:

Randomized Controlled Program Trials, Systematic Reviews, and the Obama Executive Order on Behavioral Insights in Federal Programs

Tuesday, May 17, 2016

Ronald Reagan Building and International Trade Center
1300 Pennsylvania Ave NW, Washington, DC 20004

Morning Session:

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| 10:00 am – 10:25 am | Registration |
| 10:30 am | Welcome and introductions
<i>Paul Ferraro, Co-Director, CBEAR</i> |
| 10:45 am | Implications of Obama administration call for behavioral insights
<i>Paul Ferraro</i> |
| 11:15 am | Insights from Ongoing CBEAR/USDA Collaborations
<i>Kent Messer, Co-Director, CBEAR</i> |
| 11:30 am | Presentation of the CBEAR Prize for Agri-Environmental Innovation
<i>Presented by: Mark Masters, Outreach Director, CBEAR</i>
<i>Recipient: Jason Weller, Chief, Natural Resource Conservation Service</i> |
| 11:50 am | Break |
| 12:00 pm | Lunch |
| 12:15 pm | The Power of A/B Testing and the Rise of Experimentation in Business and Government
<i>Steve Henn, Founder, Tiny Garage Labs</i> |
| 1:00 pm | End of Morning Session |

Afternoon Session:

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| 1:15 pm | Randomized Controlled Trials to Improve Government Programs
<i>Nate Higgins, USDA Economic Research Service & White House Social and Behavioral Sciences Team</i> |
| 2:00 pm | Group Exercise: Developing a Randomized Controlled Trial
<i>Kent Messer</i> |
| 2:45 pm | Break |
| 3:00 pm | Systematic Reviews to Build the Evidence Base for Government Programs
<i>Paul Ferraro</i> |
| 3:40 pm | Closing remarks |
| 4:00 pm | End of Afternoon Session |

Please direct questions to Maddi Valinski, mvalinski@centerbear.org or (908) 249-2069.