

New Behavioral Evidence Hub puts powerful solutions in the hands of the world's problem-solvers



A group of leading organizations from the behavioral science community today launched the Behavioral Evidence Hub, a comprehensive resource that brings together some of the world's most promising innovative solutions into a single tool, putting them within easy reach of all those working to solve a wide range of intractable problems affecting the wellbeing and livelihood of people around the world.

The website, BHub.org, includes evidence-based initiatives that offer deep insight into tough problems negatively impacting people in the U.S. and globally - from staying in college and increasing savings rates to improving medication adherence and vaccination uptake. The site also features solutions and implementation guidelines for practitioners interested in using the insights and innovations in their own work.

Backed by leading experts, the solutions featured on the B-Hub are focused on applying behavioral science for social good. The goal of the new site is to bridge the gap between promising academic research and large-scale deployment of behaviorally-informed solutions in products, systems and programs.

With the launch of the B-Hub, practitioners can now easily access potential new solutions across a wide range of problem domains including health, education, criminal justice,

environmental conservation, and financial inclusion.

The B-Hub's easy-to-use format enables users to discover insights by problem domain, geography or solution format. Users can browse through the curated database of content, focus on specific insights that might be applicable to their own work, or run their existing programs through a checklist to determine how behaviorally optimized it is.

The site is open-source and supported by contributions from the researchers and organizations producing the innovations and solutions. It was built by a community of experts including [ideas42](#), [Innovations for Poverty Action \(IPA\)](#), and the [Center for Health Incentives & Behavioral Economics](#) at the University of Pennsylvania (CHIBE). Ongoing content development is supported by a growing network of contributors including the [Behavioral Insights Group](#) at the Harvard Kennedy School, the [OECD](#), and the U.K.'s [Financial Conduct Authority](#). The site is made possible in part by support from the [Robert Wood Johnson Foundation](#) and others.

In a joint statement, the founding organizations ideas42, IPA, and CHIBE said, "The path to expansive social impact through applied behavioral science is now clearer than ever. The B-Hub is an invaluable tool for researchers, government experts and other practitioners engaged in finding solutions to tough problems. This platform provides insights that can help drive change more effectively – and often at low cost. The B-Hub was created with the core mission of centralizing knowledge, increasing social impact, and tracking the growth of applied behavioral interventions around the world. It's easy to use, contains effective solutions, and we hope it becomes a go-to resource for problem-solvers everywhere."

Visit BHub.org for more information.

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