

# BIG Difference BC<sup>2022</sup>

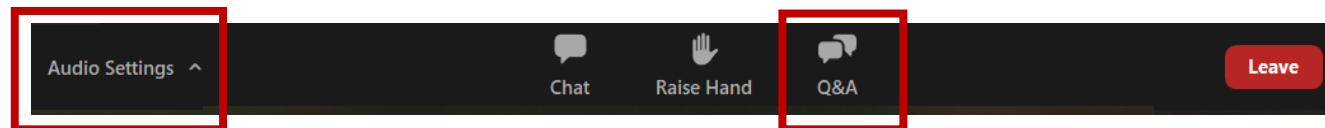
Using Behavioural Insights to Create Lasting Change



visit <https://BIGdifferenceBC.ca> • follow #BIGdifferenceBC

# Welcome to **BIG** Difference BC 2022!

- If you can see this screen and hear music, you are all set! If you don't hear anything, try adjusting your audio settings in the bottom toolbar.
- The digital program, which includes Zoom tips, is available at <https://bigdifferencebc.ca/program-2022>
- To ask questions, please use the Q&A in the bottom toolbar.
- Today's conference will be recorded & posted to the conference website.
- Thank you! We'll be starting shortly!



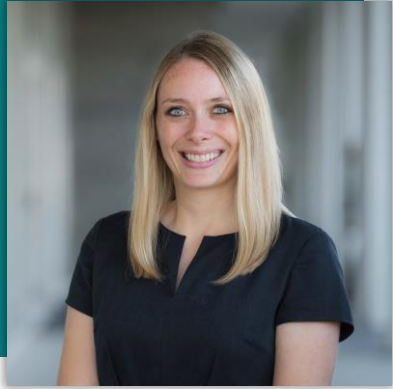
# BIG Difference BC<sup>2022</sup>

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# Welcome Remarks



**Kirstin Appelt**

*UBC Decision Insights for Business & Society (UBC-DIBS)*



**DIBS**

Decision Insights for Business & Society



**Stephanie Papik**

*Moose Hide Campaign Society*



**MOOSE HIDE  
CAMPAIGN**



# Zoom Overview

Recording

Notice of recording

Enter/exit full screen mode

## BIG Difference BC 2022

Using Behavioural Insights to Create Lasting Change

Q&A

All questions (1) My questions

Lee 01:54 PM

Will there be a follow-up session?

Upvote questions

Ask your questions

Type your question here...

UBC SAUDER SCHOOL OF BUSINESS

DIBS Decision Insights for Business & Society

BC BEHAVIOURAL INSIGHTS GROUP

Where ideas work

WORK SAFE BC

visit <https://BIGdifferenceBC.ca> • follow #BIGdiffer

Audio & other settings

Submit & vote on questions

Exit the webinar

Audio Settings ^

Chat ^

Raise Hand ^

Q&A

Show Captions ^

Reactions ^

Leave

# Housekeeping Notes

- We will post session recordings to <https://BIGdifferenceBC.ca>
- We will post decks with presenter permission.
- If you're on social media, follow [#BIGdifferenceBC](#)



# Welcome & Circle Practice



# Overview of **BIG** Difference BC





# BIG Difference BC: Beyond the Conference



Created by myiconfinder  
from Noun Project

**Monthly newsletter** sharing events, recommended readings, and other highlights. Subscribe by emailing [BIG@gov.bc.ca](mailto:BIG@gov.bc.ca).



Created by Komkrit Noenpoemsiut  
from Noun Project

**Blog** featuring case studies, BI in the wild, and more. Read the blog at <https://BIGdifferenceBC.ca/blog>.



Created by Gregor Cresnar  
from the Noun Project

UBC-DIBS' **BI wiki** has a newsfeed, podcast, BI library, resources for BI projects, and more. Visit <https://blogs.ubc.ca/BIwiki/>.



Created by Adrien Coquet  
from Noun Project

**BI course and certificate program** to learn how to apply BI to the challenges you face. Attend micro-presentation track 5, webinar on Tuesday, or visit <https://sauder.ubc.ca/CBS-BI!>



Created by Creative Stall  
from Noun Project

**BIG Difference BC Scholarship** for public and non-profit sector working professionals in BC. Visit <https://sauder.ubc.ca/CBS-BI>.



**BIG Difference BC Scholar (2022-2023)**  
Jennifer Parisi  
*Manager, Marketing and Communications*  
*Michael Smith Health Research BC*

# BIG Difference BC Thanks Our Team

## • Advisory Board



Kirstin Appelt



Kerri Buschel



Christopher Darwent



Heather Devine



Jeremy Douglas



Ana Fong-Marquez



Mikayla Ford



Carl Jensen



Adam King



Janice Lee



Lindsay Miles-Pickup



Stephanie Papik



Sharilynn Wardrop



Stephanie Wilkie

## • Conference Planning Committee



**Kerri Buschel**  
*WorkSafeBC*



**Stephanie Papik**  
*Moose Hide  
Campaign Society*



**Kirstin Appelt**  
*UBC Decision Insights  
for Business & Society*



**Lindsay Miles-Pickup**



**Alexis Gordon**



**Carl Jensen**



**Stephanie Wilkie**

*BC Behavioural Insights Group*

# BIG Difference BC Thanks Our Co-Hosts & Sponsors



**DIBS**

Decision Insights for Business & Society



Where ideas work



BC BEHAVIOURAL  
INSIGHTS GROUP



THE UNIVERSITY  
OF BRITISH COLUMBIA

SSHRC  CRSH



**Peter P. Dhillon**  
Centre for Business Ethics



THE  
**BEHAVIORAL  
INSIGHTS  
TEAM**



**TECHNICAL  
SAFETY BC**

# Attendees Across Sectors

**1,178**

## Government

Federal 90

Provincial,  
Territorial,  
or State 545

Local 39

Academia

**145**

Students

**90**

Crowns,  
Health, & Other  
Public Sector

**82**

Non-Profit  
Sector

**47**

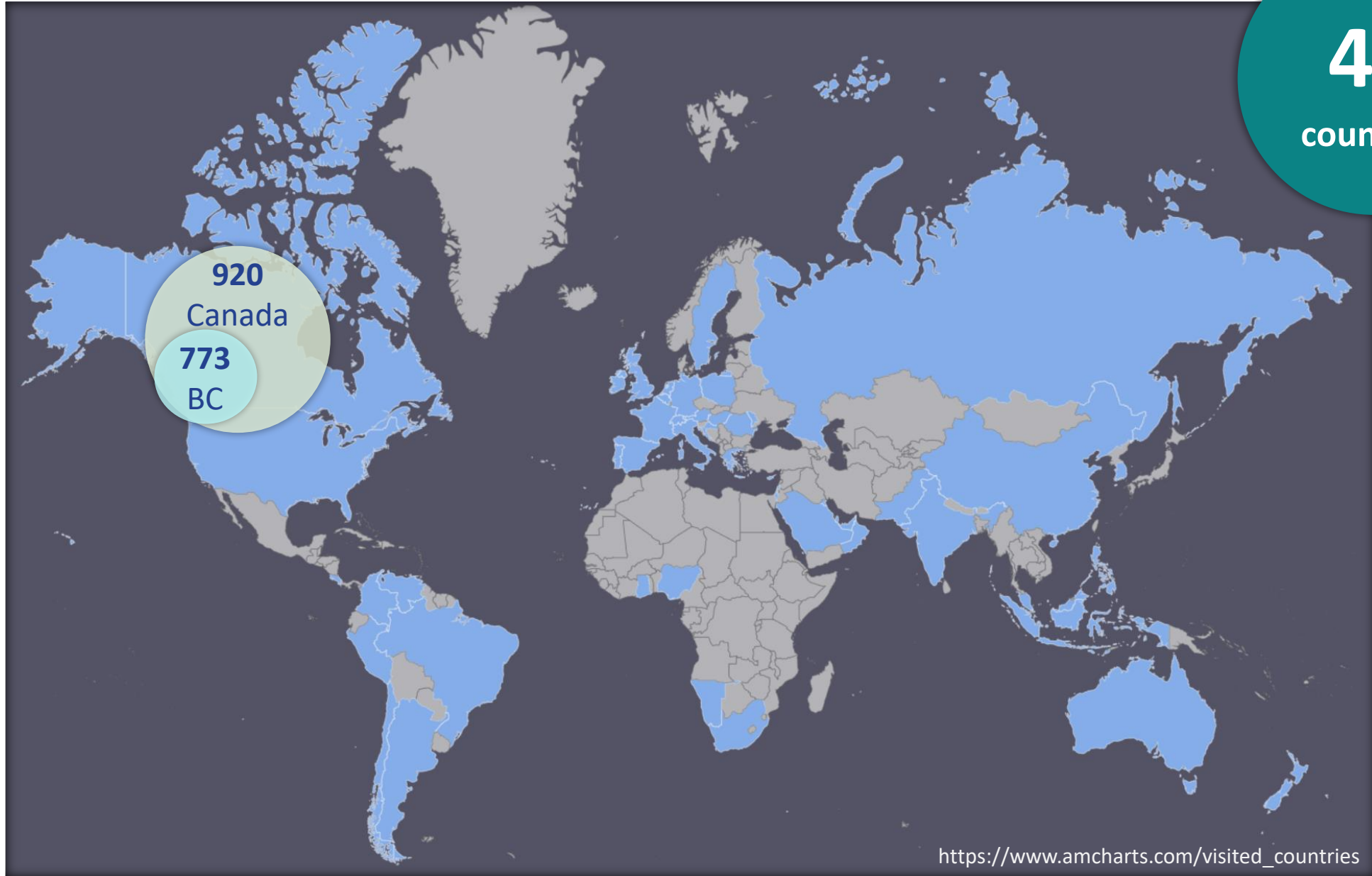
Private  
Sector

**129**

Multiple  
or Other

**11**

# Attendees Across the World



49

countries

920

Canada

773

BC

# This Year's Theme & Objectives

# BIG Difference BC<sup>2022</sup>

Using Behavioural Insights to Create Lasting Change



Created by Kirsada  
Brain Noun Project

Share how Behavioural Insights is being used across challenges and sectors to have a positive impact



Created by Shaver Ch.  
Brain Noun Project

Inspire new research and case studies exploring how Behavioural Insights can be used to have a positive **and lasting** impact

# Program

Times (Pacific)	Session
9:00 – 9:30 am	<b>Welcome Remarks</b>
9:30 – 10:30 am	<b>Keynote Address by Dr. Crystal Hall</b>
<i>10:30 – 10:45 am</i>	<i>Break</i>
10:45 – 11:50 am	<b>Lightning Talks</b>
<i>11:50 am – 12:30 pm</i>	<i>Break</i>
12:30 – 1:00 pm	<b>Micro-Presentations</b>
1:00 – 2:30 pm	<b>Special Session: Behaviourally Informed Organizations</b>
<i>2:30 – 2:45 pm</i>	<i>Break</i>
2:45 – 3:50 pm	<b>Lightning Talks</b>
3:50 – 4:00 pm	<b>Closing Remarks</b>

# Micro-Presentation Session: 12:30-1:00pm PT

Track	Zoom Link	Meeting ID	Passcode
1: Applying BI to Health & Safety Challenges	<a href="https://bit.ly/BDBCsafe">https://bit.ly/BDBCsafe</a>	677 2631 1423	2022
2: Applying BI to Sustainability Challenges	<a href="https://bit.ly/BDBC sustain">https://bit.ly/BDBC sustain</a>	635 0979 8331	2022
3: Using BI in Government	<a href="https://bit.ly/BCBCgov">https://bit.ly/BCBCgov</a>	663 1834 5364	2022
4: New BI Research from Academia	<a href="https://bit.ly/BDBCedu">https://bit.ly/BDBCedu</a>	683 0797 6667	2022
5: Learn More About BI	<a href="https://bit.ly/BDBClearn">https://bit.ly/BDBClearn</a>	641 0302 9087	2022

Read more about each track at  
<https://bit.ly/BDBCmicro>