

CBA Behavioural Experimentation Hackathon on Climate Action

# Behavioural Science to support Australian homeowners to take climate action

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Behavioural Science Centre of Excellence

In collaboration with





# What is a Climate Action Experimentation Hackathon?

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## Three challenges

Twice as many green loans for solar panels










protect their home against extreme weather damage;

## The first and only one

Hackathon event on ~~March 14/15, 2024~~ to gather input and ~~to~~ the ~~the~~ Experiment.k




# Agenda

## Tuesday 12th March – CBP South

- 9:00  **Introduction to the day** – **Dr. Tom Jones**, Behavioural Advisory and Research Director
- 9:30  **The case for behavioural science in climate action**  
– **Dr. Tom Jones** – **Founding director at Harvard STAR lab**
- 10:00  **CBA's environmental and social transition practice**  
Alex Matthews – **CBA Executive General Manager Environmental and Social**
- 10:30  **Dr Michael Baumann** – **CBA Executive General Manager Home Buying**
- 10:45    **Supporting climate action – trends in science & business**  
Panel discussion
- 12:00 **Student lunch**
- 16:20 **Student lightning talks – day one hypotheses**
- 16:50 **Workshop: developing and defining a CBP**

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## Friday, March 15, 2024 – CBP South

- 9:00 **Student lunch**
- 15:30 **Student committee for research funding**
- 16:30    **people's choice vote**
- 16:50 **Workshop: developing and defining a CBP**

# (1) Financial decision making



## Keynote speakers



**Prof Michael J. Hiscox**

Executive Director of the Institute for Sustainability, Transparency, & Accountability Research (STAD) at Harvard

Clarence Dillon Professor of International Affairs, Harvard University  
Behavioral Insights Group at Harvard's Center for Public Leadership



**Dr Michael Bourignon**

Executive Director of the Institute for Sustainability, Transparency, & Accountability Research (STAD) at Harvard  
Bank



**Alex Matthews**

Executive General Manager Environmental & Social at Commonwealth Bank

## Panel participants



**Prof Dominic P. Nowell**

Professor of Behavioural Science & Director Institute for Climate Risk & Response (ICRR) at UNSW



**Tim Burdon**



**Anna Vincent**

Home Loans Product Owner  
Specialty Products and Simplification at CBA

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Andreas Ludwig, PhD  
Executive Manager – Behavioural Advisory and Experimentation



Madhurima Biswas  
Manager – Behavioural Research and Innovation – Climate Action Focus



Daniel Campbell  
Manager – Behavioural Advisory – Climate Action Focus



Robert Zeidan  
Behavioural Scientist – Behavioural Experimentation

**Behavioural Science Centre of Excellence**

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