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**Center for Consumer, Markets and Politics | CCMP**



# **Good Governance of Nudging**

**Academic Matinée with Cass Sunstein, Harvard University**

**March 15, 11:30 am - 3:00 pm**

**Humboldt Universität zu Berlin, Altes Palais, Unter den Linden 9, Raum 213**

**hosted by**

**Center for Consumer, Markets & Politics | CCMP**

**Netzwerk Verbraucherforschung Baden-Württemberg**

**Zeppelin University Friedrichshafen**

**&**

**Humboldt European Law School (HELS) at Humboldt University Berlin**

Nudging is perhaps the most-discussed innovation in politics, law, and economics of the last decade. A merger of behavioral economics and regulatory theory, nudges aim to steer people's behavior while preserving freedom of choice to a maximum. Such policies have recently been adopted by a number of countries and organizations including the US, the UK and the EU as well as the World Bank and the OECD. However, the new paradigm has also drawn fierce criticism, including reproaches of fostering manipulation by governments and of encroaching on individual autonomy and dignity. Against this backdrop, the event brings together eminent scholars from different disciplines to explore the political, philosophical and economic boundaries of nudging, and to inquire into the legal architecture required to "nudge for good". We specifically welcome distinguished scholar Prof. Cass Sunstein from Harvard Law School as keynote speaker.

## Speakers



**Cass Sunstein** is the Robert Walmsley University Professor at Harvard. He is the author of, inter alia, “Nudge” (with Richard Thaler) (2008), “Why Nudge” (2014) and “Choosing not to Choose” (2015), as well as of more than 50 books and countless scholarly articles on nudging and related topics. From 2009 to 2012, he was Administrator of the White House Office of Information and Regulatory Affairs, the key regulatory body in the US. His current research focuses on the political and ethical justification of nudging, the prerequisites of good government, the theory of liberty, and decision making by individuals and groups. He is consulting governments on all continents on how to use behaviorally based regulation most effectively to improve health, welfare, and the environment.



**Christoph Strünck** is a professor of political science and social policy at the University of Siegen. He has published widely on consumer policy and risk perception and is the author of, inter alia, “Die Macht des Risikos. Interessenvermittlung in der amerikanischen und europäischen Verbraucherpolitik” (2006), “Mix-Up: Models of Governance and Framing Opportunities in U.S. and EU” (2005) and “Gibt es ein Recht auf Gemeinwohl? Öffentliche Interessen im Blickwinkel von Rechts- und Politikwissenschaft” (2014). His current research includes consumer policy, social policy, the theory of interest groups, and regulatory policy in the US and the EU.



**Philipp Hacker** studied law and philosophy in Munich, Salamanca and at the Yale Law School. He is a postdoctoral fellow at Humboldt University of Berlin and a member of the graduate school “Unity and Difference in the European Legal Sphere” of the HELS. From fall 2016 on, he will join the European University Institute in Florence as a Max Weber Fellow. Philipp has written his PhD thesis on “Behavioral Economics and Normativity” (forthcoming) and is the author of “FairEconomy. Crises, Culture, Competition and the Role of Law” (with Wolfgang Fikentscher and Rupprecht Podszun) (2013). Furthermore, he has authored a number of articles on the methodological and normative dimensions of nudging. His current work centers on behavioral law and economics, learning theory, comparative consumer law, and the regulation of big data.

## Chair



**Lucia A. Reisch** is a behavioural economist and professor for consumer behavior and consumer policy at Copenhagen Business School. She also has founded the CCMP at Zeppelin University in Friedrichshafen, Germany. In the past decades, Professor Reisch has widely published on behaviorally based regulation, consumer policy and sustainability policy (Sunstein/Reisch: *Automatically green*, HELR, 2014; Reisch/Sandrini: *Nudging in der Verbraucherpolitik*, Nomos, 2015). She is a member of the German Council for Sustainable Development and the German Bioeconomy Council and was a member of Chancellor Merkel's Ethics Commission for Safe Energy Supply. Since 2014, she chairs the German government's Council of Advisors on Consumer Affairs at the Ministry of Justice and Consumers. Her current research areas include sustainable consumption, green nudges, and behaviorally based regulation.

## Timetable

11:30 am	<b>Registration, Snacks &amp; Coffee</b>
12.00- 12.45 pm	<b>Keynote Lecture</b> Prof. Cass Sunstein (Harvard University): <i>Good Governance of Nudging</i>
12.45- 01.15 pm	<b>Comments</b> Prof. Christoph Strünck (University of Siegen) and Philipp Hacker (Humboldt University of Berlin & HELS)
01.15- 02.00 pm	<b>Discussion</b> Chaired by Prof. Lucia A. Reisch (Copenhagen Business School & Zeppelin University Friedrichshafen   CCMP)
02.00- 02.30 pm	<b>Snacks &amp; Coffee</b>

## Location

**Humboldt Universität zu Berlin, Altes Palais, Unter den Linden 9, Raum 213**

Please register [here](#) until March 8.

## The hosts

The **Center for Consumer, Markets & Politics** | CCMP is a research center at Zepelin University in Friedrichshafen that focuses on consumer policy research and practice. Its aim is to facilitate knowledge transfer between research and practice, markets, and civil society in the area of consumer behaviour and consumer policy. CCMP seeks to promote a lively exchange between individual researchers and research groups in the area and has founded the informal network “Verbraucherforschung Baden-Württemberg”, co-hosting this event. CCMP is financed by the Ministry of Consumer Protection and the Ministry of Science and Arts of the State of Baden-Württemberg.

The **European Law School** is a network comprising the Humboldt University of Berlin, La Sapienza University of Rome, King’s College London, Université Paris 2 (Panthéon-Assas), Université Paris 1 (Panthéon-Sorbonne) and the University of Amsterdam. Law students receive their training in three of these universities in order to become European lawyers, equipped with state exams or diplomas from all three countries of the respective institutions. A key emphasis lies in the development of an interdisciplinary approach to the law. Recently, the Humboldt European Law School has launched the graduate school “Unity and Difference in the European Legal Sphere” as part of a continuing aspiration to guide promising young lawyers through their academic careers.