

# workshop

## BEES, FLORENCE 2024

### Behavioural and Experimental Economics for Sustainability

This workshop focuses on the application of behavioural and experimental economics to promote sustainability.

The event aims to improve the understanding of the dynamics that influence consumers' and firms' economic and behavioural choices with environmental implications. In this context, the workshop also aims to critically promote the role of the experimental approach in understanding and addressing sustainability challenges. Prosocial motivations may be an important factor leading to actual pro-environmental behaviour. Therefore, studying which behavioural tools are most effective in triggering prosocial motivations can be extremely useful in designing pro-environmental policies, and in raising awareness sustainability issues. The workshop aims to foster new collaborations in this emerging field of research.

Both theoretical and empirical contributions are welcome.  
Topics include (but are not limited to):

- *game theory applied to sustainability*
- *boosting and/or nudging pro-environmental behaviours*
- *climate change and cognitive biases*
- *ecological rationality and cooperative behaviours*
- *application of economic incentives (e.g., environmental taxation)*
- *sustainable consumption and production*
- *business strategies for sustainability*
- *social environmental dynamics*

### Dates

October 2024, Thursday 17th and Friday 18th.

### Important deadlines:

submission by **July 2, 2024**  
acceptance by **July 15, 2024**  
registration by **August 31, 2024**

### Guest speakers:

[Marco Casari](#) - Alma Mater Studiorum - Università di Bologna

[Laura Razzolini](#) - Culverhouse College of Business - University of Alabama

----- **Apply Here** -----

## Practical information:

- Venue: Department of Economics and Management, University of Florence (Italy), Via delle Pandette, 9, 50127 Firenze, Building D6
- The workshop will take place **in person**.
- Participation is **free of charge for both speakers and audience** and is primarily aimed at **young research students**
- Lunches, coffee breaks and the social dinner during the workshop will be provided free of charge for speakers only.

## Accommodation:

- The organisation will provide 8 beds, free of charge, in 4 double rooms at the Foresteria Valdese (<https://www.firenzeforesteria.it/>).
- Interested parties must make a request at the time of submission.
- In the event of an excess of applications, priority will be given to younger researchers.

## Scientific Advisory Board

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For any information check the BEES 2024 webpage: [bit.ly/BEES2024](https://bit.ly/BEES2024), or contact the Board at [beelab@unifi.it](mailto:beelab@unifi.it)



# BEELab



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