***Utilising Applied Behavioural Research to Execute Subsidy Reform in Kuwait***

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## Overview

The Kuwait Government is highly dependent on oil revenues; its fiscal position is exposed to fluctuations in crude oil prices. Reducing expenditures will make Kuwait’s government more fiscally robust in the context of volatile oil markets. Reforming subsides is one way through which the government offecials can reduce expenditures; however, it has been challenging for the them to pass several subsidy reform proposals due to public resistance. In this paper we review relevent behavioural science to design nudges that could have the potential to influence electercity consumption and reform energy subsidy in Kuwait.

## Methods

## Itreture review, comparative study and focus group interviews.

## Results

The first nudge we propose is making the government subsidy more salient to citizens by adding the government contribution figure. The second is activating social norm, e.g. motivating individuals to save energy to enhance the quality of living in their local community. Third, framing, adding a message that makes subscribers care for future generations. Last, recognition of saving efforts through reward system.

## Conclusion

Going forward we intend to test the effectiveness of the four nudges through randomised control trails ‘RCTs’. The results will provide policy makers with evidence to which nudge is more effective in reducing electricity consumption. After all, before making costly commitments to new policies it is rational to find out whether the new policies are likely to deliver benefits.

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