Behavioral Insights for Public Policy Enhancement: A Study of Entrepreneurial Education for Informal Workers in Brazil

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Abstract

Human behavior has a significant influence on public policy. The findings of the field of Behavioral Sciences have enabled the use of a behavioral perspective in the design and enhancement of public policies. This article arises in the context of a Brazilian public policy aimed at ensuring social security rights for informal workers. In 2008, the Brazilian government introduced a landmark policy designed to integrate informal workers into the formal economy by offering access to key benefits such as retirement pensions, paid sick leave, and maternity leave. Over the past 17 years, the program has facilitated the formalization of more than 16 million individuals, generating widespread social impact. Alongside social benefits, the Brazilian Micro and Small Business Support Service (SEBRAE) offers these workers various online training courses to develop management, communication, and other skills. This article specifically analyzed two of these courses from a behavioral perspective, seeking to identify areas where behavioral insights could be applied to improve this entrepreneurial policy.

Keywords

Behavioral Sciences, Entrepreneurial trainning, Brazil.