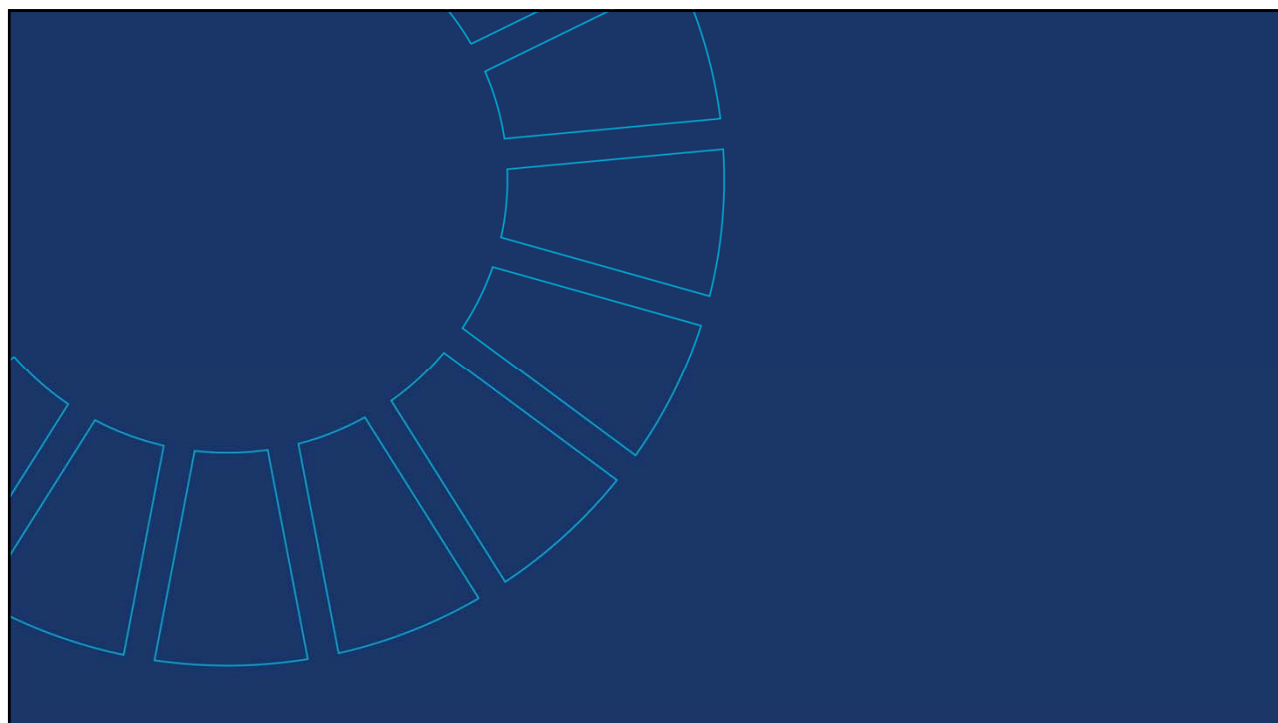


The World's First National

Lab

October 2017

Yerevan, Armenia



What is it?

A space for **experimentation**, **collaboration**, **analytics** and **world-class human resource development**, the lab will unlock Armenia's development potential and accelerate the implementation of the 2030 Sustainable Development Goals.



Lab Principles – The Four P's

Progressive

Bridges the gap between rapid, **short-term wins** with deep **long-term vision**

Participatory

Utilizes “**open source**” **SDG know-ware** across sectors, organisations and countries

Private Sector

Creates a **market for development**, as SDGs reflect genuine needs, and every need is a market in disguise

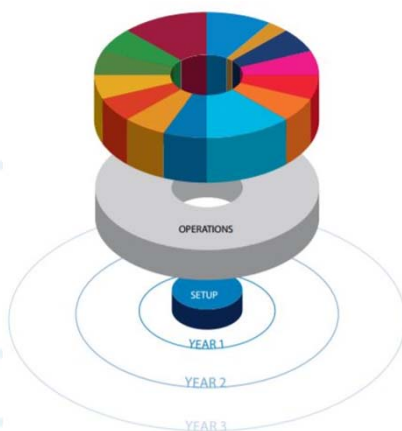
Pragmatic

Helps **reduce cost of governance** (e.g. through behaviour design and big data)

Current status

The next six months is the Lab's **Start-up Phase**. This will involve:

- Lab set-up
- Recruitment of core staff
- Networking
- Resource Mobilisation
- Two Experiments
- One Data Pilot
- SDG Barometer Pilot
- Capacity Building



This is balanced with a **three-year vision** that delivers in four key areas:

- The **development of cadre of talented citizens** in the education system, the private sector and, crucially, government
- **Behavioural experimentation** and evidence-based policy-making
- Pursue public-private partnerships through **impact investment mechanisms**
- Impact measurement through use of **new, big and citizen-generated data**

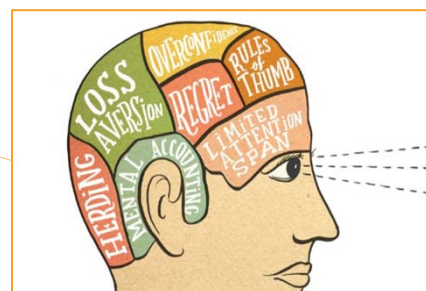
Service Lines

- Behavioural experimentation
- Data Analytics
- Capacity Building
- Impact Investment

Behavioural Science

This methodology is based on the growing idea that **psychological, social, cognitive, and emotional factors** can drive individual decisions.

Through small, subtle changes – or nudges – human behaviour can be changed in huge ways: from encouraging entrepreneurship to reducing water consumption to reporting human rights violations. This is critical to **applying genuine evidence-based policy-making**.



Behavioural experiment: Education



Can we close the gap between required labour force and educational output through behavioural experimentation?

Control group 1 input:
information on:

- job market trends,
- popular professions,
- average salaries,
- probability of finding a job,
- excess of "elite" professions.



Outcome/behaviour change:

change in courses and universities applied for between groups 1 & 2.



Impact:

higher % of youth study subjects required for current and future labour market (IT, vocational subjects, etc.)

Control group 2 input:
no information



Lab services: Data



1) Designing public services through social media analysis

The lab will map citizens' sentiments and responses to different public services - gathering insights directly from users and using them to design more demand-driven services.

2) Mobile data for tourism statistics

Armenia has a growing tourism industry, but lacks high quality data to monitor the impact of new interventions. The lab will use data produced by mobile phones to create a new, real-time monitoring platform.

3) GIS and other Satellite imagery to track land degradation

Cutting-edge open source data will be combined with specially-developed machine-learning tools to map agricultural areas at risk from increased land degradation.

4) Rapid response to extreme weather conditions

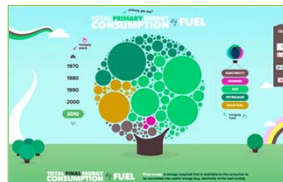
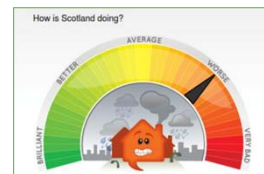
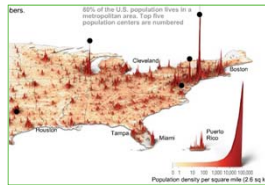
Citizen-generated data will be utilised to enable immediate response to devastating hail storms and other extreme weather events.

Lab services: SDG Barometer



A user-friendly data visualization tool will be designed to monitor the SDGs' real-time progress, inform policy and decision-making, and measure impact.

SDG Dashboard for countries in Eastern Europe and Central Asia

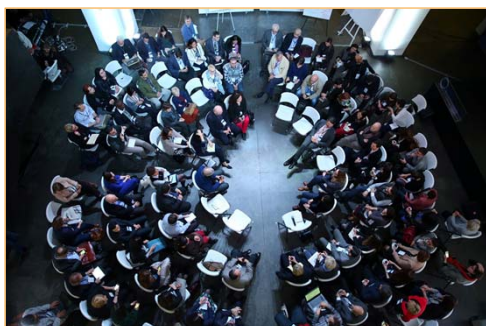


Lab services: Impact Investment

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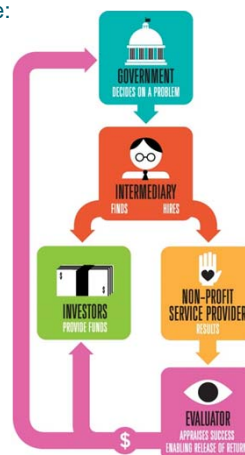
Partner

Testing and prototyping **impact investment financial mechanisms** using ODA and government funds along with private capital to address SDGs.



Example:

Social Impact Bonds



SDG Champions

For the Lab to be successful, it is crucial to expand its reach. To this end, a cadre of talented **citizens in the education system, the private sector** and, crucially, **government** will be trained in an array of the **21st century's most cutting-edge methodologies**.

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*Empowered lives.
Resilient nations.*

