

+1 (610) 7392158

[paulius@behavioural-lab.com](mailto:paulius@behavioural-lab.com)

[www.behavioural-lab.com](http://www.behavioural-lab.com)

## Paulius Yamin, PhD

### Profile

Social Psychologist with over 9 years of international experience as creator, consultant, manager and researcher of social norm and behavioural change initiatives in public, private, civic, and international cooperation organizations.

I'm currently the Managing Director of the Center for Social Norms and Behavioral Dynamics at the University of Pennsylvania (U.S.) and a Visiting Fellow at the Department for Psychological and Behavioural Science at the London School of Economics and Political Science (U.K.). In the past, I have been a Co-founder and Managing Partner at the Behavioural Lab (Lithuania), an External consultant to the International Labour Organization (United Nations Agency), and the Manager of the National Behavioural Change Strategy for Public Servants at the Colombian Government. I hold a B.A. in Anthropology (Summa Cum Laude), an M.A. with Distinction in Cultural Studies, an M.B.A. with Honours, and a Ph.D. from the Department of Psychological and Behavioural Science at the London School of Economics (U.K.).

### Recent professional and research experience

**Managing Director** / Center for Social Norms and Behavioural Dynamics, University of Pennsylvania (Philadelphia, U.S.)  
**Nov 2020 – Present**

- Recently joined the UPenn CSNBD to implement its strategic vision and coordinate its teams, projects, budget and stakeholder relations

**Visiting Fellow** / Department for Psychological and Behavioural Science, London School of Economics and Political Science (London, United Kingdom)  
**March 2021 – Present**

- Research on social norms, behavioural change, local determinants of behaviour, and video ethnographic methods. Currently implementing a research / policy intervention project on social norms around intimate partner violence in Lithuania

**Co-founder and Managing Partner** / Behavioural Lab LT (Vilnius, Lithuania)  
**Sep 2019 – Oct 2020**

- Co-founded an international network specialized in applying insights from the behavioural sciences to tackle policy and industry challenges linked to sustainability in Lithuania and the European Union / Delivered practical workshops about behavioural change and civic action around local sustainability challenges for organizations and local leaders in Colombia, the U.K., Lithuania and China / Coordinated annual 'Behavioural Hacks events' to bring together industry, policy and academic actors from the UK and Lithuania around real-world behavioural solutions (funded by the London School of Economics)

**External consultant on social norms and behavioural change** / International Labour Organization – United Nations (Geneva, Switzerland)  
**Aug 2018 – March 2020**

- Co-authored reports, provided recommendations and designed research and intervention strategies about "Practical methods to change social norms in domestic work" and "Barriers to participation of indigenous women" with regional teams in 8 countries

**Graduate Teaching Assistant, M.Sc. Dissertation Project Officer and Research Assistant** / London School of Economics and Political Science (London, United Kingdom)  
**Sep 2016 – May 2020**

- Designed and delivered weekly seminars in Psychological and Behavioural Science at MSc level / Supported and provided advice in final dissertations and research methods for all MSc students of the Department of Psychological and Behavioural Science / Researched and produced reports about social norms media interventions and student feedback and attendance to the LSE LIFE centre to support evaluation and planning processes

**Manager of the National Cultural and Behavioural Change Strategy for Public Servants** / Departamento Administrativo de la Función Pública: *National Government Agency in charge of public governance and employment policies at a national level* (Bogotá, Colombia)  
**Jan 2015 – Aug 2016**

- Formulated, implemented and managed the national strategy for introducing cultural and behavioural change for the over 1,160,000 public servants of the Colombian State, including 17 cultural and behavioural change interventions implemented and the design and coordination of the project to create and implement the General

### Other relevant experience

**Junior Research Fellow – MJJ Foundation Scholar / Vilnius Gediminas Technical University (Vilnius, Lithuania)**

**Sep 2019 – Oct 2020**

- Researched driving behaviours, interventions and training protocols to improve eco-driving, safety and human-robot interaction outcomes at the Faculty of Transport Engineering / Designed the behavioural component of research projects for the European Union Research Framework, the Lithuanian Research Council and NESTA UK

**Online Instructor in Psychological and Behavioural Science / ViaX Research Education (Beijing, China)**

**Jul 2019 – August 2020**

- Designed and delivered workshops and tutored research projects in social norms and behavioural change for high-school, undergraduate and students in China, including support and supervision for 40+ practical interventions to tackle policy challenges in China

**Project Coordinator / Piza & Caballero Consultores: Private consulting firm specializing in institutional strengthening for the public sector (Bogotá, Colombia)**

**Jun 2014 – Jan 2015**

- Designed and successfully managed two institutional strengthening projects for public institutions of the National Government in charge of violence victims and legal defence of the State, coordinated teams of up to 30 experts and executed financial resources for \$500.000 USD and designed financial and technical proposals that secured \$700.000 USD for the company.

**Researcher at the Citizenship Culture and Cultural Change Group / Veeduría Distrital: Local Government Institution in charge of preventive auditing and control of the local government of Bogotá (Bogotá, Colombia)**

**Sep 2013 – Dec 2014**

- Analysed quantitative and qualitative data, wrote of reports and diagnostics, designed and applied pedagogical tools with over 400 public servants in cultural and behavioural change methodologies, and oversaw the design of 24 interventions to strengthen integrity and prevent corruption in public institutions.

**Technical Advisor and Project Coordinator for the Mayor's Office of Quibdó / Fundación Liderazgo y Democracia: Non-Governmental Organization dedicated to promoting and strengthening public leadership (Bogotá and Quibdó, Colombia)**

**Jun 2013 – Sep 2014**

- Designed 14 development projects for the city of Quibdó in coordination with the local authorities; designed and applied monitoring tools for all of the projects, articulated alliances with 43 different public, private, international cooperation and academic institutions, and located and obtained over \$1.000.000 USD in resources for the projects.

**Research Assistant / Professor Antanas Mockus: Emeritus Professor and former President at the National University of Colombia, former Mayor of Bogotá (Bogotá, Colombia)**

**Sep 2011 – May 2013**

- Collected and analysed theoretical and empirical sources to be used in top academic publications, lectures and presentations on cultural change, assisted with the preparation of presentations and academic publications for national and international outlets.

### Education

**PhD in Psychological and Behavioural Science**

London School of Economics and Political Science (U.K. – ranked top 2 in the world for Social Sciences and Management by QS), awarded in October 2020

- Thesis: “Leveraging large-scale behavioural change interventions using social norms, civic culture, and installations. An analysis of classic interventions and new experiments to tackle social challenges” supervised by Professor Saadi Lahlou.

**Master of Business Administration –MBA (with Honours)**

Quantic School of Business and Technology, March 2020

### **M.A. in Cultural Studies (with Distinction)**

Goldsmiths College (U.K. – ranked top 7 in the world for Media and Communications by QS), University of London, November 2012

### **B.A. in Anthropology (Summa Cum Laude degree)**

Universidad de los Andes (Colombia – ranked top university in Colombia by QS), August 2011

### **Honours, scholarships and grants**

**Science Scholarship**, Marius Jakulis Jason Foundation, 2019.

*Funding to return to Lithuania and conduct research at Vilnius Gediminas Technical University in Lithuania (September 2019 to December 2020 – value: €15.000).*

**Knowledge Exchange and Impact Funding**, LSE Department of Psychological and Behavioural Science, 2018-2020.

*Two rounds of funding to organise the Behavioural Hacks events in Lithuania (value: £2.400).*

**PhD Small Grant**, LSE Marshall Institute for Philanthropy and Social Entrepreneurship, 2017-2018.

*Grant to cover fieldwork expenses of PhD project (value: £3.500).*

**LSE PhD Studentship**, London School of Economics and Political Science, 2016-2020.

*Full scholarship for PhD degree (value: £150.000).*

**Novagob Excellence Prize** for behavioural interventions at the Departamento Administrativo de la Función Pública, 2016.

*Prize to the best initiatives in human resources in Latin American public institutions - behavioural change interventions to enhance work environment.*

**Leadership for Bogotá Scholarship**, Universidad de los Andes (Colombia), 2014.

*One year fellowship and leadership program to implement a social project in the city.*

**Academic Distinction and Distinction Thesis - M.A. in Cultural Studies**, Goldsmiths College, University of London, 2012.

**Summa Cum Laude degree and Honour Thesis - B.A. in Anthropology**, Universidad de los Andes (Colombia), 2011.

### **Academic publications, presentations and outreach**

#### **Publications:**

- Yamin, P., Lahlou, S., Ortega, S., and Skrickij, V. (in press). **Local determinants of driving behaviors: Installation Theory interventions to reduce fuel consumption among truck drivers in Colombia.** *Transport*, 35 (3).
- Every, M., Heitmayer, M., Yamin, P., and Lahlou, S. (2020). **Ethical Challenges of Using Video for Qualitative Research and Ethnography: State of The Art and Prospective Guidelines.** In T. Lähdesmäki, E. Koskinen-Koivisto, V. Čeginskas, A. Koistinen (Eds.), *Challenges and Solutions in Ethnographic Research: Ethnography with a Twist.* Routledge: London. ISBN 9780367376857.
- Yamin, P., Fei, M., Lahlou, S., and Levy, S. (2019). **Using Social Norms to Change Behavior and Increase Sustainability in the Real World: a Systematic Review of the Literature.** *Sustainability*, 11, 5847.
- Yamin, P. (2014). **The Terrible Times in America: an approximation to the issue of difference from ‘The Lost Steps’ by Alejo Carpentier** [published in Spanish: “Los tiempos terribles de América: una aproximación a la diferencia desde ‘Los pasos perdidos’ de Alejo Carpentier”]. *The Southwest Council of Latin American Studies Journal*, 1. Texas State University. ISBN/ISSN: 978-1-62288-036-2.
- Yamin, P. (2013). **Politics (and Mime Artists) on the Street.** In T. Henri & S. Fuggle (Eds.), *Return to the Street.* London: Pavement Books. ISBN: 978-0-9571470-5-8.

- Yamin, P. & García, K. (2013). **Performing spaces**. In J. Aridi & J. Glendennan (Eds.), *Taking up Space*. Pavement Books: London. ISBN: 978-0-9571470-6-5.
- Yamin-Slotkus, P. (2012). *Imagine: looking for a space in everyday life* (Documento CESO No. 197) [published in Spanish: "Imagine, buscando un espacio en la vida cotidiana"]. Bogotá: Ediciones Uniandes. ISBN/ISSN: 1657-4508.

*In preparation:*

- Yamin, P. & Hobden, C. *ILO Working Papers: Practical Methods to Change Social Norms in Domestic Work and other policy areas*. Geneva: International Labour Organisation. Manuscript in preparation.
- Yamin, P., Lahlou, S., Ortega, S., and Saenz, A. *The power of behavioural policy interventions in the city: a study of the civic culture interventions of Antanas Mockus in Bogotá, Colombia*. Manuscript in preparation

**Presentations:** over 26 presentations about social norms and behavioural change in academic and policy events in Colombia, the United States, the United Kingdom, Lithuania, Finland, Spain, Argentina, Lebanon, Japan and Thailand ([please see details here](#)).

**Press:** my work has been featured in some of the major media outlets in Lithuania, including interviews and articles I wrote for the [Verslo Žinios \(Business News\) newspaper](#), the [www.15min.lt portal](#), the [LRT portal](#), and the [Labas Rytas Lietuva TV](#) programme ([please see details here](#)).

### Training, memberships and languages

**Professional training:** Postgraduate Certificate in Higher Education (Associate Fellowship Level – LSE 2018), certified courses in Social Ventures (Cambridge Business School 2018), Finance (University of Michigan 2018) and Entrepreneurship (Massachusetts Institute of Technology 2018).

**Membership to professional associations:** Associate Fellow of the UK Higher Education Academy, Graduate Student Member of the Society for the Psychological Study of Social Issues, Member of the Global Lithuanian Leaders Network.

**Languages:** Spanish: Native Proficiency, English: Full Professional Proficiency (2015 TOEFL iBT test, score 114/120), French: Professional Proficiency (2007 Swiss Baccalaureate, level 83%), Lithuanian: Elementary Proficiency