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Paulius Yamin, PhD

Profile

Anthropologist and Social Psychologist with over 11 years of international experience as manager, creator, researcher, and consultant on social science research, policy, and international cooperation initiatives, especially in the field of social norm and behavioral change for the social good. Experience obtaining, coordinating and managing research and consulting resources among top academic, international, civic, public, and private institutions across domains and countries.

From December 2022, I am the Scientific Director at the Paris Institute for Advanced Study (France). I am also 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 the Managing Director of the Center for Social Norms and Behavioral Dynamics at the University of Pennsylvania (U.S.), a Co-founder and Managing Partner at the Behavioural Lab (Lithuania), an External consultant to the International Labour Organization (United Nations Agency) and other U.N. and international agencies, and the Manager of the National Behavioral 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 Honors, 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

Scientific Director / [Paris Institute for Advanced Study](#) (*Institut d'études avancées de Paris*) (Paris, France)

Dec 2022 – Present

- Co-designed with the Director and implemented the scientific strategy of the Institute, including 30 short- and long-term research stays per year, over 100 scientific events per year, dissemination and networking activities, and externally funded projects.
- Animated and maintained a network of 11 institutional members, including the largest universities and schools in the region (such as the CNRS, the École normale supérieure, the École des hautes études en sciences sociales, Sorbonne University, and others), and the Paris Mayor's Office.
- Coordinated the calls for applications, the selection and the onboarding processes for research fellowships and events, including under the FIAS program (EU funded) and the Paris IAS – Sorbonne Université Chair in Major Social Changes.
- Coordinated, co-authored, and supported successful funding requests totaling €344.000 to date for special projects (including the *FoodSocioscope* global database on food transition and the *Positive Future* European contest).
- Supported the internal coordination of the Institute's activities and units and produced reports of the scientific activities of the Institute for local and international funding bodies.

Visiting Fellow / Department for Psychological and Behavioural Science, London School of Economics and Political Science (London, United Kingdom)

March 2021 – Present

- Conducted research on social norms, behavioral change, local determinants of behavior, and video ethnographic methods. / Designed and currently conducting an action research project on social norms around intimate partner violence in Lithuania with international allies from top academic and policy institutions in the U.S., the U.K., Portugal, and Lithuania.

External consultant on social norms, behavioral change, and institutional development / Various institutions and countries

2014 – Present

Engagements include:

- **The World Bank (Peru): 2022-2023** | Diagnostic and workshops on unconscious biases and financial inclusion among migrant women
- **USAID (Colombia): 2022** | Keynote speech and practical workshop on behavioral analysis and change for the inclusive justice program
- **International Labour Organisation (Geneva Global Headquarters, Argentina, and Guatemala): 2018-2020** | Practical methods to change social norms in domestic work and Barriers to participation of indigenous women in 8 countries

- **International Organisation for Migration (Colombia): 2014-2015** | Institutional strengthening of the attention route for collective victims of the internal conflict

Managing Director / [Center for Social Norms and Behavioral Dynamics \(CSNBD\)](#), University of Pennsylvania (Philadelphia, U.S.) **Nov 2020 – Oct 2022**

- Worked with the Faculty Director to plan and implement the strategic vision and the internal processes of the Center.
- Planned, managed and supervised the human and financial resources of the Center, including an international team of over 60 senior, core and affiliate center members and a combined operating and grant annual budget of over USD \$1.3 Million.
- Located, coordinated and co-authored proposals, obtained, and negotiated over USD \$3.9 Million in resources to advance the research and consulting work of the Center.
- Co-designed and coordinated large grant and contract proposals for national and international institutions including the Bill and Melinda Gates Foundation, the Templeton Foundation, the National Science Foundation, the Inter-American Development Bank, UNICEF, USAID, and the World Bank, among others.
- Co-created and coordinated several successful engagement and dissemination strategies, including the Norms and Behavioral Change Talks (www.nobectalks.com) with more than 3,000 registered participants and 36+ of the world experts in norms and behavioral change, the CSNBD Working Paper Series, the BeSci Blog, networking events, and periodic internal meetings.
- Formed and coordinated the CSNBD Advisory Board with 18 high-level experts and managers on the behavioral science field from the top academic and policy institutions worldwide (such as the Behavioral Insights Team North America, the United Nations, the European Commission, the World Bank, and several other academic and private institutions).

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

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 Behavioral 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 behavioral change for the over 1,160,000 public servants of the Colombian State, including 17 cultural and behavioral change interventions implemented and the design and coordination of the project to create and implement the General Integrity Code of the Civil Service of Colombia.

Other relevant experience

Junior Research Fellow – MJJ Foundation Scholar / Vilnius Gediminas Technical University (Vilnius, Lithuania) **Sep 2019 – Oct 2020**

- Researched driving behaviors, 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 Behavioral Science / ViaX Research Education (Beijing, China)

Jul 2019 – August 2020

- Designed and delivered workshops and tutored research projects in social norms and behavioral 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 defense 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

- Analyzed quantitative and qualitative data, wrote of reports and diagnostics, designed and applied pedagogical tools with over 400 public servants in cultural and behavioral 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 analyzed 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 Social Psychology

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 Honors)

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: \$17,600 USD).

Knowledge Exchange and Impact Funding, LSE Department of Psychological and Behavioural Science, 2018-2021.

Two rounds of funding to organize the Behavioral Hacks events in Lithuania (value: \$6,350 USD).

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

Grant to cover fieldwork expenses of PhD project (value: \$4,800 USD).

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

Full scholarship for PhD degree (value: \$208,000 USD).

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

Prize to the best initiatives in human resources in Latin American public institutions - behavioral 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, Honor Thesis and Class Valedictorian - B.A. in Anthropology, Universidad de los Andes (Colombia), 2011.

Academic publications, presentations and outreach

Publications:

- **Yamin, P.**, Artavia-Mora, L., Martunaite, B., Lahiri, S. (2023). **Installations for Civic Culture: Behavioral Policy Interventions to Promote Social Sustainability**. *Sustainability*, 15(4), 3825. <https://doi.org/10.3390/su15043825>.
- **Yamin, P.**, Lahlou, S., Ortega, S., and Saenz, A. (2022). **The power of behavioural policy interventions in the city: a study of the civic culture interventions of Antanas Mockus in Bogotá, Colombia**. Penn Center for Social Norms and Behavioral Dynamics Working Paper Series (15). Available: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3978846
- Lahlou, S., Hetimayer, M., Pea, R., Russell, M., Schimmelpfennig, R., **Yamin, P.**, Dawes, A., Babcock, B., Kamiya, K., Krejci, K., Suzuki, T., & Yamada, R. (2022). **Multilayered Installation Design: A framework for analysis and design of complex social events, illustrated by an analysis of virtual conferencing**. *Social Sciences & Humanities Open*, 6(1). <https://doi.org/10.1016/j.ssaho.2022.100310>.
- Lahlou, S., Pea, R., Heitmayer, M., Russell, M. G., Schimmelpfennig, R., **Yamin, P.**, Everri, M., Cordelois, A., & Dawes, A. P. (2021). **Are we 'Beyond being there' yet?: Towards better interweaving epistemic and social aspects of virtual reality conferencing**. *CHI Conference on Human Factors in Computing Systems Extended Abstracts (CHI '21 Extended Abstracts)*. <https://doi.org/10.1145/3411763.3451579>.
- **Yamin, P.**, Lahlou, S., Ortega, S., and Skrickij, V. (2020). **Local determinants of driving behaviors: Installation Theory interventions to reduce fuel consumption among truck drivers in Colombia**. *Transport*, 35 (6), 616-634. <https://doi.org/10.3846/transport.2020.14195>.
- 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. <https://doi.org/10.3390/su11205847>.
- **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:

- Hobden, C. and **Yamin, P. (2023). Of domestic work and complex challenges: what the behavioral perspective can contribute.** Behavioral Science in International Development.
- **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.

Reviewing: reviewer of the ERC Consolidator Grant 2022 and ERC Synergy Grant 2023 calls (European Commission) and Member of the Assessment Panel for the Large Grants for ambitious research in the social sciences funding opportunity 2022 (Economic and Social Research Council, UK).

Presentations: over 30 presentations about social norms and behavioral change in academic and policy events in Colombia, the United States, the United Kingdom, Lithuania, Finland, Spain, Argentina, Lebanon, Japan, Thailand, and South Africa ([please see details here](#)), including the **United Nation’s Behavioural Science Week**, the **World Wildlife Forum internal seminar series**, the **World Economic Forum “New Frontiers in Nutrition” community, MediaX at Stanford University**, the **Lithuania Business Forum**, Regional Consultations and Technical Regional Meetings at the International Labour Organization (Geneva, Lebanon, Thailand and Argentina), and the Keynote speech at the Conference Cycle for Lithuanian Junior Researchers.

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