

**PRESS RELEASE**

**GLOBAL ASSOCIATION OF APPLIED BEHAVIOURAL SCIENTISTS  
(GAABS)**

**1 SEPTEMBER 2020**

The world's first independent association of applied behavioural scientists launches today.

The Global Association of Applied Behavioural Scientists (GAABS) brings together a group of world-renowned academics and leading practitioners to set a standard for bona-fide behavioural science practice. By providing a seal of approval for eligible members, GAABS seeks to safeguard ethical and scientifically sound applications in the currently unregulated field of applied behavioural science. By doing so, it provides a signal of quality and reliability for any organization commissioning behavioural science services.

GAABS' Advisory Board comprises several of the discipline's founding fathers such as Nobel Prize winner and Thinking Fast and Slow author, Daniel Kahneman; National Academy of Sciences member author of Influence—The Psychology of Persuasion, Robert Cialdini; and other highly-distinguished academics including Jennifer Lerner from Harvard Kennedy School, and Dilip Soman of the University of Toronto's Rotman School of Management BEAR.

Professor Kahneman said, "Given the increased interest in applied behavioural science, the formation of a society representing the skills, conduct and practices of professional members is a sensible move at the current time."

Management of the organisation will be undertaken by an Executive Team of applied behavioural scientists and researchers including Steve Martin, Faculty Director of the Behavioral Science in Business Executive Program at Columbia University and Professor Liam Delaney at the LSE.

Nuala Walsh, GAABS Non-Executive Director, commented, "With rising awareness of the contribution of this field, the private sector needs an independent body to regulate the provision of behavioral science services. Client reputation and welfare will be better served because of it."

Torben Emmerling, GAABS Non-Executive Director, added, "Many qualified practitioners and organisations do exciting and important work that benefits private and public sector organisations. Their GAABS membership provides an opportunity to better connect, improve and showcase their contributions to a global audience."

There has been a significant increase in the use of behavioural science, not only by governments but by corporations, in recent years. Consequently, one of GAABS' immediate tasks will be to help build consistency across the growing network of behavioural science practitioners and lay a solid foundation of quality for the years ahead.

GAABS is incorporated in Zurich, Switzerland. Those interested in applying for membership can register at [www.gaabs.org](http://www.gaabs.org).

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