

QUESTIONS & ANSWERS

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

What is GAABS?

GAABS is a non-profit, independent and member-based organisation for behavioural science practitioners. It aims to ensure that its members meet the criteria for eligibility as fully qualified and experienced practitioners.

The association has an established professional code of conduct for individuals and organisations which offer behavioural science services and operate according to an agreed global set of operating principles and ethical standards.

Why did you set up?

The field of applied behavioural science is currently unregulated. We want to ensure that all clients and the people who encounter behavioural science services are guided to the best talent in the field and advised in the best way possible.

What is Behavioural Science?

Behavioural Science is an emerging multidisciplinary science dedicated to understanding the causes of individual, group and organisational behaviour. It encompasses behavioural economics, neuroscience, social and cognitive sciences and related fields. Together, these disciplines offer a comprehensive model to bridge the gap between theoretically derived research models and everyday reality to shape commercial and policy practice.

How was GAABS established?

In early 2019, a team of behavioural scientists at the London School of Economics discussed the need for a globally recognised professional association for ethical and quality-focussed practice. Over the following year, a combination of like-minded academics and practitioners took this initiative forward. These are the founding members of GAABS today.

Who can join?

This is an inclusive organisation which invites as many qualified members as possible from all markets around the world. We also invite individuals and organisations - whether fully fledged behavioural scientists or behavioural science units within larger policy or private organisations.

How can I become a member?

Becoming a member is easy. You can sign up today by visiting <https://gaabs.org/register>.

How does GAABS differ from other groups?

GAABS differs from and complements other associations:

1. GAABS is global in reach whereas other associations are more oriented towards one country or one organisation.
2. GAABS is focused on the private sector whereas other associations are more policy-focused.
3. GAABS has qualification criteria and a code of conduct to provide qualification for practitioners.

How is GAABS funded?

GAABS is a member-based organisation, funded by the fees paid by its members. As a registered non-commercial entity, it is also open to any donations from third parties.

How is GAABS regulated?

GAABS is established as an Association with a scientific, social, non-commercial purpose according to the Swiss Civil Code (Art. 60 et seq.) open to individual and organisational membership.

How is GAABS managed?

GAABS is led by an Executive Board with a Chairman and two Non-Executive Directors. It is also composed of various functional heads for Communications, Ethics, Finance and Legal. It is advised by an Advisory Board composed of world-leading academics and practitioners.

Who is involved in GAABS?

Even before launch, a suite of behavioural and management consultants as well as industry organisations have committed to becoming members and expressed interest in working with fellow-members and the Executive to build the association.

How much are membership fees?

GAABS operates a tiered programme starting at GBP 75.-/EUR 85.-/USD 99.-/CHF 89.- p.a. for individual members and at GBP 750.-/EUR 850.-/USD 990.-/CHF 890.- p.a. based on the size and type of firm, which are fully depicted on the website.

How can I learn more?

Please email info@gaabs.org and we will be delighted to provide further information.