

# O'Neill Institute

for National and Global Health Law

Georgetown Law • Georgetown Nursing & Health Studies

## ***“Nudging Healthy Lifestyles: Integrating Behavioral Law into Policy-making”***

Thursday, April 19, 2012 · 1:30 PM – 3:00 PM  
Georgetown University Law Center  
E.B. Williams Library, Room 358  
600 New Jersey Ave., NW | Washington, DC 20001

***Introduction by: Tanya Baytor, Director of the Global Health Law LL.M.,  
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### **Alberto Alemanno**

*Associate Professor of Law  
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At a time when policy makers want to change the behavior of citizens to tackle a broad range of social problems, such as climate change, excessive drinking, obesity and crime, a promising new policy approach has appeared that seems capable of escaping the liberal reservations typically associated with all forms of regulatory action. The approach, which stems from the increasingly ubiquitous findings of behavioral research, is generally captured under the evocative concept of ‘nudge.’ Inspired by ‘libertarian paternalism,’ it suggests that the goal of public policies should be to steer citizens towards making positive decisions as individuals and for society while preserving individual choice. As governments are taking considerable interest in the use of ‘nudging,’ this presentation provides an analysis of this innovative policy approach as it is currently experimented in the EU, by focusing especially in the United Kingdom. In particular, it aims at critically examining the application of nudging approaches to the current efforts of regulating lifestyle choices, such as tobacco use, excessive use of alcohol, unhealthy diets and lack of physical exercise. After illustrating the main features of this emerging regulatory approach, by identifying its main features, this presentation offers an account of the legal, moral and public health challenges facing governmental efforts aimed at curbing lifestyle risks. By relying on the conclusions recently drawn by the Report on Behavior Change published by the Science and Technology Select Committee of the UK House of Lords, it will highlight the pros and cons of nudging-inspired policies.

### **Biography**

**Alberto Alemanno** is Associate Professor of Law at HEC Paris where he holds a Jean Monnet Chair in EU Law & Risk Regulation. His main areas of research are: EU law, Risk Regulation, International Economic Law and WTO law & policy. Prior to joining the HEC faculty, he clerked at the European Court of Justice [http://curia.europa.eu/jcms/jcms/Jo2\\_7026/](http://curia.europa.eu/jcms/jcms/Jo2_7026/). He is the recipient of the 2011 Chauncey Star Award by the Society for Risk Analysis. Originally from Italy, Alemanno earned a Laurea in Giurisprudenza *cum laude* from the Università degli Studi di Torino <http://www.giurisprudenza.unito.it/sito2/default.asp?opt=home>, LLM degrees from Harvard Law School <http://www.law.harvard.edu/index.html> and the College of Europe <http://www.coleurop.be/>, and a PhD in International Law & Economics from Bocconi University [http://www.unibocconi.eu/wps/wcm/connect/SitoPubblico\\_EN/Navigation+Tree/Home/Schools+and+Programs/PhD+School/PhD+in+International+Law+and+Economics/?lang=en](http://www.unibocconi.eu/wps/wcm/connect/SitoPubblico_EN/Navigation+Tree/Home/Schools+and+Programs/PhD+School/PhD+in+International+Law+and+Economics/?lang=en).

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