

 Early Warning System

IADB-BR-T1384

Using Behavioral Economics to Engage Parents and Improve Student  
Outcomes in Rio de Janeiro



## Quick Facts

<b>Countries</b>	Brazil
<b>Specific Location</b>	Rio de Janeiro
<b>Financial Institutions</b>	Inter-American Development Bank (IADB)
<b>Status</b>	Approved
<b>Bank Risk Rating</b>	U
<b>Voting Date</b>	2018-09-21
<b>Borrower</b>	Government of Brazil
<b>Sectors</b>	Education and Health, Technical Cooperation
<b>Investment Type(s)</b>	Grant
<b>Investment Amount (USD)</b>	\$ 0.18 million
<b>Grant Amount (USD)</b>	\$ 0.18 million
<b>Project Cost (USD)</b>	\$ 0.18 million



## Project Description

The overall objective of the proposed TC is to develop a model for using behavioral economics to overcome the bottlenecks to parent engagement and corollary preschool attendance in the municipality of Rio de Janeiro. The specific objective is to test which type of informational nudge works best to engage parents.



## Investment Description

- Inter-American Development Bank (IADB)



## Contact Information

### ACCOUNTABILITY MECHANISM OF IADB

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