

 Early Warning System

IADB-BR-T1384

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



Quick Facts

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