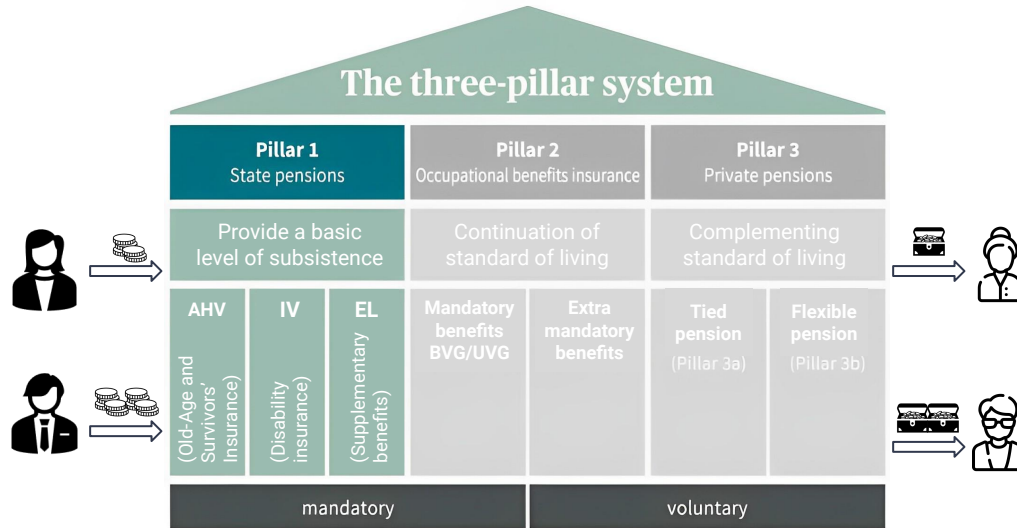


Leaving Money on the Table: Addressing the Non-Take-Up of Supplementary Benefits (Ergänzungsleistungen) in Switzerland

Group 4

Mei Wang
Shuyang Wang
Tim Kircali
Yue Min

Pension System in Switzerland



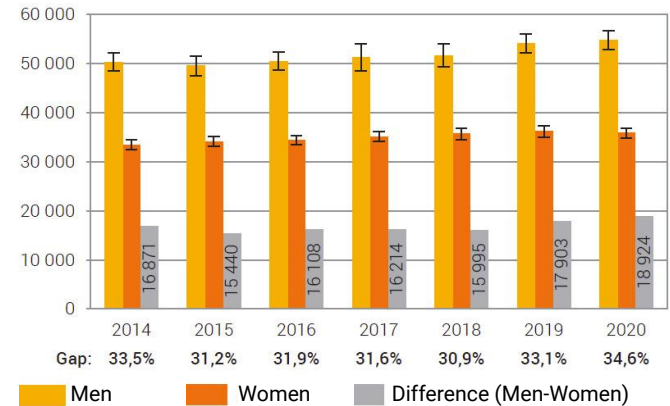
Source: AXA

Annual Average of Pension Payment by Gender

Rentenbeziehende¹ ab 65 Jahren

G 4.4.1

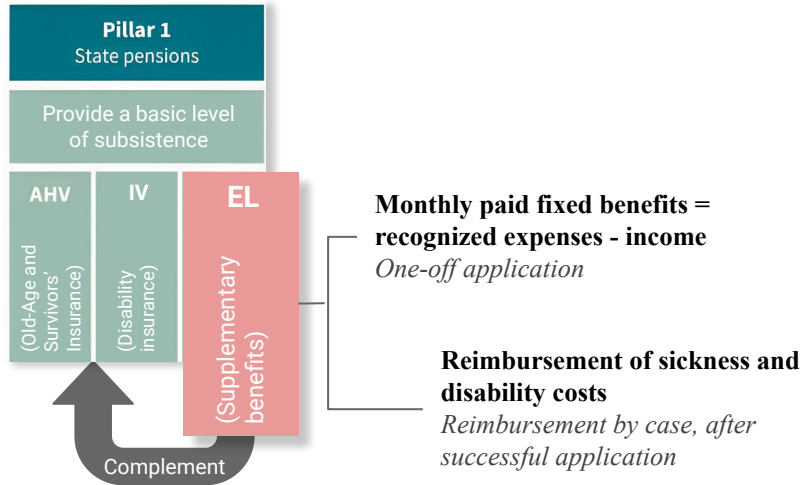
In Franken



┆ Vertrauensintervall (95%)

[1]Source: BFS - SILC (Statistics on Income and Living Conditions) (2022).

Supplementary Benefits (Ergänzungsleistungen)



3 Calculation of AVS and AI supplementary benefits

Eligibility calculation and benefits, in CHF

PC eligibility calculation 2022 per year	Single	Married
Coverage of essential needs (flat rate)	19,610	29,415
Maximum gross rent	16,440	19,440
Exempt amount for income from paid employment	1,000	1,500
Property tax allowance	30,000	50,000
Tax allowance for owner-occupied property	112,500	112,500
Average benefits 2021 per month	at home	in a care home
Single with PC to old-age pension, no children	1,127	3,309
Single with PC to invalidity pension, no children	1,318	3,771

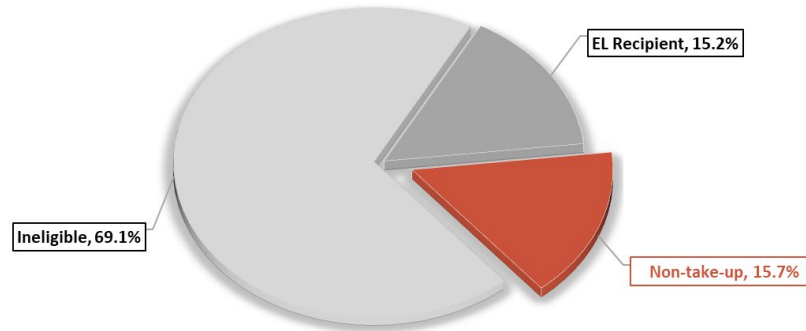
[2]Source: Swiss social insurance system - Pocket statistics. (2022). Federal Social Insurance Office.

Social Problem: Non-Take-Up of Supplementary Benefits

In Switzerland, many people who would be entitled to benefits do not claim EL.

- A recent study in the canton of Basel-Stadt estimates a **non-take-up rate of 28.8%** for AHV pensioners living at home^[4].
- In 2022, Pro Senectute estimated that there were **230,000** AHV recipients living by themselves who were entitled to receive EL but did not, indicating a non-take-up rate of **over 50%**^[5].

As a result, some people find themselves living in poverty even though they don't have to.

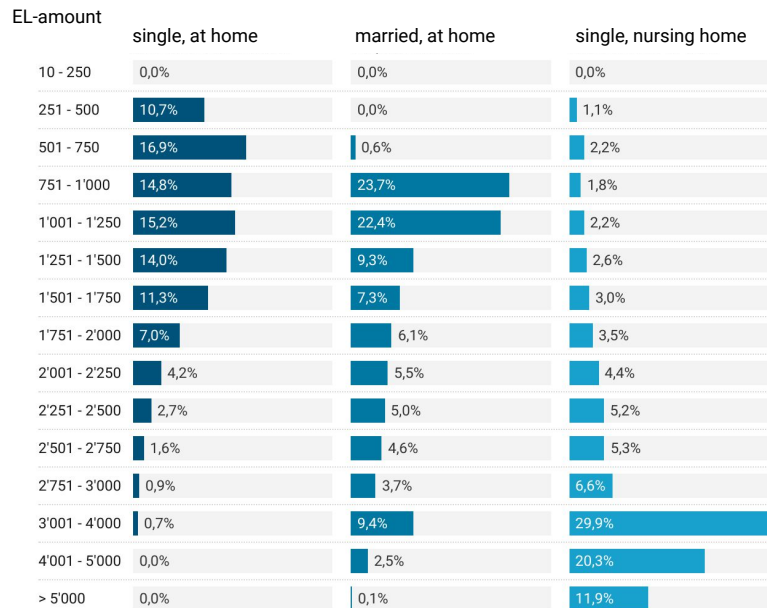


[2]Source: Swiss social insurance system - Pocket statistics. (2022). Federal Social Insurance Office.

[4]Hümbelin, O., Richard, T., Schuwey, C., Luchsinger, L., & Fluder, R. (2021). Nichtbezug von bedarfsabhängigen Sozialleistungen im Kanton Basel-Stadt—Ausmass und Beweggründe.

[5] Gabriel, Rainer, Koch, Uwe, Meier, Gisela & Kubat, Sonja. (2023). Pro Senectute Altersmonitor: Nichtbezug von Ergänzungsleistungen in der Schweiz. Teilbericht 2. Zürich: Pro Senectute Schweiz.

Social Problem: Non-Take-Up of Supplementary Benefits



[3]Source: Bundesamt für Sozialversicherungen. (2022).

- The amount of supplementary benefits varies depending on the population group.
- For single and married households, amounts between 750 and 1500 CHF per month are very common.
- Nursing homes are very expensive. Therefore the EL amounts for people living there are often above 3000 CHF per month.

→ **Focus: EL-eligible pensioners who are not living in nursing homes**

Negative Externalities

This problem breeds **negative externalities and inequality**:

- **Health costs:** Poorer health conditions impose higher burdens on healthcare system.
- **Social costs:** Social exclusion, discrimination, and stigmatization reduce social cohesion, increase marginalization.
- **Debt trap:** Credit defaults, higher debt collecting costs.
- **Enlarge inequality:** Disadvantaged or marginalized people may be less likely to apply for EL due to various barriers.

Inequality within the Problem

- Bhargava, S. and Manoli, D (2015) showed that **among people in the lowest income brackets, social assistance is drawn less**^[6].
- Due to the gender payment gap, **women are much more likely to have very low pensions. They are around twice as often in a situation of non-take up of EL as men.**
- **Foreign nationals are more than twice as often** in a situation of non-take up than domestic nationals.

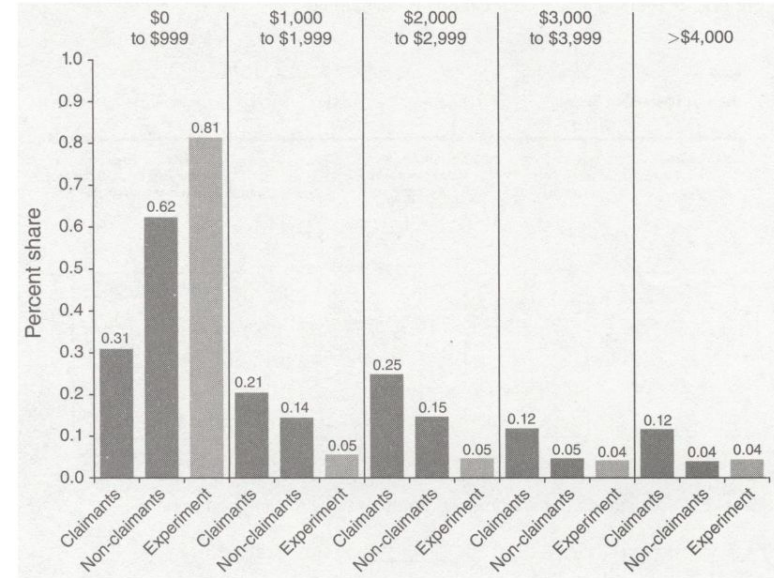


FIGURE 1. BENEFIT DISTRIBUTION FOR EITC CLAIMANTS AND ELIGIBLE NON-CLAIMANTS

[6]Source: Bhargava, S., & Manoli, D. (2015). Psychological Frictions and the Incomplete Take-Up of Social Benefits: Evidence from an IRS Field Experiment. *The American Economic Review*, 105(11), 3489–3529.

Structural Diagnosis

- Limited access to information and support
- Language barriers
- No knowledge about EL or application procedure^[7]
- Incorrect knowledge about the prerequisites for EL entitlement^[7]

→ Existing information policies: leaflets, websites, videos in different languages explaining the criteria and benefits of EL; free financial consulting and support for application.

- People do not want to disclose their financial circumstances^[7]
- Administrative process of EL application is too complicated^[7]
- Application processing time is too long (up to 3 months)
- Distrust of authorities^[7]
- Fear of formalism^[7]
- EL entitlements need to be paid back if the inheritance exceeds CHF40,000

→ No existing policies and difficult to address by typical policies

[7]Ergänzungsleistungen zur AHV und IV Evaluation der Informationspolitik und der Gesuchsprüfung. (2006). Eidgenössische Finanzkontrolle.

Behavioral Diagnosis - Evidences

Table 8: Ranking of reasons for not claiming EL entitlements

	EL Implementing Agencies	AHV branches
Basically no need	1	2
Person does not want financial help (out of pride or shame)	2	1
Person does not want to disclose their financial circumstances	3	5
No need due to support from third parties (e.g. relatives)	4	10
Person does not want to be accountable to the state	5	3
Incorrect knowledge about the prerequisite for EL entitlement	6	4
Administrative processing too complicated	7	7
No knowledge about EL	8	9
Inhibitions or fear of formalism	9	6
Person has had bad experiences with authorities in the past	10	12
Distrust of authorities	11	11
Concrete procedure unknown	12	8

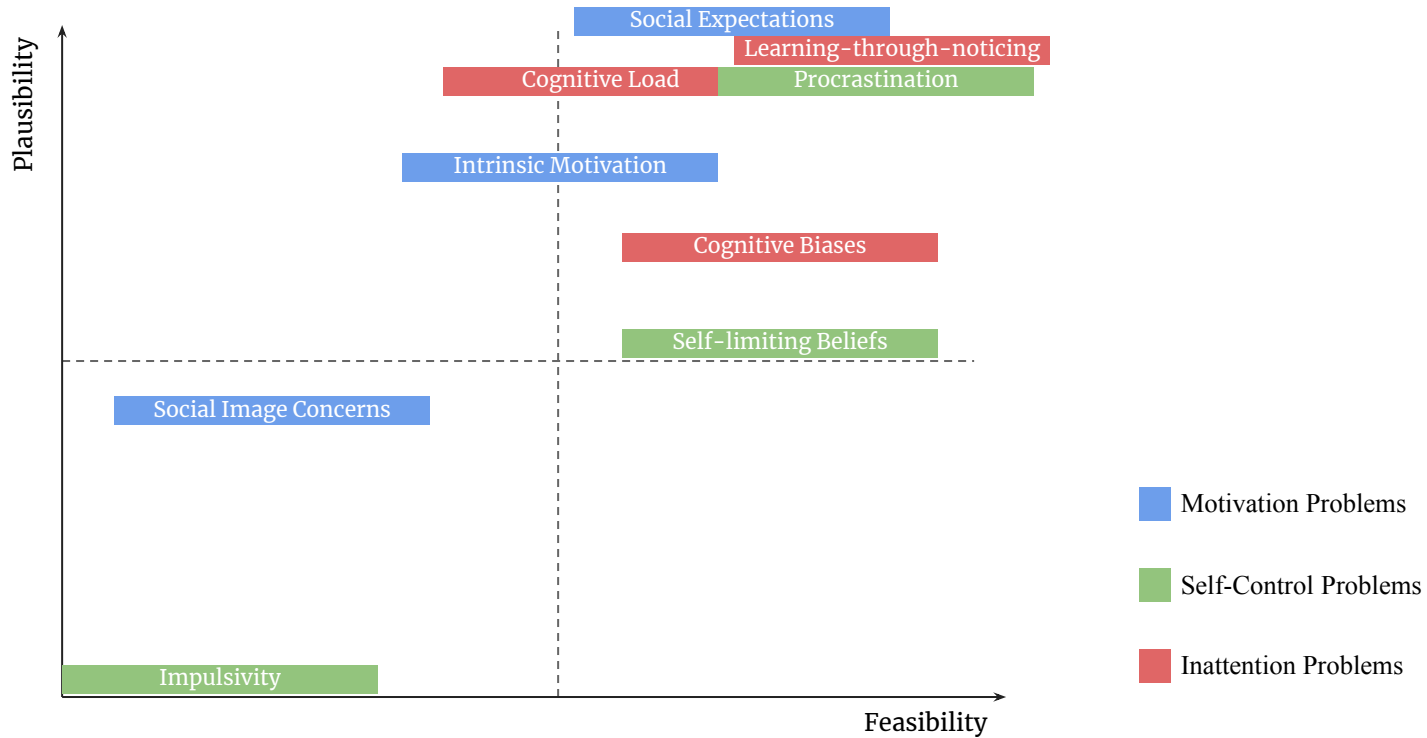
Source: SFAO, written survey of EL implementing bodies (DS N=28, ZS N=1634).

In a study about the incomplete take-up of the earned income tax credit (EITC) benefit, Bhargava and Manoli (2015) argued that “the failure to claim may be a consequence of **low program awareness...., confusion regarding program rules or incentives, procrastination...., inattention, or psychological aversion to program complexity or the small "hassles"** often involved in claiming”^[9]

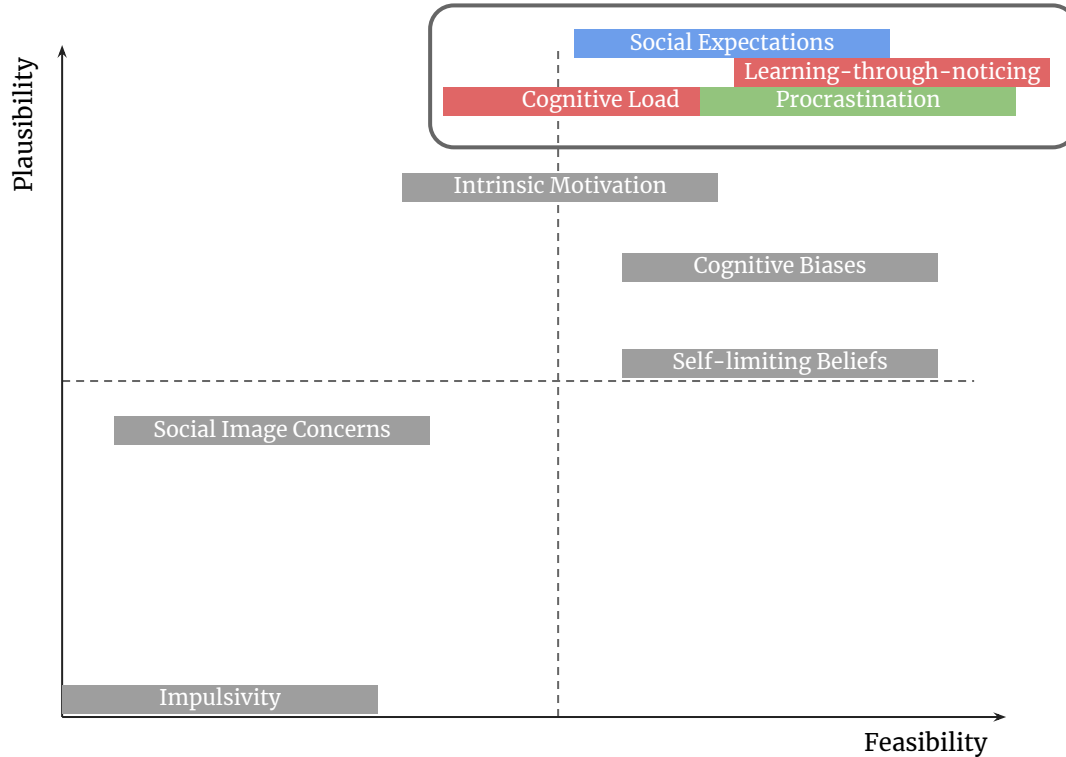
[8]Table cite from: Ergänzungsleistungen zur AHV und IV Evaluation der Informationspolitik und der Gesuchsprüfung. Eidgenössische Finanzkontrolle (2006).

[9]Bhargava, S., & Manoli, D. (2015). Psychological frictions and the incomplete take-up of social benefits: Evidence from an IRS field experiment. American Economic Review, 105(11), 3489-3529.

Behavioral Diagnosis



Behavioral Diagnosis



Most promising mechanisms:

1. Social expectations:

People may decline EL because such action contradicts the social expectations of self-dependence.

2. Learning-through-noticing:

People might think applying for EL is impossible to manage before they actually try it.

3. Procrastination:

People might be too optimistic about their willingness to take time to fill out the application form in the future, or be present biased to excessively discount the future gains of applying.

4. Cognitive load:

Poorer individuals have more limited cognitive resources to make rational decisions like ideal citizens will.

Vignette Experiment - Design

Control	V1 (Social Expectations)	V2 (Procrastination)	V3 (Cognitive Load)	V4 (Learning Through Noticing)
<p>Markus is a 68-year-old retiree who lives in an apartment in Altstetten, Zurich. He receives a fixed income from his AHV pension but struggles to cover his expenses due to rising costs of living. He suffers from a toothache recently and needs to visit the dentist, which cannot be paid by his health insurance. Markus is considering applying for EL to cover the expense.</p>	<p>...Although it is financially challenging for him, Markus always wears clean and decent clothes when he meets friends.</p>	<p>...Markus plans to clean up his balcony today, although he planned to do so last week, and similarly, he postponed replacing a broken light bulb last month.</p>	<p>...Markus can't sleep well due to the toothache. The pain and discomfort make him feel that everything is harder to do than before.</p>	<p>...Markus applied for EL reimbursement for his therapy last year and the application went very smoothly.</p>
<p>Expected Effects</p>	<p>Reduce the likelihood perceived by participants</p>	<p>Reduce the likelihood perceived by participants</p>	<p>Reduce the likelihood perceived by participants</p>	<p>Increase the likelihood perceived by participants</p>

Vignette Experiment - Questions

Surveying attitudes, plans and intentions:

- Q1. From 0 to 10, how likely do you think Markus will **start informing himself** about EL?
- Q2. If Markus has informed himself about EL, from 0 to 10, how likely do you think Markus will **start filling out** the application form for EL?
- Q3. If Markus has started filling out the application form, from 0 to 10, how likely do you think Markus will **complete the application** for EL and send it to the authorities?
- Q4. Regardless of whether Markus informed himself about EL or whether Markus will apply himself, from 0 to 10, how likely do you think Markus will **recommend EL to a friend**, who is in a similar situation like Markus?
- Q5. Which of the following **best characterises** Markus (please rank the following):
 - a. “I care about behaving in ways that are deemed acceptable by others”
 - b. “I will have more time to do it tomorrow”
 - c. “I tried to fill out the form but I screwed up”
 - d. “Before I try something for the first time, I often think things are much harder than they actually are”

Eliciting willingness to engage in costly actions:

- A1. We are considering improving the checklist for application to simplify the process, can you help us with the design of the checklist? What is the maximum amount of time you are willing to spend?
- A2. When we finish the checklist, can we send you one by mail?

Vignette Experiment - Implementation


- Sample:
 - 20 AHV pensioners: 10 come from a game tournament organised at the church, 6 come from a reading organized in another church, 2 the interviewer asked on the street and 2 are acquaintances of the interviewer.
 - 25% participants age between 65-70, while 75% of them age between 70-90.
 - They all live independently. Some of them live in retirement flats but none of them live in nursing homes.
 - Some of them are already EL recipient, some mentioned that they might apply for it in the future. Not all participants are target audience that “eligible but not apply”.
- Randomization: each participant was randomly assigned to 1 out of 4 vignettes. Each vignette was surveyed with 5 participants.
- Short conversation pre test: before the survey started, the participant was first introduced to EL (no matter how well they know about it). We told them this survey is about the non-take-up problem of EL in Switzerland.

Vignette Experiment - Implementation

- We printed the surveys out, each containing 3 pages (1 control, 1 treatment and 1 additional questions).
- Each participant answered the questions Q1-Q5 twice: once in the control vignette and once in the treatment vignette that was randomly assigned. After that, two additional questions A1-A2 were asked.
- All the questions were answered by the participants alone.
 - Sometimes we had to read the questions for them to help them focus on relevant questions.
- The survey took each participant on average 14 minutes to finish.

2

Markus ist ein 68-jähriger Rentner, der in einer Wohnung in Zürich Altstetten lebt. Er bezieht ein festes Einkommen aus seiner AHV-Rente, hat aber aufgrund der steigenden Lebenshaltungskosten Mühe, seine Ausgaben zu decken. In letzter Zeit leidet er unter Zahnschmerzen und muss zum Zahnarzt, was die Krankenkasse nicht für ihn bezahlt. Markus überlegt sich, Ergänzungsleistungen zu beantragen, um die Kosten zu decken. **Obwohl es für ihn finanziell herausfordernd ist, trägt Markus immer saubere und anständige Kleidung, wenn er sich mit Freunden trifft.**



Fragen:

1. Auf einer Skala von 0 (sehr unwahrscheinlich) bis 10 (sehr wahrscheinlich), was glauben Sie, wie wahrscheinlich ist es, dass Markus sich über Ergänzungsleistungen informiert?
2. Falls Markus sich über Ergänzungsleistungen informiert hat, auf einer Skala von 0 (sehr unwahrscheinlich) bis 10 (sehr wahrscheinlich), wie wahrscheinlich ist es, dass Markus beginnt, den Antrag auf Ergänzungsleistungen auszufüllen?
3. Falls Markus begonnen hat den Antrag auszufüllen, auf einer Skala von 0 (sehr unwahrscheinlich) bis 10 (sehr wahrscheinlich), wie wahrscheinlich ist es, dass Markus den Antrag auf Ergänzungsleistungen vollständig ausfüllt und an die zuständige Behörde verschickt?
4. Unabhängig davon ob Markus sich über EL informiert hat oder ob er sich selbst bewerben wird, auf einer Skala von 0 (sehr unwahrscheinlich) bis 10 (sehr wahrscheinlich), wie wahrscheinlich ist es, dass Markus Ergänzungsleistungen einem Freund empfehlen wird, der sich in einer ähnlichen Situation wie Markus befindet?
5. Welche der folgenden Aussagen charakterisiert Markus am besten:
wahrscheinlich, wie wahrscheinlich ist es, dass Markus Ergänzungsleistungen einem Freund empfehlen wird, der sich in einer ähnlichen Situation wie Markus befindet?

5. Welche der folgenden Aussagen charakterisiert Markus am besten:

Vignette Experiment - Implementation

- Difficulties from the participants:
 - Many found it difficult to focus on the task during the survey.
 - Also hard for some of them to estimate the likelihood with limited information.
 - Lack of motivation to fill out the survey and did not put much effort into it.
 - Very difficult to isolate them - often they were distracted.

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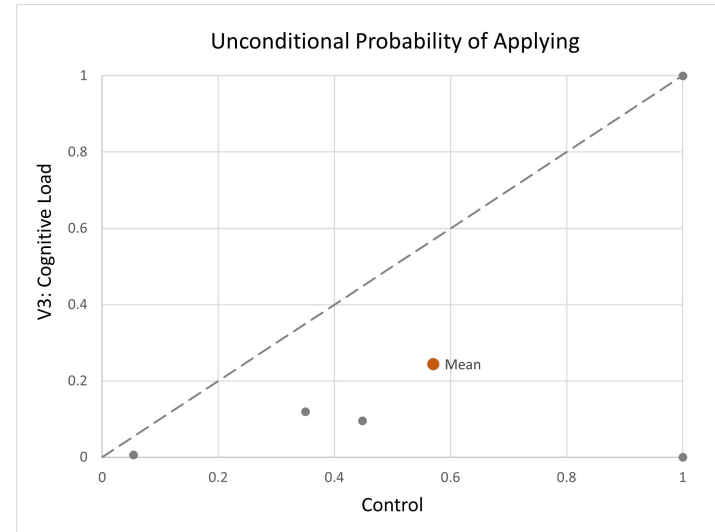
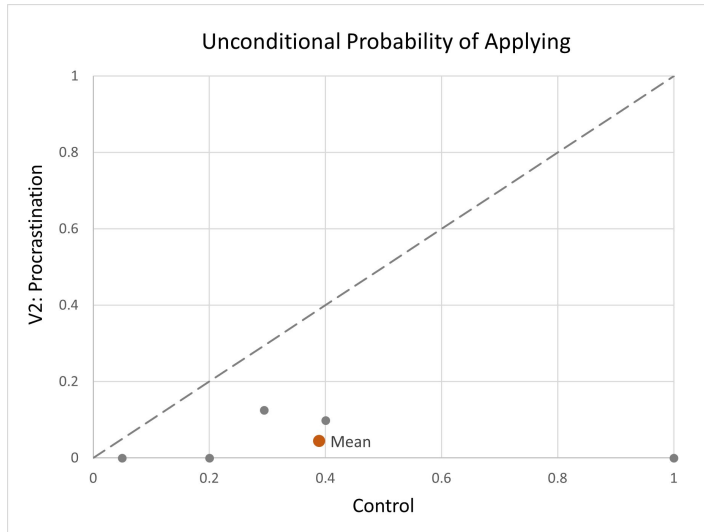
Vignette Experiment - Results

Fact 1: Recognized social problem.

In the control setting, participants believe that on average 51.8% of eligible people will submit application for EL, indicating a non-take-up rate of 48.2%.

Fact 2: Procrastination and cognitive load are the most important mechanisms that discourage people from applying for EL.

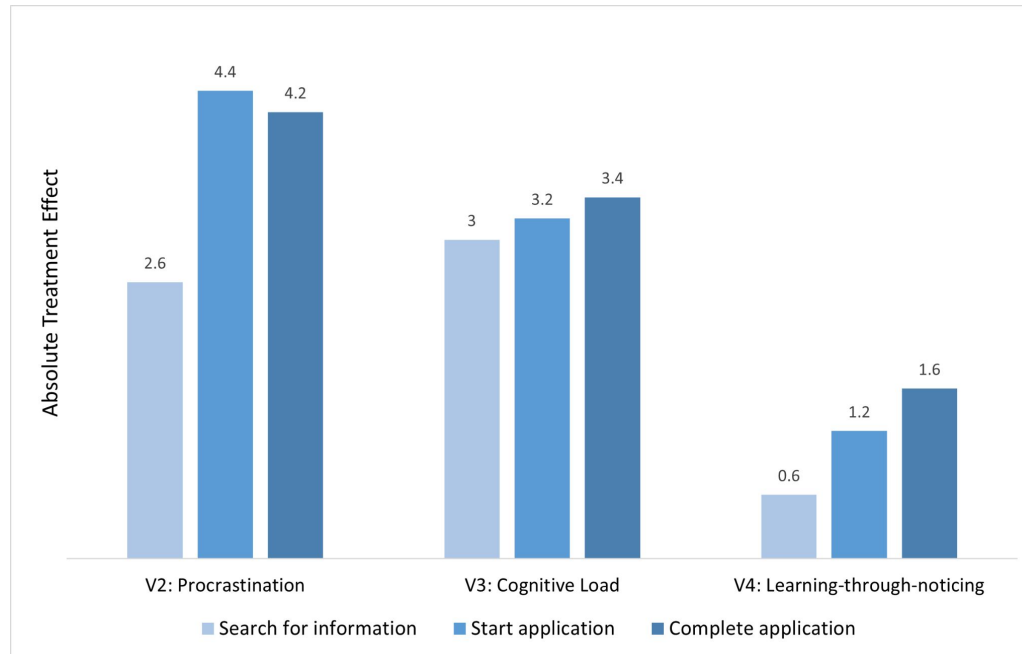
- i. Procrastination decreases the unconditional probability of completing the application by 34.4%.
- ii. Cognitive load decreases the unconditional probability of completing the application by 32.6%.



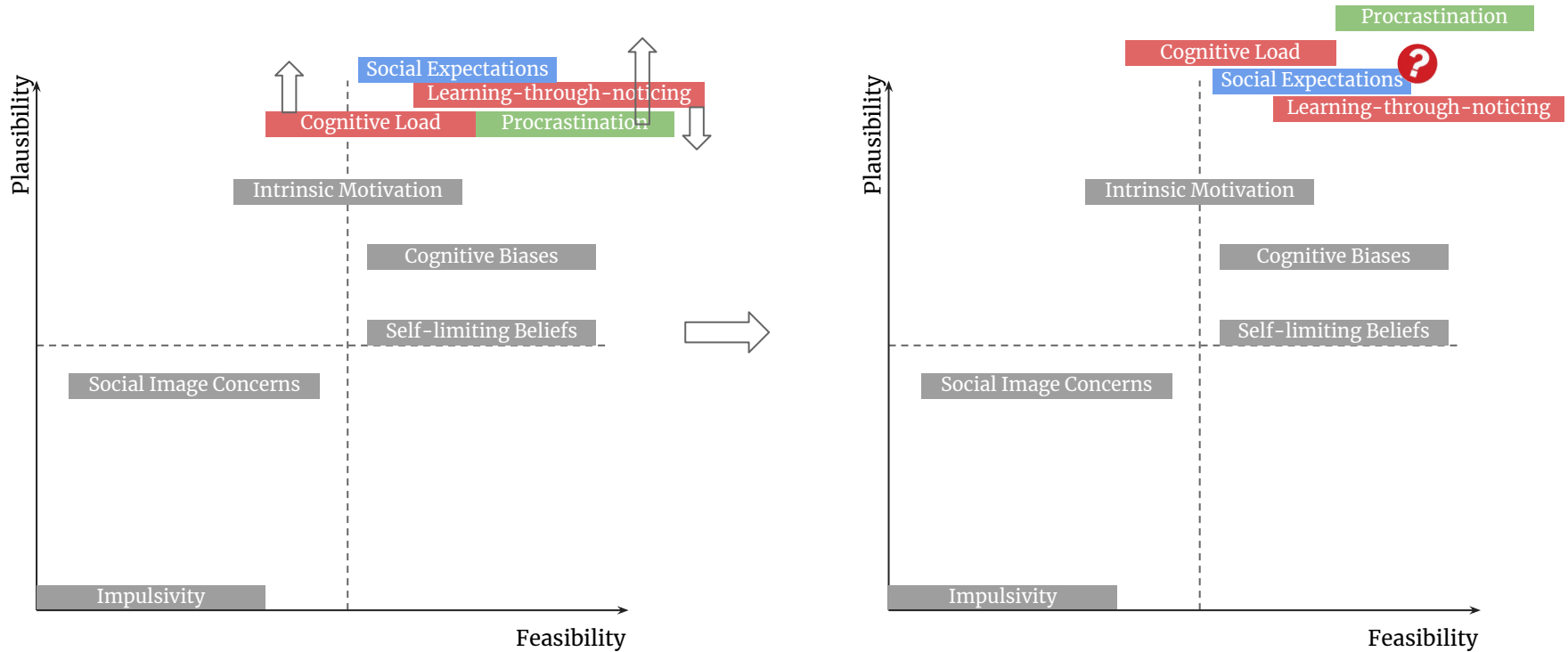
Vignette Experiment - Results

Fact 3: Throughout the application process, behavioral mechanisms take effects in different order.

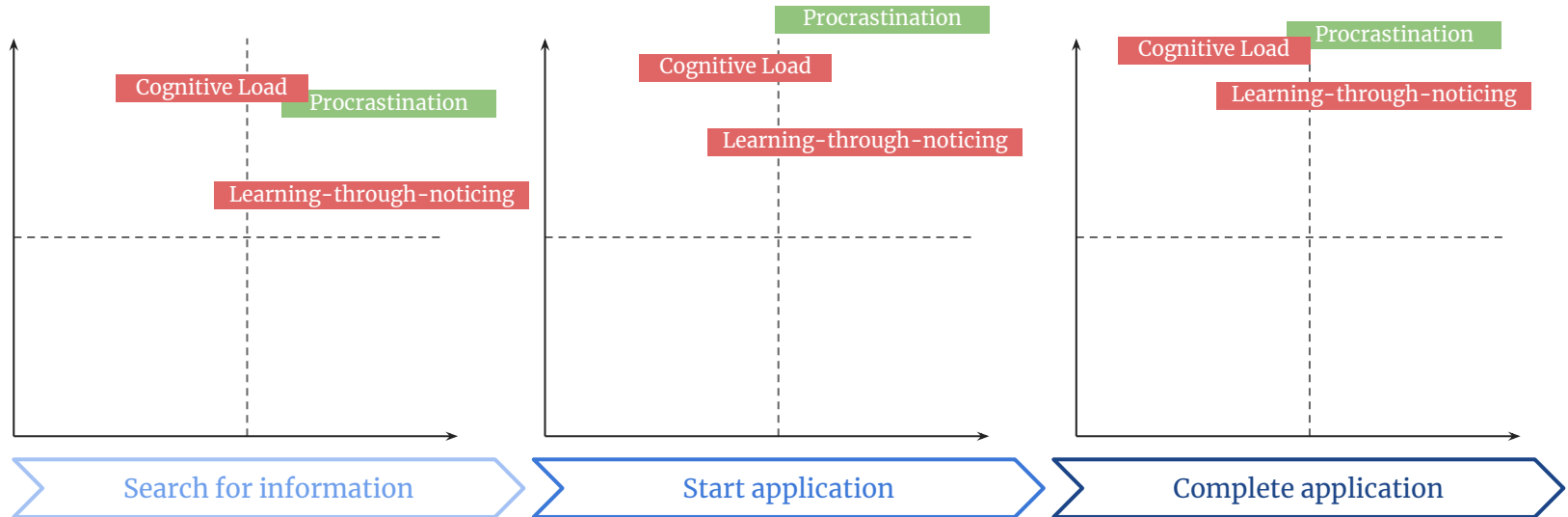
- i. Procrastination has the largest effect on the stage of starting the application.
- ii. Cognitive load and learning-through-noticing have the largest effect on the stage of completing the application.



Update P-F Matrix



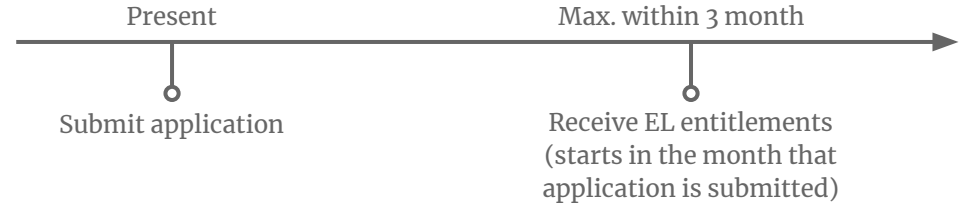
Evolutionary Matrix



Augmented Policy Tools:

1. Accelerate EL Provision

Current policy



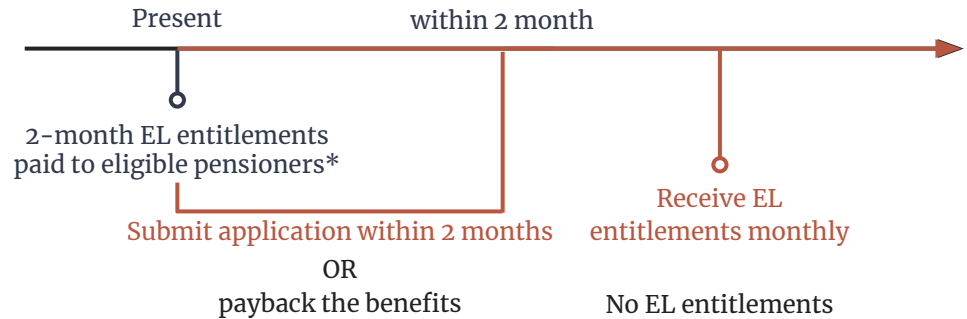
Pricing policy



Procrastination

Learning-through-noticing

- This augmented policy works through dealing with **present bias** and inducing **loss aversion** of real citizens, which do not play a role in the decision making of ideal citizens.



**Potential eligible people can be filtered according to the tax records, which is already in practice in Basel and Bern.*

**The authority can pay the average benefits in the first 2 months, and adjust the amount in the 3rd month - if applications are successfully processed - to the eligible level of each person.*

Augmented Policy Tools:

2. Simplified Checklist

Information policy



Cognitive Load

- Together with the 2-month EL entitlements, application forms for EL are mailed to target population.
- A **simplified checklist** is provided to avoid confusion and simplify the process of preparing documents.
- This augmented policy does not work for ideal citizens since they do not suffer from scarce cognitive resources and have **enough cognitive ability** to deal with application.

Checklist for the application form for supplementary benefits

Filling out the application form can be done quickly if you are well prepared. It is therefore worthwhile to first check which information is required when filling out the form – the following checklist will help you to do so.

- Depending on your own case, you can check the circle in the first column, which means that you do not need to provide the information for your application. For example, the item childcare costs if you have no children.
- The checkboxes in the remaining 3 columns are used to mark the persons, if applicable, for whom the respective information must be provided. If you are not married or do not have a child under 25, the respective column is omitted.

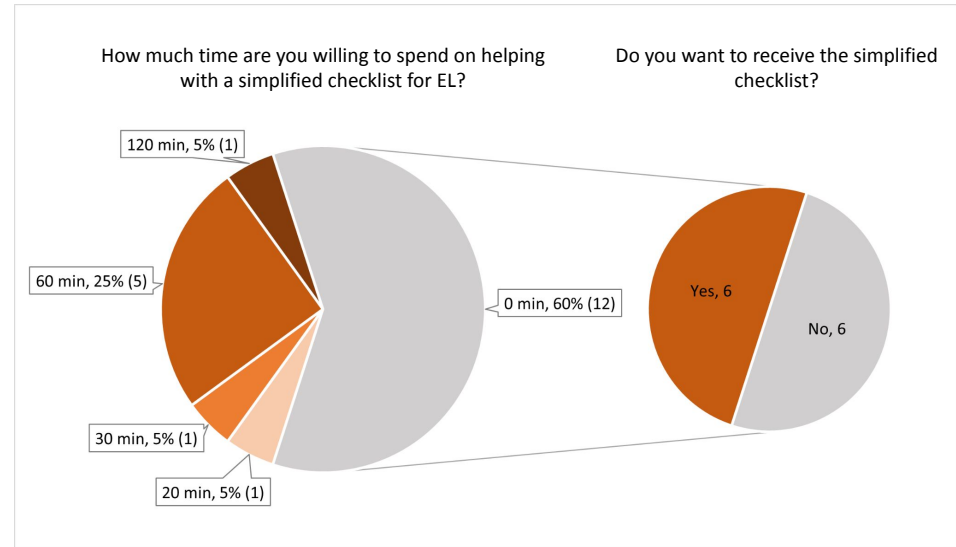
It is worthwhile to first check the items in the first column and strike out items that are not relevant. Then you can check the boxes as soon as you have filled in the relevant information.

	Antragssteller/in	Ehegatte/ Ehegattin	Kinder (unter 25)
1, 2, 3 Personalia			
Personalia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AHV Nummer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aufenthaltsbewilligung und wohnhaft in der Schweiz seit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 Vertretung			
Personalia	<input type="radio"/>	<input type="checkbox"/>	
5 Gewünschte Auszahlungsart			
Name der Bank und IBAN des Kontos	<input type="checkbox"/>		
6 Im Heim wohnhaft?			
Name und Adresse des Heims	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eintrittsdatum und ob der Hausaufenthalt definitiv oder befristet ist.	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 Ausgaben			
7.1 Nichterwerbstätigenbeiträge	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2 Unterhaltsleistungen/Alimente	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.3 Wohnungsmiete	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.4 Eigene Liegenschaft: Eigenmietwert.	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.7 Obligatorische Krankenversicherung [KVG]: Name Krankenkasse, Betrag und Police	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.7 Zusatzversicherung [VVG]: Name Krankenkasse, Betrag und Police	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
betreuungskosten: Betrag und Begründung	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
Einkommen (Bankkonto, Wertschriften, Heimdepot, Mietdepot, Bausparplan, Pensionskassen, Depots/Erbschaften)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lebensversicherung/Leibrentenversicherung/Konto 3.	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
Immobilienbesitz inland, Eigenmietwert, Verkaufsdatum (erkauft)	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
Immobilienbesitz Ausland, Eigenmietwert, Verkaufsdatum (erkauft)	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
Werte: Bargeld, Sammlungen/Münzen, Schmuck oder andere Waren: Betrag	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motorfahrzeuge: Kilometerstand	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gesamtes Vermögen im In- und Ausland: Betrag	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
unverteilte Erbschaft: Betrag	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
Einkünfte: Betrag	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
(Sie jemals Vermögen oder einzelne Vermögenswerte an Verwandte oder Dritte übertragen oder haben Sie auf Einkünfte verzichtet? Wann? Wie viel?)	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
Einkommen, Familienzulagen, Auslagen	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
IV-Rente: Betrag und Ausgleichskasse	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alimente: Betrag und Pensionskasse	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
(Sie eine Kapitalauszahlung erhalten oder sich Kapital der beruflichen Vorsorge / Altersguthaben auszahlen lassen? (Datum und %)	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
haben Sie über ein Freizügigkeitskonto?	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
Versicherungen anderer Versicherungen (z.B. Unfallversicherung, Militärversicherung, Lebensversicherung, Leibrenten)	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
(bei Kranken-, Unfall-, Invaliden-, Altersversicherung, Erwerbseinkommen, Erwerbseinkommen, Erwerbseinkommen)	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
istätig in den letzten 5 Jahren: Jahreslohn, Name des Arbeitgebers und Pensionenkasse, Dauer der Anstellung (Datum) im Ausland gearbeitet? Ort, Dauer und Information zur Tätigkeit	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
haben Sie sich in den letzten zwei Jahren länger als zwei Monate im Ausland aufgehalten?	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
(aus Sparguthaben, Wertschriften, Darlehen: Betrag und Nutzungsart)	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alimentebeiträge: Betrag	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
erwerbseinkommen: Betrag und Versicherung	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
Einkommen (Naturaleinkommen, Ertrag aus Liegenschaften, Nutzungsrecht, Wohnrecht, Pensionen, Stipendien, usw.)	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>

Augmented Policy Tools:

2. Simplified Checklist

- Based on the results of survey, more than half of people in our sample are not willing to help us on the improvement of checklist.
- However, half of them would like to receive the simplified checklist, which provides some support for our solution.

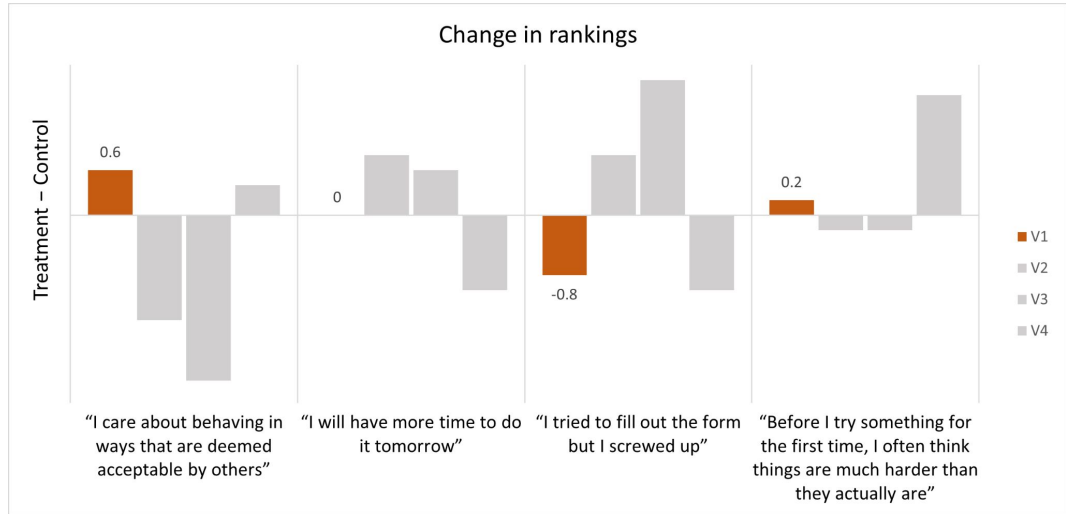
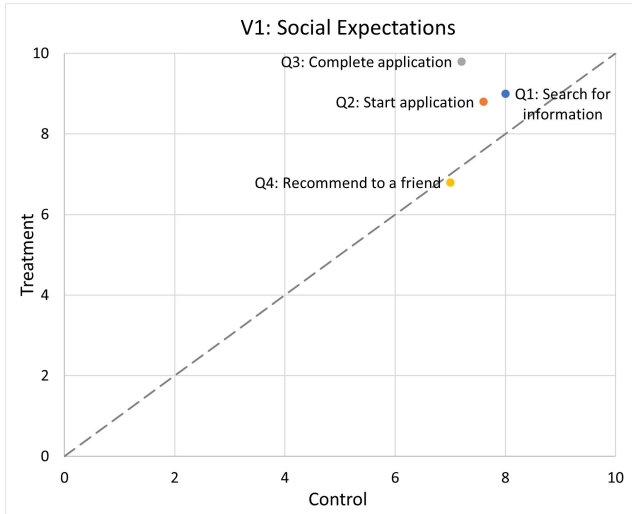


Appendix

Additional Analysis of Other Behavioral Mechanisms

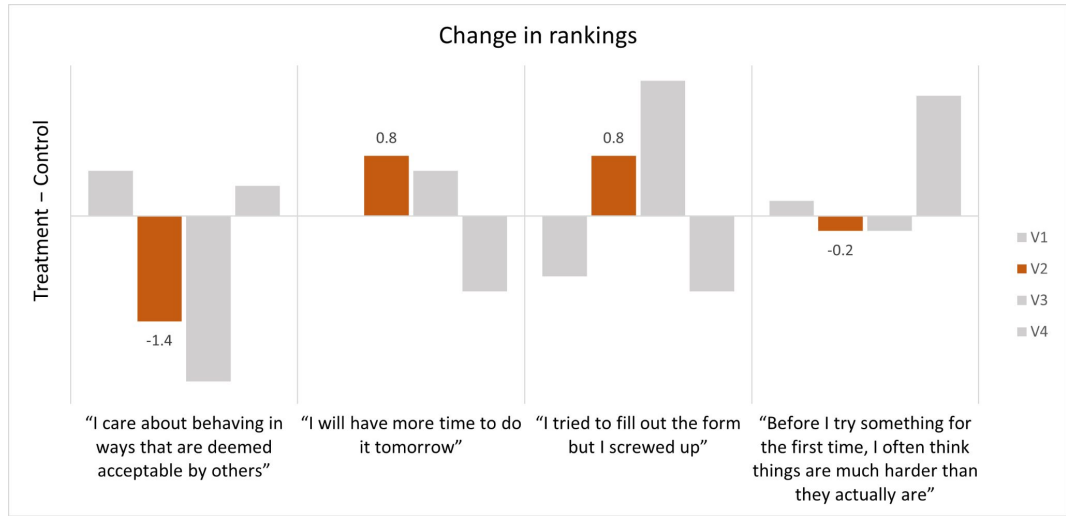
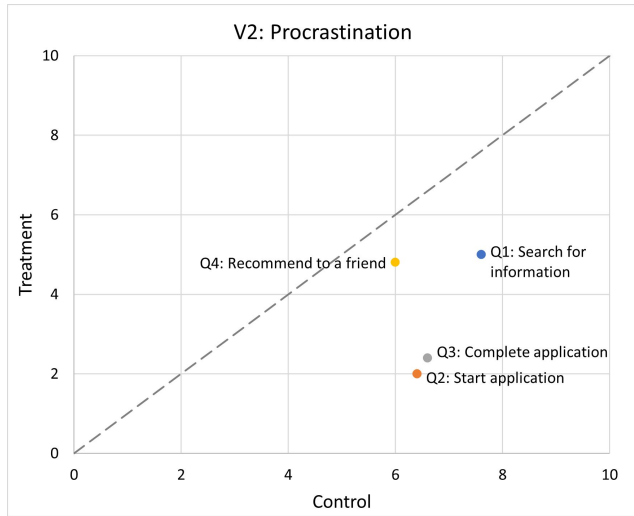
Behavioral Mechanism	Current Policy	Insights from Behavioral Mechanism	Augmented Policy
<p>(Intrinsic motivation) People may feel being humiliated when receiving social assistance, feeling like they are “bad” or losing control over their lives.</p>	<p>Only limited EL webpages mention “The EL are a legal entitlement and not a form of social welfare”. (https://www.ahv-iv.ch)</p>	<p>Reframe people’s beliefs about EL.</p>	<p>Widely use the “legal entitlement” in the promotional materials.</p>
	<p>“The financial support also benefits society, as it enables the integration of people who would otherwise be marginalized” (EL brochure page 7).</p>	<p>Associate “claiming EL” with “fulfilling social responsibility”.</p>	<p>“The EL strengthen social stability and social cohesion - claiming supplementary benefits is a smart and responsible decision”.</p>
<p>(Self-limiting beliefs) People may believe that the application process is too complicated to manage, or the benefits do not matter a lot to them.</p>	/		<p>Promote desirable mental models to increase desirable behaviors.</p> <p>Advertise role models (e.g., interview some EL receiver) who successfully applied for EL and have a better life because of EL entitlements.</p>
<p>(Cognitive biases) People may have an overly optimistic view of their financial situation and believe that their financial situation will improve in the future, making the need for supplementary benefits unnecessary.</p>	<p>The government webpage of EL provides links to free financial consulting services such as Pro Senectute, but this information is not easily to be found and only appears on the English version website.</p>	<p>To make them realize their real financial situations and form a realistic future expectations.</p>	<p>Highlight free-of-charge financial services are available in the websites, leaflets and brochures.</p>
			<p>Associate the importance of reviewing your financial situation regularly with being responsible for family and society.</p>

Detailed Experiment Results



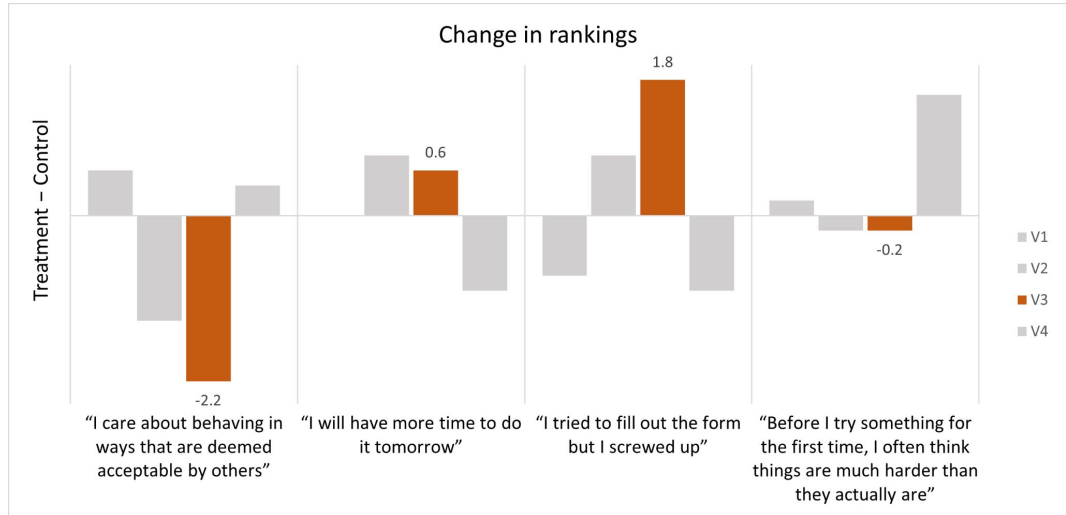
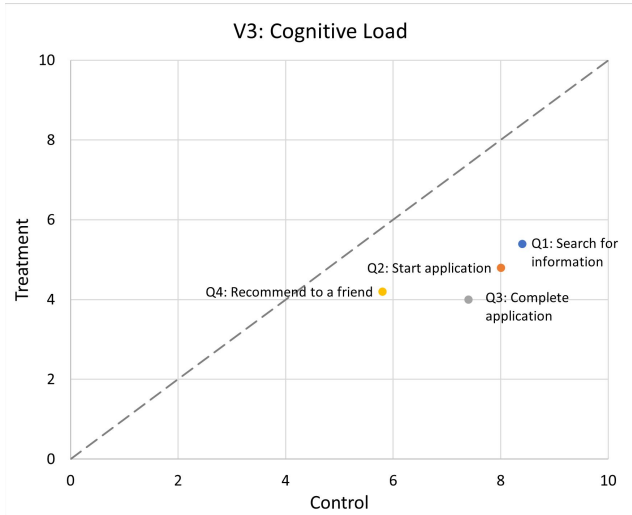
- Participants correctly react to the vignette.
- However, **confounding factors distort the results:**
 - The vignette has a mixing effect from social image concern. The financial difficulties from keeping a decent appearance can encourage this person to apply.
 - Participants reasoned that “Markus is obviously a well-organized person, so he manages to apply.”
- **Still a plausible mechanism:** in conversations before the test, many mentioned that people do not apply because they feel ashamed of it.

Detailed Experiment Results



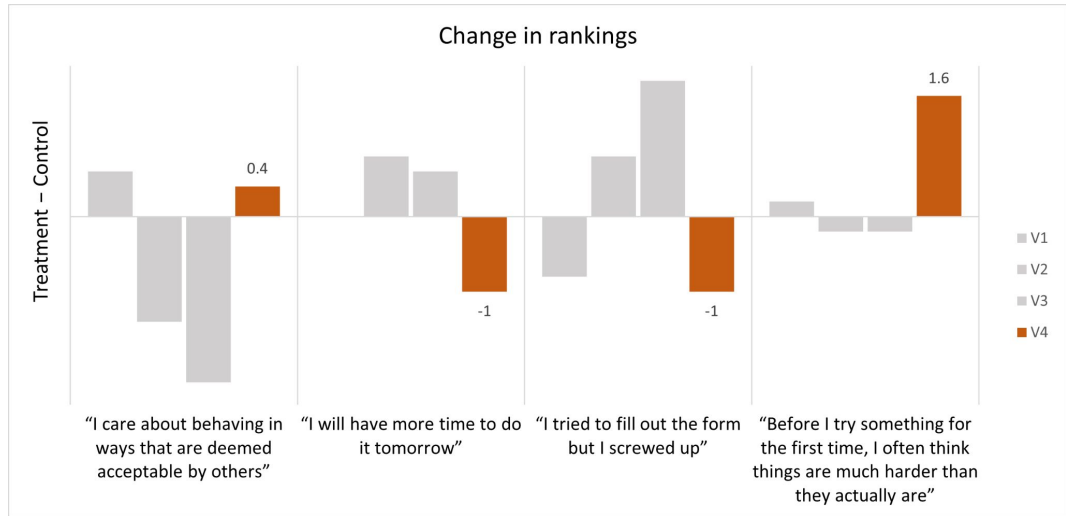
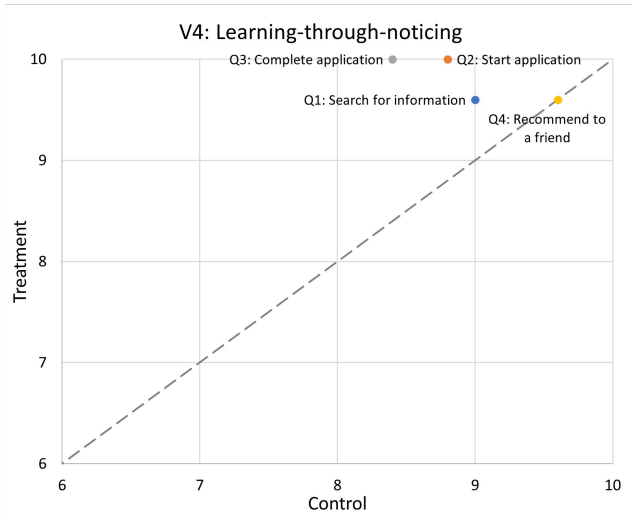
- Participants correctly react to the vignette.
- However, the mechanism of cognitive load also took some effects, possibly because participants tried to find a reason for procrastination.
- As expected, procrastination has negative effects on the willingness to apply for EL.
- Procrastination especially discourages target people from **starting to apply** and **complete the application**.

Detailed Experiment Results



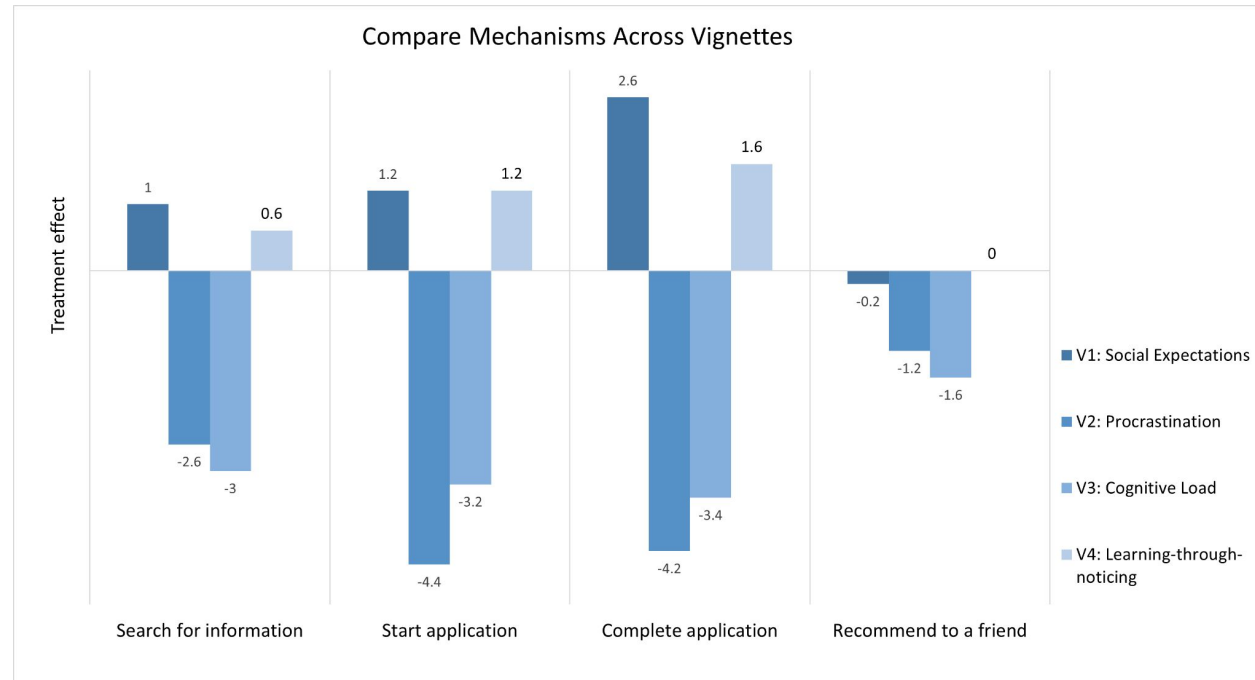
- Participants correctly react to the vignette.
- As expected, cognitive load has negative effects on the willingness to apply for EL.
- Cognitive load depresses **all three steps in the application process**.

Detailed Experiment Results



- Participants correctly react to the vignette.
- As expected, learning-through-noticing has positive effects on the willingness to apply for EL.
- Learning-through-noticing especially encourages target audience to **complete the application**.
- The effect is possibly **underestimated** due to a ceiling effect: 75% of responses are 9 or 10 in the control setting, 90% rated 10 in the treatment vignette.

Detailed Experiment Results



Augmented Policy Tools - Reshape Social Expectations

Information policy



Social Expectations

- Associate receiving EL with **being responsible** to society.
- Inform target audiences that more than **300,000** AHV and IV recipients received EL last year^[10].
- Highlight the fact that EL is a **legal entitlement** to citizens, instead of some kind of social welfare or charity.

[10]Federal social insurance office. (2021)



Did you know?

The supplementary benefits(EL) for AHV and IV strengthen social stability and social cohesion - claiming supplementary benefits is a smart and responsible decision.

You are not alone - more than 300,000 people living in Switzerland received supplementary benefits last year.

The supplementary benefits are a legal entitlement and not a form of social welfare - don't miss out on what you're entitled to. Claim your social benefits today!

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You deserve to live with
dignity and security

Ergänzungs-
leistungen zur
AHV/IV

Neuerungen für das Jahr 2021

Ergänzungsleistungen helfen dort, wo AHV- oder IV-Renten die minimalen Lebenskosten nicht decken. Ab 2021 gilt schweizweit ein neues Gesetz.

SVA Zürich

Ergänzungs-
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Augmented Policy Tools - Reshape Social Expectations

Information policy



Social Expectations

- Conduct a survey asking about people's attitudes towards others applying for EL and publish the results.
- These two augmented policies do not work for ideal citizens since they do not take **social expectations** into account when they make decisions.

Public Attitudes Towards Applying for Supplementary Benefits in Switzerland

1. Why do you think people apply for EL?

- Out of necessity
- Because they are lazy or unmotivated
- Because of unforeseen or accidental reasons
- To take advantage of the system
- Because they have bad financial plannings
- Other (please specify)

2. How would you describe someone who applies for EL?

- Lazy
- Responsible
- Unfortunate
- Dishonest
- proactive
- Other (please specify)

3. People who apply for EL are burdens to society.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree