



Survey the place of behavioral economic in developing environmental policies

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The challenges are faced because of demand increasing for agricultural crops for food security and importance of attention to natural resources to ensure sustainable food supply in societies. In this context, the efficient use of natural resources and maintain them is place at a high degree of importance. It cause to focuses to agricultural sustainable programs in different countries by policymakers. These programs are nationally and internationally based on mainstream economics model which assume actors are perfectly rational in decision making process and aim to maximize benefit. But researchers found that actor's decisions are not always based on financial consideration, instead they change behavior by psychological and social interactions. These factors lead to violation of rational models which are basis of decision making in mainstream approach. It is believed that more reliability about base of psychological analysis lead to improvement of economics and better policy prescription. This combination is related to new approach of economics called behavioral economics. While neo classic theories consider economic motivations, behavioral economic assume actors have internal and external motivations. More reliability to this, more successful programs will be developed. This paper first attend to basis of behavioral economic then, discussed about its place on better developed and more successful implementation of these applied programs

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