

# WHICH NUDGES ENCOURAGE DUTCH CONSUMERS

## TO CONSUME SUSTAINABLE FOOD PRODUCTS?



### BACKGROUND

Nowadays, global society uses more resources and creates more pollution than the Earth can handle, leading to adverse effects such as global warming. Just because the Earth's regeneration capacity has exceeded does not mean there is no hope. The environmental harm can be reduced when individuals change their eating habits toward sustainable food products. However, individuals find it challenging to change their behavior because of various barriers. Despite these barriers, individuals can be encouraged in several ways. One way to encourage sustainable food choices is by nudging.

### AIM

to gain insight into nudges or combinations of nudges on eco-friendly food products that stimulate sustainable food consumption among Dutch consumers.

### RESEARCH METHODS

- Qualitative research
- Case study Holie
- Two focus group discussions with Holie's target group

### FINDINGS

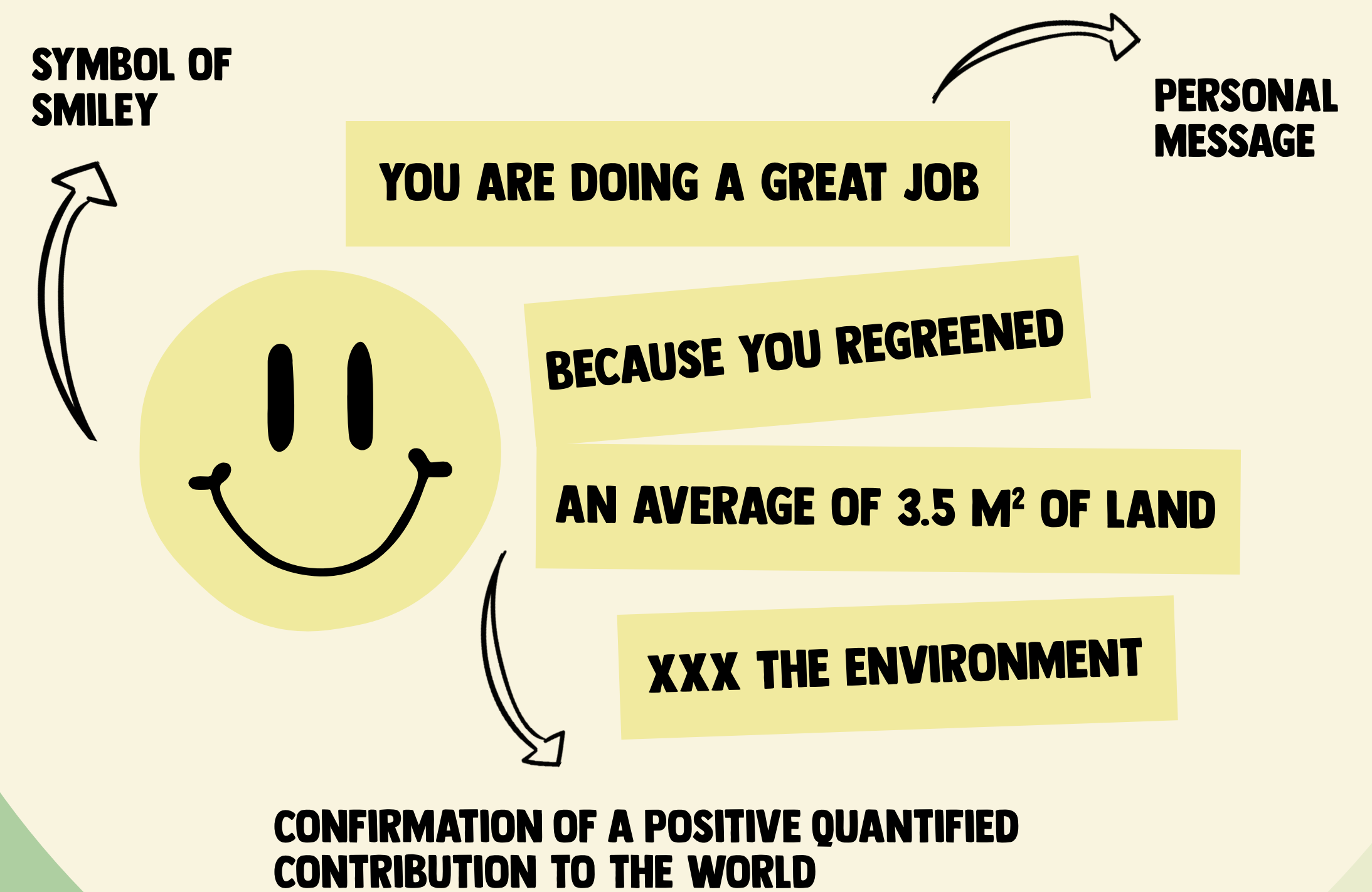
Sustainable food consumption can be encouraged when food packaging consists of two nudging techniques:

1. Traffic light label of CO<sub>2</sub>
2. Injunctive norm label

However, both labels must contain visual and textual information to be successful.

### INJUNCTIVE NORM LABEL

Consumers are triggered by:



### TRAFFIC LIGHT LABEL OF CO<sub>2</sub>

Consumers are triggered by:

