

Topic: Elaboration of the co-creation led by Aranka Sinnema

Date co-creation; 24 jan. 2023.

Table 1. Consumer behaviour. We are all consumers. Often, our identity and our views form the basis of our actions. The transition towards a sustainable way of life requires new ideas that work better. How to alter consumer behaviour and habits? To what extent can consumers be guided to steer this transition in the right direction?

Key question: How to influence consumer preference for sustainable products?

With the focus on locally produced foods.

Table 1	Consumer behaviour.
Chair	Aranka Sinnema, Bureau Duwtje
Note taker	Niek Persoon, Director Amsterdam Green Campus
3 Vonk	Bertine Philipsen, PhD, Practor Innovaties in de duurzame voedselketen
4 AERES	Esther Veen, Lector Stedelijke Voedselvraagstukken
5 Inholland	Marieke Nijmeijer, docent-onderzoeker Sensory and Consumer Research
6 UvA	Anna Bosshard, MSc. PhD student Social Psychology
7 Yuverta	Heidi Kamerling, Practor Groene Leefbare Stad.
8 Specialists	Judith Roumen, Milieu centraal
9 Flevocampus/ AERES	Harrison Awuh, PhD, Political ecologist. Focus on food systems transformation from a consumer perspective. Note: not present.
10 Flevoland	Stephanie Jongma, MSc. Projectmedewerker Food Forum

With reference to Aranka's presentation. Sustainability and behavioral change interventions

1. Target behavior Who will have to do what?

The focus is on the above-average (Dutch: boven modaal) visitors to supermarkets. How can we encourage consumers to buy more plant-based products with a preference for local products?

Note: We also concluded that local does not always have to be sustainable.

2. Problem analysis

Lack of knowledge regarding recipes (skills).

Lack of knowledge vegetable.

The visible range of plant products.

Little good social inspiration.

Attention to taste.

Breaking routine (especially in parenting).

3. Analyse behaviour

Lack of knowledge regarding positive health effects.
Fear of the unknown.
It doesn't always feel fair.
Skepticism and reactance about the political agenda.
Skepticism about what is good.
Negative experiences.
I want to decide for myself what I eat.
Who makes the shopping list in the family?
View: meat is (un)cozy.
Masculinity (now focused on meat and barbecuing).
TV already seems to be following the necessary trend and that is not the case for many restaurants.
You can get status out of it.

4. Brainstorm interventions

Let the consumer experience and taste plant based.
Pay no attention on plant-based beforehand but organize the positive experience.

Ready-made packages with plant-based food at the head of the rows in the supermarket.
Present meat less conspicuously.
Plant-based offers in supermarkets.
Recipe for the week.
Organize cooking classes together with the supermarket.
Bonus savings and gamification.

Met hartelijke groeten,

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