

# THE PSYCHOLOGY OF FOOD TRANSITION



## INCREASING SUSTAINABLE FOOD CHOICE WITH A NUDGING INTERVENTION

### RELEVANCY

Obligations due to Green New Deal: stimulate healthy, plant-based and sustainable food

According to research, the health care sector contributes 7% of the total carbon emissions of the Netherlands

Contribution of healthcare catering services:

Climate footprint	Blue water consumption	Land use	Waste generation
6%	24%	24%	13%



### DESIGN

- Between subjects design
- Dependent variable: sales data of sustainable products sold at the LUMC restaurant
- Independent variable: the four different nudging groups or conditions
- Each nudging condition will be measured around 1 week (including the control group)
- Wash-out week introduced between the measurement of each condition
- Time of the year will be controlled
- Relative and absolute differences in sales data will be used due to natural variances in total amounts sold

Duration	Nudging Strategy	Activities
1 Week	Visibility & Accessibility (V&A)	Changing location + facilitating access to products
1 Week	Wash-out	No nudging
1 Week	Non-verbal Prompts (P)	Prompts directing attention and functioning as reminder
1 Week	Wash-out	No nudging
1 Week	Combination of V&A and P	See above

### RESEARCH AIMS

The research aim of this project is to investigate the effectiveness of implementing a nudging intervention to increase sustainable food choice in a Dutch hospital restaurant.

- Objective 1: compare the effectiveness of the two nudging strategies
- Objective 2: testing and comparing effectiveness of a combined nudging intervention vs separate nudging strategies
- Objective 3: contribute to current scientific knowledge regarding the effect of nudging on sustainable food choice
- Objective 4: provide evidence-based recommendations



### BACKGROUND

- Psychological intervention that influences food-related choice context
- Nudging suited: acts on fast and automatic decision-making (system 1)
- Nudging found to be moderately effective at increasing healthy food choice
- Selected nudging techniques:
  - Visibility & accessibility nudge
  - Non-verbal prompts
- Promising results and usage in earlier studies



### HYPOTHESES

Research question: Is a nudging intervention able to increase sustainable food choice amongst customers of the LUMC restaurant?

It is expected that both nudging strategies will increase sustainable food choice separately  
 The effects of these strategies is not expected to differ  
 It is expected that the combination of both strategies will increase sustainable food choice  
 The combined effect is expected to be stronger

