

Designing consumer actions

Let's reduce consumer food waste! Solutions from the European Consumer Food Waste Forum, 5th June 2024

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INVESTING
IN A GOOD
LIFE

How do you interact with food waste interventions?









Photo from SpencerDavis on Unsplash

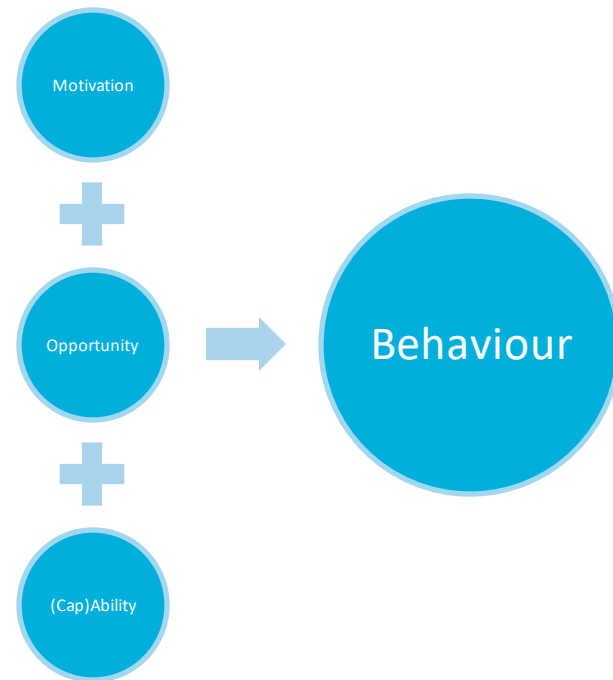
Understanding your target groups and how they live



We know which behaviour needs to change – so why doesn't it always work?

Interest is not enough: the **COM-B** model (Michie, van Stralen, & West, 2011) or **MOA model** (originally Rothschild, 1999; used in food context in Refresh project, 2016) show that motivation is just one of three factors leading to a behaviour.

- *E.g. I can decide that I'd like to compost my food waste – but what if I can't easily get a bin, and don't know what I have to do?*



We know which behaviour needs to change – so why doesn't it always work?

- **Micro-behaviours combine to create larger behaviours**
 - *e.g. buying the right amount of groceries starts with planning time to make a menu for the week*



Photo from Vincentiu Solomon on Unsplash

We know which behaviour needs to change – so why doesn't it always work?

One size will never fit all – segmentation and getting to know your target group (co-creating where possible!) and meeting them where they are will have greater chances of uptake.

- *E.g. Providing menu planning sheets at home where people have space and time, rather than at an entrance to a supermarket*

The Horizon Europe **CARE** project shows what a consumer co-creation process can look like.

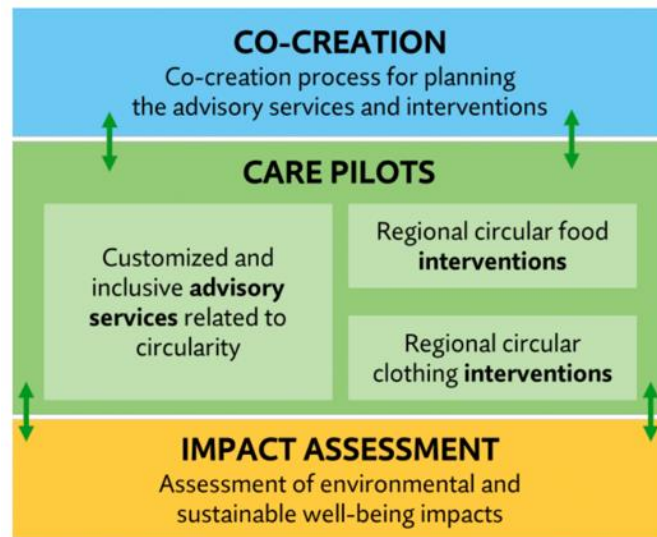
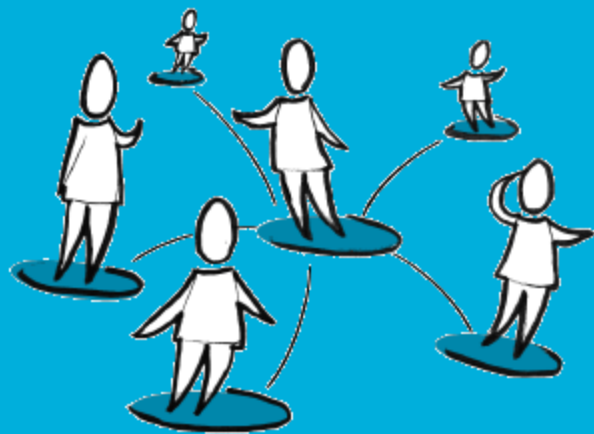


Figure 1. The CARE approach for empowering consumers for the circular transition in European households consists of a co-creation process, pilots including advisory services and practice theoretical interventions, and impact assessments.

So how can we put this into action?



The Academy of Change approach to behaviour change

10 steps for designing a behaviour change intervention

1. Is behaviour change the right lens?

6. Can you make it fun?



2. What behaviour are you trying to change?

7. How do you get close to the behaviour?

3. Can you make it easier?

8. Can you collaborate?

4. Can you use social norms?

9. Have you done a reality check?

5. Can you change the language?

10. What evidence of impact do you need?

See it in action: CHORIZO social norms focused capacity building programme coming soon!





COLLABORATING CENTRE ON SUSTAINABLE
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