

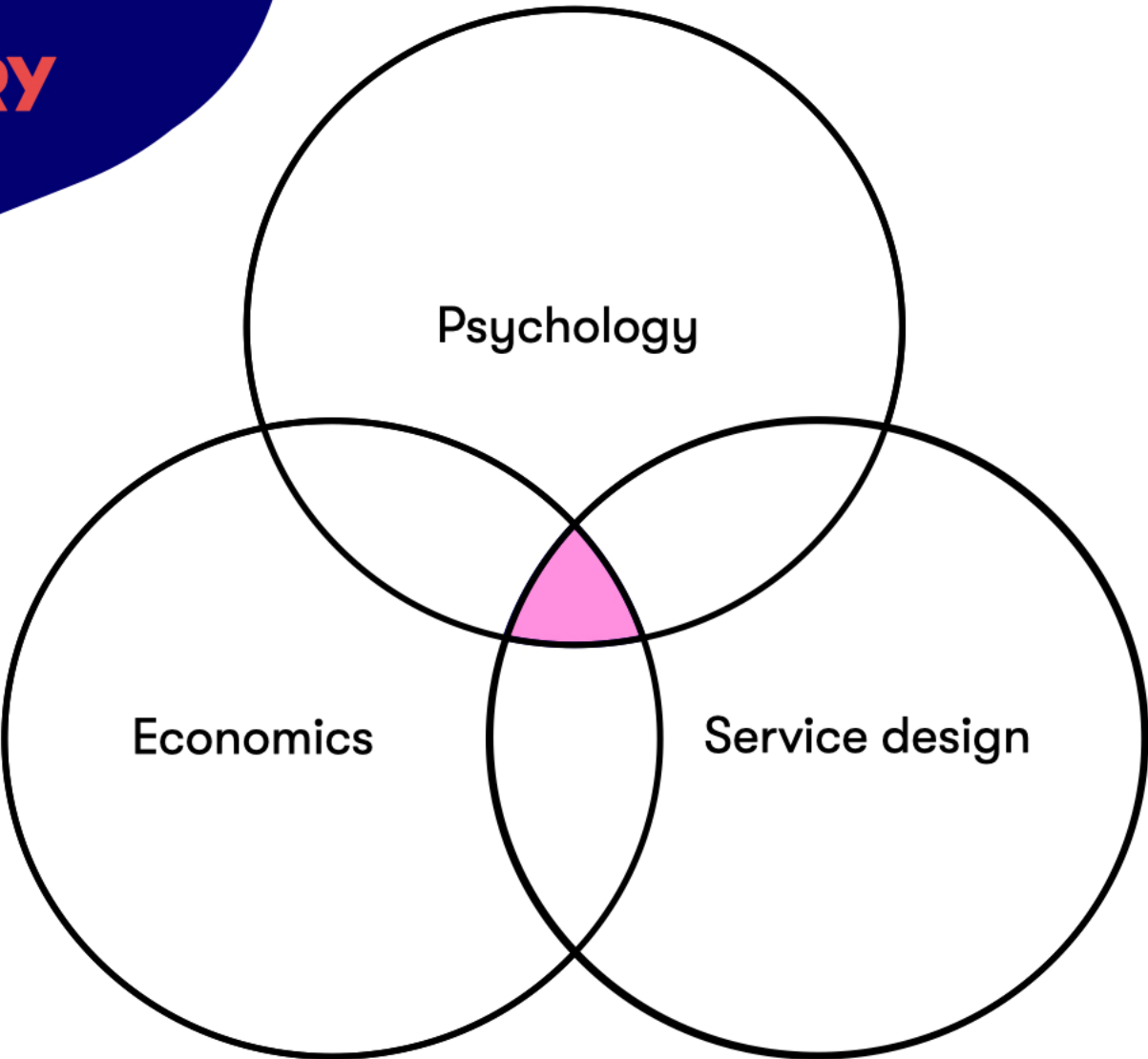
# **NUDGING SUSTAINABLE PRODUCTS**

**Experiences and innovations from Sweden**

**ORGANIC FOOD DAY**

**LINDA LINDSTRÖM  
BEHAVIORAL STRATEGIST & CO-FOUNDER  
BETEENDELABBET**

**BEHAVIOR DESIGN**  
**AN INTERDISCIPLINARY**  
**WAY OF WORK**



Ida Lemoine Kajsa Lindström  
Linda Lindström Samuel Salzer

# NUDGING I PRAKTIKEN

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Så gör organisationen  
det lätt att göra rätt



NATUR &  
KULTUR

**1** INGEN FATTIGDOM



**2** INGEN HUNGER



**3** GOD HÄLSA OCH VÄLBEFINNANDE



**4** GOD UTBILDNING FÖR ALLA



**5** JÄMSTÄLLDHET



**6** RENT VATTEN OCH SANITET FÖR ALLA



**7** HÅLLBAR ENERGI FÖR ALLA

**8** ANSTÄNDIGA ARBETSVILLKOR OCH EKONOMISK TILLVÄXT



**9** HÅLLBAR INDUSTRI, INNOVATIONER OCH INFRASTRUKTUR



**10** MINSKAD OJÄMLIKHET



**11** HÅLLBARA STÄDER OCH SAMHÄLLEN




**12** HÅLLBAR KONSUMTION OCH PRODUKTION



**CHANGE  
BEHAVIOR  
CHANGE THE  
WORLD**

**15** EKOSYSTEM OCH BIOLOGISK MÅNGFALD



**16** FREDLIGA OCH INKLUDERANDE SAMHÄLLEN



**17** GENOMFÖRANDE OCH GLOBALT PARTNERSKAP



**GLOBALA MÅLEN**  
för hållbar utveckling

A woman with long blonde hair is lying on her back on a large, reddish-brown rock formation. She is wearing a grey hoodie, black leggings, and black sneakers with white laces. Her head is resting on the rock, and she is looking up towards the sky. The background shows a calm sea under an overcast sky. A large, dark blue, irregularly shaped graphic overlay is positioned in the upper center of the image, containing the text 'INTENTION-ACTION GAP' in white and pink. The word 'GAP' is highlighted in pink.

**INTENTION-ACTION**  
**GAP**



**EXPERIMENT!**

**584**

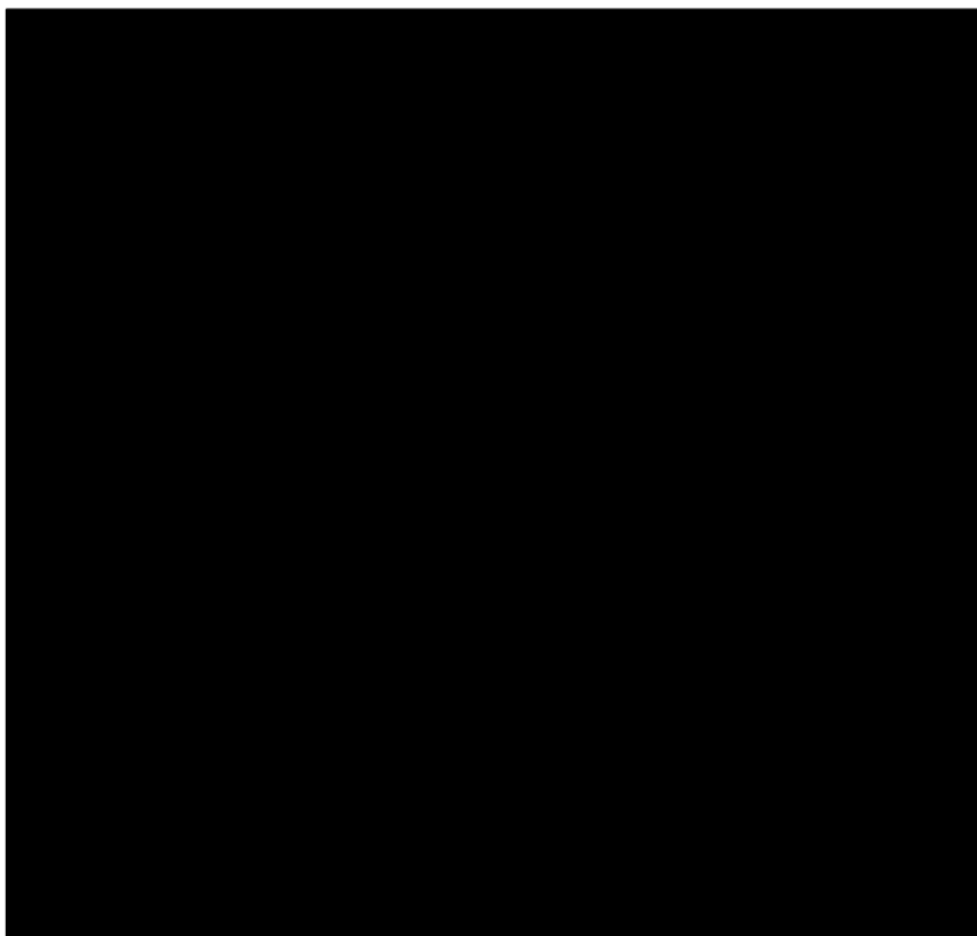


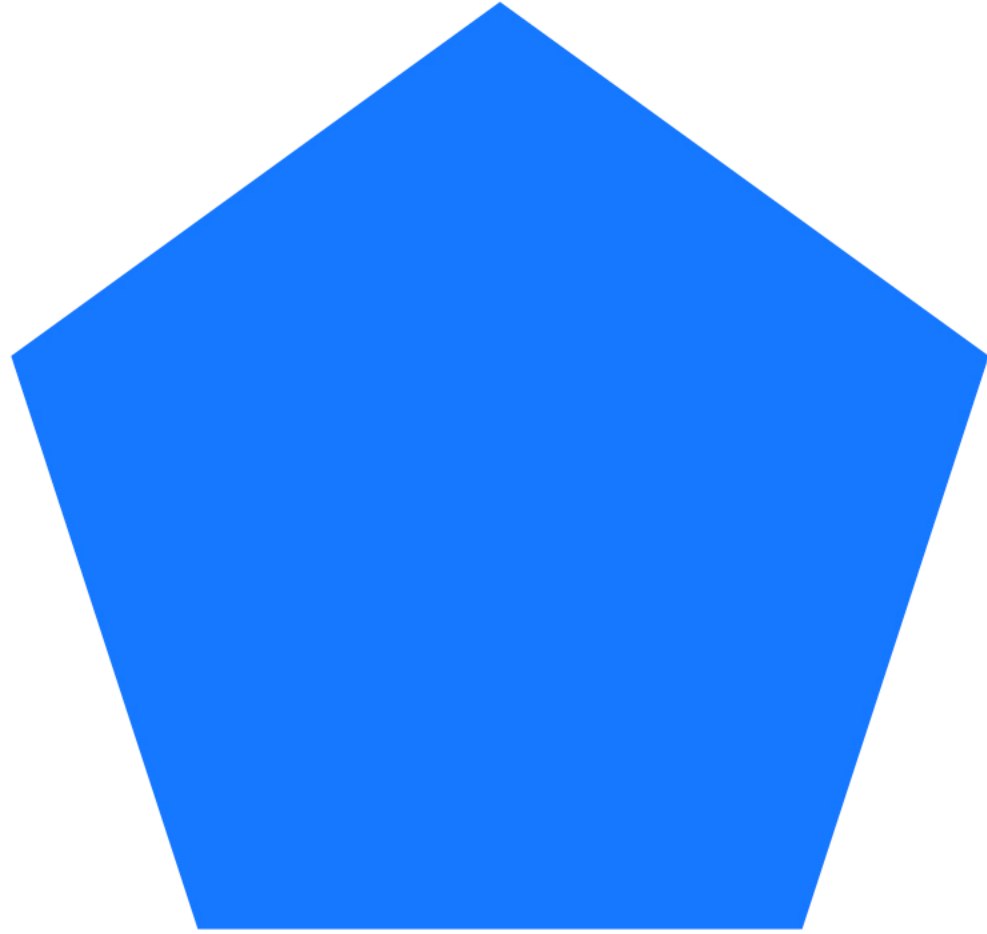
**8**

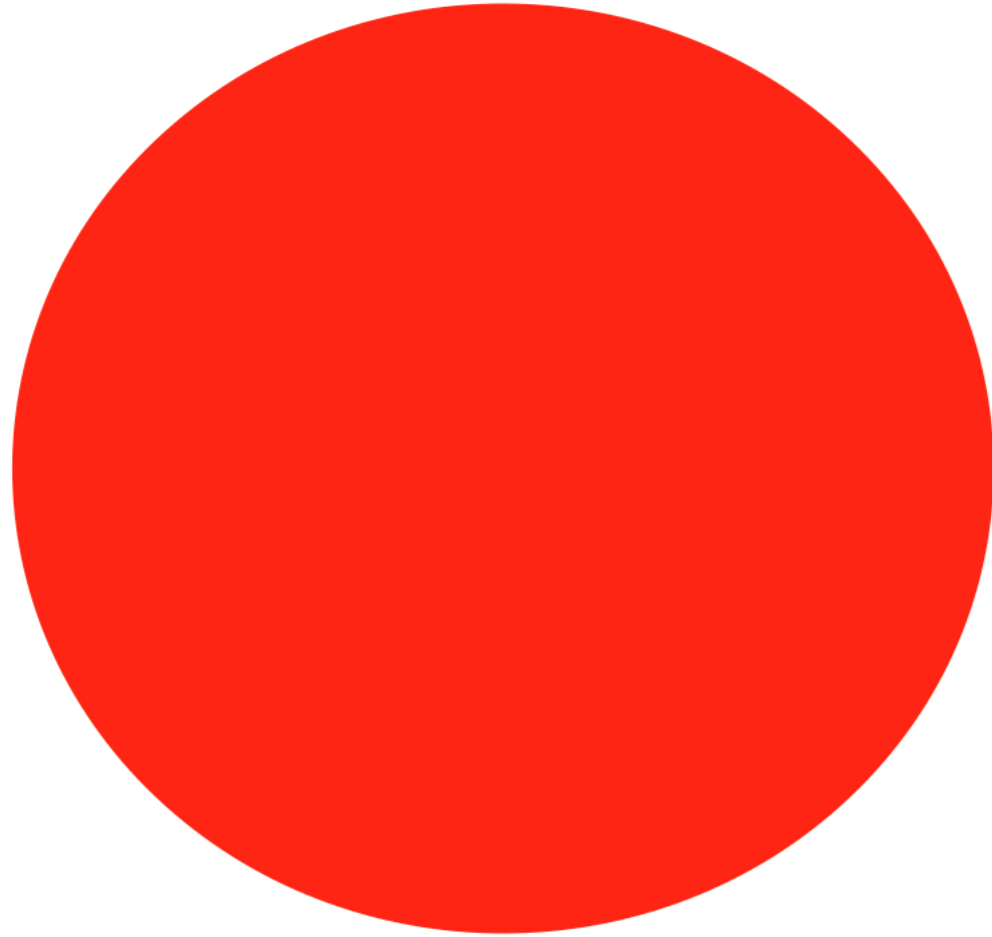


**EXPERIMENT!**









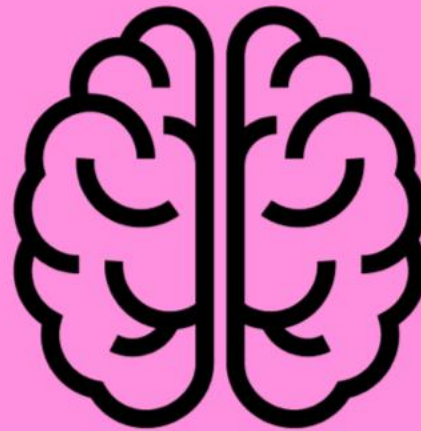


**BLUE**

# THINKING FAST AND SLOW

## REFLECTIVE SYSTEM

Slow  
Require effort  
Logical  
Calculating  
Conscious



## AUTOMATIC SYSTEM

Fast  
Habits & routines  
Emotional  
Unconscious  
Impulsive

**HOW CAN WE DESIGN CHOICE ARCHITECTURE  
THAT HELPS OUR AUTOPILOT MAKE MORE  
SUSTAINABLE CHOICES?**



# NUDGING



**With a lens of behavior insights,  
design a "choice architecture"-  
that makes it easier to choose  
the right choice**



# NUDGING



**With a lens of behaviour insights,  
design a "choice architecture"-  
that makes it easier to choose  
the right choice**

Not about restricting any choices

# NUDGING



**With a lens of behaviour insights, design a "choice architecture" - that makes it easier to choose the right choice**

Not about restricting any choices

Not about price regulations

# NUDGING



**With a lens of behaviour insights, design a "choice architecture" - that makes it easier to choose the right choice**

Not about restricting any choices

Not about price regulations

**A systematic way of designing interventions and evaluating its effects that gains; the consumer, organization and the planet!**

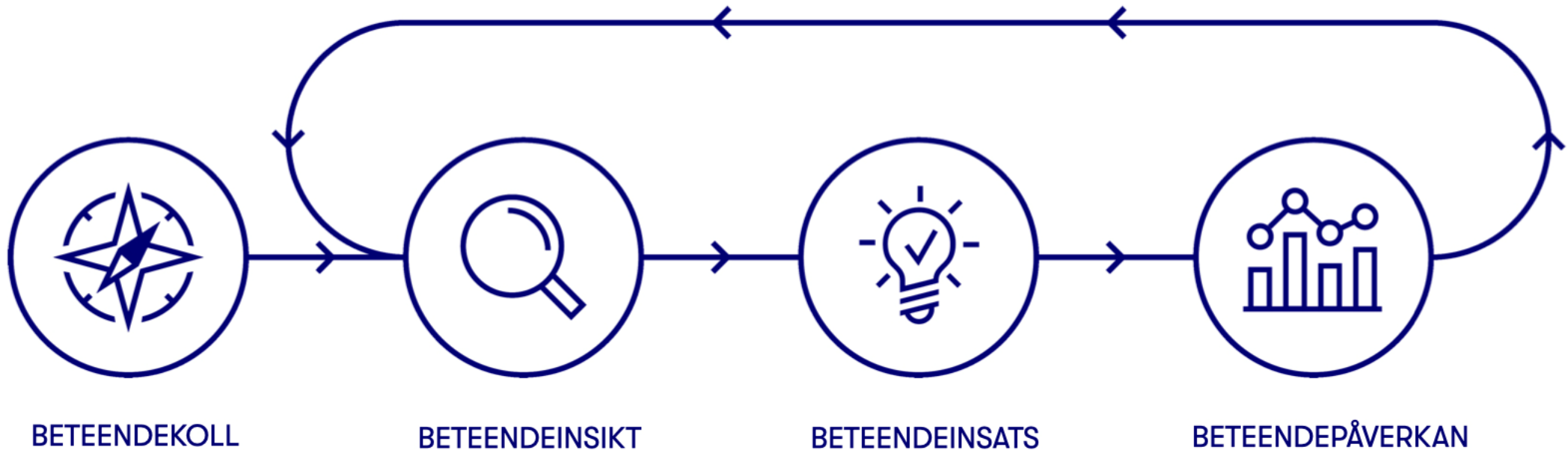
(Sunstein & Thaler, 2008, Lemoine et al, 2019)

# A GREAT POTENTIAL OF NUDGING THE INTENTION ACTION GAP



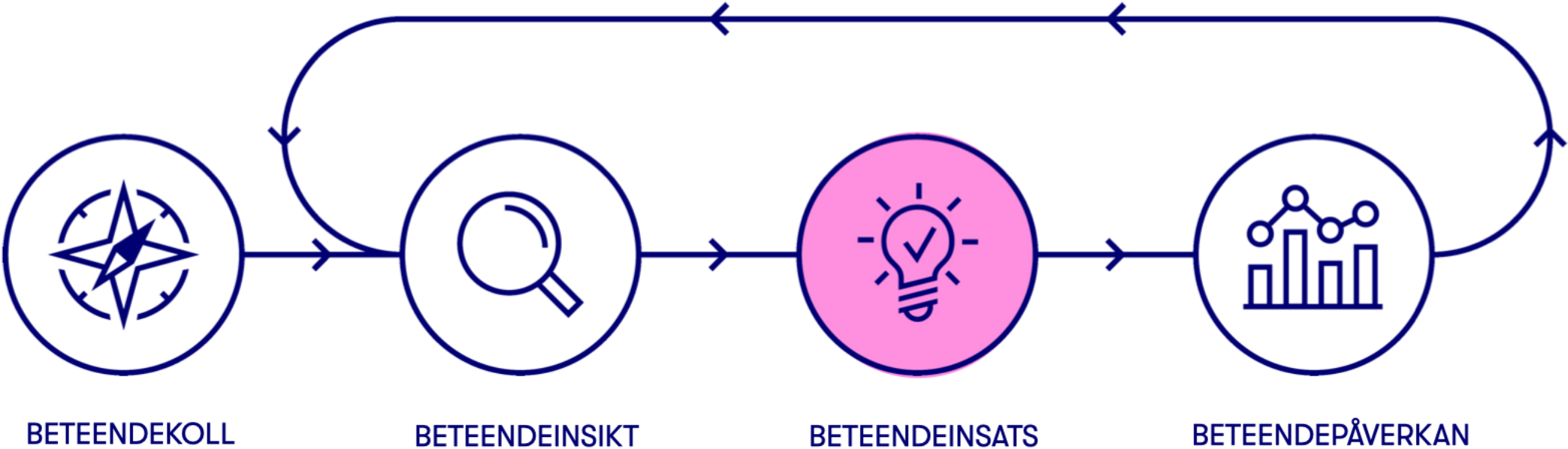
# THE BEHAVIOR JOURNEY

A INNOVATION-PROCESS FOR BEHAVIOR CHANGE



# THE BEHAVIOR JOURNEY

A INNOVATION-PROCESS FOR BEHAVIOR CHANGE



# BEHAVIORAL TECHNIQUES



**CHANGE DEFAULT**  
Make the choice pre-selected



**CHANGE THE PLACEMENT**  
Move the choice closer



**SHOW SOCIAL PROOF**  
Show what other people do



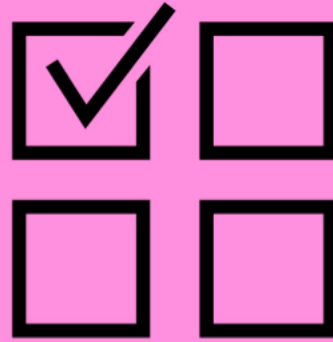
**SHOW THE WAY**  
Direct attention to the choice



**MAKE IT ATTRACTIVE**  
Elevate the senses



# BEHAVIOR TECHNIQUE



## **CHANGE DEFAULT**

Make the behavior pre-selected





**HOW CAN WE HELP  
PEOPLE TO CHOOSE  
VEGETARIAN LUNCH AT  
THE CONFERENCE?**

Foto: Johan Blomberg

The image features three beets with dark, earthy roots and vibrant purple stems, set against a solid pink background. A large, dark blue, cloud-like shape is centered over the beets, containing the text 'PREVIOUS YEAR' in white and pink. Below this, a smaller, red, cloud-like shape contains the text '20%' in black. The beets are arranged horizontally, with one on the left, one in the center, and one on the right. The central beet is partially obscured by the blue shape.

**PREVIOUS  
YEAR**

**20%**

## VEGETARIAN CHANGED TO DEFAULT CHOICE

### Food preferences

- Lactose free
- Gluten free
- Vegan
- Meat
- Other

Vegetarian is the default choice



**VEGETARIAN  
LUNCHES**

**90%**



**VEGETARIAN  
LUNCHES**

**90%**

**The guest's  
- just as happy!**

# HOW CAN WE MAKE CONSUMERS EAT LESS MEAT AND MORE VEGETABLES?

ICA & Stockholm Resilience Centre



**MINCED MEAT = HIGH  
PURCHASE RATE  
& NEG. CLIMATE IMPACT**



**ADD BEANS  
TO THE FRIDAY TACO**







**ADD CARROTS  
TO THE BOLOGNESE**



**BEHAVIOR  
TECHNIQUE**



**CHANGE THE PLACEMENT**

Move the choice closer

64.59

64.59



**BEANS IN THE TACO SHELF**

Perfect for nacho plates. **Tex Mex** style.

**Klimat-rätt val!**  
Med bönor i tacofärsen går det åt mindre köttfärs.



**Tex Mex** chips

Dip friendly **Tex Mex** chips

Santa

Dip friendly **Tex Mex** chips

Välj **eko** 12,95 56,30

Välj **eko** 12,95 56,30

Välj **eko** 12,95 56,30

Tortilla Chips för Santa Maria 60g 11,95 64,59

# Klimat- rätt val!



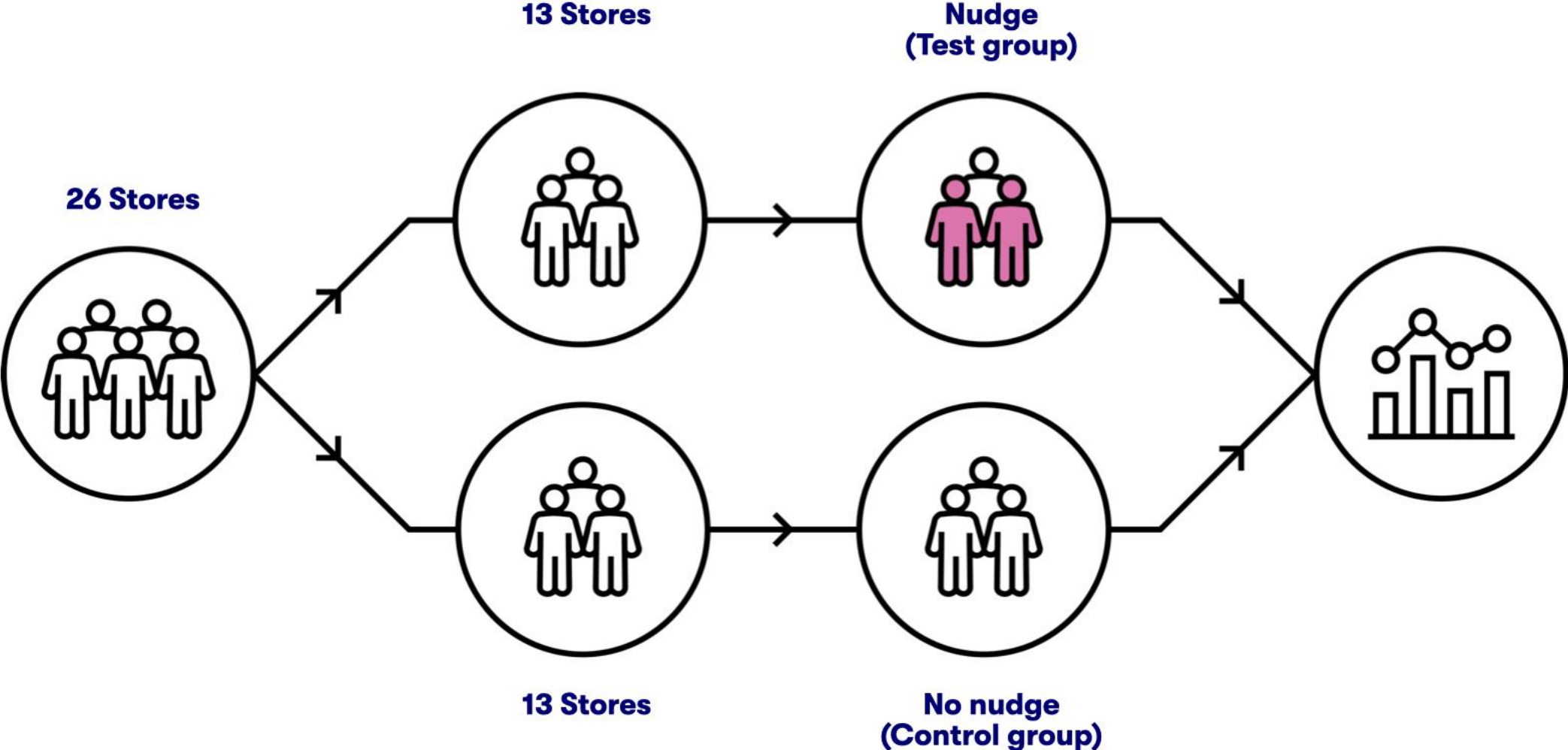
Dryga ut köttfärs-  
såsen med **rot-  
frukter** så räcker  
den till ännu fler!

BRA FÖR DIN HÄLSA, DJUREN OCH MILJÖN.



**CARROTS**  
**NEXT TO THE MEAT**

# RANDOMIZED CONTROLLED TRIAL FIELD EXPERIMENT



**- 923 kg**  
**MINCED MEAT**

**+ 955 kg**  
**BEANS & CARROTS**



## TRIPPLE WIN

- INCREASED SALES FOR THE STORES
- BETTER HEALTH AND LOWER COST FOR THE CUSTOMERS
- REDUCED CLIMATE IMPACT FOR THE PLANET



**Klimat-  
rätt val!**

Dryga ut köttfärs-  
såsen med **rot-  
frukter** så räcker  
den till ännu fler!

BRA FÖR DIN HÄLSA, DJUREN OCH MILJÖN.



# HOW CAN WE INCREASE SALES OF ORGANIC PRODUCTS?

Organic Sweden, Project "Nudging Organic"



# INCREASE SALES OF ORGANIC OATS



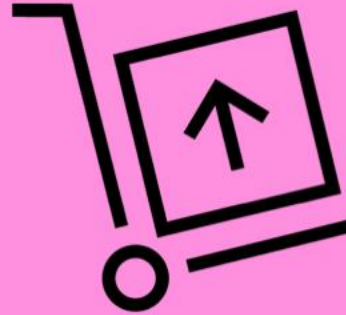
## BEHAVIOR INSIGHT



**Product is compared against cheaper options..**

- The customer evaluates choices in the same decision-making environment
- Too many choices - can lead to "choice overload"

# BEHAVIOUR TECHNIQUE



## **CHANGE THE PLACEMENT**

Move the choice closer



# PLACEMENT NEXT TO APPLES



EKOLOGISK HAVRE  
GER  
GODARE GRÖT  
LÄS MER PÅ  
WWW.KANALÄGROLOGIKET.SE

**PLACEMENT  
NEXT TO APPLES**

**RESULT  
+ 65 %**



**HOW CAN WE HELP PEOPLE  
EAT MORE FRUITS AND VEGETABLES?**

ICAX



**INTENTION  
ACTION  
- GAP**

**In Sweden, we want to eat  
more fruit and vegetables  
(60-80%)**

(Kostministeriet, 2019)

**Only 2 out of 10 eat the as the  
recommended 500 gram per  
day**

(Livsmedelsverket)



# BEHAVIOUR TECHNIQUE



## **SOCIAL PROOF**

Show what other people do



**DEDICATED SPACE  
& SOCIAL PROOF  
TOP 3 LIST**

## 8 av 10 kunder köper frukt och grönt

Dessa folkära favoriter är bra både för planeten, plånboken och kroppen

**FÄRSK**  
Banan

**SKAFFERI**  
Krossade tomater

## 8 av 10 kunder köper frukt och grönt

Dessa folkära favoriter är bra både för planeten, plånboken och kroppen

### FÄRSK

1. Banan
2. Tomat
3. Äpple

### FRYST

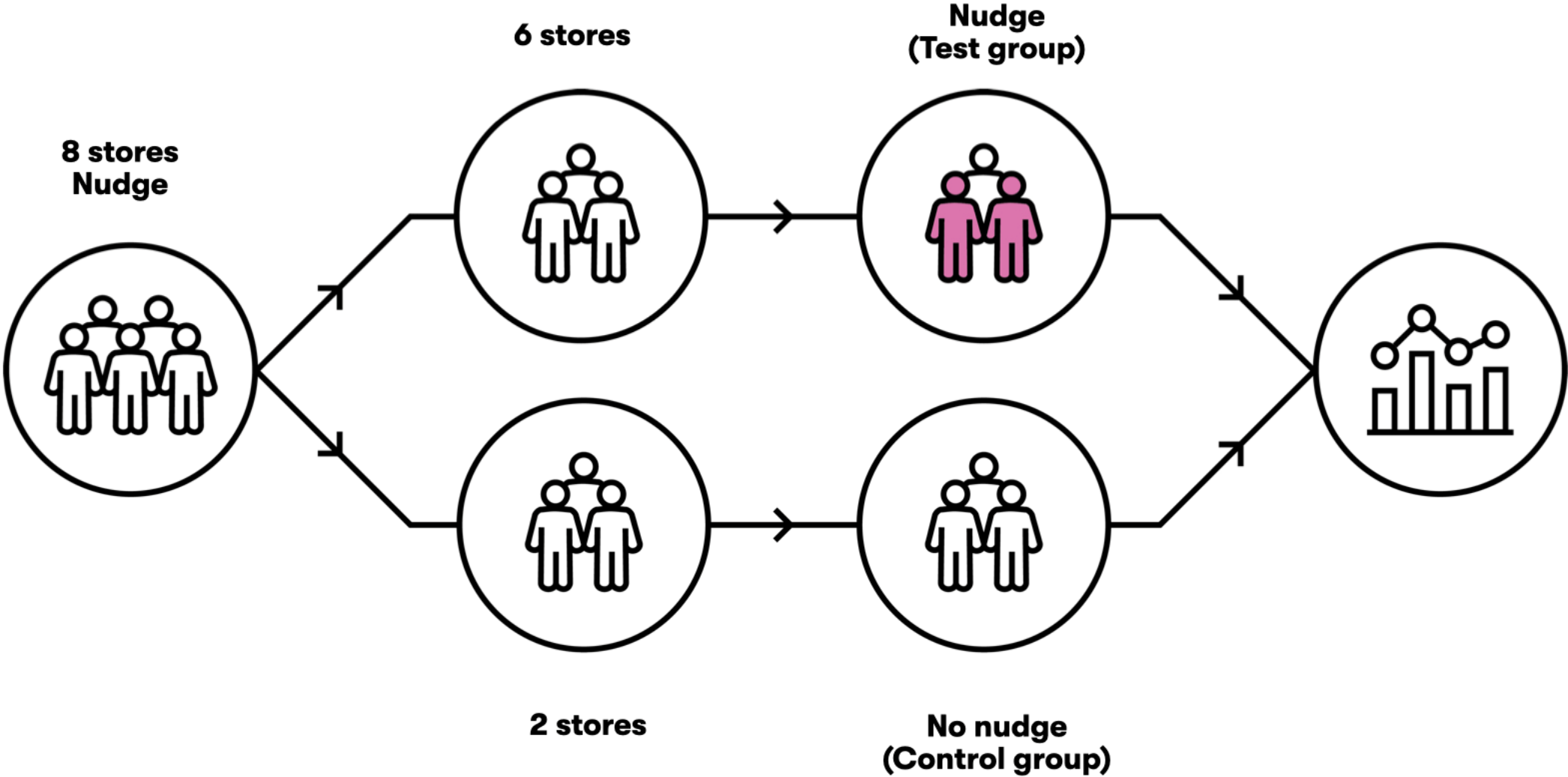
1. Mango
2. Hallon
3. Broccoli

### SKAFFERI

1. Krossade tomater
2. Majs-korn
3. Kikärter

Gör plats för frukt och grönt

# RANDOMIZED CONTROLLED TRIAL FIELD EXPERIMENT



A first-person perspective of a shopping cart in a supermarket aisle. The cart is filled with various items including bananas, tomatoes, a box of 'MÅLSKOR' cereal, a bag of 'i eco' apples, a pink bag of 'HALLOW' snacks, and a box of 'i eco' cereal. The aisle is lined with refrigerated shelves on both sides, containing various packaged goods. The floor is light-colored and polished. A dark blue, cloud-like shape is overlaid in the center of the image, containing the word 'RESULT' in white capital letters.

**RESULT**

A first-person perspective of a shopping cart moving through a supermarket aisle. The cart is filled with various items including bananas, tomatoes, a box of 'MÅLSKOR' (corn), a bag of 'i eco' apples, a pink bag of 'HALLON' (raspberries), and a box of 'i eco' cereal. The aisle is lined with refrigerated display cases containing various food products. The floor is a light-colored, speckled tile.

**RESULT  
NO EFFECT!**



## Possible explanations

- Social norm too weak?
- Lack of feedback message in the store?
- Too much communication? (Choice overload)

# BEHAVIOUR TECHNIQUE



**SHOW THE WAY**  
Direct attention to the choice

**SIGNAL COLOURS  
ATTRACT ATTENTION TO  
PRODUCT**







**30%**  
**OF SALES**  
**DUE TO THE NUDGE**



**Psst...**  
**Här gömmer sig en riktig vardagshjälte**



- There is a lot of potential nudging frozen products
- Sales trend was negativ but more negativ in (shows the importance of control group av kontrollgrupp).
- The result sustained over all weeks

## RESULTS OF EXPERIMENTS

**+6 tons**  
**Fruits & veggies!**



# **HOW CAN WE HELP RESTAURANT GUEST BUY VEGETARIAN LUNCH AT THE AMUSEMENT PARK?**

Lisebergs nöjespark

A roller coaster track with a large loop and several smaller hills, set against a sunset sky. The track is supported by green and black metal structures. The sun is low on the horizon, creating a warm, golden glow. A pink, cloud-like shape is overlaid on the left side of the image, containing the text.

**HOW SHOULD WE  
COMMUNICATE  
SUSTAINABLE CHOICES?**

**BEHAVIOUR  
TECHNIQUE**



**MAKE IT ATTRACTIVE**

Elevate the Senses



**FROM "SOY BIFF  
TO "SUMMER PLATE"**

Foto: Unsplash

## TRIPPEL WIN

- **INCREASED SALES FOR THE RESTAURANT**
- **BETTER HEALTH FOR THE GUEST**
- **REDUCED CLIMAT IMPACT**

**+275%**  
**SOY BEEFS!**





# BEHAVIORAL TECHNIQUES



**CHANGE DEFAULT**  
Make the choice pre-selected



**CHANGE THE PLACEMENT**  
Move the choice closer



**SHOW SOCIAL PROOF**  
Show what other people do



**SHOW THE WAY**  
Direct attention to the choice



**MAKE IT ATTRACTIVE**  
Elevate the senses



# TAKE HOME MESSAGE!



**UNDERSTAND  
YOUR USER**



**MAKE IT EASY**



**DO MORE  
EXPERIMENTS**

# BETEENDE LABBET

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