

NUDGING FRAGILE POPULATION GROUPS TOWARDS SUSTAINABLE FOOD CHOICES

CHIARA BIGGI – chiara.biggi@unipr.it
Università degli Studi di Parma
Tutor: Prof. Davide Menozzi

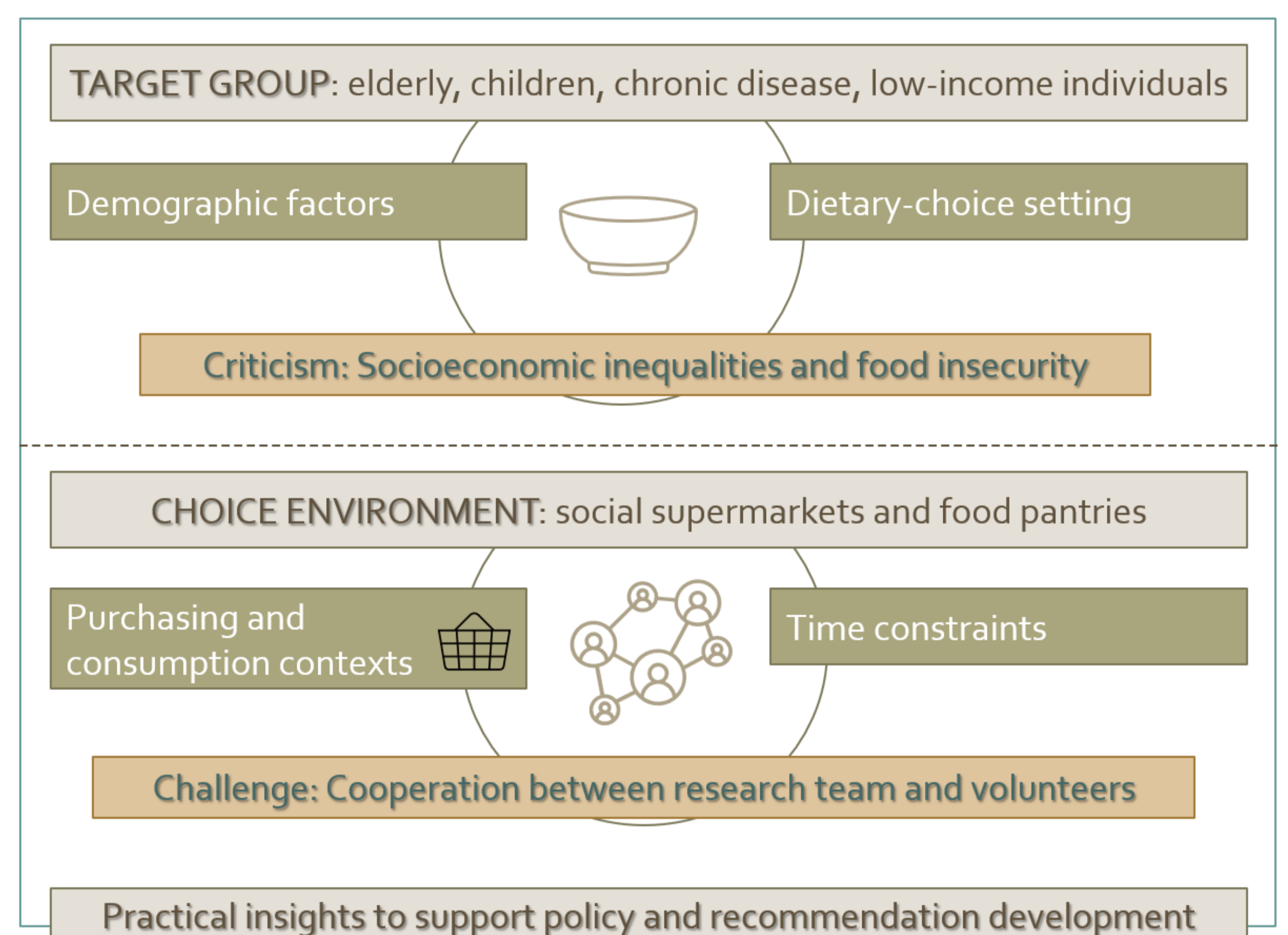
The project aims at **guaranteeing** food **safety** and food **security** in specific **vulnerable** targets of the population, **promoting** the sustainability of food **distribution and increasing** the **quality** of foods and **diets**.

State of the art

Food production and waste account for a significant share of greenhouse-gas (GHG) emissions, strongly impacting on climate changes (Reisch et al., 2021). The actual global resources constrain motivates a shift towards more sustainable and less wasteful food consumption patterns (Wellesley et al., 2015). Considering the possible public policy interventions aimed at regulating, “nudging” can be considered as a soft one, promoting a predefined people choices’ direction (Ammann et al., 2023; Bailey & Harper, 2015). The economic incentive or monetary convenience is excluded when applying nudges, being this approach based on “behaviorally informed” stimuli (Reisch et al., 2021).

To overcome the limitation due to restricted sample size and duration of the applied interventions in the available literature, this study is conceived to have a real setting, excluding the online-experiment scenario (**social groceries and charitable food pantries**).

Figure 1. Intervention design and context of application



Operation Plan

Activity	Months																								
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
1) Literature analysis																									
a) Nudging theory																									
b) Real context experiments targeting fragile population																									
2) Experimental design development																									
a) Involvement of charitable associations, canteens, and social supermarkets																									
b) Intervention design																									
3) Application of real setting interventions																									
a) Charitable Associations																									
b) Social groceries																									
4) Data Collection																									
5) Results analysis																									
6) Development of policy and practical recommendations																									
7) Thesis related activities																									

Project's Milestones



- Shape **customized** nudging interventions specifically targeting fragile categories of consumers.
- Understand target consumers' **perception** on sustainable and healthy food consumption, exploring the relative **acceptance**.
- Identify the connections between specific **interventions** and **individual characteristics**, in addition to the **environmental factors'** influence.

Selected References

- Ammann J., Arbenz A., Mack G., Nemecek T., El Benni N. (2023). A review on policy instruments for sustainable food consumption. Sustainable Production and Consumption, Volume 36, 2023, Pages 338-353, ISSN 2352-5509.
- Bailey, R., & Harper, D. R. (2015). Reviewing interventions for healthy and sustainable diets. Chatham House, The Royal Institute of International Affairs.
- Béné, C., Prager, S. D., Achicanoy, H. A. E., Toto, P. A., Lamotte, L., Bonilla, C., & Mapes, B. R. (2019). Global map and indicators of food system sustainability. Scientific Data, 6, 279.
- FAO & WHO. (2019). Sustainable healthy diets – guiding principles. Rome: FAO. <https://www.fao.org/3/ca6640en/ca6640en.pdf>.
- Lucia A. Reisch, Cass R. Sunstein, Mark A. Andor, Friederike C. Doebbe, Johanna Meier, Neal R. Haddaway (2021). Mitigating climate change via food consumption and food waste: A systematic map of behavioral interventions. Journal of Cleaner Production, Volume 279, 2021, 123717, ISSN 0959-6526.
- Cadario R., Chandon P. (2020). Which Healthy Eating Nudges Work Best? A Meta-Analysis of Field Experiments. Marketing Science 39(3):465-486.
- Thaler, R. H., & Sunstein, C. R. (2008). Nudge: Improving decisions about health, wealth, and happiness. Yale Univ. Press.
- Vecchio, R., & Cavallo, C. (2019). Increasing healthy food choices through nudges: A systematic review. Food Quality and Preference, 78, Article 103714.
- Wellesley, L., Happer, C., Froggatt, A. (2015). Changing Climate, Changing Diets. Pathways to Lower Meat Consumption. London.

Fundings