



ORSI research project: <https://www.ecowelfare.fi/en/>

funded by the Strategic Research Council at the Academy of Finland, grant# 13327771

Towards eco-welfare state.



Nudging for healthier and more sustainable food choices

Sanna Tiilikainen, PhD

18.1.2022

OUTLINE

- What you will learn today
- Meet me and ORSI
- Why food
- Why is change hard
- What is nudging
- Key concepts
- How nudging works
- Ethical points
- Designing your nudge
- Q&A and exercise

What you will learn today

- Combining food and behavioral change design for sustainability
- Overview of nudging
 - Potential and pitfalls
- Practical tools for nudging
 - Going for: ethical approach, impacts



Nice to meet you! This is me:



Sanna Tiilikainen PhD (Econ):
Information and service management

Post-doc in ORSI

Aalto Arts, Design and Architecture

Expertise:

Service design (digital, physical,
combination)

Consumption and behavioral design

Carbon footprint calculators

My research focus in ORSI:
Orchestrating sustainable consumption for sufficiency,
with fairness



ORSI Research project: (2019-2022/25) funding: Strategic Research Council at the Academy of Finland, grant# 13327771

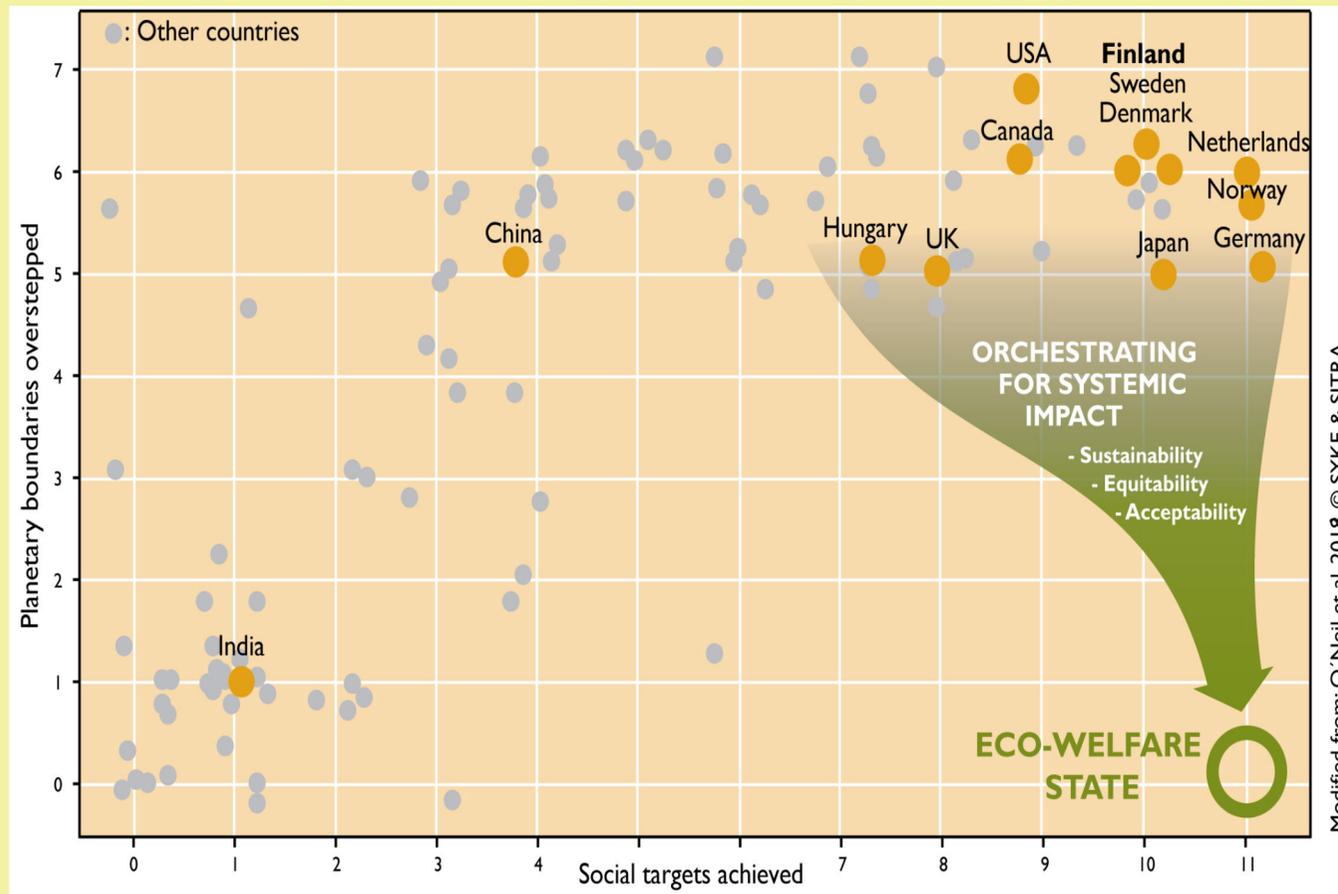
Climate change challenges welfare states, such as Finland, to change their practices. How do we steer that transition? The ORSI project investigates FAIR AND ROBUST methods to make Finland environmentally sustainable.

We invite key decision makers, citizens and businesses around the same table to develop solutions together with us – ORCHESTRATING TOGETHER.

Our website: <https://www.ecowelfare.fi/en/>



The challenge: How to get into the green circle?



Modified from: O'Neil et al. 2018, © SYKE & SITRA



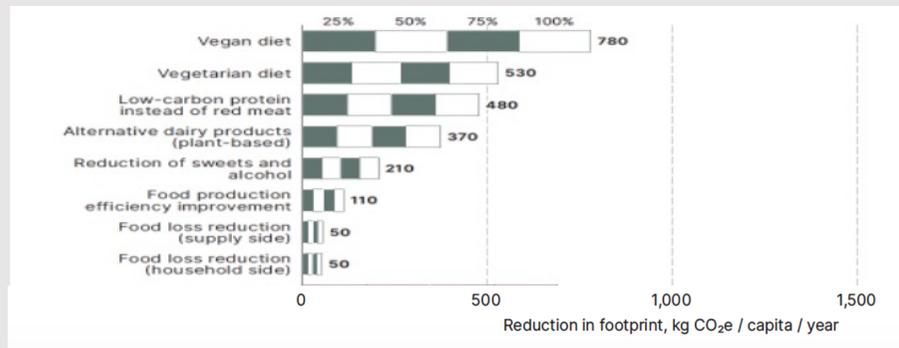
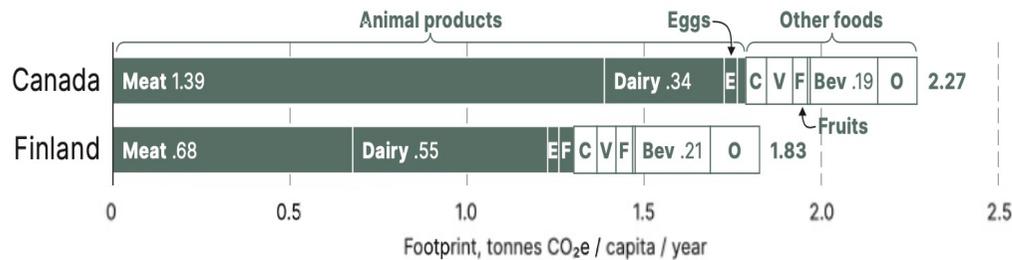
Why focus on food?



Globally unified targets for the lifestyle carbon footprints

Note: Average lifestyle carbon footprint of country estimated as of 2019. The horizontal lines indicate 1.5D lifestyle footprint targets for 2030 and 2050 (1.5 °C without/less use of CCS).

Figure D. Food-related carbon footprint (tCO₂e/cap/yr) and its breakdown between consumption components



Akenji et al. (2021)

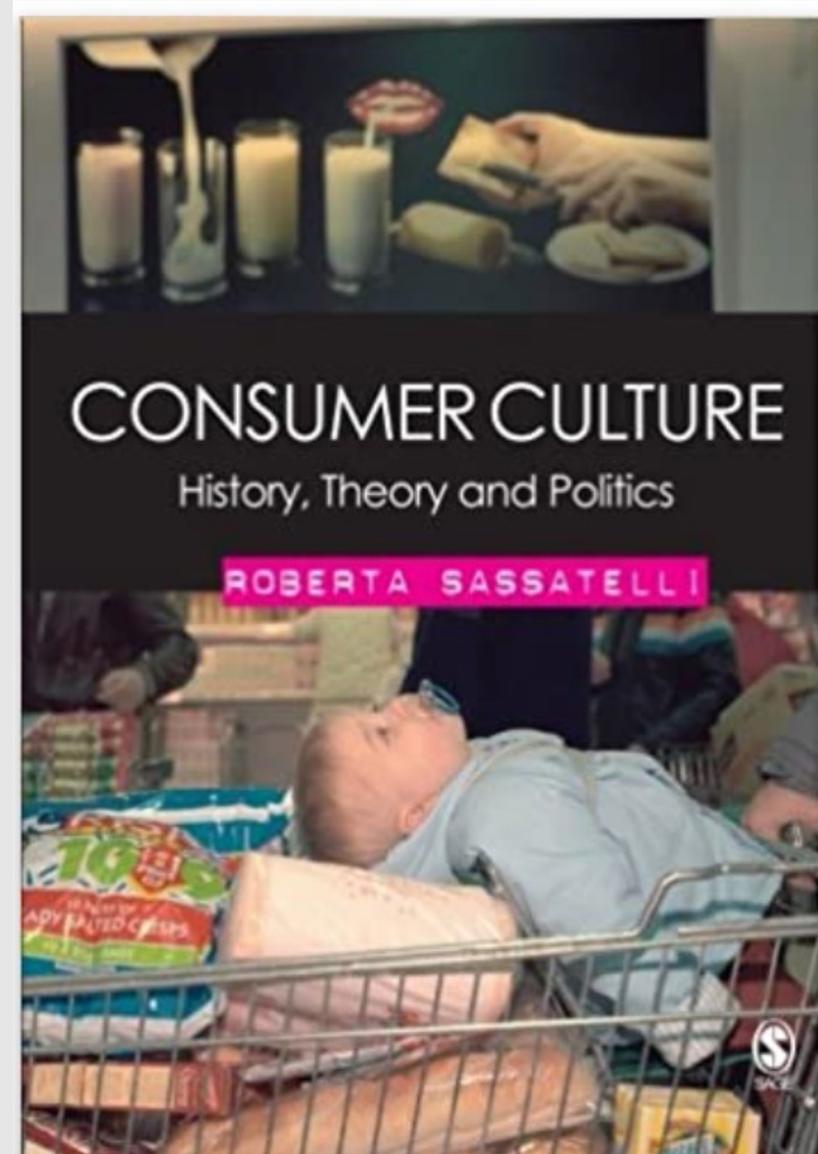


WE NEED TO CHANGE -WHY IS CHANGE HARD 1/4

Division of labour → Consumer Society (Sassatelli 2007)

- Satisfying needs requires money
- Getting money requires selling (such as food)
- Shops are designed to promote sales

- Sustainable offerings must work for the shopkeeper, too



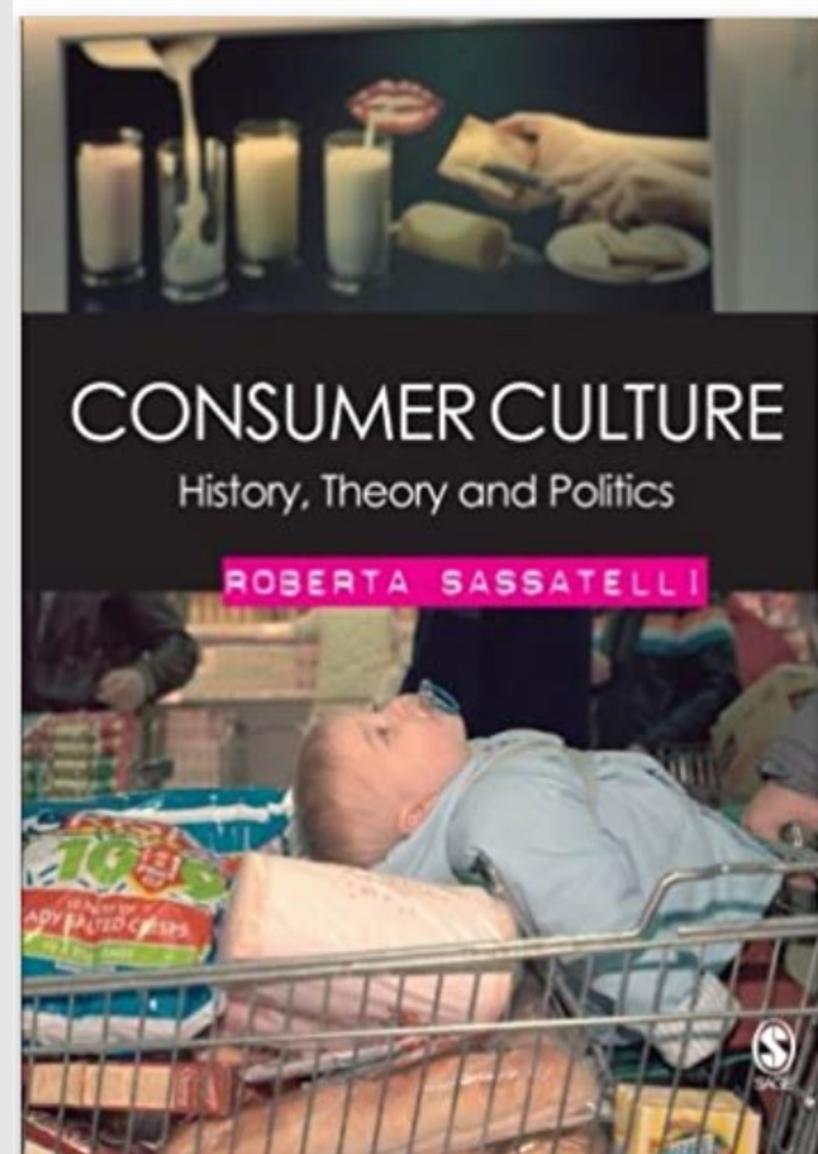
WHY IS CHANGE HARD 2/4

We (mostly) obtain our food by making consumption choices (Sassatelli 2007)

Everyday life includes a stream of consumption choices

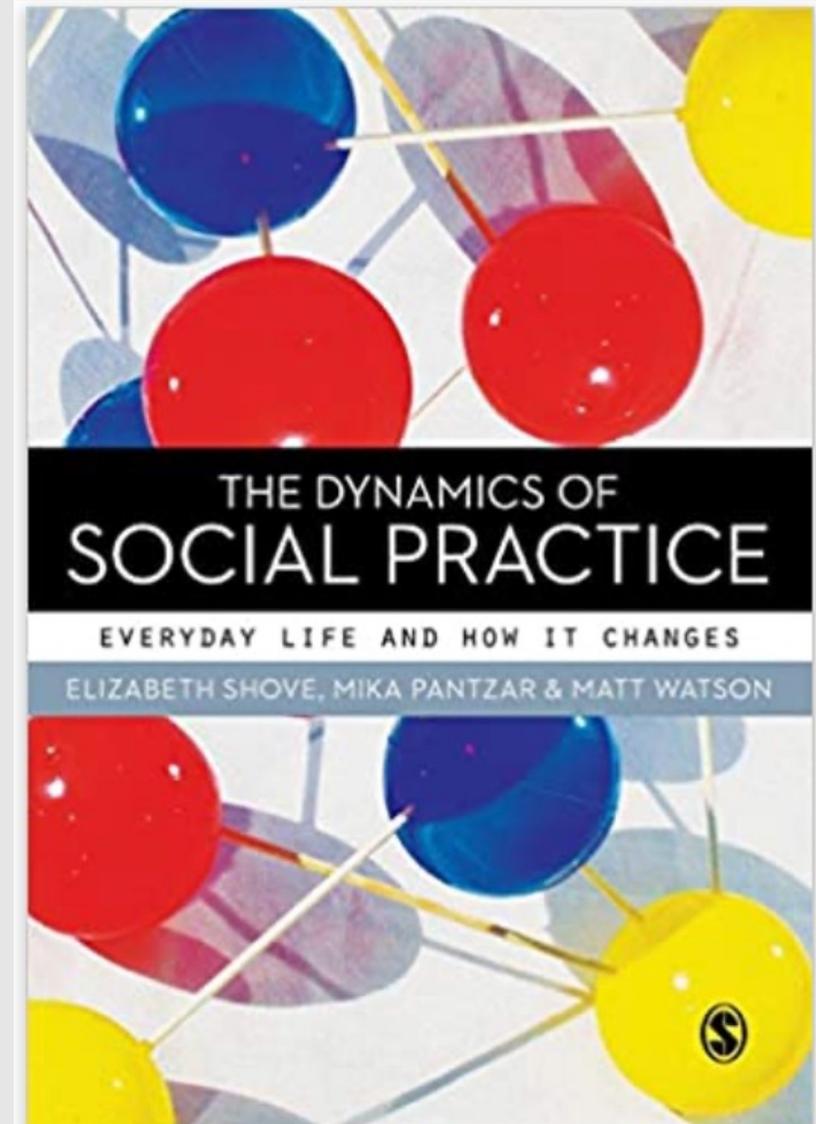
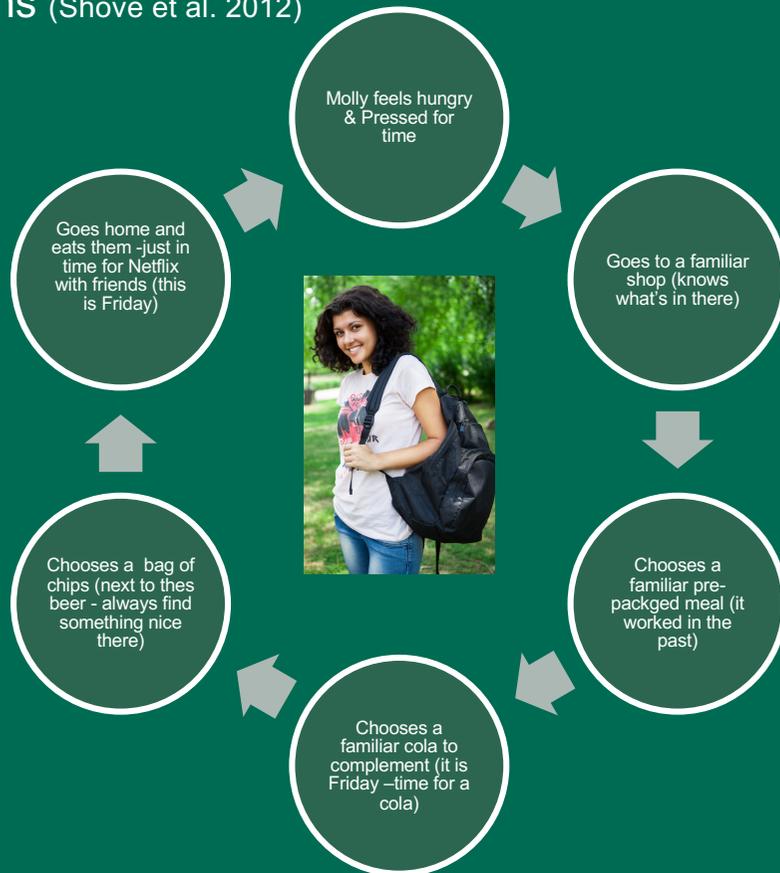
= we make a lot of choices and this is
EXHAUSTING

→ most choices are routinized, unreflexive



WHY IS CHANGE HARD 3/4

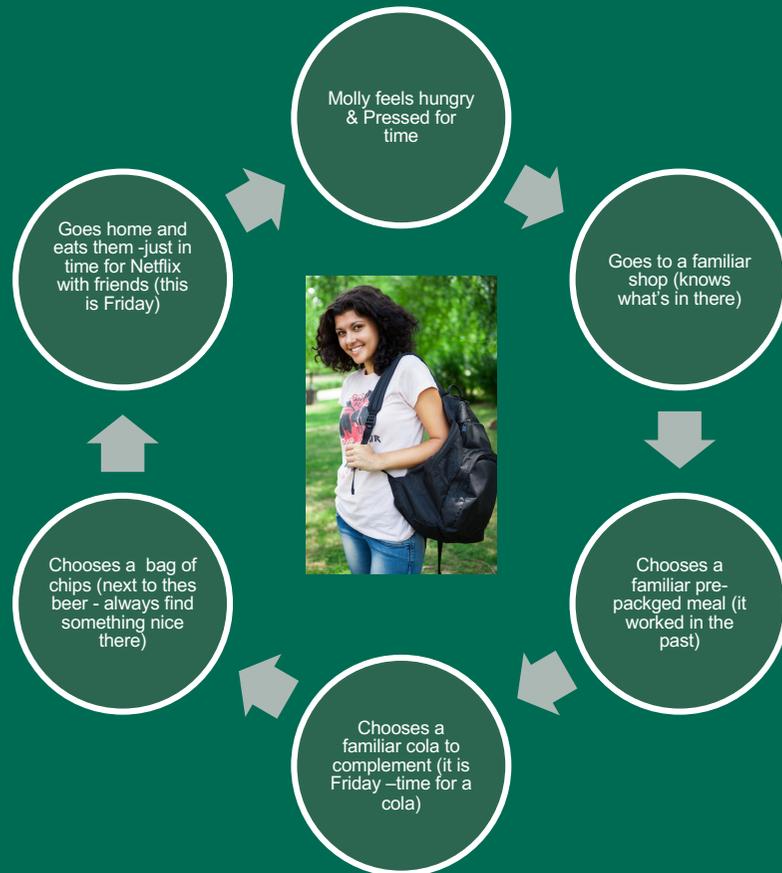
Everyday consumption is (mostly) routinized practice based stream of actions, with cemented linkages between actions (Shove et al. 2012)



Student photo: [CollegeDegrees360](https://www.collegedegrees360.com) is licensed under [CC BY-SA 2.0](https://creativecommons.org/licenses/by-sa/2.0/)

WHY IS CHANGE HARD 4/4

Changing a practice requires breaking & erasing present links, then making new ones (Shove et al. 2012) This is hard AND it must be okay for the shopkeeper, too!

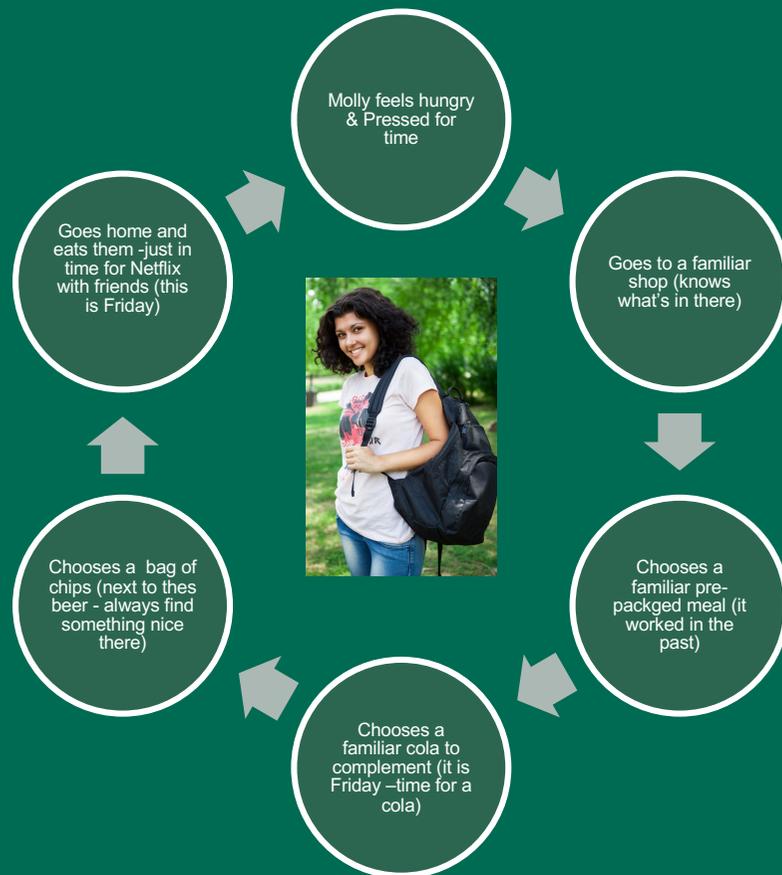


Where to go here?



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A potential solution: Make and break links with NUDGING



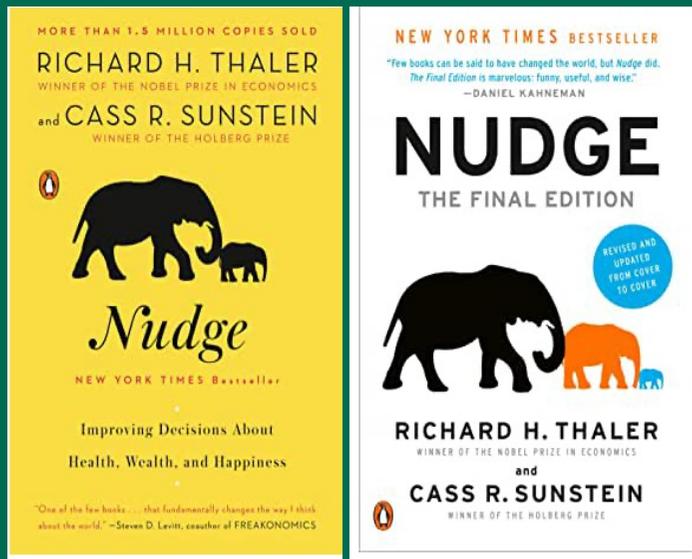
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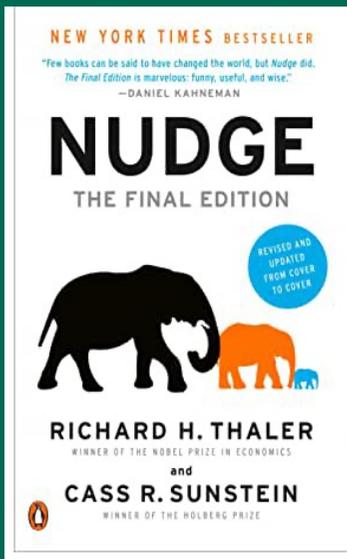
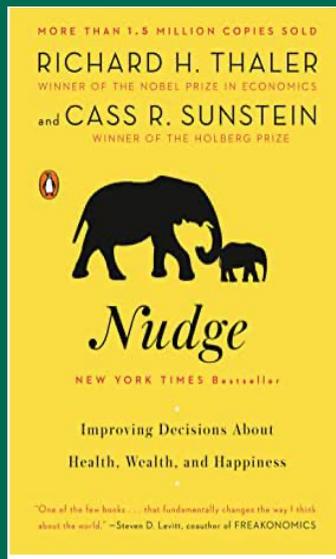
NUDGING = discreetly guiding people for their own good

“A nudge.. Is any aspect of the choice architecture that alters people’s behavior in a predictable way without forbidding any options or significantly changing the economic incentives”
(Thaler and Sunstein 2008)



NUDGING:

“A nudge.. Is any **aspect of the choice architecture** that alters people’s behavior in a predictable way without forbidding any options or significantly changing the economic incentives”
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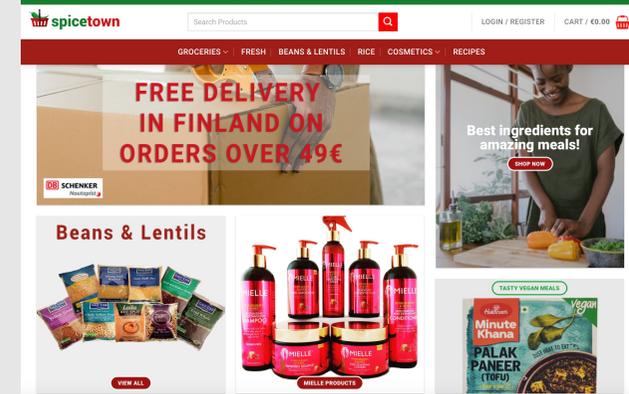


Thaler and Sunstein (2012) article DOI: [10.13140/2.1.4.195.2321](https://doi.org/10.13140/2.1.4.195.2321)

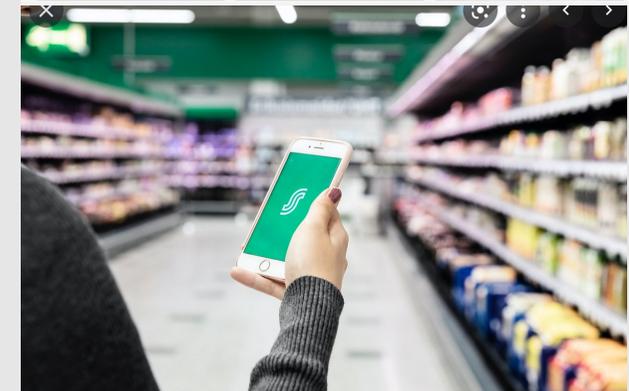
Physical



Digital



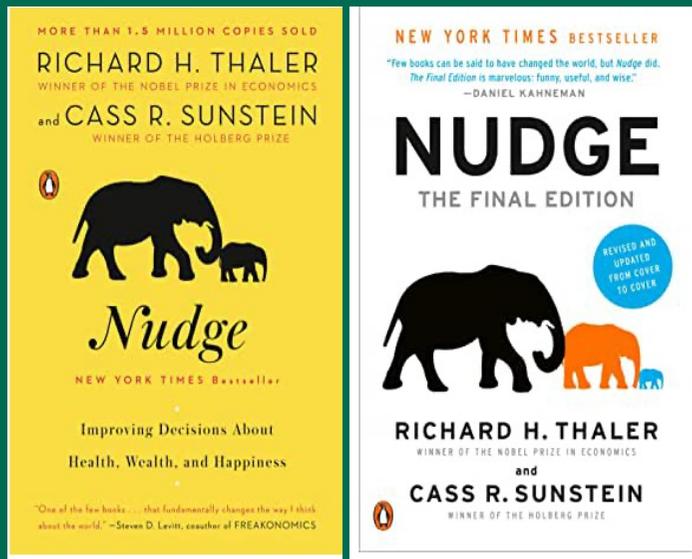
Combination



Photos: S-group, spicetown.fi

NUDGING:

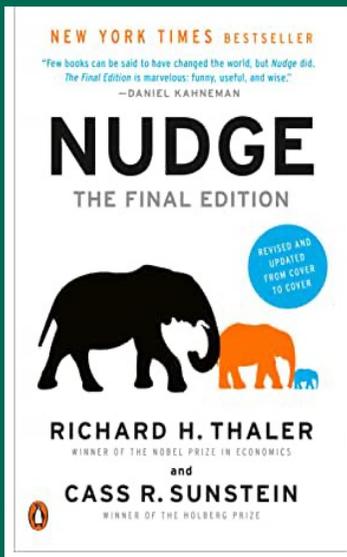
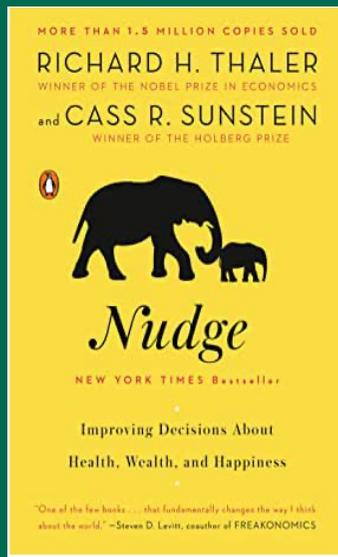
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Nudging impacts behavior! See it yourself:

<https://www.youtube.com/watch?v=LF4ETgw29BA>

How do you get people to
eat **healthier?**

Play (k)



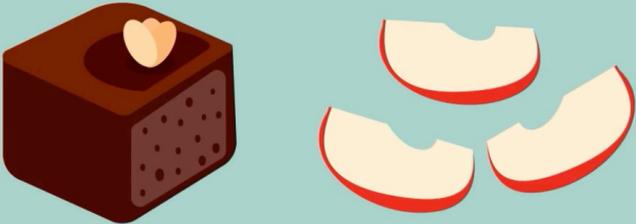
Nudging: Just a simple trick can nudge you to eat healthier

49,823 views • Apr 21, 2017

254 DISLIKE SHARE SAVE ...

“People do not consciously think about their choices –but they are willing to change when you make it easy, fun, and beneficial for them”

NUDGE: SMALLER PIECES
(we utilized the so-called unit-bias)



SMALLER PIECES OF CAKE **APPLES IN SLICES**

Nudging: Just a simple trick can nudge you to eat healthier

49,823 views • Apr 21, 2017 👍 254 👎 DISLIKE ➦ SHARE ≡+ SAVE ...

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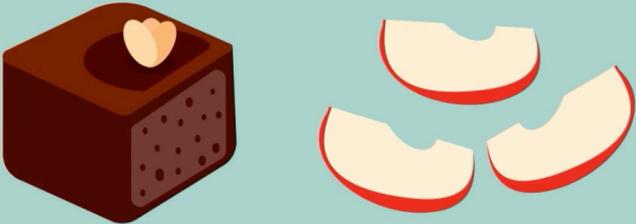
PHILOSOPHY OF NUDGING IN BRIEF:

- Preserves individual liberty
- Guarantees individual freedom of choice
- Is ethical = transparent, serves the best interest of the nudged
- Is effective = one must measure and show impacts

https://dash.harvard.edu/bitstream/handle/1/16205305/shortguide9_22.pdf

CRITICS AND ETHICAL CONCERNS

NUDGE: SMALLER PIECES
(we utilized the so-called unit-bias)



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Q: Isn't it just sneaky manipulation, with a political agenda? (Ewert 2020)

A: Nudging must be transparent & serve the best interest of the nudged (Thaler and Sunstein 2021)

Q: Effects do not last long (Mols et al. 2015)

A: Change takes time; change choice environment, keep it up, repeat nudging as needed (Thaler and Sunstein 2021)

Q: It cannot erase bad behavior - so it is just a waste of money

A: Individuals are free to choose and nudging can help –must measure impacts to show benefits

(Thaler and Sunstein 2021)

<https://www.cambridge.org/core/journals/european-journal-of-risk-regulation/article/nudge-and-the-manipulation-of-choice/D1ED64479FF868BD79FFE90E76A4AB54>

WARNING –AVOID THE SLUDGE!

REPLACE HERE



SLUDGE (Thaler and Sunstein 2021):

”Any aspect of choice architecture that makes it harder for people to obtain an outcome that will make them better off (in their own lights)”

Examples:

-Making things too complicated:

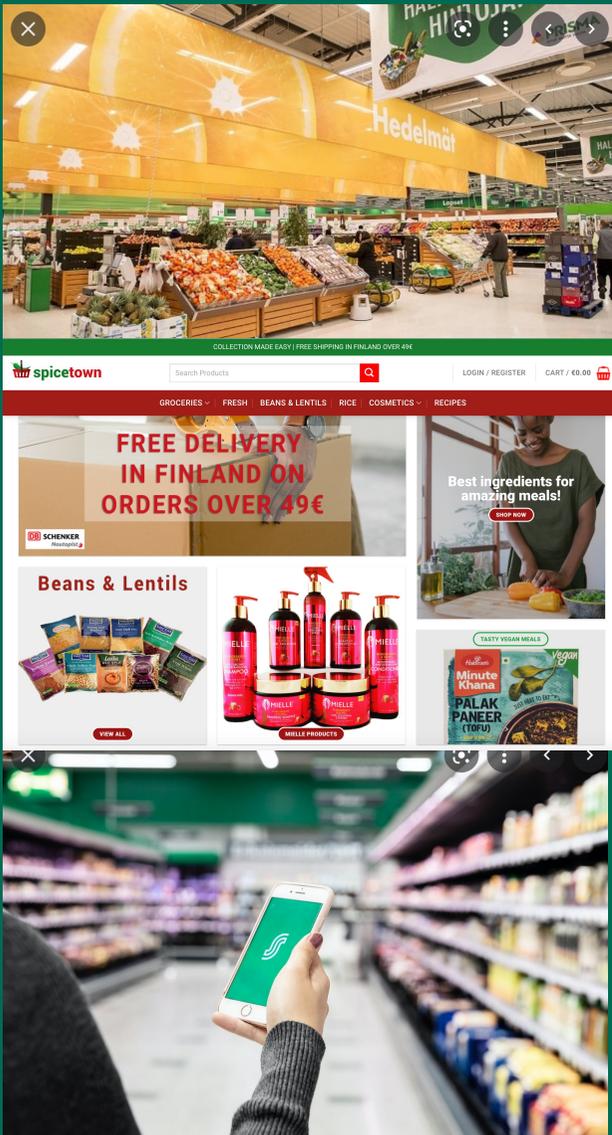
i.e. one must fill in ”100 slots” by hand before getting one’s CO2 footprint

-Mission creep:

i.e. asking for one more (good) change —forever

-Dark patterns:

i.e. intentional misleading with lies, biasing and framing, and preventing people from reaching goals by bluffing or forever asking for more



Shops: S-group, spicetown.fi

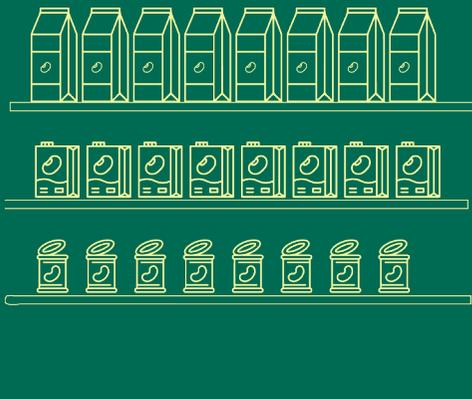
TOP10 nudges:

- 1 Default rules 🏆
- 2 Simplification
- 3 Using existing social norms
- 4 Increasing ease and convenience
- 5 Disclosure (telling the "true cost")
- 6 Warnings (graphic, text etc)
- 7 Precommitment strategies
- 8 Reminders
- 9 Eliciting implementation intentions ("do you plan to choose green")
- 10 Smart disclosure (Informing individual about the nature and consequences of their own past choices)

https://dash.harvard.edu/bitstream/handle/1/16205305/shortguide9_22.pdf

DESIGNING YOUR NUDGE

REPLACE HERE



MUST-DOs:

Ethics

- Be transparent
- Serve the best interest of the nudged

GDPR

- You can store and combine data only in a GDPR-compliant way –so design with GDPR in mind

Impacts

- Know what works already –then improve: do benchmarking to avoid reinventing the wheel
- Know the big and small deeds –then go for the biggest possible ones
- Test and measure your design

Time for Q&A and Exercise:

Let's try and nudge Molly to "make better choices"

Remember:
Ethics, impacts, good for Molly & okay for the shopkeeper, too

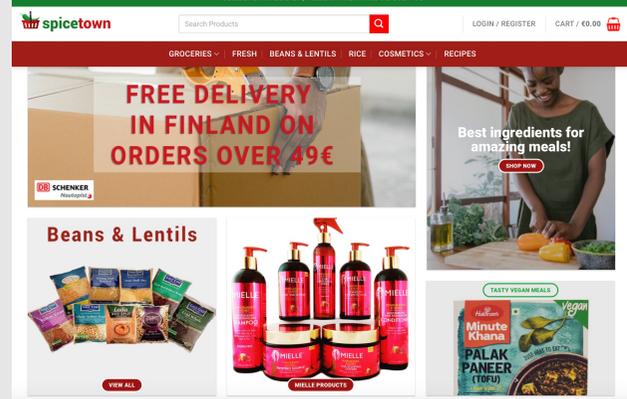


Choice architectures:

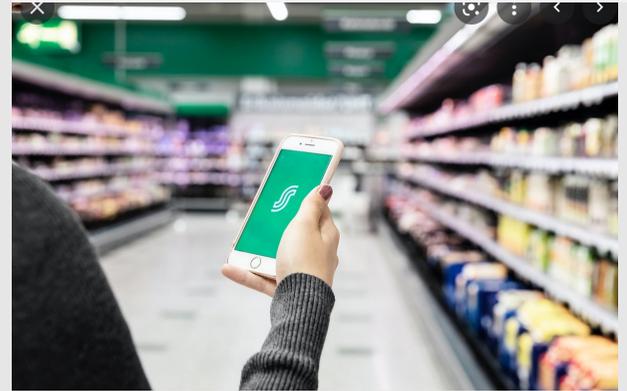
Physical



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Thank you for your attention!

I wish you inspiration and
success for the course!

More information:

<https://www.ecowelfare.fi/en/>

<https://hotorcool.org/wp>

[-content/uploads/2021/10/Hot_or_Cool_1_5_lifestyles_FULL_REPORT_AND_ANNEX_B.pdf](#)