

# Brands Nudging for Good

How brands inspire consumers towards mindful,  
responsible & sustainable behaviour



2019 AWARDS • 17 OCTOBER • CONCERT NOBLE BRUSSELS

[www.nudgingforgood.com](http://www.nudgingforgood.com)

# WELCOME



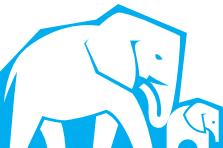
## Professor Cass Sunstein, Harvard Law School Co-creator of the Nudge concept

As Jury President of AIM's Nudging for Good Awards 2019, I was honoured to lead a distinguished jury to assess how brands – based on their expertise of consumer behavioural insights – nudge people towards healthier and more sustainable behaviour. Nudging is any aspect of the choice architecture that alters people's behaviour in a predictable way without forbidding any options or significantly changing their economic incentives. In recent years, both public and private institutions have shown mounting interest in the use of nudges. To be worth embracing, nudges should maintain freedom of choice, should be transparent and effective, and should be evidence-based. I congratulate all of the finalists for their superb and public-spirited work and encourage brands to continue innovating and leveraging their insights and expertise to nudge for good!



## Michelle Gibbons, Director General AIM

Brands are uniquely placed to inspire people - just as we are inspired by people - to live their values, and make positive and purposeful choices towards a fairer and more sustainable world. AIM's Nudging for Good initiative shows how brands can be catalysts for positive change, with smart creativity leading to innovative solutions. With consumer behaviour and insights knowledge, built upon decades of experience, AIM members are in a unique position to apply this expertise towards shared policy goals on sustainability, health & well-being and social responsibility. The AIM Nudging for Good Awards 2019 celebrate the talent across our membership who aspire to play their part in helping people make mindful, responsible and sustainable choices.



# MEET THE FINALISTS



## DANONE

With Playmobil, Danone adds fantasy to the quest for goodness!



## ZEWA ESSITY

Hygiene Has No Gender – #CareWellLiveWellTogether



## HEINEKEN

When You Drive, Never Drink



## MARS

Uncle Ben's® – Ben's Beginners™



## NESTLE

Nutriplato – Nestlé's Spain flagship initiative to impact on children's healthier life



## PEPSICO

Walkers Oven Baked – Deliciously Baked for 50% Less Fat



## PERNOD RICARD

The Drink To Drink Between Drinks



## PROCTER & GAMBLE

Pampers is giving diapers a new life



## SAVENCIA

@Vegg&Cheese – A Nudge towards a flexitarian diet & healthier consumption behaviours



## UNILEVER

Knorr Meal Kits – Helping people to eat more veggies



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**AIM®**  
EUROPEAN BRANDS ASSOCIATION

# AIM Brands Nudging for Good Awards 2019

To inspire brands, promote the Nudging for Good concept and showcase great nudge initiatives, AIM, the European Brands Association, organises every 2 years the Nudging for Good Awards. The 2019 edition is taking place on 17 October at the Concert Noble in Brussels.

## What is Nudging?

Introduced by Cass Sunstein and Richard Thaler in 2008, Nudging comes from the academic world of behavioural science and looks at influencing people's behaviour positively and without constraints. Nudges do not simply inform or try to convince; instead they play on internal and external triggers which directly influence behaviour – intuition, biases, emotions, social standing, choice environment.

From a brand perspective, Nudging is a way for a brand, on the basis of consumer insights, to make it easy and desirable for consumers to change behaviour or habit and adopt a healthier and/or more sustainable one.



Policy-makers across Europe acknowledge that in addition to a sustainability policy framework for business and society, more work is needed on behavioural aspects and how to encourage consumers towards healthier and more sustainable lifestyles. Behavioural insights are key to framing the right policy environment to enable consumers to act differently. This approach has gained increased support among the branded goods industry. Based on their relationship with consumers, brands are in a unique position to “nudge” them to choose and behave differently. For this reason, AIM launched the Nudging for Good Initiative in 2015 to inspire sustainable and healthier consumer lifestyles and behaviour.

## The role of Brands

Brands have years of experience building relationships with consumers, and have observed which efforts on sustainability, health and well-being have worked, and which have not



We are hoping that our work through the Nudging for Good initiative will inspire emulation among brand manufacturers and other industries in nudging consumers towards more sustainable and healthier lifestyles. We also believe our initiative is an important contribution for policymakers and all other stakeholders wishing to drive sustainability and health.

## Why does it matter to Brands?

**Trust and long-term brand equity:** Many brands have been around for generations. Brands know that they simply cannot build sustainable businesses for the long-term on the basis of unsustainable or unhealthy consumption.



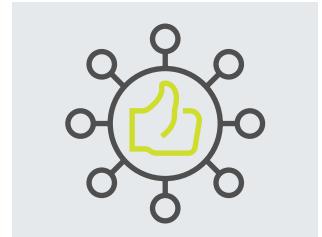
**Consumer awareness and demand:** Consumers are more interested than ever in health and sustainability. Brands respond to and encourage this growing aspiration by making it easier and desirable for consumers to change behaviour.



**Being part of the solution:** The nudge concept is gaining momentum with policy-makers and civil society organisations. For brands this constitutes an opportunity to engage in partnerships with policy-makers and civil society in order to be part of the solution.



**Innovation through social value:** Nudging for Good adds a social dimension to the value of a brand and creates new forms of social engagement with consumers, thereby offering new opportunities for strengthening the relationship between brands and consumers.



## MEET THE AWARDS JURY



**Cass Sunstein**  
Jury President  
Harvard Law School



**Monique Goyens**  
BEUC – European  
Consumers Organisation



**Zara Ingilizian**  
World Economic  
Forum



**Silke Krukow**  
Krukow – Behavioural  
Design Team



**Marie-Eve Laporte**  
Sorbonne Business  
School



**Faisal Naru**  
OECD



**Kavita Prakash-Mani**  
WWF International



**Eric Singler**  
BVA Nudge Unit

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