

## **AIM - NUDGE - Brands for healthier and more sustainable lifestyles**

**Policy-makers across Europe agree that more work is needed to encourage consumers towards healthier and more sustainable lifestyles. The branded goods industry is in a privileged position to "nudge" consumers based on our unique relationship with them. For this reason, AIM is launching this initiative to discover and share which approaches work best to inspire sustainable and healthier consumer behaviour. As this project develops, we will share our results with others and discuss what this means for policy-making and other initiatives.**

Sustainability, health and wellbeing continue to be important issues for governments in Europe. There is a focus of **Sustainable Consumption and Production (SCP)**, in which Production focuses on the content of products, and Consumption focuses on choices made by consumers. In the last few years, progress has been made on Production, but more work is needed on Consumption - how can we encourage consumers towards healthier and more sustainable lifestyles and consumption patterns?

Academic research on **influencing consumer behaviour** has developed strongly in recent years, and is often grouped under the term 'Nudge', after the book of that name. This work is key for policy-makers and others because there is general agreement that consumer information does not alone drive behaviour change, and it requires different approaches to influence consumers of different ages and lifestyles.

The members of AIM are the **leading brand manufacturers** in Europe. We have years of experience building relationships with consumers, and have observed which efforts on sustainability, health and wellbeing have worked, and which have not. As marketers, our members are **uniquely positioned in the supply chain** to understand consumer behaviour at and beyond the point of sale.

AIM is launching a new initiative '**AIM - NUDGE**'. Our goal is to promote "good nudging" among our member **companies**, help them learn from each other's experience and share it with other stakeholders. To this end we will develop an **AIM-Nudge code of conduct and toolkit**. AIM will also **share best practice and learnings** with the **academic community**. This work will inspire emulation among brand manufacturers and others in industry, in 'nudging' consumers towards **more sustainable and healthier lifestyles**.


We believe this work will be an **important contribution for policy-makers** and all others wishing to drive sustainability and health. Our focus areas are: healthy and balanced diets, responsible drinking, less waste and litter, energy and water savings, good hygiene and self-care. As this work develops, we intend to share our results, to form partnerships of common interest, and to discuss consumer behaviour with all those interested in this issue.

The initiative will be **formally launched** on the occasion of our 2<sup>nd</sup> AIM Brand Lecture **on 6 May 2015**, sponsored by MEP Virginie Rozière.


At this stage we are introducing the initiative to key stakeholders and seeking comments and suggestions. As the initiative develops, we look forward to your continuing advice and to working with you on ways to achieve maximum impact.


**AIM** is the European Brands Association. AIM's membership groups 1800 brand manufacturers of all sizes through corporate members and national associations in 21 countries, from Portugal to Russia. These companies are mostly active in every day consumer goods. They employ some two million workers and account for over 350 billion Euro in annual sales in Europe alone. AIM's mission is to create for brands an environment of fair and vigorous competition, fostering innovation and guaranteeing maximum value to consumers now and for generations to come.




 Oesterreicher Verband der Markenartikelindustrie

 BABM


 Czech Association for Branded Products

 Grocery Manufacturers of Denmark


 Finnish Food & Drink Industries Federation


 ILEC


 Markenverband

 Greek Brands Association


 Hungarian Association of Branded Products Manufacturers

 Food and Drink Industry Ireland

 Centromarca, Italy


 Grocery Manufacturers of Norway


 Centromarca Portugal

 Rusbrand


 Slovak Brands Association

 Promarca, Spain

 Grocery Manufacturers of Sweden

 Promarca Switzerland

 Federatie Nederlandsse Levensmiddelen Industrie

 British Brands Group