

# NUDGING FOR GOOD

Brands for healthier and more sustainable lifestyles

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FOR GOOD

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.

## What is nudging?

Nudge comes from the academic world of behavioural science and looks at influencing people’s behaviour positively and without constraints. The definition as coined by Richard Thaler and Cass Sunstein in their groundbreaking book “Nudge” (2008) is simple: “A nudge 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”. 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.**



## The context

Sustainability, health & well-being and social responsibility are some of the top priorities for policy-makers in Europe. The EU Reflection Paper “Towards a sustainable Europe by 2030” specifically refers to “today’s culture of consumption” depleting “our natural capital”. The “reinvented form of sustainable economic growth” will focus on Circular Economy, sustainability from farm to fork, future-proof energy, buildings and mobility, and ensuring a socially fair transition. **Brands are committed to improving the sustainability of our value chains, and believe that all stakeholders, including citizens and consumers, can help in mainstreaming sustainability. How can everyone be encouraged to adopt healthier and more sustainable lifestyles and consumption patterns?**

Academic research on **influencing consumer behaviour through Nudging** has developed strongly in recent years. This work is key for policy-makers and others because there is general agreement that consumer information alone does not drive behaviour change, and it requires different approaches to influence consumers of different ages and lifestyles.

**The EU Commission has clearly recognised the importance of behavioural insights for policy-making and the role of Nudges as a way to steer people’s behaviour whilst ensuring liberty of choice, particularly with the launch of the Competence Centre on Behavioural Insights CCBI in June 2019. The intention is to incorporate behavioural insights into all relevant EU policy impact assessments.**

## The role of Brands

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 well-being have worked, and which have not. As marketers, our members are **well positioned in the value chain** to understand consumer behaviour at and beyond the point of sale.

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AIM launched its initiative **Brands Nudging for Good** in 2015 with the goal to promote "good nudging" among our member companies, so that brands can make it easy and desirable for consumers to behave more sustainably and lead healthier lives. To this end we developed an online Nudge Toolkit and organised a first Awards ceremony in 2017 to promote great brand initiatives in this field. The next Awards event will be held in October 2019. We are hoping that our work will inspire emulation among brand manufacturers and other industries in nudging consumers towards **more sustainable and healthier lifestyles**.

We believe our initiative will be an **important contribution for policy-makers** and all others wishing to drive sustainability and health. Our focus areas are all facets of sustainability and health where consumer behaviour can play an important role.



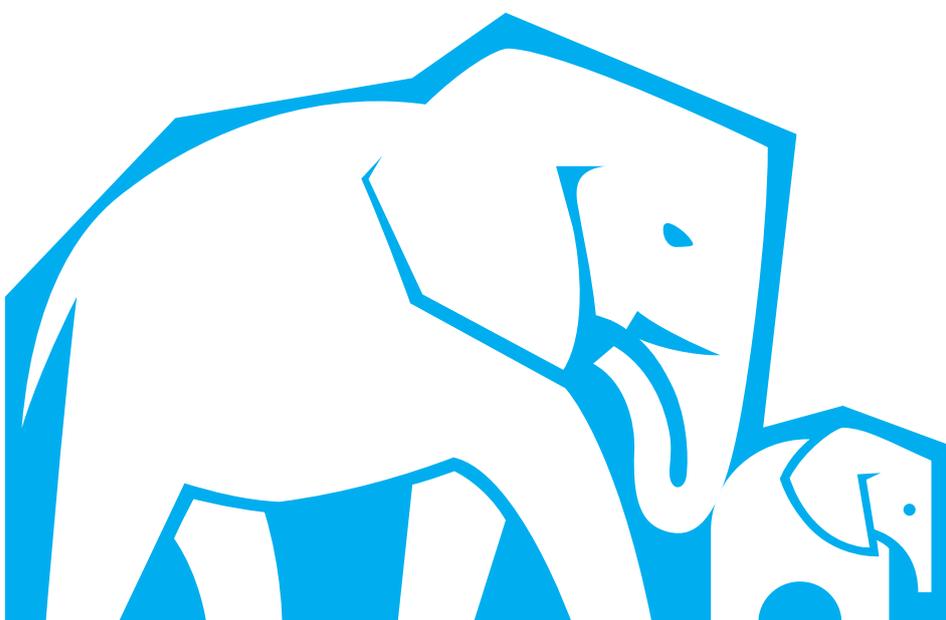
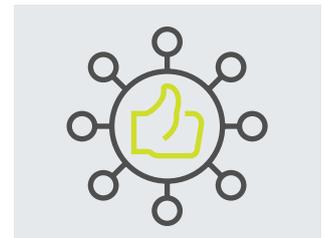
## Why does it matter to Brands?

**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.



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