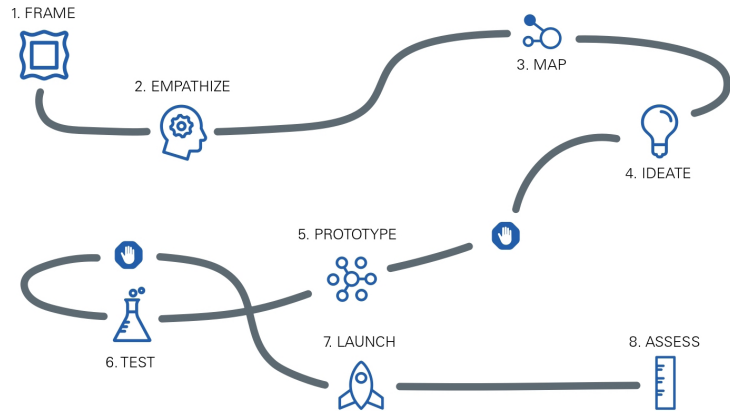


SHIFTING BEHAVIORS TOWARDS SUSTAINABLE ANIMAL PROTEIN

Behavior-Centered Design (BCD) is an approach, developed by the RARE Center for Behavior and the Environment, that blends insights, methods and tools from behavioral science and design thinking to build breakthrough solutions to environmental challenges.



Source: RARE, User's Journey and Workbook

At WBCSD, we are using this iterative methodology to identify motivations, barriers and levers to shift consumer behavior towards more sustainable meat products. The aim is to provide our members with potential market interventions that can be prototyped, tested, improved up on, and launched to market.

KEY INSIGHTS FROM OUR DESKTOP RESEARCH

1. Food is personal and familiar, but people are largely unaware of food impacts and hidden costs
2. Most people enter the world of sustainability through personal health; other entry points are the minority
3. The care, transparency and humanity that underpins sustainability initiatives can also relate to consumer perceptions of food quality, health and taste benefits - which are the top food category purchase drivers
4. Food choices can be influenced by many small factors in the environment in which people are making their food choices
5. People believe that local stores generally source better meat at fairer prices
6. Climate change resonates with more people when framed in terms of human rather than environmental impacts
7. Many people will pay a premium for sustainable foods if the narrative speaks to their core motivations and if it is easy to make the right choice

KEY CONSUMER GROUPS

THE NEXT GENERATION

Millennials and Gen Z meat eaters who have concerns about practices in the meat industry and who may already be reducing their meat consumption or migrating to plant based meat alternatives.

Motivators:

- Taste and freshness
- Value for money
- Ecology, animal welfare, the environment and social justice
- High protein and clean label

BELIEVERS & 'ON THE FENCE'

Meat eaters who want to make the right choices (including health, animal welfare and environment) when the facts are clear but without having to compromise taste, health, convenience and value.

Motivators:

- Taste and freshness
- Value for money
- Healthy and clean protein source for me and my family
- Doing the right thing

DENIERS

Meat eaters who do not believe there are social or environmental problems with conventional meat which affect them or their families. They tend to distrust and reject sustainability narratives.

Motivators:

- Taste and freshness
- Value for money
- Healthy for me and my family; good source of protein
- Local economy

We considered interventions following RARE’s Center for Behavior & the Environment behavior change Framework, which is comprised of six behavioral levers.



MATERIAL INCENTIVES:

Increasing or decreasing costs, time, or effort for doing a behavior

CHOICE ARCHITECTURE:

Changing the context in which choices are made

RULES & REGULATIONS:

Enacting rules that promote or restrict a behavior

SOCIAL INFLUENCES:

Leveraging the behavior, beliefs, and expectations of others

INFORMATION:

Providing information about what the desired behavior is, why it matters, and how to do it

EMOTIONAL APPEALS:

Using emotional messages to drive behavior

Source: RARE, User’s Journey and Workbook

SAMPLE INTERVENTIONS FOR CONSUMER ENGAGEMENT

	RETAILERS	FOOD SERVICE
Choice Architecture	<ul style="list-style-type: none"> Change how choices are made. Organize in-store and menu choices to show and provide a competitive advantage (through placement) towards meat choices that combine quality, trust and sustainability benefits. 	<ul style="list-style-type: none"> Eliminate the need to choose for sustainability; Make ‘better for you’ (healthy + sustainable) the default option for meat choices on displays, posters, etc; Include a short explanation on the menu explaining why you are electing to offer high quality, clean label, and sustainably grown meat dishes.
Information	<ul style="list-style-type: none"> Media displays in the meat section of the store highlighting the positive messaging on trust, quality aspects of sustainably raised and produced meat, using positive messages and visuals to encourage trial and purchase behavior. Leverage provenance and consider calling out ‘local’ at Point of Sale (POS). 	<ul style="list-style-type: none"> Onsite digital displays and online information linked to the menu and ordering process. Information inside to-go packaging; Train food service teams so they can be prepared to speak to the sustainability, quality and health attributes of the meat dishes; Call out farm/local provenance in dish descriptors.
Emotional Appeals	<ul style="list-style-type: none"> Use in store signage (verbal and visual) that builds an emotional connection with shoppers’ main motivations and reassures them of the value of their positive choices. 	<ul style="list-style-type: none"> Use emotive language and images in dish descriptions; Use menus and social media channels to reinforce the positive value of the preferred choices. Depending on audience (young/urban vs. older generations) choose the most relevant messaging, e.g. animal welfare, CO₂ reduction, meat quality, trust, etc.
Material Incentives	<ul style="list-style-type: none"> Lower the risk for customers to try new sustainable meat products through targeted in store promotions; Link to loyalty program rewards where possible. 	<ul style="list-style-type: none"> Where loyalty programs exist, reward customers with extra points when trying new sustainable meat dishes; Time limited price promotions to incentivize trial of new products.
Social Influences	<ul style="list-style-type: none"> Use social media and influencers to reframe the sustainable meat narrative into ‘meat where you can trust the source’ with cues to higher quality, provenance and “real farmers”. 	

For more information, refer to the ReMI website: www.responsiblemeat.org

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