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.

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

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**SAMPLE INTERVENTIONS FOR CONSUMER ENGAGEMENT**

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<thead>
<tr>
<th>RETAILERS</th>
<th>FOOD SERVICE</th>
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<tbody>
<tr>
<td><strong>Choice Architecture</strong></td>
<td>• 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.</td>
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<tr>
<td><strong>Information</strong></td>
<td>• 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).</td>
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<td><strong>Emotional Appeals</strong></td>
<td>• 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.</td>
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<td><strong>Material Incentives</strong></td>
<td>• Lower the risk for customers to try new sustainable meat products through targeted in-store promotions; • Link to loyalty program rewards where possible.</td>
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<td><strong>Social Influences</strong></td>
<td>• 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”.</td>
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