



Are you a retailer trying to sell more plant-based products? Or a brand looking for the best way to market its meat-free variants, from naming to claims and communications? Or an organisation advocating for the consumption of vegetarian or vegan foods as a way to reduce the environmental impact of human diets? Whatever your ambition is, make sure you rely on science rather than chance.

The rise of sustainable diets

- The production of animal-based foods is nearly twice as bad for the environment as the production of plant-based foods. It also consumes 80% of the world's farmland while providing only 20% of global calories. Reducing consumer demand for meat, while increasing the adoption of plant-based diets, is critical for the future of our food systems.
- **The good news is that people are on board. 25% of global consumers are reducing their meat consumption. And more than 60% of Europeans express a growing desire for more plant-based alternatives.**
- But the work must continue. Meat consumption is expected to rise to 24% by 2050, and high-income countries still consume 10x more meat than low-income countries.

The science of sustainable diet behaviours

Before trying to get people to adopt sustainable diets, it is important to understand the many barriers that get in the way. For instance, in Western culture, meat is often the main part of a meal and therefore hard to replace. People are also afraid to try plant-based alternatives because they think they don't taste like meat. And addressing such barriers requires more than education and awareness.

This is why Behaven has created a behavioural science-based methodology for encouraging sustainable behaviours. This means we examine conscious and unconscious influences and enable change using the right combination of proven interventions.

Our toolbox include the Rainbow Wheel (TM), which is comprised of 66 proven behaviour change interventions, including for instance:

- 'Creative naming' or including texture and origin in the name of the product, instead of just calling it "meat-free" or "plant-based", can be useful when people are reluctant to try meat-free alternatives.
- 'Restructure the environment', or put plant-based products in the same aisle as meat to sell more plant-based foods.

From science to practice

Here is how Behaven is helping WWF-UK encourage sustainable diet behaviours:



Challenge

WWF-UK wanted to better understand and address the intention-behaviour gap among 25-34 y/o, an age group that is open to reducing meat consumption but is also among the largest meat eaters.

Solution

Qualitative and implicit studies were used to identify conscious and unconscious barriers to sustainable diet consumption. This led to specific behavioural interventions that were tested to ensure effectiveness.

Results

Behaven provided 12 science-based recommendations that will be used to inform and increase the impact of future WWF-UK communications and assist 25-34 y/o in adopting sustainable diets.

"Behaven's work has helped us understand how to best encourage young people to make manageable changes to their diets that they can maintain overtime. I am looking forward to using their recommendations and findings in our future campaign work." Gonzalo Taylor, WWF-UK

Get in touch

Rely on science rather than chance. And make your projects more effective using the science of sustainable behaviours. Contact Fred Dorsimont, our Managing Director, at fred@behaven.com or visit www.behaven.com