

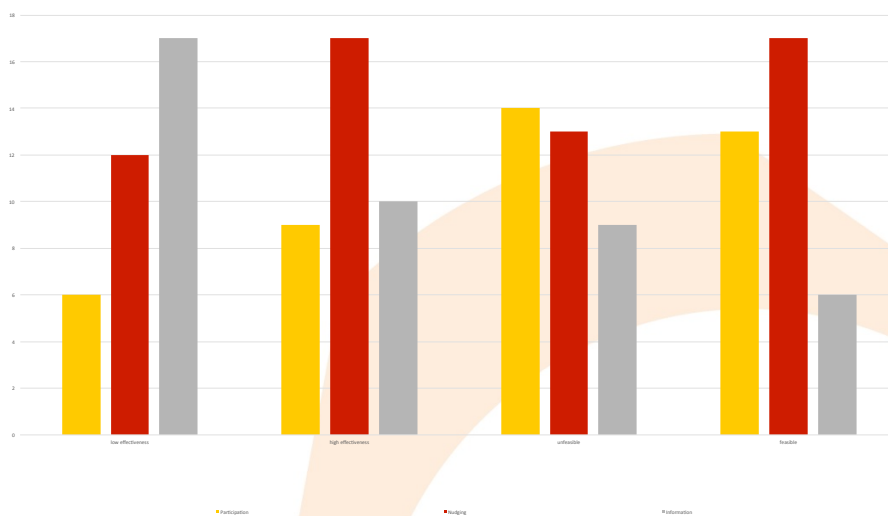
# INTERVENTIONS TO GUIDE CONSUMERS TOWARDS SUSTAINABLE NUTRITION OUT OF HOME – THE PERSPECTIVE OF CATERER VS. GUESTS

Emily Bauske<sup>1</sup>, Nina Langen<sup>1</sup>, Ricarda Dubral, Christine Göbel<sup>2</sup>, Melanie Speck<sup>3</sup>, Tobias Engelmann<sup>4</sup>, Holger Rohn<sup>4</sup>, Petra Teitscheid<sup>2</sup>

<sup>1</sup> Technische Universität Berlin, Institute of Vocational Education and Work Studies, Division of food consumption / food science, Marchstr. 23, 10587 Berlin, Germany, <sup>2</sup> University of Applied Sciences, Institute of sustainable nutrition, Corrensstr. 25, 48149 Münster, Germany, <sup>3</sup> Wuppertal Institute for Climate, Environment and Energy, Döppersberg 19, 42103 Wuppertal, Germany, <sup>4</sup> f10 Institute – Institut für nachhaltiges Wirtschaften gGmbH, Alte Bahnhofstraße 13, 61169 Friedberg, Germany

**Background:** Sustainable out-of-home nutrition can help to achieve overarching sustainability goals through a transformation in demands of consumers in this growing market. Studies indicate that individual food choice behaviours in out-of-home settings relate to a wide set of personal, social and situational factors. These factors can be influenced by various intervention strategies.

Figure 1: Workshop with caterers



### Procedure:

In a workshop / a focus group caterers (Figure 1) / consumers generated, discussed and evaluated practical intervention ideas by awarding points indicating perceived (in)efficacy and (un)feasibility of the intervention strategies.

## Nudging ideas discussed with

### caterers

- ⊕ Use sustainable recipes
- ⊕ Bonus cards
- ⊕ Free refills
- ⊕ Free dessert with a sustainable dish
- ⊕ Bigger vegetable portions
- ⊖ Offering no unsustainable dishes
- ⊖ Using high-quality plates and cutlery

### consumers

- ⊕ Front-cooking & 'experience of dining'
- ⊕ Arrangement of dishes
- ⊕ Design of the menu
- ⊕ Sustainable default option (condition: alternatives with meat available, when vegetarian)
- ⊕ Bonus Cards, coupons/ voucher
- ⊕ Vegetarian default options to which meat components can be added individually

Note: The black text signifies a positive evaluation of an idea or strategy, the grey text a negative one.

**Findings:** Both parties largely perceive the explored ideas as useful, agree on key intervention formats and prefer nudging strategies over information and participation interventions.