



SmartFood: Engaging citizens in food diversity in cities

D3.1. Design of data collection method and survey content

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Executive Summary

This deliverable is an extension to the deliverable D2.2 which outlines the approach to data collection method, specifically this deliverable outlines the content of the surveys that would be used in the design of the SmartFood App. The data collection approach outlined in the deliverable D2.2 specifies field data collection methods of setting up interviews with selected households and it specifies two main versions of the survey data collection: i) initial survey that collects the background information and socio-demographic characteristics of the treatment and control samples, and ii) repeating surveys that respondents will answer during the Urban Living Lab implementation, on a monthly basis. This deliverable in detail specifies the consent forms that will be used in the data collection (to ascertain a compliance with GDPR regulations in Poland and Norway). The specification of the consent form had to take into account specific requirements due to the international nature of collaboration and specific form of data collection. This deliverable next specifies the surveys for the first-time data collection and repeating surveys to be used for both samples – the treatment and control groups that the SmartFood app is reaching.

We hereby note that the explanations of the methodological approach, selection of variables and measures is provided in D2.2. Furthermore, in deliverable D2.3 we present an analysis of the potential of nudging messages to increase green consumption and reduce waste, as well as the suggested design of the studies to test the effectiveness of nudging messages that could be sent as prompts through the App. This deliverable focuses on the survey designs and outlook.