



SmartFood: Engaging citizens in food diversity in cities

D2.3. Co-design of nudging messages, feedback and incentives (for mobile app)

Funded by



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Executive Summary

This deliverable outlines the design of engagement incentives for creation of nudging messages, and feedback to be provided through the SmartFood App (hereafter App).

The deliverable starts with the literature review on the effectiveness of different forms of incentives and nudging in the food consumption contexts, that presents the background on which further research approach is constructed. Based on this evidence, we have designed online experiments to test the potential nudging messages to use in the App. We present experiment outline associated with the designs for the app content (reward incentives, feedback options) and the main elements of the feedback and incentives that the app should have.

The studies outlined here are designed to assess (1) the type of engagement that works best for maintaining the participation in green consumption Urban Living Lab study, type of incentives/rewarding that should be used to encourage and maintain the co-creation in the field experiment, and (2) the type of feedback messages to provide in the App for the purpose of analysing the effectiveness of informational versus social nudging messages (based on online and lab experiments).

We note that this deliverable represents further details of the research approach presented in deliverable *D2.2 Co-design of the controlled socio-ecological experiment and attitudinal and behavioural measures*, in particular with respect to the formulation of online and lab experimentation. Moreover, this deliverable is also related to the deliverable *D2.1 Characteristics of end-users concerning the perspectives of sustainable food self-production and consumption as well as engaging in the behavioural change*, which outlines the characteristics of the end users in the intended field experiments (referred to in this deliverable as Urban Living Lab field study).