



SmartFood: Engaging citizens in food diversity in cities

D7.2. Analysis reports on socio-ecological impact assessment on food consumption, healthy eating habits and reduction of food wasting

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Executive Summary

This report presents a comprehensive analysis of the attitudinal and behavioral data collected before and during the implementation of Urban Living Lab (ULL) from a series of diverse studies conducted in Poland and Norway. Employing both qualitative and quantitative techniques, the report is structured into five main sections, corresponding to individual tasks and different analyses employed. Jointly, these sections address the subtask 7.2.2: *“Analysis of the attitudinal and behavioral data (micro impact quantification on households).”*

The first chapter introduces the report. The second chapter details the behavioral analysis based on observations, interviews, and survey responses, shedding light on the barriers and drivers of citizen engagement in the ULL and urban green food self-provisioning. This chapter uses qualitative analyses as well as quantitative analyses of survey data to provide a deeper understanding of the motivators, drivers, and barriers to engagement and behavioral change towards sustainable consumption and environmental practices.

The third chapter offers a scientific report on the quantitative analyses of behavioral and attitudinal outcomes from the ULL. This includes an exploration of household purchasing patterns from the collected household bills before and during the ULL using panel data regressions and the difference-in-difference method. The analyses assess the impact of the intervention of green food growing on purchases, self-reported behavioral outcomes, and future behavioral intentions pertaining to green food consumption, food waste, and social cohesion over eleven months. We explore the rich insights gained from variations across the three groups of participating households: the treatment group that has engaged in growing green food and the two control groups, of which one was exposed to the same nudging through mobile phone prompts that the treatment group received and the control group that was not exposed to any treatments. In addition, we analyze the repeated measures over time for each of these three groups and are therefore able to apply mixed models that explore both the within-subject and between-subject analyses.

In the fourth chapter, we provide analyses of the additional studies undertaken in this project and delve into the analysis of nudging prompts' impact on diverse measures collected in online experiments and field studies. To bolster the robustness and cross-country applicability of the findings, lab and field experiments were conducted in both Poland and Norway. These studies, despite differing slightly in design due to budget and analysis purposes, explored similar underlying effects. The fourth chapter also presents combined results from online, lab, and field experiments in Norway, highlighting the effectiveness of diverse attitudinal drivers in promoting environmental awareness, healthy food consumption, and food waste reduction.

Finally, chapter five offers our general conclusions. The analyses in this report provide a holistic view of how growing green food impacts consumption, purchases, future intentions, environmental consciousness, and social cohesion. The findings underscore the potential of urban green food initiatives to foster green food consumption, social connectedness and promote sustainable behaviors in urban environments.