



SmartFood: Engaging citizens in food diversity in cities

D2.2. Co-design of the controlled socio-ecological experiment with attitudinal and behavioural measures

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Executive Summary

The deliverable D2.2. presented in this document describes the tasks and outcomes related to the co-design of the controlled socio-ecological experiment and attitudinal and behavioural measures intended to be used in Urban Living Lab (ULL) implementation and related online and laboratory experiments.

In particular, the tasks related to this deliverable included:

- analysis of the literature as a prerequisite for developing the methodological approach
- analysis of the potential (feasibility) of conducting controlled field experiments
- the design and testing of behavioural measures of sustainable green food consumption and food waste reduction and the design and evaluating of attitudinal measures for improving healthy food eating habits and social cohesion)
- the design and testing of household incentives for participation in terms of motivational factors and nudging prompts.

This report outlines the activities and conclusions related to the feasibility of the controlled field experiment implementation and tasks that include the design of household incentives for participation in ULL intervention, behavioural metrics to collect (which green food consumption metrics to employ, which food waste measure is more accurate and how communal sharing behaviour related to food could be measured), and attitudinal measures on environmental awareness, eating habits and measures of social cohesion in the building (communal interaction measures).

The tasks associated with workpackage 2 that refer to the characteristics of end users and the potential for adaptation to the needs of aging population is included in deliverable D2.1, The tasks associated with the nudging studies are described in more detail in Deliverable 2.3 *Co-design of nudging messages, feedback and incentives*, and their technical implementation is defined in Deliverable 3.1 *Design of data collection method and survey content*.

IMPORTANT NOTE: Online and lab experimentation tasks for the purpose of testing nudging incentives could not be undertaken due to the waiting for the approval of the budget for those tasks by NCBR (issues that also affect the deliverables in D2.3). Explanation: due to an administrative error in assigning budget categories, tasks related to the online and lab experimentation have been waiting for the release of the resources. This document and deliverable D2.3 will be further updated upon completing the experiments.