

Communication phase overview

Nordic workshop regarding Product Environmental Footprint (PEF)

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Consortium



Sub-contractors



Communication phase: objectives



Providing support in the definition, implementation and testing of communications vehicles (CV)



Gathering feedback on effectiveness, use of CV



Providing input for the evaluation of the communication phase

Behavioural Science perspective



The science of choice: what we decide, how we decide and how can decisions be changed.



In other words, understanding, predicting and changing behaviour.



Social psychologists describe behaviour
Cognitive neuroscientists focus on mechanisms
Economists seek to predict behaviour

Behavioural economics: Nudges

System 1 (Fast)

Quick, automatic, no effort, no sense of voluntary control. Continuous construal of what is going on at any instant

System 2 (Slow)

Slow, effortful, attention to mental activities requiring it. Good at cost/benefit analysis, but lazy and saddled by decision paralysis

Characteristics



- Quick (Reflexive)
- Heuristic based
- Use shortcuts. bias

- Deliberate (Reflective);
- Conscious;
- Rule-based;



When it comes to play

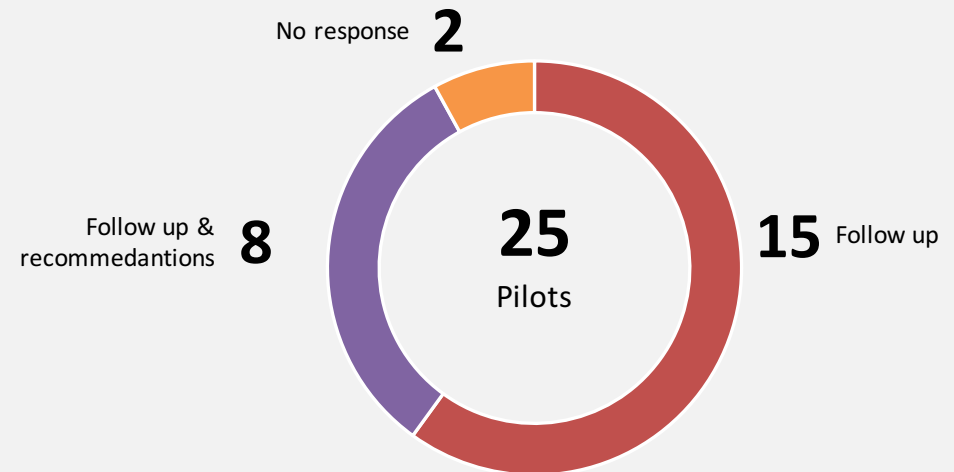
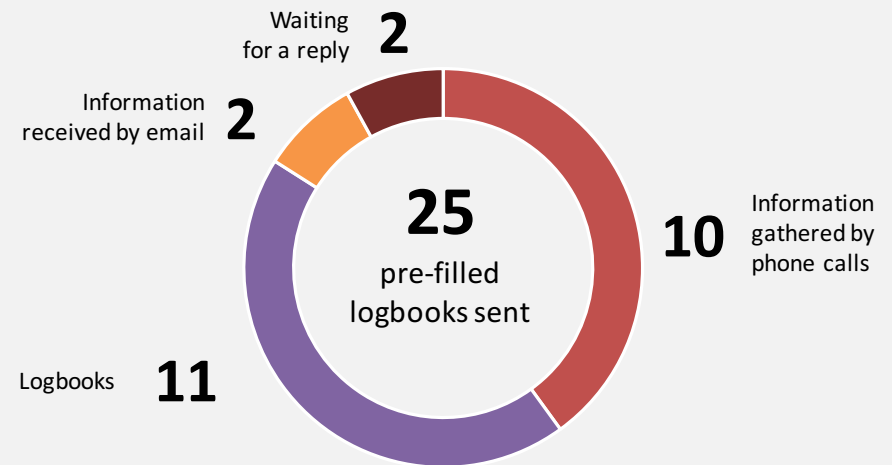
- When speed is critical
- To avoid decision paralysis
- When System 2 is lazy or not activated (not worth, no energy, lack of awareness)

- To take over when System 1 cannot process data;
- To override System 1 if effort shows that intuition or impulse is wrong

Work in progress

Most of the information gathered could be considered as **provisional**, including:

- the communication vehicles designed,
- the target groups,
- the methods used and
- the outcome variables tested.



Update on pilots' work: overview

Type of CV

- Label
- Website
- Communication report
- Performance report
- Declaration, product passport
- QR code
- Other

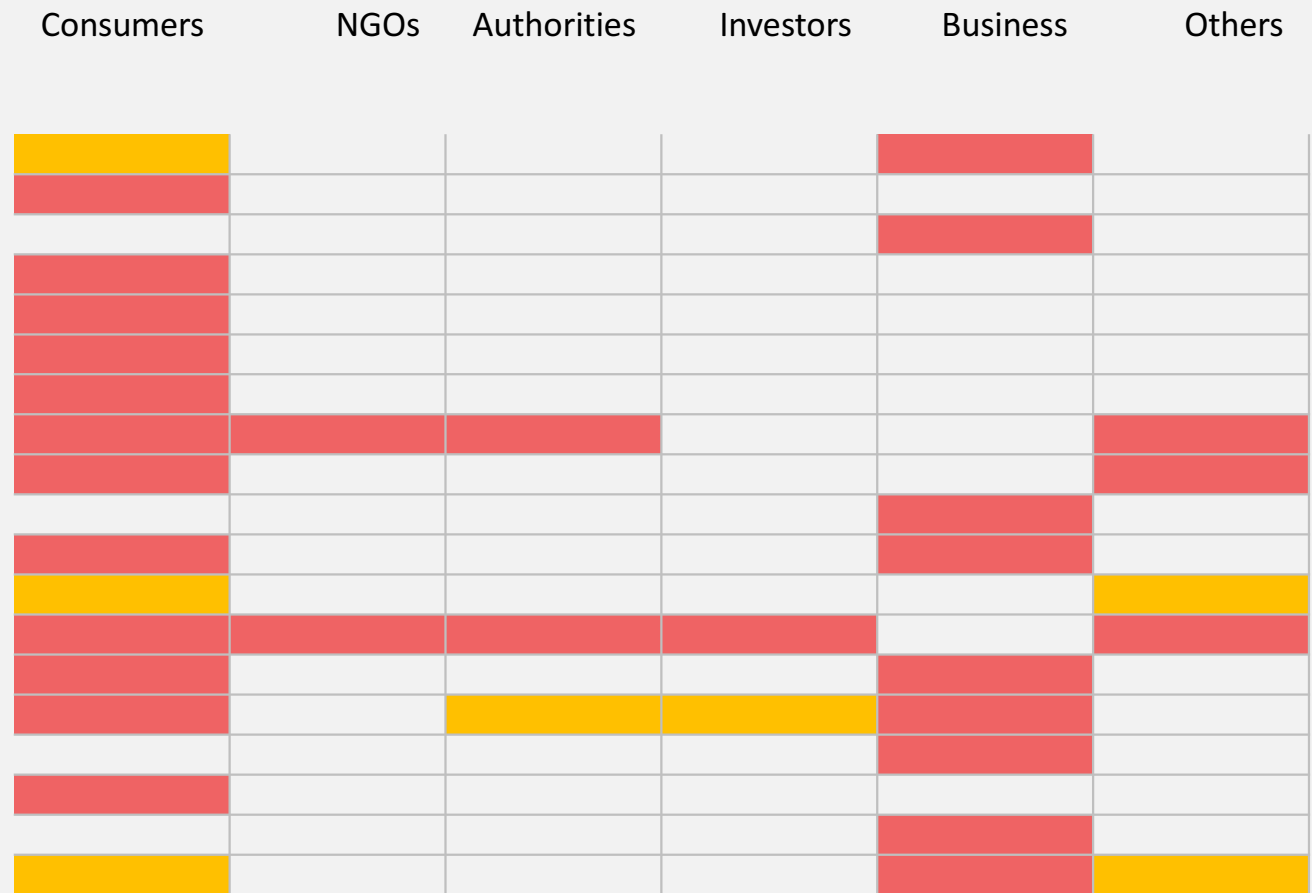
	Label	Website	Comm. report	Performance report	Declaration, PP	QR code	Other
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	Orange	Orange			Orange		
	Orange	Orange					Orange
			Orange		Orange	Orange	
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	Orange	Orange		Orange			Orange
			Orange				

Orange = TBC

Update on pilots' work: overview

Target groups

- Current and potential consumers
- NGOs
- Authorities
- Investors
- Business
- Other stakeholders



Orange = TBC

Update on pilots' work: overview

Methods

- Focus groups
- Experiments
- Direct observation
- Interviews
- Surveys

	Focus groups	Experiments	Observation	Interviews	Surveys
	Orange	Orange	Orange	Orange	Orange
		Orange			Orange
				Orange	Orange
				Red	
					Red
	Red	Red		Red	Red
			Red		
	Red		Red		
	Orange	Orange	Orange	Orange	Orange
			Red		Red
	Orange	Orange	Orange	Orange	Orange
				Red	Red
					Red
	Orange			Orange	Red
	Red				
					Red
	Red			Red	Red

Orange = TBC

Update on pilots' work: overview

The most common CV is the **Environmental Product Declaration (EPD)** or other types of product passports and **Labels**.

Consumers are the target of 14 pilots and 7 pilots will test their CV on **business**, whereas NGOs, government authorities and investors are rarely mentioned.

The majority of pilots who reported on their testing status (14) are likely to use **surveys**. Other reported methods include **interviews** (10), and focus groups (7). Only 5 pilots have reported their intention to run **experiments with control groups**.

Is information enough?

B2C and B2B, are there other actors?

Are we gathering behaviors?
Are we *nudging* individuals/organisations?

Thank you!

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