

Programming for Good Behavior

Using behavioral science to activate desired change in food waste management

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BehaviorSMART

beSmart 



Behavior-smart:

How we use behavioral science to make sustainability work?



Behavior-smart thinking means

using insights about human psychology to **influence behavior** in a way that produces **desired business and impact outcomes**.

- ✦ taking effort and **friction out**
- ✦ making **desired behavior non-negotiable**
- ✦ no conflict with the **core experience**





Behavior-smart thinking means

Travelers are not equipped and motivated to lead the needed behavior change and to drive the sustainability transition in the travel ecosystem.

We need to change the context in ways that make it natural and easy for traveler and worker behavior to be sustainable.



Behaviors that lead to food waste?

➤ **Spontaneous desire** to satisfy that hunger drives actions

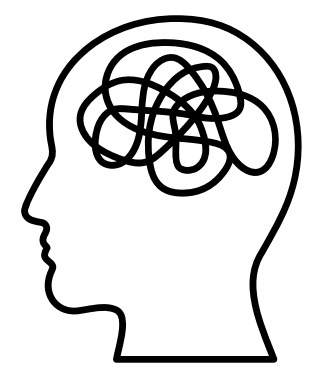
➤ **Food waste is not top of mind** when travellers make decisions at a buffet.

A perception that **refilling at a buffet is socially unacceptable.**

UNDERSTAND BARRIERS



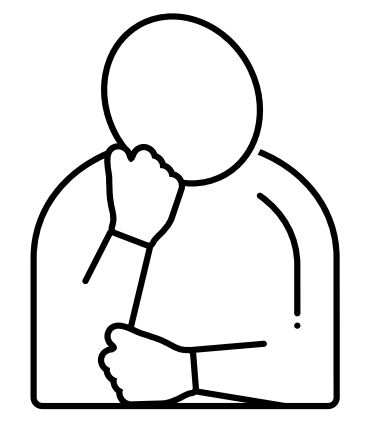
HABITS



LACK OF AWARENESS



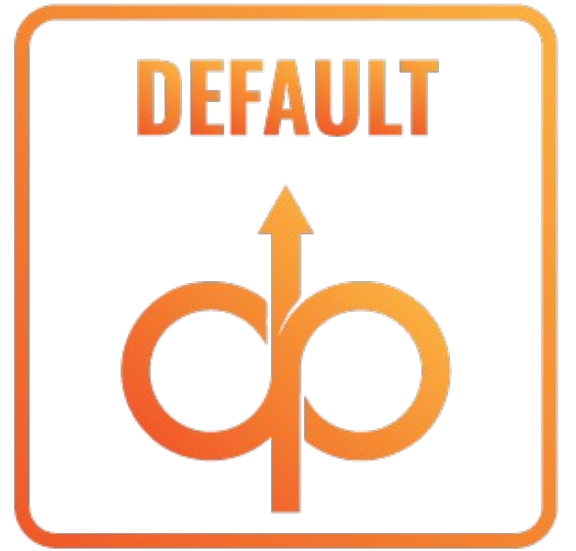
HASSLE



UNINTERESTED

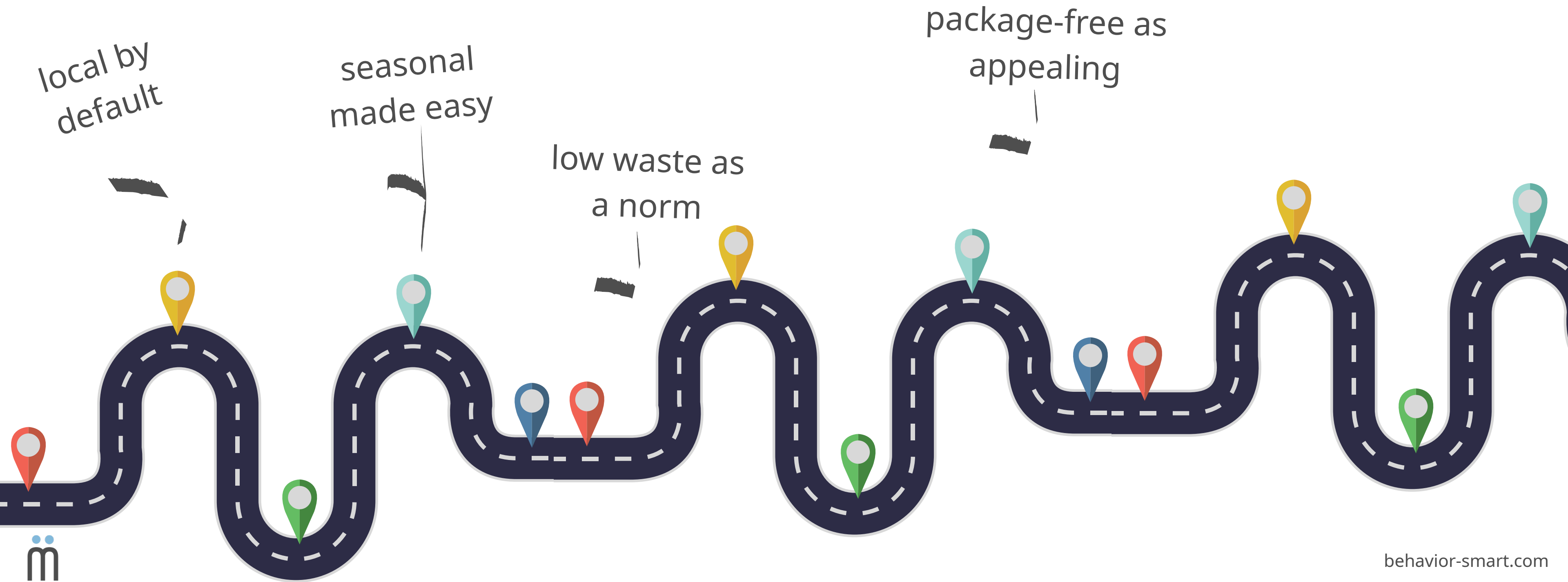
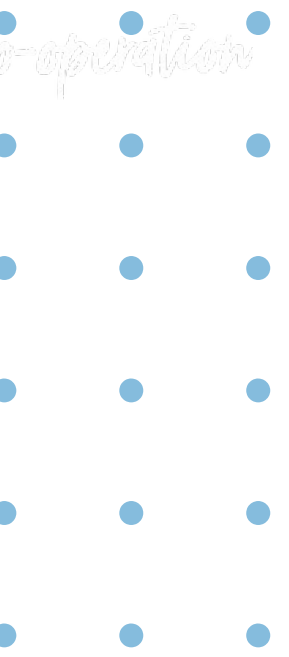


CHOICE FATIGUE



RE-DESIGN CHOICE MOMENTS

A part of the Arctic Europe co-operation



BEHAVIOR-SMART CASE STUDY:

Holomen Lofoten (Restaurant), Norway

Applied fixed default portions
Had a premium local layout
Repositioned high waste Items

= 75%

reduction in food waste per guest per breakfast



BEHAVIOR-SMART CASE STUDY:

Outhere (Tour Operator), Italy

Implemented a “Taste First” Buffet service where children were encouraged to take smaller portions and return for more.

= 49%

decrease in food waste produced per week per participant



BEHAVIOR-SMART CASE STUDY:

Snowhotel Kirkenes (Accommodation), Norway

Used engaging storytelling to make local cuisine more appealing and desirable. Activated additional desire and fear of missing out by making local menus available only with a preorder.

= 383%

increase of sold local menus



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Thank You!



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