

Behaviour Change and Longer-Term Impacts

Help move from information to action

- Insights from behavioural science applied
- Consumers actively encouraged to play a role, where appropriate
- Longer-term relationship built with consumers



What are common obstacles for Behaviour Change and Longer-Term Impacts in an e-commerce setting?

Information overload makes it difficult for relevant sustainability information to cut through all the noise

Ease of **comparing prices** online largely influences decision processes



Algorithms are usually based on **past** purchase **patterns**, hindering behaviour changes

Predefined **consumer profiles**, **recommendations** and **'quick buy'** options shorten customer journey

Real-life example of a common obstacle

Feng likes to shop conveniently on the internet using his favourite e-commerce platform which often recommends him products that fit his habits. However, he recently started to care more about climate change and would like to improve his shopping behaviour to lower his climate impact. How can he ensure that this is reflected on his user profile and in recommendations?

How to ensure Behaviour Change and Longer-Term Impacts in an e-commerce setting?



Through the different ways of presenting and promoting products online, e-commerce platforms can substantially influence consumer behaviour and purchase decisions. Therefore, platforms should engage in incentivizing more sustainable decisions. Loyalty programmes, including rewards for sustainable shopping behaviour, or the suggestion of alternative products with lower carbon impact when purchasing are good options to influence consumer decisions.

As social norms often influence shopping behaviours, e-commerce platforms should try to attach personal values to product advertisements, initiate peer pressure by communicating about other customers' shopping behaviours or make use of live carbon footprint calculators, showing the environmental impact of a customer's shopping basket. Allowing consumers to opt for recommendations not being based on their own shopping history but values they select themselves enables search results for more sustainable products. Lastly, to have a long-term impact and influence lifestyle changes, platforms should provide information on product use and lifetime-extension options or establish take back schemes where applicable.

Website: <https://www.oneplanetnetwork.org/consumer-information-scp>

Contact: ciscp@un.org



One planet
inform with care

The Dos and Don'ts for Behaviour Change and Longer-Term Impacts in an E-Commerce Setting



DO

- Allow customers to **break free from** recommendations solely based on their **search history**
- Provide **links to explanations** of how to **use** and **extend the lifetime of** products
- **Make customers aware** of their own (un)sustainable shopping behaviour and let them **compare with others**, e.g. by using **gamification**
- Make use of **customer reward systems** incentivizing sustainable shopping behaviour
- Provide **tips** or **user stories** and **customer product reviews** to inspire sustainable behaviour



DON'T

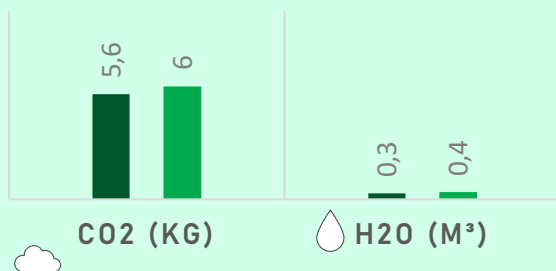
- Do not **lock-in** customers into their former (unsustainable) purchase behavior
- Avoid **negative phrasing** regarding consumer behaviour, **moralizing** is not an effective way of communication
- Do not forget to include **sustainability aspects in regular marketing communication**

Good Practice Examples

Reduce your environmental impact by choosing long-lasting and lower-impact materials

AVERAGE IMPACT OF A T-SHIRT:

■ Organic cotton ■ Standard Cotton



Clear and detailed explanations make it easier for customers to adapt their behaviour according to recommendations

Further Information & Tips:

- Standard cotton is usually heavily handled with pesticides, whereas organic cotton can be produced with crop rotation or other biological pest controls
- Look for these lower-impact material labels:



Website: <https://www.oneplanetnetwork.org/consumer-information-scp>

Contact: ciscp@un.org



One planet
inform with care