TealHelix: Building Resilience Through Inclusive and Personalized Food Labeling

Webinar Series 2 Securing our food supply chains: EU's innovative initiatives to combat food fraud, improve food traceability and sustainability, and increase consumers' trust

September 13th, 2024

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TealHelix

Inclusive and smart ways to communicate sustainability of food
TOPIC ID: HORIZON-CL6-2023-COMMUNITIES-01-6
Resilient, inclusive, healthy and green rural, coastal and urban communities (HORIZON-CL6-2023-COMMUNITIES-01)

Coordinator: KU Leuven (Belgium)
Duration: Sept 1, 2024 – Aug 31, 2028
Transdisciplinary consortium:

- marketing, consumer behavior, psychology, environmental, information sciences;
- communication, retailing, and standard-setting industries.

17 partners, 11 countries

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1	KATHOLIEKE UNIVERSITEIT LEUVEN - KU Leuven	Belgium
2	SAFE FOOD ADVOCACY EUROPE	Belgium
3	WHITE RESEARCH SRL	Belgium
4	VILNIAUS UNIVERSITETAS	Lithuania
5	ADCOGITO ELGSENOS TYRIMU INSTITUTAS, VSI - ADCOGITO, INSTITUTE FOR ADVANCED BEHAVIORAL RESEARCH	Lithuania
6	VALSTYBINE MAISTO IR VETERINARIJOS TARNYBA - STATE FOOD AND VETERINARY SERVICE	Lithuania
7	SIA RIMI BALTIC	Latvia
8	ZENITH POLAND SP ZOO	Poland
9	STOWARZYSZENIE KOMUNIKACJI MARKETINGOWEJ SAR	Poland
10	UNIVERSITY OF MACEDONIA	Greece
11	EREVNITIKO PANEPISTIMIAKO INSTITOUTO SYSTIMATON EPIKOINONION KAI YPOLOGISTON - RESEARCH UNIVERSITY INSTITUTE OF COMMUNICATION AND COMPUTER SYSTEMS	Greece
12	RIJKSUNIVERSITEIT GRONINGEN	The Netherlands
13	STICHTING VU	The Netherlands
14	GS1 GERMANY GMBH	Germany
15	UNIVERSITAET FUER BODENKULTUR WIEN - BOKU	Austria
16	COPENHAGEN BUSINESS SCHOOL – CBS	Denmark
17	UNIVERSITY OF LUCERNE	Switzerland

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Summary

The TealHelix advances the state-of-the-art by proposing a more precise and targeted approach – **empowerment through personalization and inclusion.**

Using the underlying logic of **motivational matching**, we will develop a number of new labeling approaches and digital social innovations to guide and improve consumer decision-making.

Combining insights from **life cycle, social and economic environments analysis, measurement**, and consumer behavior theories, we will develop a new measure to assess how individual and planetary preferences for various sustainability dimensions can be aligned to reach sustainability goals.

Next, we will test a number of **means of transmission**: traditional labeling approaches, digital and brick-and-mortar retail labeling approaches, and smart labeling approaches.

To sustain and scale the change, we will develop **integrity guidelines** and new sustainability information provision standards for the industry.

Specific needs

-Consumers are **surrounded by unsustainable food environments** that deteriorate trust and question the effectiveness of sustainability labeling.

-The **general motivation** behind sustainable food consumption remains low, consumers lack knowledge and valuation of existing food labeling frameworks.

-The specific needs of citizens and **vulnerable consumers** are not addressed.

-Difficulty in changing the behaviors of people who are **resistant** to sustainability ideas.

-Lack of methodologies to assess **different sustainability dimensions**.

-Lack of comprehensive understanding on how **media/marketing environments** and socio-cultural aspects influence consumers.

-Extent to which **retail environments** might influence consumer choices is poorly understood.

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Objectives

-O1. Analyze the influence of media/marketing and sociocultural aspects on consumer understanding of sustainability (a large-scale EU survey, media planning reports, social listening).

O2. Identify information expectations and needs related to all three dimensions of sustainability (experience sampling, experimental testing stage (via explicit, conscious and/or implicit, unconscious processes).

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Objectives

O3. Develop a measure for consumers that matches preferred and the most effective sustainability dimensions (life cycle, social and economic assessment, psychometric scale).

O4. Develop novel behavioral interventions to boost the motivation to use sustainability information. 4 large groups of interventions based on (1) beliefs and norms, (2) social tipping points, (3) social influence, and (4) interventions tailored to the needs of vulnerable consumers.

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Objectives

-**O5. Engage citizens in innovation creation through co-creation and citizen science** (citizen science linked with large amounts of real behavior data).

O6. Develop AI based apps for citizens. The Claims - to check sustainability claims. The BetterMe app - to track own sustainability scores; link it with all three sustainability dimensions.

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Objectives

O7. Pilot test the effectiveness of different labeling approaches. Real-life settings across six countries (Germany, Poland, Greece, Lithuania, Latvia, Estonia). The presentation and transmission of labeling approaches.

O8. Build capabilities, standards, and trust in sustainable food labeling schemes.
A dedicated training program on the integrity dimension (e.g., where are the limits for micro-targeting and personalized approaches). Guidelines for consumers on how to make informed and sustainable food choices.

O9. Deliver practical tools and guidelines for national and regional authorities in the EU and Associated Countries.

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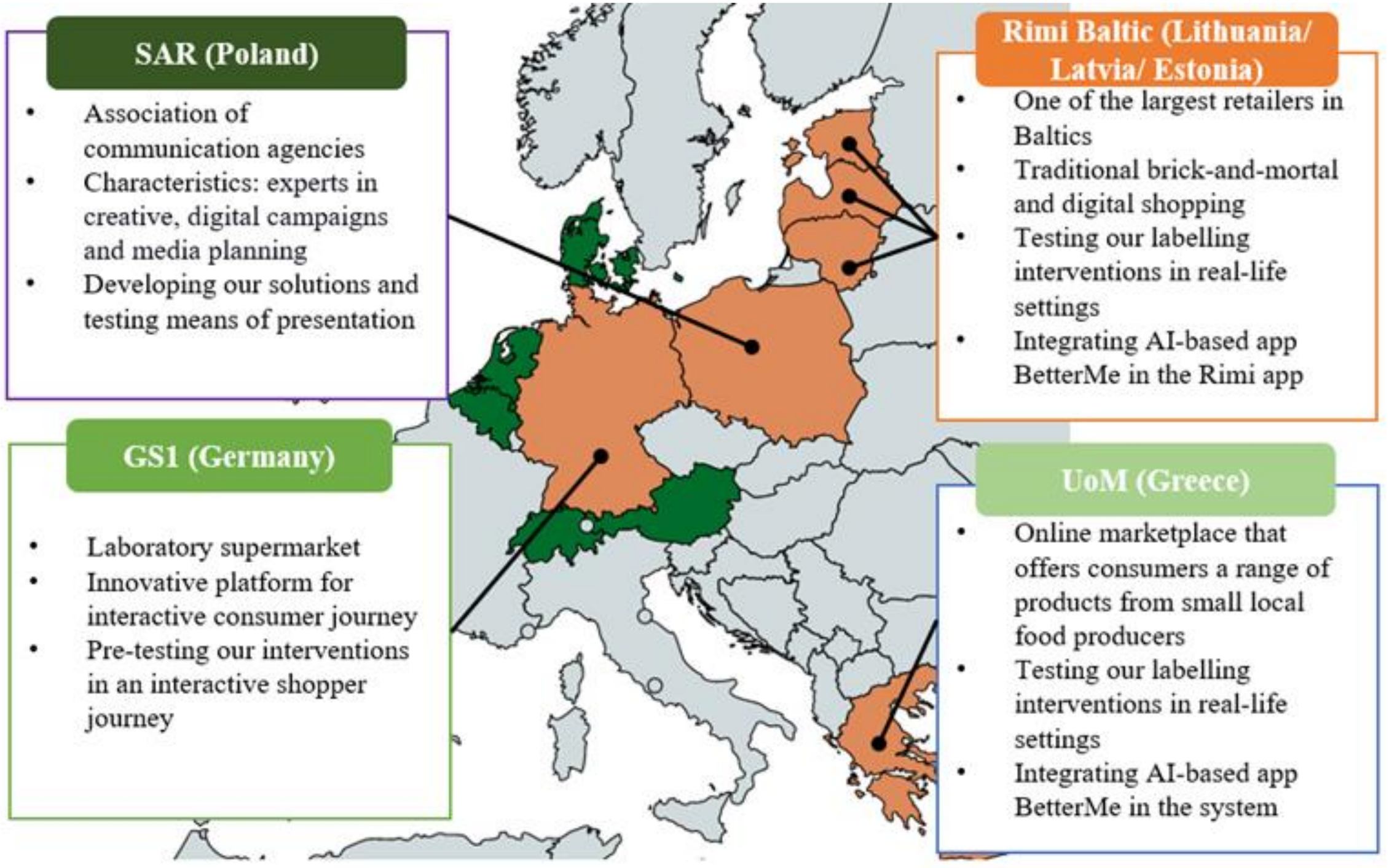

SAR (Poland)

- Association of communication agencies
- Characteristics: experts in creative, digital campaigns and media planning
- Developing our solutions and testing means of presentation

Rimi Baltic (Lithuania/ Latvia/ Estonia)

- One of the largest retailers in Baltics
- Traditional brick-and-mortal and digital shopping
- Testing our labelling interventions in real-life settings
- Integrating AI-based app BetterMe in the Rimi app

GS1 (Germany)

- Laboratory supermarket
- Innovative platform for interactive consumer journey
- Pre-testing our interventions in an interactive shopper journey

UoM (Greece)

- Online marketplace that offers consumers a range of products from small local food producers
- Testing our labelling interventions in real-life settings
- Integrating AI-based app BetterMe in the system

Results

-Methodology combining scientific insights and practical knowledge to evaluate the **influence of media and marketing**.
-Methodology to identify information **needs/expectations** at the conscious and/or unconscious levels.
-Methodology to assess **dimensions of sustainability**.
-A new psychometric measure – the **Sustainable Food Compass**.
-Innovative **behavioral interventions** to boost the effectiveness of means of transmission (based on beliefs and norms, social influence, social tipping points).
-Methodology to empower **vulnerable consumers**.
-AI-based apps **BetterMe and Claims Buster**.
-**Standards and guidelines** for the industry and policymakers.

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Thank you for your attention

Any Questions?

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