

THE AIM INITIATIVE

AIM Initiative on Nudging for Good

Sustainable Growth through Trusted Brands

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NUDGING
FOR GOOD



AIM®
EUROPEAN
BRANDS
ASSOCIATION

2. Purpose and Definition

WHY AIM-NUDGE ?

AIM is launching AIM-Nudge to promote “nudging for good” by companies as “a way for a brand, on the basis of consumer insights, to make it easy and desirable for consumers to change behaviour or habit and adopt a healthier and/or more sustainable one. “

Nudging can be a powerful way to support public policy goals

Nudging can be a powerful way to support public policy goals. The best nudges are visible, have high impact and can change behaviour for the long term, especially in association with other activities, such as information and education campaigns. Engagement by brands is also good for business, especially in the long term

WHY AIM-NUDGE ?

As AIM members we represent the leading brands in Europe. We have a long-lasting relationship of trust with our consumers – which provides us with opportunities and responsibilities. Brand manufacturers are deeply engaged in many areas of sustainable consumption and production, including ground-breaking initiatives in product design, sustainable sourcing of key raw materials, reduction of energy and water use during production processes, as well as promotion of healthier and more sustainable consumption patterns through consumer information and education campaigns.

We believe that through ‘nudging’ techniques brands can further help people overcome the gap between intention and action by making it easier and desirable for them to adopt healthier and more sustainable lifestyles and seek even greater and positive alignment with public policy goals.

Brands can further help people overcome the gap between intention and action

Academic research has shown that information is not enough to drive behaviour change. Several public campaigns have demonstrated the effectiveness of the nudging approach to trigger behaviour change.