

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

4. OUR PLAN FOR ACTION

To bring the “nudging for good” concept to life, we:

1. Have defined a set of priority focus areas matching public policy goals, where consumer behaviour change is key, and supporting the Sustainable Development Goals, in particular “ensure healthy lives and promote well-being for all at all ages” and “ensure sustainable consumption and production patterns” :
 - Healthier balanced diets and active lifestyles
 - Responsible drinking
 - Less waste and litter
 - Resource efficiency
 - Good hygiene and appropriate product use
 - Self-care

To bring the “nudging for good” concept to life, we:

2. Have developed a practical open-source nudge toolkit to foster emulation of “nudging for good” in the branded goods industry, as well as in other sectors.
3. Have set clear principles & criteria for what is “nudging for good”, including addressing ethical aspects.
4. Will strongly encourage brand manufacturers who engage in “nudging for good” to measure impact of their nudges and provide feedback to their “nudge audience”.
5. Are engaging in a collaborative and dynamic approach with external stakeholders, e.g. academics, regulators, civil society representatives, to ensure constructive challenge and continuous progress. An independent Committee has been established to advise on the deliverables and help ensure alignment with public policy goals and a consistent use of behavioural science in policy-making.