

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

5. What's in it for the consumer and society?

What's in it for the consumer ?

Making it easy...

Studies show that consumers want to lead healthier and more sustainable lives, but they are not always aware of how to do this. Brands can engage with consumers through making healthy and sustainable behaviour easier

...whilst preserving freedom of choice...

Nudging at its best helps people achieve change which they aspire to. It does not restrict choice and leaves the ultimate decision to the consumer. By doing so it can achieve prompt and well-targeted results

... and making a difference

Nudging will help consumers live healthier and more sustainable lifestyles – an individual and societal benefit. Nudging can be fun and engaging for consumers, whilst at the same time giving the satisfaction of doing something worthwhile.

What's in it for society?

Positive change ...

through focus on behaviour change to achieve high impact on sustainability, health and well-being

...in support of politically recognised objectives...

where behaviour change is key to achieving a positive impact for society as a whole

...and addressing planetary challenges

as set out in 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”.