THE AIM INITIATIVE

AIM Initiative on Nudging for Good

Sustainable Growth through Trusted Brands

Contact: Katrin Recke, AIM
katrin.recke@aim.be



NUDGING FOR GOOD

BVa

AIM EUROPEAN BRANDS ASSOCIATION

1. The Nudge Context

The Nudge Context

Nudge comes from the **Academic World** of behavioural science and looks at influencing people's behaviour positively and without constraints.





Policy Makers have been pioneers in implementing nudge campaigns

→ They agree that more work is needed to encourage consumers towards healthier & more sustainable lifestyles

Brands are in a privileged position to nudge consumers based on their unique relationship with them, and their scale and reach: in the consumer home, through communication/marketing and at the point of sale

→ AIM wants to promote the idea of " nudging for good" by companies/ brands to contribute to public policy goals

AIM® EUROPEAN BRANDS ASSOCIATION

Retailers clearly have an opportunity to nudge primarily at the Point of Sale (POS)

NGOs can use nudging techniques in communication with their target groups

Collaboration between all these actors will contribute to success

BVA AIM® EUROPEAN BRANDS ASSOCIATION