

## Paper 7.5

### Climate Change and Consumer Behaviour Working Group Update (June 2021)

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#### Summary

This paper outlines the activity of the climate change and consumer behaviour working group since the ACSS meeting on 1<sup>st</sup> December 2020. IPSOS Mori and ADAS were commissioned to collate evidence on the topic of consumer behavioural trends due to climate change concerns. An expert workshop was held on 18<sup>th</sup> May to horizon scan current thinking and facilitate discussion on the topic. A report is being produced covering the outputs of the workshop.

## 1. Background

- 1.1. The aim of the ACSS working group on climate change and consumer behaviour is to map emerging and potential consumer behaviour trends onto the FSA's objectives in order to inform FSA policy in the coming years.
- 1.2. In the ACSS meeting on 1<sup>st</sup> December 2020, several scoping activities were proposed including engagement with the wider research community and with the FSA's Chief Scientific Advisor.

## 2. Expert Workshop

- 2.1. An expert workshop was held on Tuesday the 18<sup>th</sup> May to support the aim of the climate change and consumer behaviour working group by:
  - fast-tracking understanding of the current thinking and research in this area,
  - facilitating deliberation and focus of the ACSS working group, increasing potential for strategic impact
  - enabling the working group to identify and network with the research community in this area.
- 2.2. The workshop was well attended with 33 participants, who were engaged and knowledgeable in the area. The first session had five presentations from leading researchers in the area:
  - Food, behaviour and climate change- Feedback loops, the need for a long view, and misinformation (**Dr. Christian Reynolds, City**)
  - Food safety and consumer behaviour in response to climate change (**Professor Lynne Frewer, Newcastle**)
  - Relating production to consumption, and back again: an integrative approach (**Dr Jonathan Beacham and Professor David Evans, University of Bristol**)
  - Consumer packaging choices and the need for regulation of sustainable packaging for food safety (**Antony Lord Smithers SME Ltd**)

- The role of edibility and food culture in transitioning to alternative proteins/meat alternatives (**Professor Michael Goodman, University of Reading**)

2.3. As a stimulus to discussions in the second session, attendees were shown the output of a pre-workshop exercise, mapping possible behavioural trends on to FSA priority areas of food safety, food authenticity and FBO regulation. Attendees were asked to discuss prevalence of trends and impact on FSA priority areas. This map has been revised following the workshop discussions and is presented as Figure 1.

### **3. Key Takeaways from the Workshop**

3.1. Paper 7.6 of the 7<sup>th</sup> ACSS plenary meeting provides a draft executive summary of the workshop.

### **4. Next Steps for the Working Group**

- 4.1. Possible next steps are for work to focus on the behavioural trends identified as most impactful on FSA priority areas and exploring possible complementing work areas with the Science Council's Net Zero working group.
- 4.2. Areas of future work may include exploring the evidence base for these proposed impacts, to increase our understanding and explore possible mitigation.
- 4.3. The working group could also explore how best we can understand these behaviours by using a behavioural science approach (ie COM-B).
- 4.4. Potential key dates and future outcomes for the working group are in section 6.

## Appendix

### 5. Key Dates and Proposed Outcomes

#### 5.1. Plenary presentation, 13:00, 22<sup>nd</sup> June 2021

Proposed outcomes:

- Presentation of paper 7.5 and highlights to the wider ACSS by Ipsos
- Elicitation of feedback from the ACSS members and FSA attendees on findings
- Invite comments on any potential overlap with other ACSS and FSA activities (e.g. communication of risk)

#### 5.2. Climate Change working group meeting, 14:00-15:30, 7<sup>th</sup> July 2021

Proposed outcomes:

- Discussion and agreement on next steps including:
  - The method of prioritising topics highlighted in the workshop for the working group to investigate in more detail.
  - Possible appropriate methods to apply to future work, for example, the COM-B model.
  - Future outputs from the working group. Some examples could be designing questions for Food and You Wave 5 in April 2022, exploring the evidence base and consulting further with experts, presentations, reports.
- Discussion on potential synergies with other FSA activities (e.g. surveillance)
- Agreement on the frequency of upcoming working group meetings

## 6. Mapping climate change relevant behaviours against FSA priority areas

Potential behaviour trends	FSA Priority Areas		
	Food Safety	Food Authenticity	Regulation of Food Businesses
<b>Dietary change</b>			
Vegan and vegetarian diets			
Dairy reduction			
Meat/dairy alternatives e.g. plant-based protein			
Other novel foods			
Palm oil reduction			
Low carbon diets			
Seasonal produce			
<b>Purchasing behaviours</b>			
'Freeganism'			
Avoiding plastic packaging			
Purchasing grocery/milk delivery and meal kits			
Using local suppliers and delivery services e.g. farm			
Using digital tools to identify choice preference			
Purchasing free range/organic			
Purchasing fair trade			
Taking your own contains to refill			
<b>Behaviours in the home</b>			
Avoiding single use plastic in food storage			
Reducing food waste			
Energy efficient cooking practices			
Cooking novel or unfamiliar foodstuffs			
Grow your own			
Keeping livestock e.g. poultry for eggs			
Use of person to person food sharing apps e.g. OLIO			
<b>Eating outside the home</b>			
Community kitchens			
Low-packaging options/reusable containers for			
Sustainable hospitality choices			
Sustainable food choices			