



Engaging in sustainable bioeconomies: The role of data-driven communication

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To which design flagship did you submit your proposal?

A: Design Flagship Methodological Innovation

What are you exploring? With what objective?

- Many of the changes towards a more sustainable society require a **behavioral change** of individual citizens.
- The **personal data** people leave behind on digital media can be used to develop **targeted messages** that are more personally relevant than general messages.
- In this project, we investigate how different targeted messages can be effective in influencing citizens' **attitudes** towards, as well as actual purchasing **behavior** of **more sustainable clothes**.

Why is this interesting scientifically?

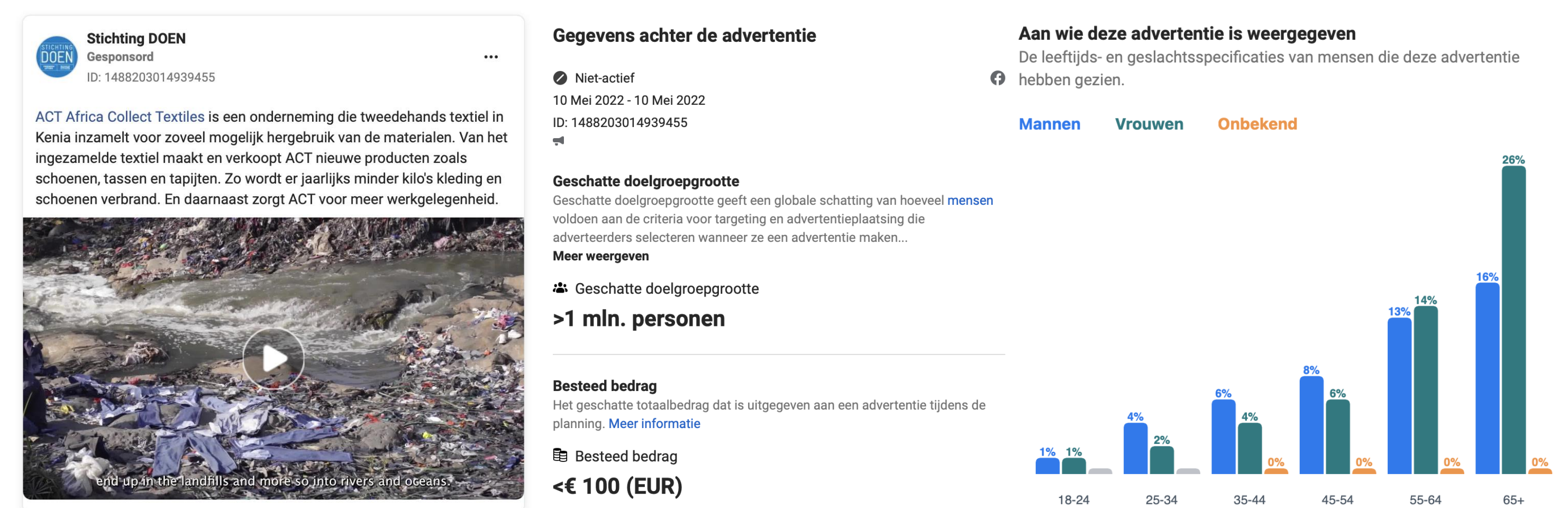
- Microtargeting – often taking place on social media – is a strategy to reach **specific segments of a population** with messages that are expected to specifically appeal to people that have certain shared characteristics.
- Little research has gone into the use of this type of strategies affecting sustainable behavioural change. In general, it would be highly valuable to investigate whether **online persuasion strategies** can be used to promote more **sustainable decisions**.
- Research into targeted messaging is not consistent in its findings and effectiveness seems to be highly context- and content-specific (Boerman et al., 2018).

How is this relevant to the materials transition?

- Behavioral change asks for **effective** communication.
- This project provides **concrete insights** into the features that co-determine whether people engage with information that encourages sustainable consumer behavior, in particular.
- The mock campaign that is developed for the online field experiment can serve as a **source of inspiration** for policymakers and activists that work in the field of sustainable communication and clothing production.

What are the key activities or steps?

- The project proposes two concrete activities: an experiment and an online field experiment (see an example of targeted campaigns below).



What are key deliverables?

- **An outline of a mock campaign** on sustainable consumer behavior. This consists of ads that we test in our field experiment and an outline of our findings providing concrete information about the effectiveness of each of them.
- **An academic article** that brings together the findings of the two experiments.

One what issues would you like to get input from others?

- Insights into **relevant developments** in the textile industry that can be used in communication towards consumers.
- **Technical and designer expertise** to develop professional campaign materials for both empirical studies.

