Interreg CENTRAL EUROPE
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D4PACK

FOOD COMPANIES AND CONSUMER BEHAVIOUR ON SUSTAINABILITY

Bridging consumer expectations and business practices

The challenge: the attitude-behaviour gap

ATTITUDE
"I care about sustainability."

▶

CONSTRAINTS
Price, availability, habits, time, trust

▶

BEHAVIOUR
"What I actually buy."

The key question: **how do we remove friction between intention and action?**

What consumers told us

65%
would not pay more for eco-friendly packaging materials

5.5 vs 5.2
preventing substance migration outranks recyclability: safety comes first

5.1-5.4
the flaws consumers notice are practical: readability, opening, re-closing

Note: scores refer to a scale from 1 to 7

Five rules for food companies

01 **Make sustainability affordable**

02 **Deliver functional value and food safety**

03 **Communicate transparently, with evidence**

04 **Reduce friction in sustainable choices**

05 **Co-design and test with consumers**

Sustainability must work for both consumers and companies.

Changing behaviour requires changing the choices that are available, understandable and affordable.

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