Forslag til gennemførelse af læringsforløb

## Formål

Formålet med gennemførelsen af læringsforløb i brugen af SHIFT framework kan bl.a. være:

* Motivation af de studerende til at interessere sig for bæredygtighed og forbrug
* Give de studerende et forskningsbaseret teori- og begrebsapparat til at analysere bæredygtig købsadfærd
* Give de studerende en værktøjskasse til at kunne opstille løsningsforslag til indsatser, der kan øge forbrugernes fokus på bæredygtighed i deres indkøb

## Målgruppe

Læringsforløbet kan gennemføres på AP og BA som en del af undervisningen i bl.a. købsadfærd, bæredygtighed, adfærdsdesign og promotionmix.

## Tidshorisont

Læringsforløbet kan afhængigt af de studerendes forberedelse gennemføres på mellem 3 og 5 timer, idet de studerende enten har forberedt præsentationer i grupper før forløbet eller får tid til dette i selve forløbet.

Vi foreslår, at SHIFT frameworket anvendes som et supplement til den eksisterende undervisning og meget gerne som en del af et projektforløb, hvor de studerende efterfølgende kan anvende SHIFT frameworket i deres eget projekt.

## Gennemførelse

Forløbet gennemføres som et kollaborativt læringsforløb med aktiv inddragelse af de studerende og deres egne erfaringer og observationer af bæredygtigt forbrug. Der anvendes ”student teach student” eller ”peer-to-peer teaching” teknikker for at øge de studerendes forberedelse, engagement og motivation.

De studerende deles ind i 5 grupper, som hver får ansvaret for en af de fem faktorer i SHIFT. Grupperne får instruksen i bilag 1 enten som forberedelse til undervisningen eller på dagen, hvor der gives tid til gruppearbejde. SHIFT artiklen lægges ligeledes ud til grupperne, men det anbefales, at man kun beder de studerende læse det ”bogstav”, som de er ansvarlige for. Artiklen er en forskningsartikel og kan være svært tilgængelig for mange studerende, særligt på AP niveau.

På selve dagen bruges vedlagte præsentation. I notefeltet er der kortfattede forklaringer til flere slides.

Bilag 1:

Case in sustainable consumer buying behavior[[1]](#footnote-1)

## Introduction

Focus on environmental degradation, pollution, and climate change, increasing social inequity and poverty and the growing need for renewable sources of energy has never been more relevant than it is today. Also, consumer buying behavior is affected by this discussion and growing need for a change and we need to rethink our traditional way of considering and analyzing buying behavior where the focus until now has been on the individuals’ quest for fulfilling own short-termed needs and wants. In our discussion of sustainable buying behavior, we are going to work with the SHIFT framework to identify the key drivers of sustainable consumer buying behavior (White, Habib, Hardisty 2019):

* Social influence
* Habit formation
* Individual self
* Feelings and cognition
* Tangibility

## Case description

Each group will be assigned one of the factors in the SHIFT framework that you must work with and present to your fellow students Monday 15 November. Below you will find your assigned focus along with some guiding questions:

Group 1: Social influence (consumers are often affected by the presence, behaviors and expectations from others – eg when buying organic eggs or not using plastic bags)

* How important is it to the consumer what other consumers are doing – the behavior of others? (descriptive norms)
* How important is it to the consumer what other consumers think they should do? (injunctive norms)
* Which group(s) (eg the typical “recycler” group) do the consumer identify themselves with and how does that affect the consumers focus on sustainable behavior?
* Which group(s) do the consumer aspire to belong to – and want to impress through their behavior (and consequently select sustainable options to impress the group)?

Group 2: Habit formation (Some behavior has become relatively automatic over time and many common habits are unsustainable - eg grocery buying is very much habitual and it can be difficult to change habitual behavior)

* How much of the buying behavior in your industry is affected by habits (automated behavior)
* how difficult is it to break a habit and change the behavior to more sustainable choices?
* Have you identified any actions from retailers in your industry to break unsustainable behavior and promote more sustainable options?

Group 3: Individual self (Individuals desire to maintain positive self-views and can reaffirm themselves through consumption – they want to feel good about themselves (eg cycling to work instead of going by car))

* How important are the consumers behavior in your industry in building their self-concept (how they view themselves and how they keep a positive self-image, what motivates them etc.)
* Do consumers feel that choosing a sustainable option involves a significant compromise on their self-interest?
* Do the consumers believe that they as an individual can engage in a required action and that carrying out the behavior will have the intended impact​? (Does the behavior matter at all?)
* How is the behavior affected by personal norms and demographics?

Group 4: Feelings and cognition (There can overall be two different routes to action – one driven by affect (emotional behavior – eg fear for the future) or one driven by cognition (more rational behavior – eg buying local grown vegetables is a better sustainable option than buying organic foreign vegetables)

* Is the behavior in your industry primarily driven by affect or cognition?
* How is the behavior in your industry affected by fear for the future and guilt for the consequences of not choosing a sustainable product?
* How does the consumer react on information about sustainable options?
* What kind of information about sustainable options has an impact on behavior?

Group 5: Tangibility (eco-friendly actions and outcomes can seem abstract, vague, and distant for the consumer. They must put aside individual interest to prioritize behavior that are focused on others and are only realized sometime in the future and that can be difficult to relate to)

* How tangible is the outcome of a sustainable action to the consumer? Can they see why their action matter and how it matters?
* What kind of communication about sustainability affects the consumers behavior? (eg the actions effect on the well-being of “the world” or is a more local focus more effectull, should focus be on short term effects or long term effects, should focus be on how much the consumer save with the action or how much they gain from the action etc.)
* What is the perception of the sharing economy and dematerialization (buying less products) with your consumers?

## Requirements:

You must prepare a 10-minute presentation of your assigned element in the SHIFT framework before class. Find as much information about your subject as possible (including some qualitative interviews) and base your discussion on this.

1. Sustainable consumer behavior is defined as actions that result in decreases in adverse environmental impacts as well as decreased utilization of natural resources across the lifecycle of the product, behavior, or service (White, Habib, Hardisty 2019) [↑](#footnote-ref-1)