

Healthier food and healthier food environments at sports events

A focus on nudges and making choice easier

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How do people choose what to eat?



DECISIONS about what to eat ARE:

- habitual
- automatic
- rapid
- instinctive
- guided by **noncognitive** processing
- subject to the influence of social and environmental cues
- often made in a way that does not require effort, awareness, intent or control
- ...

What is “nudging” ?

- A focus on the **ENVIRONMENT** around the individual where concrete decisions are made >
- It operates within a person’s automatic decision-making processes
- Reduces the cognitive load or physical effort involved in choosing the target option
- Alters the environment to make some choices easier



Some characteristics **

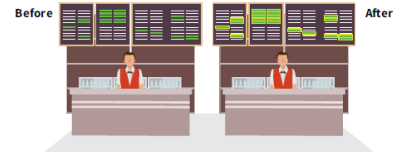
- Low cost
- Do not prohibit

What do nudges do?

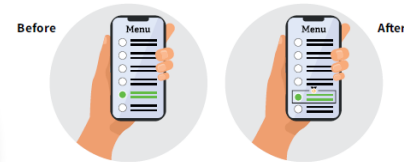
PLACEMENT



CONTRAST



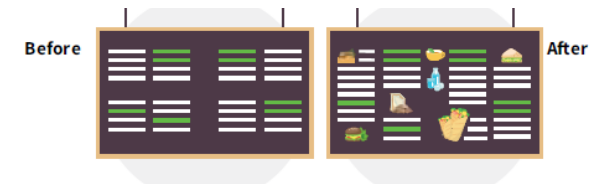
CHANGES TO INFORMATION



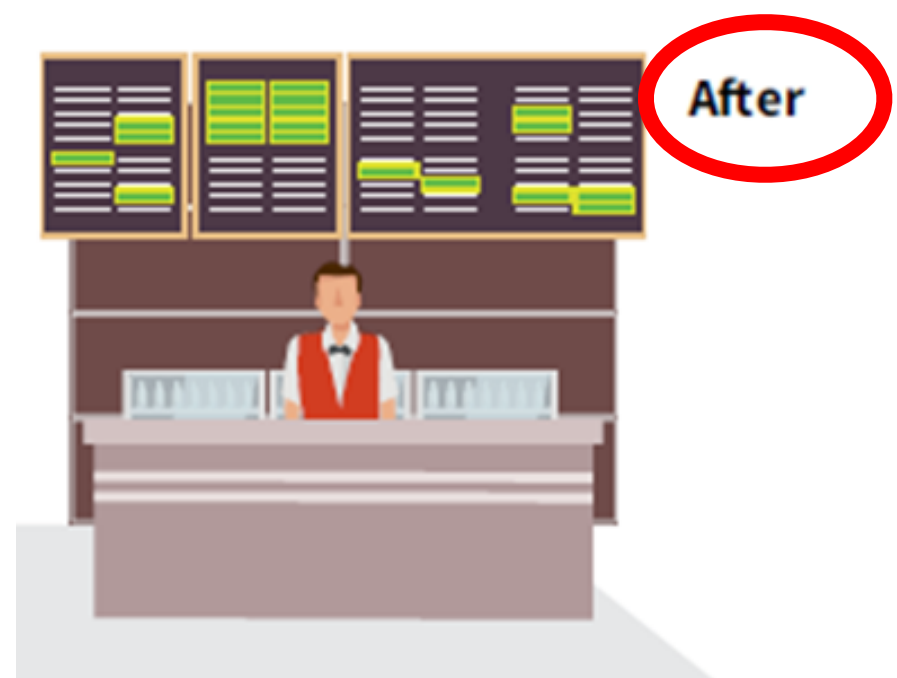
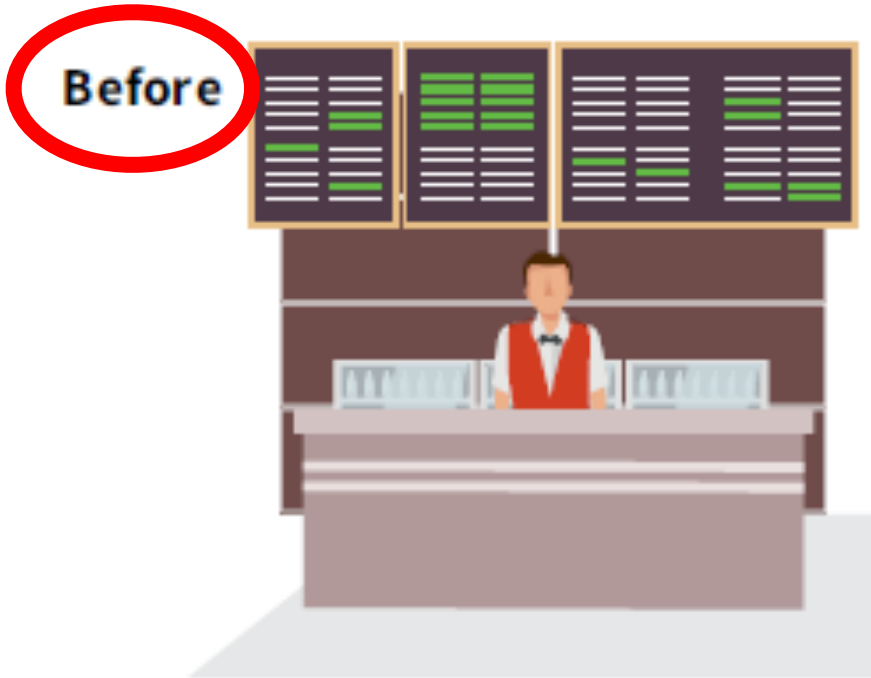
AVAILABILITY



PRESENTATION



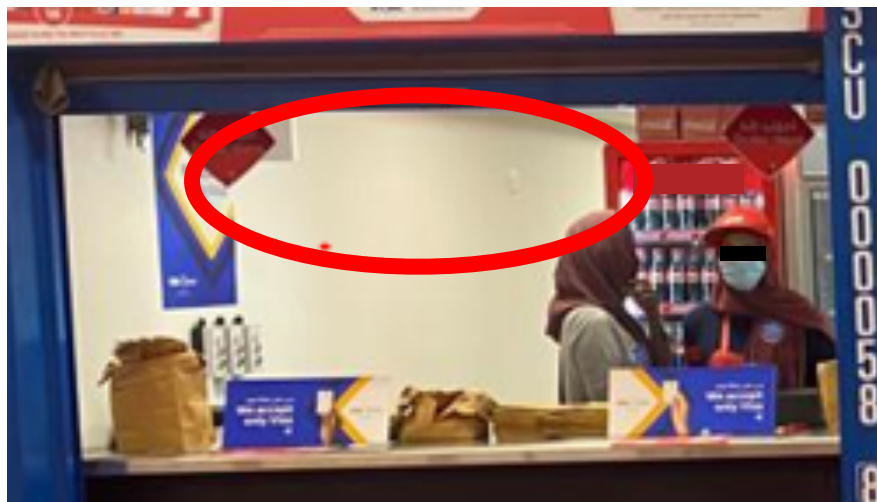
Examples from Qatar World Cup 2022™ : CONTRAST



Hot	Price, QAR	المأكولات الساخنة
Fatayer with Spinach or Meat	15.00	فطائر السبانخ أو اللحم
Fatayer with Cheese	15.00	فطائر الجبن
Chicken Shawarma	30.00	شاورما دجاج
Hotdog	25.00	هوت دوغ لحم
Beef Burger	40.00	برغر لحم
Cold		المأكولات الباردة
Veggie Sticks	17.00	اصابع الخضار
Veggie Roll	25.00	لفائف الخضار
Cold Cut & Cheese Roll	45.00	ساندويش اللحوم الباردة مع الجبن

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Examples from Qatar World Cup 2022™ : PRESENTATION



How can organizers implement nudges at sport events?

5. MONITOR

1. INVESTIGATE

2. SPECIFY

4. IMPLEMENT

3. SELECT



What did we learn?

Nudge techniques are useful to ensure that **varied food options (with their properties) are known and made accessible to fans.**

- As expected, high interactions with the visual cues
- Demand was higher than offer (at some point the wobblers were removed by staff)
- These efforts if accompanied by systematic trainings and real-time data collection can enable adaptive strategies and systems
- A variety of data need to be collected



THANK YOU

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