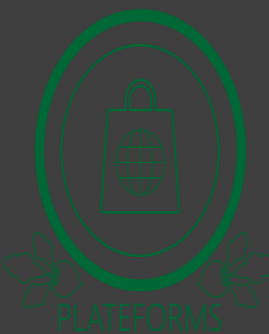




Digital infrastructures for  
sustainable consumption: barriers  
and opportunities.

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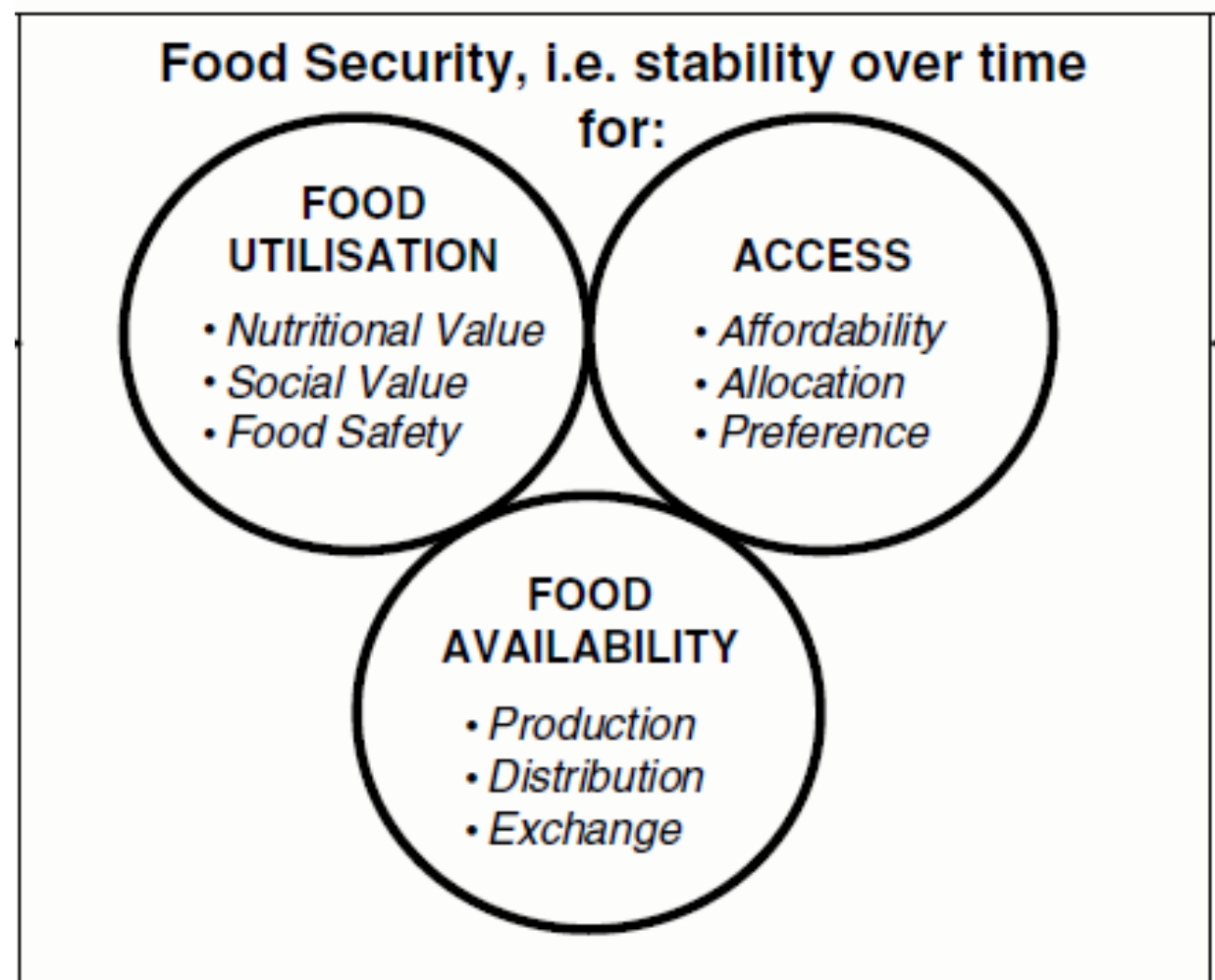


# Adverse effects from Covid-19 and the Russian invasion of Ukraine

Availability: supply-chain vulnerabilities, skyrocketing costs of food for consumers

Access: highest unemployment rates since WW2, consumer spending dropped in most countries

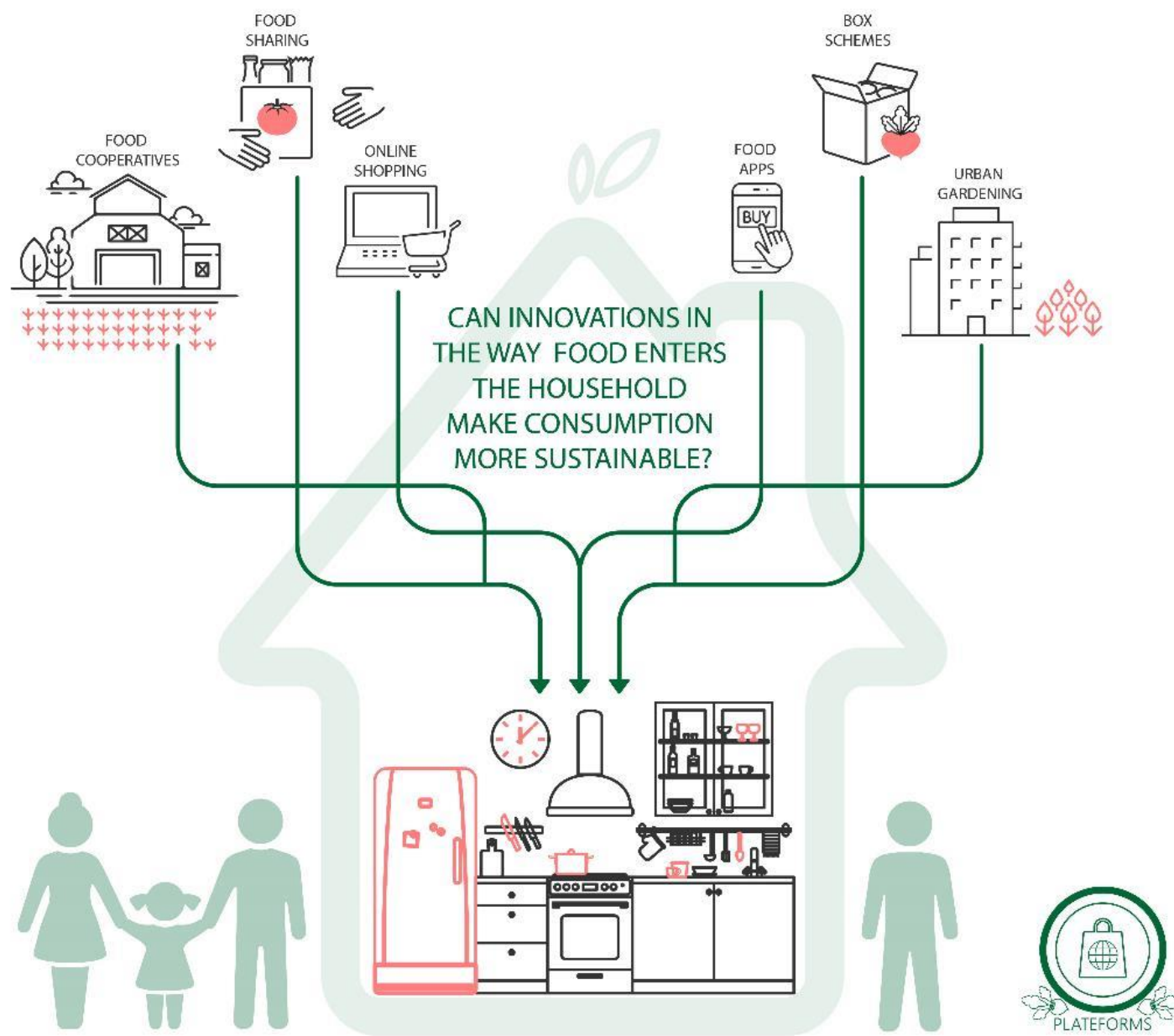
Utilisation: reduction number of meals and a less diversified diet by cheap substitutions





# The digital panacea?

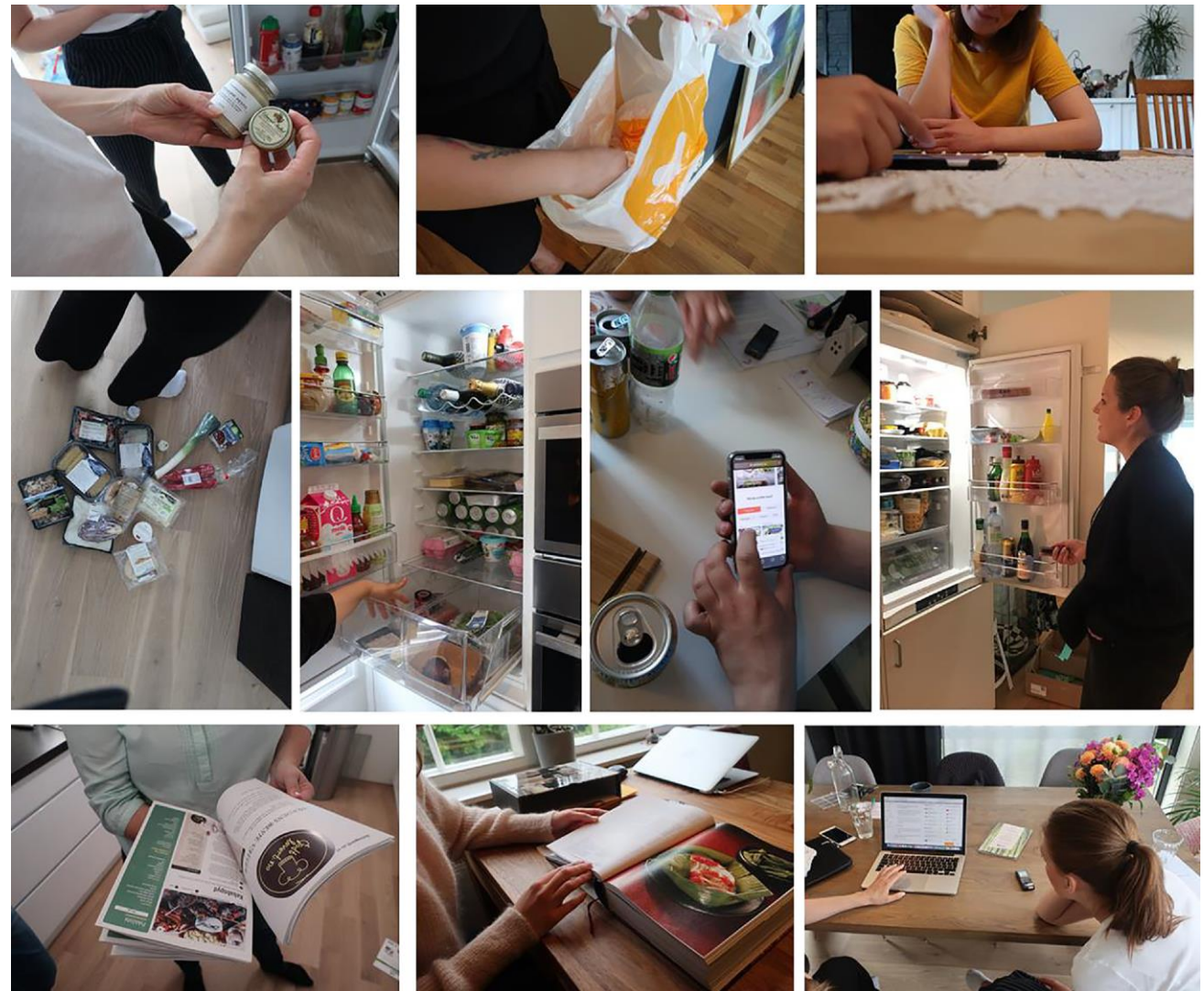
- Digital platforms can bypass conventional retail supply chains
- Provides opportunities for innovation niches and local distribution circuits
- E-tail platforms, QR codes, social media sites, and smartphone applications can assist consumers to choose sustainable products in-store
- Digital platforms can support peer-to-peer food sharing networks
- Enable the formation of ethical consumption communities





# Our consumer study in five countries (Norway, Ireland, Sweden, Italy and Germany)

- Mapping and coding of food on-line platforms in 5 countries
- In-depth study of 40 households using food apps in each country
- Consumer surveys of on-line customers in cooperation with online food platform during Covid



# Positive side



- Digital innovations seemed to function as an efficient door opener
- Many platforms presented sustainability as a default option, nudging consumers towards eating more vegetable, buying local food or reducing waste.
- Covid pushed none-regular users to become regular users.
- We conclude that digital platforms has a great potential to push household in a more sustainable direction.



# Our household study identified barriers:

1. Using apps for sustainable food choices requires a lot of “consumer work” in terms of transport, purchasing, storing, disposal and time use
2. Communication. People’s notions and understanding of sustainability are diverse and often difficult to communicate
3. A majority of people are not engaged in sustainability enough
4. A sustainability app is of little use if the practice it promotes cannot be fitted into existing practice complexes.

# Conclusions



- Convenience, saving time and money, and reducing the mental load of organizing proper meals, are the primary motivations of the platform users in our study.
- Convenience trumps sustainability
- There is a great potential to offer more sustainable alternatives within the framework of timesaving, thrift, and efficiency.



Adam hjelper deg å lykkes på kjøkkenet

Godt råvarer, spennende smakkombinasjoner og varierte steg for steg-oppskrifter. Alt perfekt portionert for mindre matpølser. Adams matkasse leverer glede rett hjem til deg.

Våre matkasser

## Frihet til å slippe å velge

Med våre ferdigkomponerte menyer velger vi middagene for deg



### Vegetar

Spennende smaker og mettende retter får du i denne helgrønne matkassen

Les mer



### Favoritt

Elskede og lettlagde favoritter som gir hele familien en variert midagsuke

Les mer



### Roede

Næringsrike og varierte retter som hjelper deg til en sunn livsstil

Les mer



### Singel

Elskede klassikere og spennende smaker i rause porsjoner for én person

Les mer

## ...eller til å velge middagene selv

Nå kan du velge fritt blant 40 nye middager hver uke

Se hele utvalget >



# Key recommendations for improved digital business models

- Understand how the families struggle in everyday life to provide proper meals
- Provide user-friendly apps related to navigation, shopping lists, delivery frequencies, and labelling.
- Consumers regard local origin as proxy of sustainability
- Use convenience and origin as the important platform segmentation variables.
- Ease of ordering and home delivery will become more important
- Shopping is routinized: look at online grocery stores that mimic some of the practices of the offline version in order to make on-line shopping simple.