Seasonal Snippets – Reducing the burden of voluntary reporting

Responding to Challenge 2

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Background

Australia Grape and Wine have set a target for the sector to achieve net zero emissions (Scope 1 & Scope 2)

Through a combination of primary and secondary research, alongside consultation with industry representatives, we understand that different members of the wine ecosystem are faced with conflicting priorities that makes the voluntary sharing of emissions data a low priority component of their current business model. In response to these factors, we have identified the following overarching challenge:

Introducing the Personas

Moving beyond the one-sized fits all approach and developing a nuanced understanding of members of the wine ecosystem.

Who

The Conflicted
I don't have time

The Bottom Liner
I don't see value

The Sceptic
I don't believe it

The Old School
I don't know how

Barriers

Make the process quick and easy

Needs

Selective Perception

Bias

"It's too time intensive"

Verbatim quotes derived via survey responses*

Theoretical underpinning

The creation of the survey and the personas was underpinned by Holbrook’s Customer Value Dimensions (2007), seeking to ascertain the barriers and motivators for the voluntary reporting of emissions data. This framework suggests that different groups can be segmented based on their motivation (i.e. intrinsic versus extrinsic) and their orientation (i.e. self-oriented versus other oriented). As such, the purpose of the survey was to identify the behaviours of farmers and the corresponding dimensions of value that may influence voluntary reporting of emissions data.

Challenge Statement

How might we gain a critical mass of grape producers and wine growers voluntarily sharing emissions data?

1. How might we improve the perceived value of voluntarily sharing emissions data?

2. How might we improve the process of voluntarily sharing emissions data?

Developing the Personas via Data Triangulation

The personas are a culmination of both primary and secondary research, having analysed literature surrounding voluntary compliant behaviours and subsequently designing and deploying a survey to obtain primary data. This survey was active for one week and sent to respondents with a variation of prior farming experience.

Survey Results and Insights

The survey collected demographic information, also testing for two biases including illusion of control bias and framing bias.

The results from the exploratory factor analysis highlighted two commonly associated values, being Altruistic and Functional.

The sample (n=62) included 44% of respondents with some type of previous farming experience. Based on the P-value tests conducted, there was no statistical difference between the farmers and non-farmers, allowing us to generalise the insights when developing our personas.

"I want to set a good example for other farmers" Social Value (Female, 21)

"It is a difficult process that takes up too much of my valuable time" – Functional value, Female, 63
Seasonal Snippets – Reducing the burden of voluntary reporting

Our proposed nudge intervention is holistic in the sense that it proposes both modalities to simplify the reporting of emissions, whilst simultaneously creating a perception of value by creating a reciprocal relationship and community of shared value. Our approach draws upon pro-social behaviours and co-operation, with Seasonal Snippets being underpinned by value co-creation principles, alongside elements of the EAST Framework to respond to the primary barriers and motivators related to voluntary sharing of data (Prahalad & Ramaswamy, 2004).

**Seasonal Snippets: Design Principles**

**Speaking in familiar terms**
Relating the reporting process to language and processes that are familiar to the populations of interest reduced perceptions of difficulty. Our intervention uses the Four Climate Seasons (summer, autumn, winter, spring) and thereby leverages an established temporal frame of reference.

**Compartmentalise complexity via multiple opportunities for reporting (Snippets)**
The ‘Snippets’ is a way to create opportunities for small wins, and reduce the perceptions of time needed to complete the process. Rather than accumulating over a year, the process interacts with the wine ecosystem at distinct times, in a simpler way.

**Continuing as Guest**
Reducing ‘barriers to entry’ by allowing participants to share data without the need to create an account. Increases autonomy and

**Provide opportunities for involvement/engagement**
Create opportunities for dialogue via an open space comment feature in the reporting snippet interface. Sustainable Winegrowing Australia must draw upon the expertise and lived experiences of grape growers and wine producers, involving them in the process of creating value.

**Champion the human component**
The ‘Shoutout’ / ‘Spotlight’ Feature of our intervention provides an opportunity for those voluntarily sharing their data to be involved in a community of co-creation, showcasing those exhibiting best practice or innovation in sustainable winegrowing.

**Seasonal Snippets: A look into the customer journey of our behavioural change intervention**

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<td>Includes estimated completion time, question preview function, option to continue as guest.</td>
<td>Specifying if wine producer or grape grower</td>
<td>Asking the grape grower/wine producer key emission questions for the specific reporting snippet.</td>
<td>Opportunity for the respondent to suggest feedback, providing an opportunity for dialogue.</td>
<td>Respondent is given a detailed forecast of the upcoming/current Season and trends.</td>
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**Feasibility & Implementation**

Our solution draws upon existing digital infrastructure and the expertise of Wine Australia and Co. to encourage voluntary sharing of emissions data.

Opportunities for the Seasonal Snippets platform include:
- Open feedback to address issues on broader conceptualisation of sustainability
- Funnelling to membership/certification (pipeline for consistent respondents and/or high performers)

Challenges for the Seasonal Snippets platform include:
- Access to internet (or lack thereof) which we can address via alternate options (phone survey, mail)
- Climate denialists which we can address through influencing perceptions of value and survey value-adds

**Personalised pipeline & continuation opportunities**
Future development of the Seasonal Snippets intervention can also look towards conversion of those voluntarily sharing their emissions data to certified members. This can be done via personalisation and an emphasis on achievement, using the Scarcity Effect Bias. This builds esteem and generates a demand or interest in certification.