Wine Australia Nudgeathon 2022
Challenge two:

Leverage behavioural insights to motivate wine and wine grape producers to voluntarily share business emissions data

1. Our method:*  
   1. Determine **behaviour** (given by the challenge): Producers share emissions information.  
   2. Determine **relevant stakeholders**.  
   3. Determine the main **behavioural barriers** for stakeholders.  
   4. **Prioritise barriers and stakeholders** according to impact and feasibility.

2. Prioritised stakeholders and barriers:

   **3 Key Stakeholders**

   - **Producer 1**  
   - Long time producers, adverse to change, skeptical about new and emerging realities
   - **Producer 2**  
   - Focused on resilience, aware of sustainability goals but low on priority list
   - **Producer 3**  
   - Idealist, motivated by sustainability, already taken some action

   **Barriers**

   - Not technologically advanced  
   - Limited resources  
   - Time consuming  
   - Unclear of the benefits  
   - Time poor  
   - Low priority  
   - Loses momentum when they can’t find the information needed  
   - Deadline not appropriate
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Our solution: three pillars, three outcomes:

<table>
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<th>Outcome:</th>
<th>Action:</th>
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| Awareness | Create motivations:  
- Emotionally Triggering Imagery  
- Financial & environmental Incentives  
Leveraging heuristics  
- Availability (judgments about likelihood of an event based on how easily an example comes to mind)  
- Affect (reliance on good or bad feelings experienced in relation to a stimulus) |
| Commitment | Complete the process of sharing the information |
| Last mile | Simplification and overcome choice overload:  
Have a teaser of calculator with priority information (5 mins. max).  
Close the feedback loop:  
Deliver limited but engaging feedback.  
Sunk-cost fallacy: Once they have filled in information they will be more motivated in the future to fill in the remaining information. |

Global Barriers

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<tr>
<th>1</th>
<th>2</th>
<th>3</th>
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<tbody>
<tr>
<td>Awareness/Interest</td>
<td>Commitment</td>
<td>Last mile</td>
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<tr>
<td>Click on link to website</td>
<td>Set up personal commitment device or through accountant</td>
<td>Complete the process of sharing the information</td>
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<tr>
<td>Lack of awareness and/or interest</td>
<td>Intention action gap</td>
<td>The initial effort not followed up. People do not complete the process.</td>
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