

Reducing meat consumption in the Netherlands: mechanisms that are at stake according to young Dutch adults

Introduction

known from literature / assumptions:

- citizens indicate that they find sustainability and health important
- but changes to their dietary patterns are unlikely to happen easily
- urgent need for new, robust and integrated measures

Problem Statement

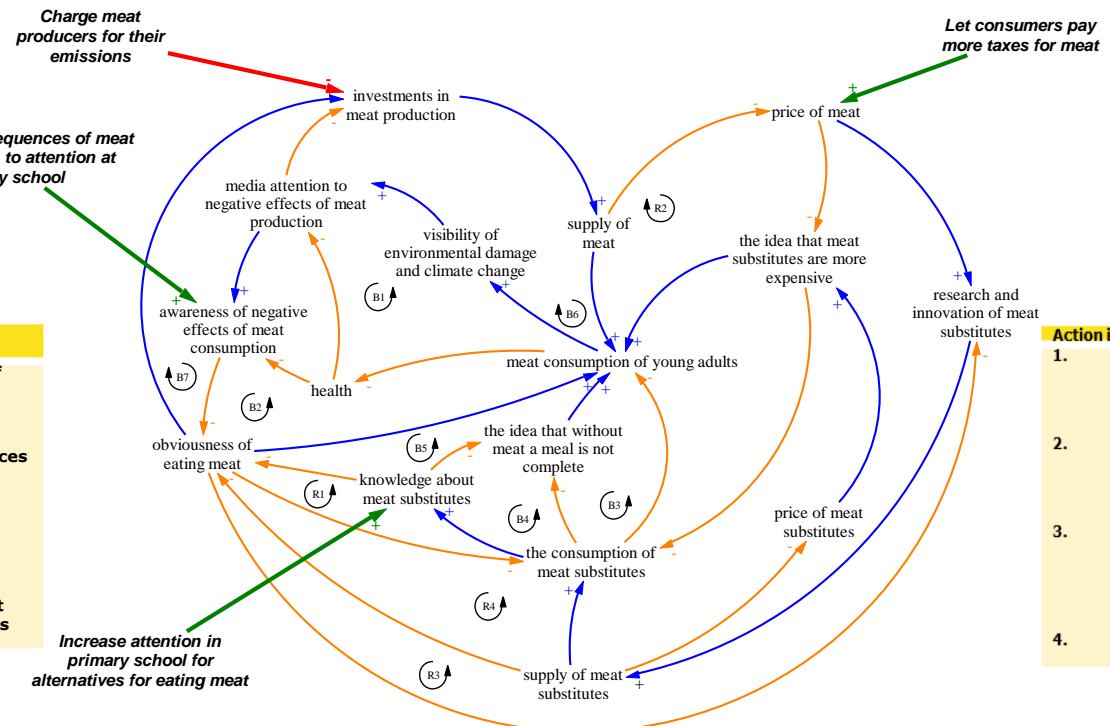
Healthier and more sustainable dietary patterns are needed. A gap exists between desired and actual meat consumption of young adults.

Approach

Who	What	How
<ul style="list-style-type: none"> • two different groups of young adults (8) (online) • 2 facilitators 	<p>with every group: In 1 day 2 two-hour GMB sessions (online using Mural and Webex):</p> <ol style="list-style-type: none"> 1. develop causal loop diagrams (CLDs) in 2 subgroups 2. assess possible interventions 	<p>Scripts (from Scriptapedia, adapted for online workshops, implemented in Mural):</p> <ul style="list-style-type: none"> • Hopes & Fears • Elephant parable • Introducing the problem and the reference mode • Iceberg model • Graphs Over Time • Dots • Causal Loop Diagramming in small groups • Action ideas

Results

Mechanisms that were identified
1. The cultural norm of eating meat
2. The awareness of negative consequences of eating meat
3. The development of meat substitutes
4. The economic price mechanisms of meat and meat substitutes



Action ideas
1. Bring the consequences of meat consumption to attention at primary school
2. Increase attention in primary school for alternatives for eating meat
3. Charge meat producers for their emissions; the more emissions the more they will be charged
4. Let consumers pay more taxes for meat