

Modelling the drivers of a widespread shift to sustainable diets

Sibel Eker¹, Gerhard Reese², Michael Obersteiner¹

¹ International Institute for Applied Systems Analysis (IIASA)

² University of Koblenz-Landau

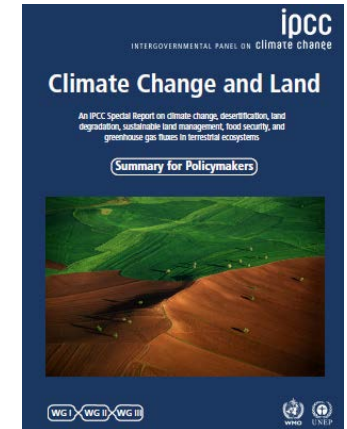
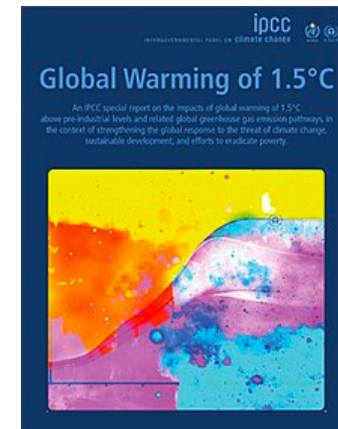
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World Resources Forum, Geneva

 eker@iiasa.ac.at

 [@sibel_eker_](https://twitter.com/sibel_eker_)

Lifestyle change



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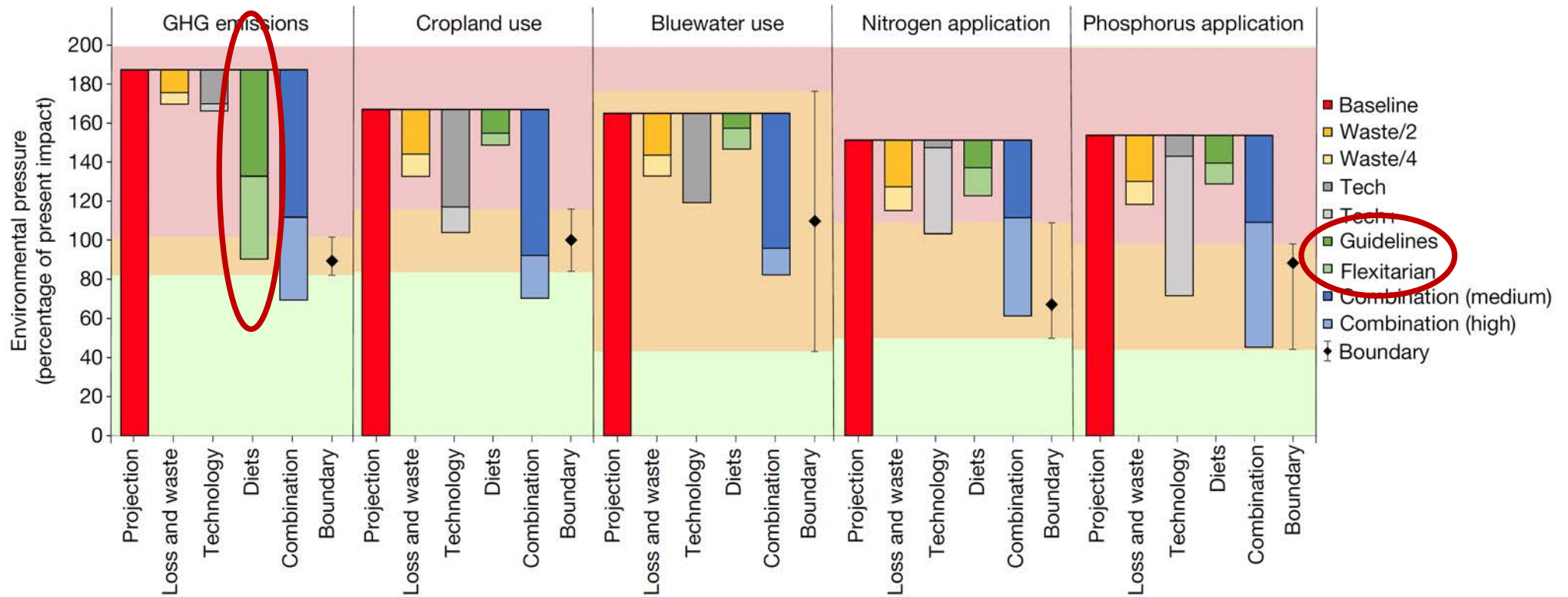
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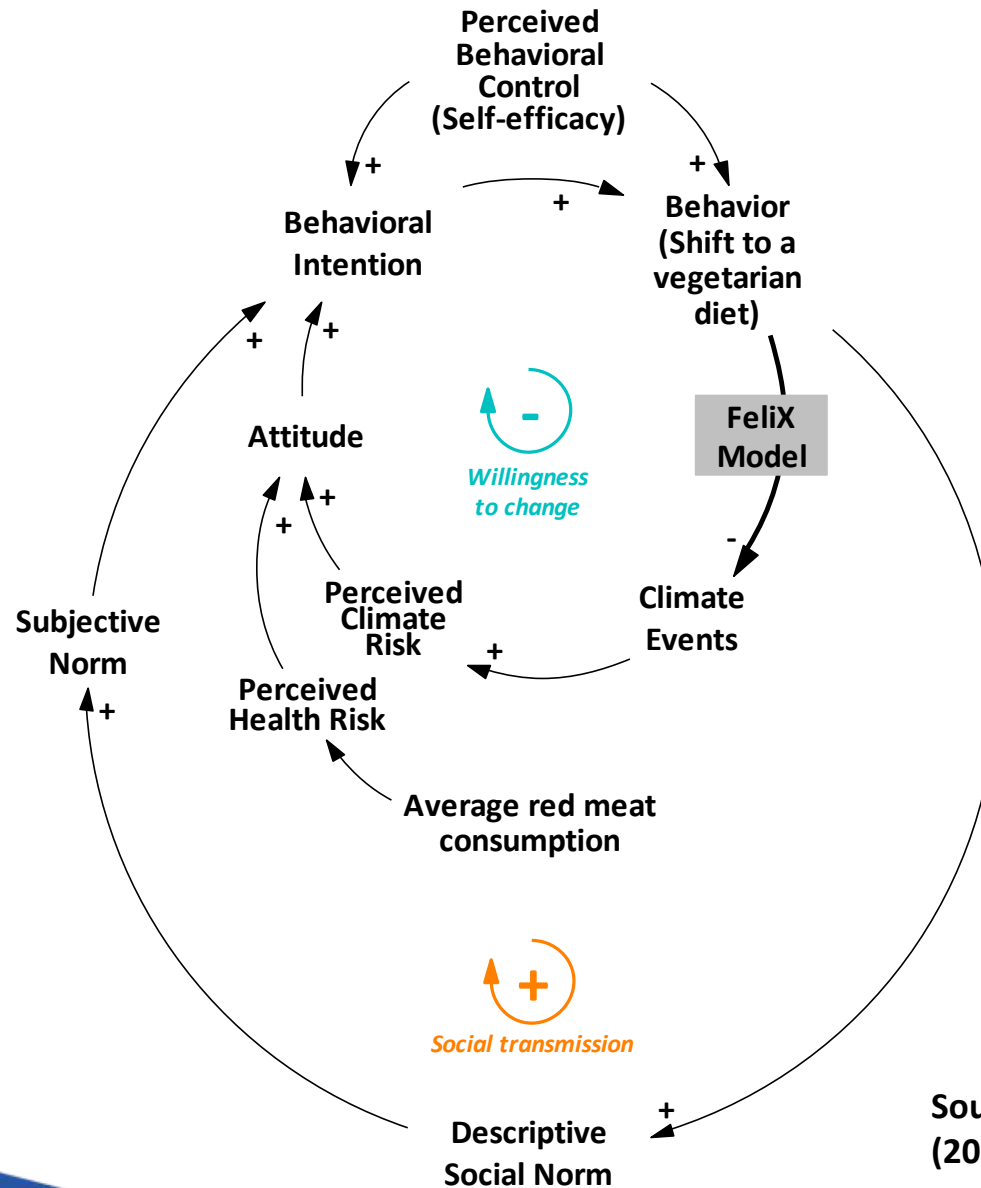


Sustainable diets

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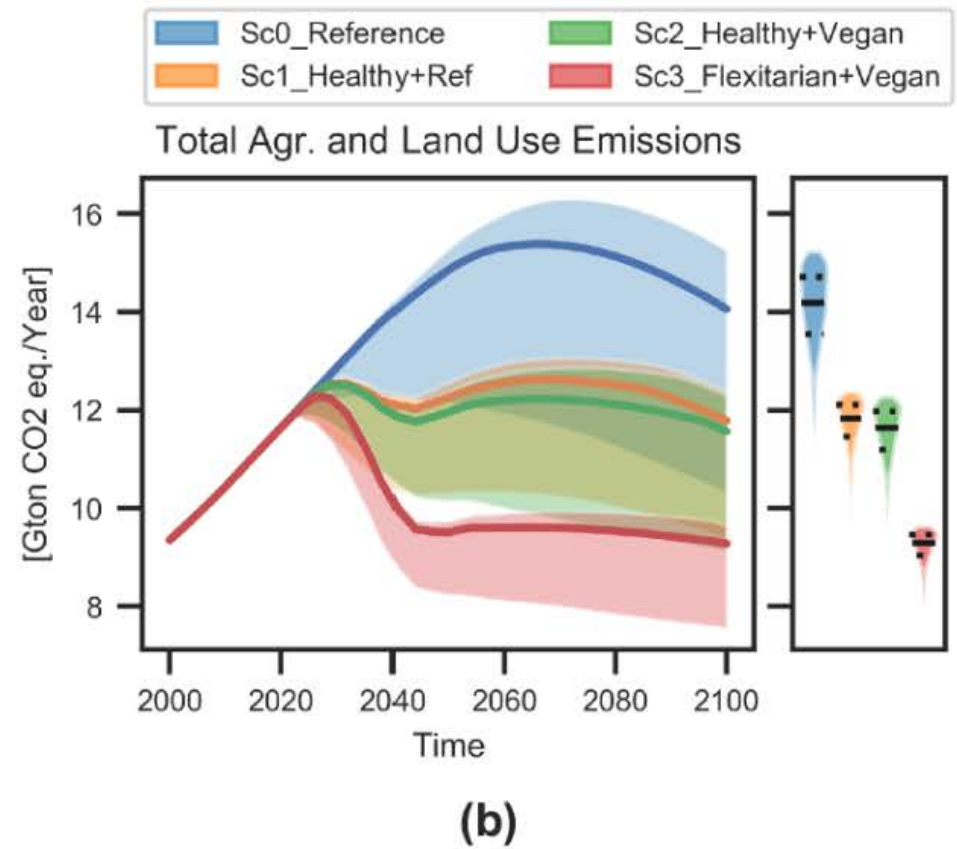
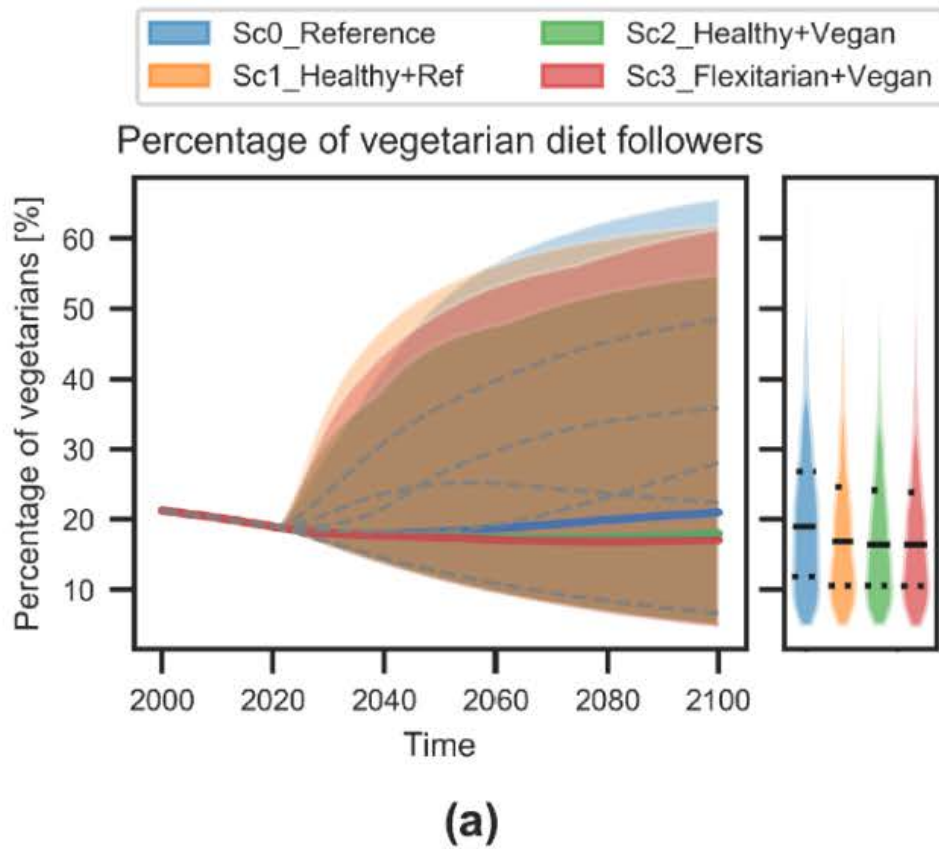


Modelling behavioral drivers

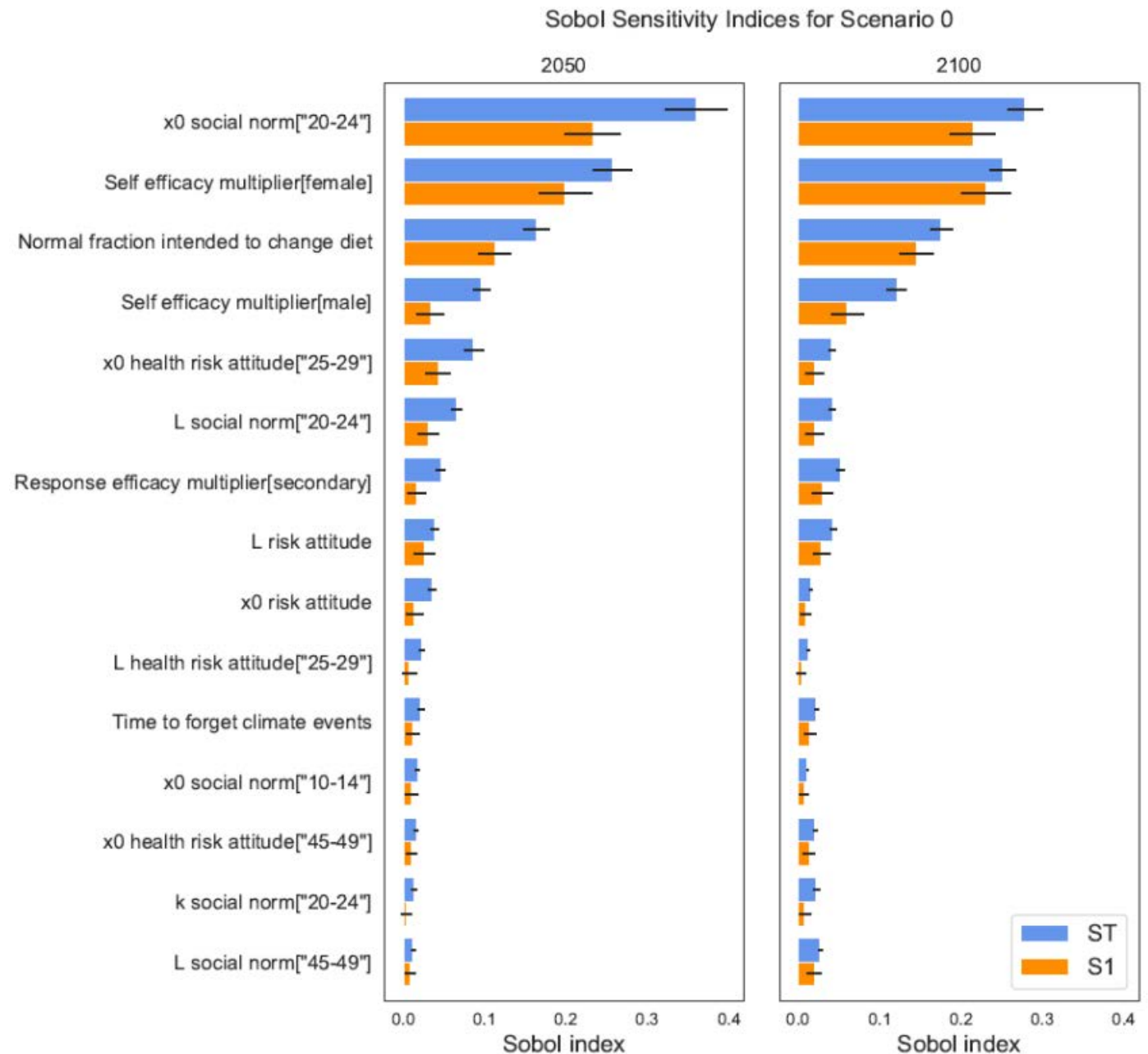


Source: Eker S, Reese G, Obersteiner M. (2019) *Nature Sustainability*.

Modelling behavioral drivers



Which behavioural factors cause the highest sensitivity?

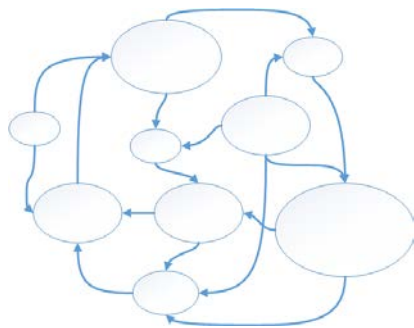


Conclusions



Social norms and self-efficacy (identity) are the most prominent drivers, not the climate or health risk.

The groups who already have a high tendency, e.g. young and female, are the low-hanging fruits.



The modelling framework is generalizable and transferrable.

Way forward

