

# Envirofy your Shop: Real-time Tool to Support Eco-friendly Food Purchases Online

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**Envirofy** is the first eco-friendly e-commerce grocery tool for real shoppers. Envirofy was developed using both behaviour change theory and multidisciplinary evidence.

## Problem Domain & Motivation

A **third** of global greenhouse gas emissions are **attributable to the food sector**, however **dietary change** could reduce this by **49%**. Many people intend to make eco-friendly food choices, but fail to do so at the **point-of-purchase**. **Educating consumers** on the environmental impact of their choices during their shop may be a **powerful approach** to **tackling climate change**.

## Behaviour Change Techniques (BCTs)

A Behaviour Change Technique [1] is a strategy that helps an individual change their behaviour to promote in this case sustainable shopping.

## The Main Features of Envirofy

- **traffic light colour coded icons** to convey the food product’s overall, production, transport, and packaging carbon footprints;
- **reordering the items** on the website **from environmentally friendliest** (at the top of the page) **to unfriendliest**; and
- a **running total** of the shop’s impact.

## Conclusion

**Human-Computer Interaction researchers** have an **important role** in designing, developing and evaluating novel behavioural interventions that target sustainable food choices, intention-behaviour gaps in other domains, and ultimately **in reducing green house gas emissions**.

## References

[1] Susan Michie, Maartje M Van Stralen, and Robert West. 2011. The behaviour change wheel: a new method for characterising and designing behaviour change interventions. Implementation science 6, 1 (2011), 42.

## The Envirofy Web Browser Extension

Envirofy works on top and independently of standard websites of UK supermarkets (e.g. Tesco). Envirofy injects BCTs into the existing webpage (e.g. traffic light coded icons).

