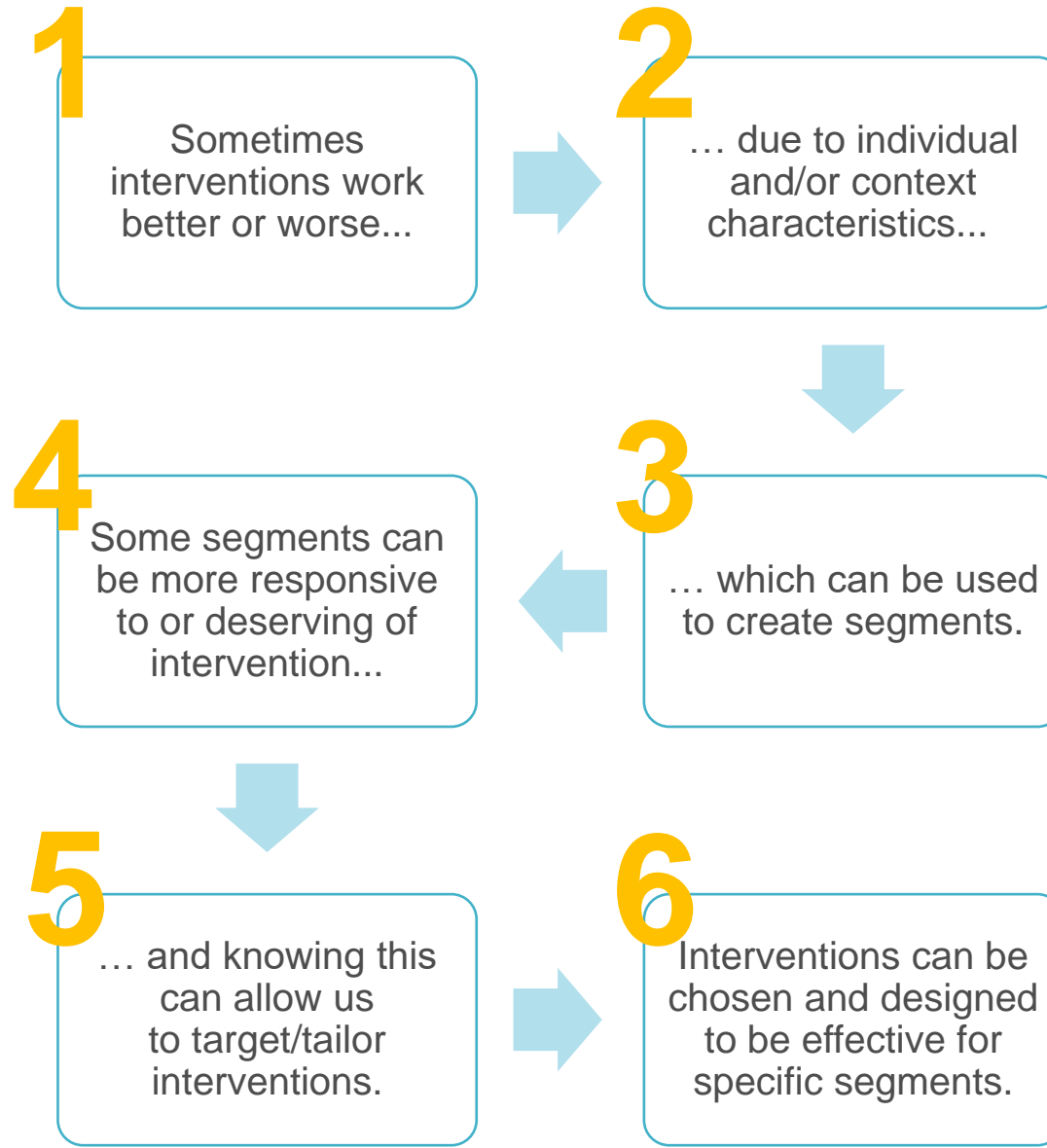


A tool for segmenting and tailoring interventions

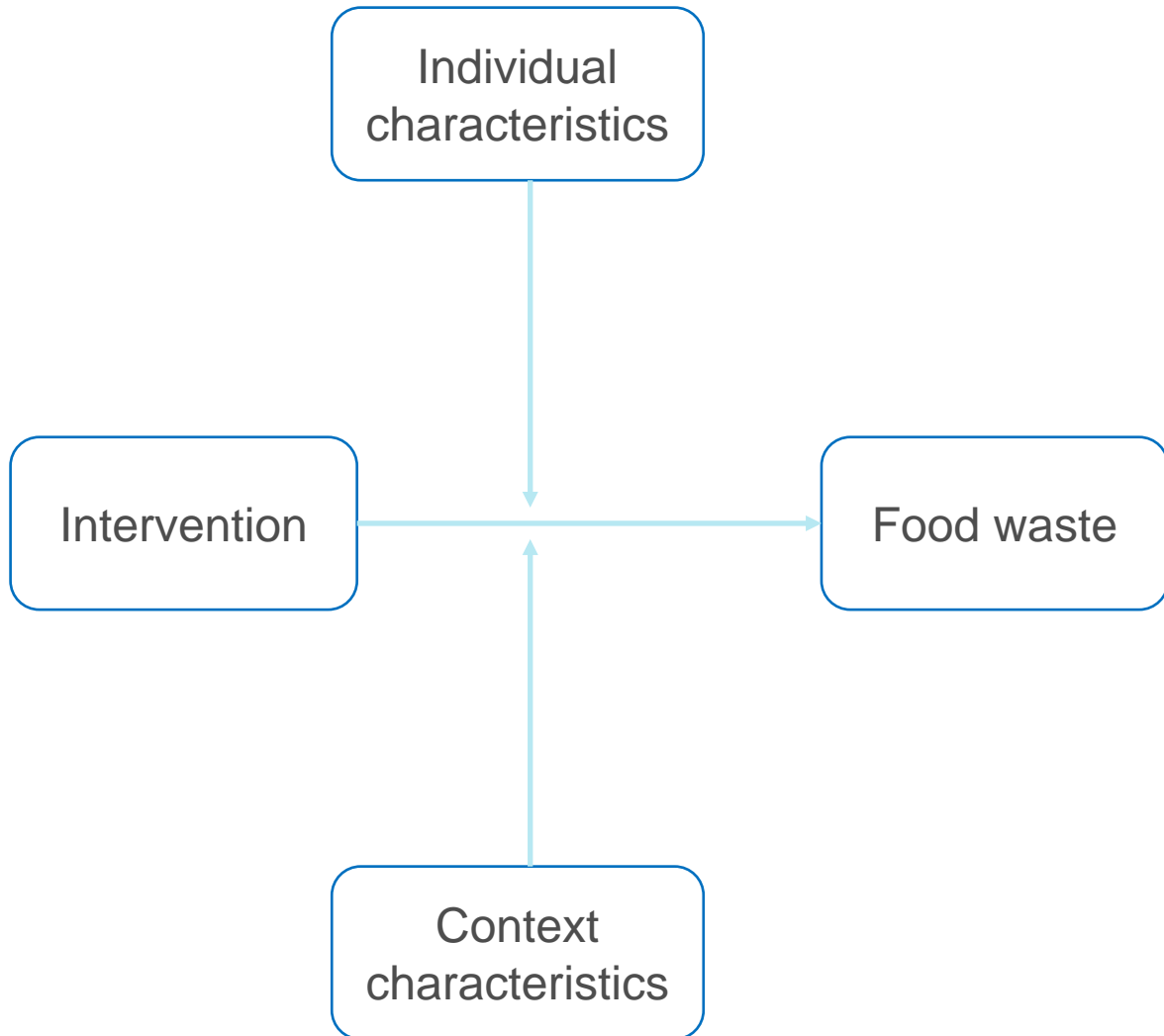
Aims of this session

- Provide an overview of segmentation and targeting / tailoring techniques
- Gather feedback about your levels of interest / knowledge / expectations / challenges
- Improve the document that was shared before (or adapt it to make it more useful)

Line of argument

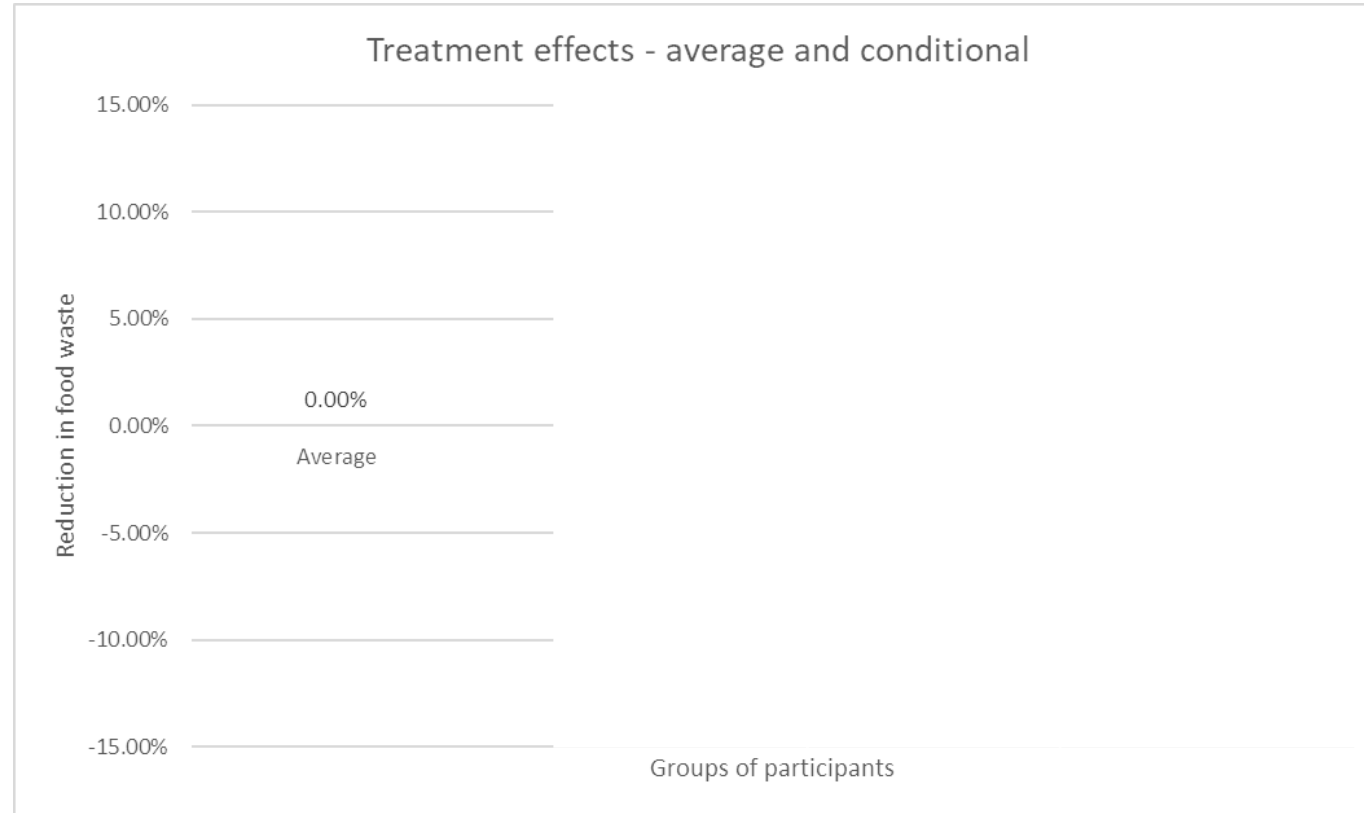


Why reducing consumer food waste fails



- Most interventions work... *sometimes*
- Interventions might work only in certain situations or for certain groups of people
- We should not focus only on the *average* effect of an intervention

Why reducing consumer food waste fails





Segmentation

- Dividing something into its parts
- Identify different groups of consumers (or contexts) that are distinct from each other based on specific characteristics

Segmentation techniques

- *A priori* class specification
 - Define the groups yourself
- Clustering
 - See which groups are distinct

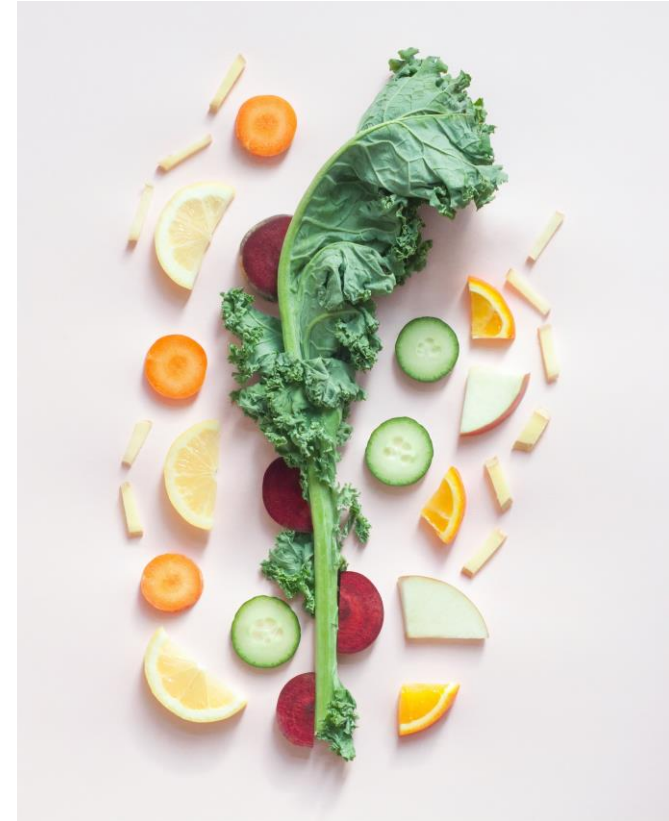


Photo by [Dose Juice](#) on [Unsplash](#)

Example: A priori class specification

		Date checking frequency
Food waste frequency		

Segmentation: Main challenges

- Selecting *relevant* characteristics of groups or contexts is crucial
- A *large* number of observations is needed

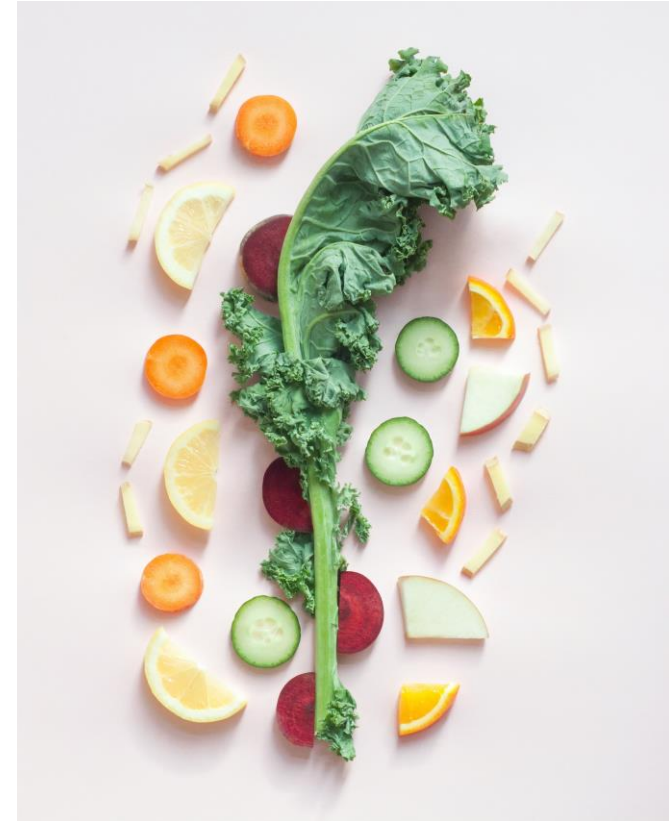


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Targeting and tailoring

- **Targeting:** Selecting the best target group or context for a given intervention
- **Tailoring:** Adapting one (or multiple) of an intervention's aspects to recipients or contexts



Why targeting and tailoring

Targeted or tailored interventions can...

Benefits

- Appear more relevant
- Appear more fitting
- Appear more familiar
- Be more fluently processed
- Appear more actionable
- Appear more authentic
- Attract more attention

Risks

- Appear privacy invading
- Appear manipulating
- Be based on unfair or stereotypic judgment about the person
- Appear repetitive

Important: If people become *aware* that the intervention is targeted or tailored, they are more likely to respond negatively.

Tailoring interventions

		Intervention characteristics		
		Implementer	Intervention type and configuration	Context
Recipient characteristics	Demographic			
	Motivation			
	Opportunity			
	Ability			

Discussion points

1. What do you know about segmentation and/or targeting/tailoring interventions?
2. What do you expect from segmentation and/or targeting/tailoring interventions?
3. Do you plan on using either technique? If yes, why and how (benefits)? If no, why not (challenges)?
4. How should the information provided in the document look like to be usable and helpful for a wide audience?
5. Do you have any examples (scientific papers or real interventions) of food waste reduction interventions that use segmentation and/or targeting/tailoring of interventions?

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Feedback

- Your views, comments, requirements regarding the document are highly appreciated. Please let us know how you think we could improve this document to make it usable and useful for you!
- Please share with us all papers and interventions relevant for segmentation and/or targeting/tailoring