

THESIS:

How do Gen Z's consumer perceptions of sustainability impact their purchasing of Heinz products, sold in the Netherlands?

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I. Management summary

Ecological dilemmas are proven to have influenced the decision-making journey of consumers directly and indirectly. Often promoting sustainability in a certain form conveyed a solution to these environmental problems. According to research, awareness and concerns about these issues is increasing among Gen Z (Miia Grénman et al. , 2022).

This report aims to analyse what the perceptions of Gen Z, living in the Netherlands, is regarding sustainability, and how their perceptions influence their purchasing of Heinz products, and food meals in general. This research paper doesn't include Gen Z's perception of sustainability regarding the fashion industry, sport industry, companies' social responsibility strategies, but only in terms of their food sustainable consumption. This however encompasses practices related to the food industry too, such as using renewable energy, recycling, reducing packaging waste.

There is a lot of research done on the sustainability perception of Generation Z. There is scarce research which pays specifically attention to the viewpoint and familiarity with eco-friendly food practices of the youth (Ruzgys, 2022). However, none of them covers how this perception influences Gen Z's purchasing of the brand Heinz, and none discusses the Gen Z, located in the Netherlands. Therefore, this research strives for covering that gap.

For this research, both desk and field research were used. The field research constitutes of 9 interviews with Gen Z representatives, citizens in the Netherlands, but all from diverse backgrounds. The findings exposed that this digitally-savvy cohort possesses some knowledge on sustainability already. However, they still miss more practical knowledge of applying eco-friendliness in their daily lives, as well as about companies' sustainable practices. Moreover, there are great barriers in front of them when it come to purchasing food produce. Besides, Gen Z happened to not be aware of the eco-friendly initiatives, undertaken by Heinz.

Finally, the "Recommendations" part presents 2 types of Marketing as a potential solution of educating further Gen Z regarding Henz' enterprises in that field.

II. Introduction

This purpose of this research is to find out what the perceptions of international Gen Z's are regarding sustainability and how their perceptions of sustainability influence them when purchasing the brand Heinz, from the larger family brand Kraft Heinz, sold in the Netherlands. It aims to unravel whether Gen Z's know about sustainability, cares about it, and if they take it into account specifically when purchasing food products, and in particular Heinz products.

Therefore, this research doesn't take into consideration sustainability matters related to any other than the food industry. Also, it doesn't include any other generation, but Gen Z, and in particular international Gen Z, living in the Netherlands, and excluding Dutch Gen Z. This cohort is born between 1997-2012, and is currently 11-26 years old (Beresford Research, 2023). It's important that Heinz target specifically this generation because prior research has demonstrated that Gen Zs are less materialistic and pleasure-oriented than prior generations and are highly aware of environmental and social issues. They are more inclined to minimize and avert unnecessary consumption, possess an inherent incentive to act in an ecologically responsible manner, and uphold robust ethical and moral principles related to environmental preservation and the ecological consequences of consumption. A great deal of expectation is vested in younger generations, particularly Gen Zs, as more sustainable and mindful consumers. This generation is predicted to exert earnest endeavours to realize the SDGs and build a sustainable future (Miia Grénman et al. , 2022).

Therefore, Heinz can adapt its products to match better the values and needs of that cohort. As a result, it would improve further the trust and loyalty of this cohort to the brand and create long-lasting customer relationship. Also, Gen Z's number in the Netherlands has increased in the past years. To illustrate, in 2021 there was a steady uptick of 206% in the presence of international students over the previous 10 years (Hunter, 2023). Therefore, by targeting a large group, Heinz can steadily increase its revenue. Besides, if Heinz discovers that sustainability is a significant factor influencing Gen Z's purchasing decisions, it can use this information to gain a competitive advantage by improving its products and processes.

Furthermore, it's crucial to define sustainability. The United Nations Brundtland Commission presented the notion of sustainable development in 1987 to address the tension between globalized economic growth and the hastened degradation of the environment. According to the Commission's description, sustainable development ought to fulfil the present necessities without jeopardizing the capacity of future generations to satisfy their own (Miia Grénman et al. , 2022).

Heinz is a company, operating in the Fast-Moving Consumer Goods(FMCG) industry and it was created by Henry Heinz in 1869. Heinz stands as a prominent global manufacturer of nutritious, easily-accessible, and reasonably priced food. It is "specializing in ketchup, sauces, meals, soups, snacks and infant nutrition" (Kraft Heinz, 2015). Heinz delivers top-notch excellence of the food, flavour, and nutrition for any dining circumstance, whether it's at home, at the workplace, eating out or while traveling. The Heinz company merged with Kraft Foods Group, one of the foremost food and beverage conglomerates in North America, in July 2015. The supplementary character of the two brand collections was believed to contribute to amplified investments in marketing and innovation. The central office of Heinz is in Pittsburgh and the Kraft main office is in Chicago (Kraft Heinz, 2015).

Customers in the FMCG are quickly changing their requirements regarding the industry. Consequently, businesses in FMCG have to adapt rapidly to the different preferences of the consumers, often by fixing their Corporate Social Responsibility activities. For example, fostering the welfare of the communities, and helping environmental issues to be solved (Reis, 2021). This is

especially true for Generation Z, who care for and display a profound focus on the sustainability and corporate social responsibility (CSR) strategies of businesses from which they buy. Their perception of a company is influenced not only by the quality of its offerings, but also by its moral principles and values. With round-the-clock internet connectivity, this generation possesses greater awareness and assurance when it comes to selecting brands compared to earlier generations. Over 90% of Gen Z individuals are passionate about societal and ecological concerns, believing that corporations have room for improvement in tackling these matters (Narayanan, 2021). This paper will look at the Heinz Netherlands, whose product range spans over 6 categories: Tomato Ketchup, Tomato-based products, Meat-substitutes, Beans and Spreads, Pasta sauces and Table Sauces.

III. Research Design

1. Research Questions in the process (RC3, RC4, RC5)

- **Main question:**
How do international Gen Z's consumer perceptions of sustainability impact their purchasing of Heinz Products, sold in the Netherlands?
- **Sub-questions:**
 1. What is Gen Z's sustainability perception in relation to food?
 2. Are there any differences in food sustainability perceptions and food purchasing behaviour among subgroups within Gen Z?
 - 2.1. What food sustainability perceptions do international Gen Z, living in the Netherlands, consider when purchasing food?
 - 2.2. What are the sources of information which they use to assess the food sustainability factors?
 - 2.3. What are the potential challenges that international Gen Z, living in the Netherlands, face in adopting sustainable food consumption behaviour?
 3. How do international Gen Z consumers, living in the Netherlands, perceive Heinz in terms of its commitment to sustainability?

2. Theories and models that have been applied (RC3)

This report focuses on analysing the interrelationship between the sustainability perception of international Gen Z's, living in the Netherlands, and their purchasing of Heinz products by using the Theory of Planned Behaviour (TPB). The TPB was introduced by Icek Ajzen in 1985 to enhance the Theory of Reasoned Action (TRA). TRA, also formulated by Ajzen along with Martin Fishbein in 1980, centred on people's attitudes and subjective norms as conjecturing factors of behaviour. However, TRA neglected shortcomings in predicting behaviours which demand skills, resources, availability, and control. To address these deficiencies, Ajzen expanded on TRA with the Theory of Planned Behaviour by adding Perceived Control as a third measure.

TPB is suitable for this thesis, because it focuses on forecasting an individual's intention to enact a specific behaviour at a given place and time, emphasizing that intentions lead to a certain behaviour. The aspects influencing these intentions include an individual's attitude toward the behaviour, subjective norms, and perceived behavioural control (Razali et al., 2020). Besides, the TPB model has been utilised numeral times in similar research topics, analysing intentions of purchasing green food or sustainable food production.

- The first component, namely Attitude, relates to an individual's belief regarding whether that behaviour positively or negatively impacts their life. Attitudes can be broken down into two aspects: firstly, they encompass a person's emotions, and secondly, they encompass the person's knowledge concerning the specific behaviour. Attitude is believed to be especially predictive of engaging into environmental-friendly behaviour (Razali et al., 2020).
- The second element, namely Subjective Norms (SNs), revolve around everything which surrounds a person. To specify, they focus on various factors like societal norms, societal influence, cultural standards, or group convictions. The SNs pertain to the societal pressure that impacts behaviour and

eventually leading individuals to engage in actions, which would be approved by their peers, or significant others. The latter are more influential. These can be the friends, family, community, or neighbours of an individual. The peers' and significant others' viewpoint on a matter can stimulate or prevent an individual's actions (Razali et al. , 2020).

- The third component of TPB is "perceived behaviour control" or PBC, which signifies an individual's perception of the ease or difficulty associated with carrying out a specific behaviour. This perception is believed to encompass both one's prior experience and the expected challenges. Earlier research has demonstrated a direct correlation between subjective norm and perceived behaviour control. This implies that if an individual's subjective norm perceives a certain action as smoothly-doable, their confidence in the ease of executing a particular behaviour will be higher (Razali et al. , 2020).

However, critics have pointed out a problem with the theory because there's a gap between what people intend to do and what they actually do. This gap is especially noticeable in research on sustainable consumption. It makes it questionable how reliable it is to use intentions to predict behaviour accurately (Saarelainen, 2021).. Therefore, this research aims to fill in this gap and answer the sub-question: "What is the food purchasing behaviour of Gen Z". This allows for more thorough analysis and comparison, and later to providing better recommendations. Besides, in order to give a better justified advice to the company Heinz Netherlands, interviewees are asked not only for their Subjective Norms, but also for offline and online sources of food sustainability information. The third component "Perceived Behaviour control" is scrutinized in the sub-question: "What are the potential challenges that international Gen Z living in the Netherlands, face in adopting sustainable food consumption behaviour?"

3. Research methodology / justification of validity and reliability with a reflection on limitations in the process and content – (RC3, RC4 and RC5), and where further research is needed?

3.1. Validity of Desk Research

Source credibility: Only credible sources, tested for their trustworthiness via the AAIOCC criteria, were used to endure the validity of the Desk Research. This implies the research articles utilised were checked for accuracy, i.e. reputable author, the purpose of the document, the objectivity of the resources, the currency of production of the paper and its coverage, namely, the breadth and depth of the themes talked about. Besides this criterion, the sources were accessed through plausible online places such as Google Scholar, the Han Research base: Han Quest, Google Scholar, Research Rabbit, Emerald Insight, Science Direct, Elsevier, etc.

Relevance to Research Questions: Next to that, the research articles were selected on their scope-representing mainly the food sustainability opinions, and not perceptions based on all other sustainability fields, such as in the Fashion industry, etc. Moreover, the Gen Z should have been the target group examined in all these resources.

A constraint in achieving the validity of the desk research was not finding enough desk research sources regarding the information-providing platforms in terms of food and sustainability. Therefore, this is achieved mainly with the interviews in the field research. Another challenge in the ensuring a broad scope of research was that no data was found on the third research question: "How do Gen Z consumers perceive Heinz in terms of its commitment to sustainability?". This is a classic literature gap, as it relates to a novel idea which hasn't never been examined or has been, but not that much (Al-Saraf, 2022). Therefore, this question was answered only with the field research data.

3.2. Validity of Field Research

For the Field Research 6 interviews were conducted. To ensure a more robust validity, the participants were chosen based on 2 sampling strategies: stratified sampling and purposeful sampling (also called Judgemental).

The stratified sampling: It involved dividing the target groups in smaller sub-groups with similar characteristics: gender, working or studying, and then choosing participants from each sub-group randomly. For example, studies have shown that there is a slight difference in the characteristics of the different genders (Ruzgys, 2022). Therefore, the interviews included individuals from both males and females: 3 males and 3 females and 1 non-binary. This decision is based on a Deloitte's survey which states there are 49% females, 49% males and 2% non-binary Gen Z citizens of the Netherlands. The same survey declares that those working full-time are 31% and those, enrolled in a full-time education are 27% (Deloitte Global, 2023). Consequently half of the interviewees are full-time working and the other half: enrolled in a full-time education. The ones that are part-time working are not taking into consideration, because in most cases they are the same group as the ones in full-time education programmes. The interviewees were all representative of the Gen Z cohort- aged 11-26 years. Since the target group consists of international Gen Zs. The interviewees all have different origins. This aims at representing as many demographic levels of the overall target group as possible.

Purposeful sampling: Based on the literature review the percentage of people who have lowered down meat products or totally abstained from meat consumption have increased. Therefore, the strategy purposeful sampling, also known as Judgemental sampling, was also chosen: the interviews included representatives of the diverse food-eaters too: vegetarians, flexitarians, vegans, and meat-lovers. This has served to see the viewpoints of all representatives of the target group, considering an attribute – sustainable eating, which is vital for the objective of this report and achieving more holistic conclusion.

Construct Validity: Research questions Guide, which was developed for the interview, reflected both the research questions and the Theory of Planned Behaviour (TPB) model, used in the literature review part. The questions in the Guide included all aspects of the TPB model. They were corrected after revising them with 2 future communication professionals with a background in Communication, as well as from a current Communication professional. All questions were answered in the field research.

3.3. Reliability of Desk Research

The process of reviewing the literature: It consisted of firstly looking at the “Abstract” part to understand the context of the Research article and to make sure the article was focused on the exact or close topic to this one, as well as precisely the same target group. After the “Abstract” The “Introduction” and the “Conclusions” were briefly looked through to confirm that the research article would be useful to read. Lastly, more attention was paid to the “Literature Review” part, from where the most crucial information was extracted and interpreted in this research report.

Research key words which yielded the biggest number of responses were: “Food sustainability perceptions of Gen Z”, “Gen Z's barriers to sustainable consumption”, and “Gen Z and sustainable purchasing”.

3.4. Reliability of Field Research

Ethical consideration: Asking for recording approval was also performed. The interviewees all gave their consent.

Interview process: The interviews were **semi-structured** because this type allows the participants to express more in-depth views, and thus gather rich context of the data. Besides, this type enables the researcher to be more flexible and probe deeper into responses if the interviewees were not very concrete. It also created more engaging environment and empowers the research to tailor the questions based on the interviewee's background and characteristics (Adeoye-Olatunde & Olenik, 2021). The most interviews took 1hour, only 2 of them lasted round 30minutes. 5 of them were done in person and recorded via phone. 4 of them were performed and recorded in Microsoft Teams. They were all converted from mp4 or AAC format to mp3 audio format. Afterwards, they were all transcribed using the “Transcription” option in Microsoft Word. At the end, **deductive analysis** was used to process the data while **colour-coding** the data. To illustrate, the colour-coding started with pre-defined codes and then these codes were found in the various sections. Deductive analysis was suitable for this situation because the interview questions were precisely based on the theoretical model and the research questions.

IV. Relevant data and information to answer the questions (RC3, RC4, RC5)

1. RC3: Literature review

1.1. What is Gen Z's sustainability perception in relation to food?

Gen Z are also called "Generation I," "Versatile Generation," "Performing multiple tasks," and "Digital Age" (Lavuri et al., 2021, p.5). GenZ is the population born between 1997-2012 (Beresford Research, 2023). According to Statista (2023) the population living in the Netherlands aged 11-26 amounts to 3.149.000 citizens (Statista, 2023). From these 1.544.558 are females and 1.604.442 are males.

This cohort is used to utilising technology since young age and thus, have been provided with access to broad range of information. Technology impacts them in terms of creating personal connections, learning, and forming their opinion and expressing it. This cohort demonstrates a more favourable outlook toward eco-friendly products and a heightened dedication to environmental causes (Lavuri et al., 2021, p.12). This group of the population is believed to make crucial contribution to accomplishing the Sustainable Development Goals (SDGs) (Yamane & Kaneko, 2020). Gen Z are the next generation which will start raising children, and subsequently- spreading their sustainability viewpoint onwards among their children- the future population on the planet. This signifies the importance for Gen Z to consider thoughtfully and be engaged with more sustainable daily practices, ensuring a better maintained environment in the future (Irene C. Kamenidou, 2019).

Furthermore, young people exhibit greater adaptability in their eating routines. (Ruzgys, 2022). Gen Z lives independently from their families and therefore tend to make poor food choices (Irene C. Kamenidou, 2019). Gen Z are also well-informed and intelligent. Previous research has shown that such educated people are more prone to buying sustainable or sustainably sourced food (Irene C. Kamenidou, 2019). Another article, focused on overall sustainable consumption, confirms that education, as well as being female contribute to showcasing sustainable behaviour (Nathalie Lazaric et al., 2020).

Another observed pattern is that, in the Netherlands, the percentage of citizens who are vegetarian, and flexitarians has grown up (van Gelder, 2022). Abstaining from meat is particularly favoured by the younger generations in the Netherlands. According to a 2018 survey, the proportion of 18-to-24-year-olds adhering to a vegetarian diet was the highest among all age groups, and five times larger than that of individuals aged 55 and above following a similar diet. Individuals aged 18-24 were also overrepresented among the flexitarian group (van Gelder, 2020). Studies have shown that individuals aged below 35 were inclined toward recognizing the advantages of restricting red meat intake and the prioritization of plant-based proteins as carrying substantial ecological advantages. Also, they actively partake in environmentally conscious actions, such as utilising personal reusable bags, steering clear of non-eco-friendly packaging, obtaining organic food items, and reducing their meat intake (Ruzgys, 2022).

When Canadian Gen Z were asked what value sustainable food yields for them, the majority (69 out of 263 respondents) pointed out that environmental impact is the biggest attribute they assign to sustainable diet. That implies diet which has limited or no ecological influence, or diets with ingredients which were ethically and responsibly procured. The second largest attribute ascribed to sustainable food (by 43 participants) was being healthy, followed by cutting down on, or completely excluding, meat consumption (given by 20 participants). Less frequent descriptions were "long term/available for future generations", "eating mindfully/responsibly; foods can be replenished/grown/maintained sustainably" or "protecting or maintaining food/nutritional security" (Ruzgys, 2022, p.21). Last but not least, Gen Z declared they deem sustainable diet as "local/fresh food" and one which "protects resources/land". A minority (14) of those 263 surveyed related sustainable foods to "cultural acceptability, ethical impacts, and animal welfare" (Ruzgys, 2022, p.22). The economic aspect of sustainable products was referred to only by 2 people.

When participants were prompted to share how they can enhance their diet to be more sustainable, they asserted the same afore-mentioned arguments. However, they also added aspects like "gardening,

growing/hunting/foraging for own food”, “Avoiding single use packaging/plastic”, “using reusable packaging”, and “eating more plants/vegetables/fruits”. Fewer of them expressed the viewpoint of “reducing household waste/food waste; reusing leftovers”, “eating organically grown; pesticide free food”, and “cooking own meals; avoiding take out, cooking from scratch”. The least responses involved social sustainability (Ruzgys, 2022, p.23). In the same study, when asked to rank components of sustainability in regard to their success in fostering a sustainable food consumption, Gen Z chose decreasing food wastage, utilising local products and sustaining regional food producers as the top three contributing factors. These can be seen in Figure 1. Slightly below these, but with great importance were ordered: lowering red meat intake, opting for food with minimal packaging and going for organic, instead of processed goods.

As behaviours with lower impact on promoting sustainable food habits were regarded the preference for staying away from pre-prepared or pre-chopped items, keeping away from susceptible-to-rot food items, and opting for organic rather than standard food. The utmost lower position in the ranking took: cutting down on soft drinks and fruit juice, as well as minimizing dairy intake. *(Please see Figure Number 1 in the Appendices, page:)*

Gender differences were checked upon in this ranking and only minor differences appeared. When ranking the behaviours, contributing the most to sustainable eating models, these differences were in the third, fourth and fifth rank. Females elevated supporting nearby farmers more than males, and giving less priority to cutting down on red meat (Ruzgys, 2022). A Study on Gen Z and sustainable diets elucidates that there are three aspects of sustainability, namely economic, environmental, and people-oriented, of which mostly the environmental aspect is communicated to the consumers on their purchasing journey (Ruzgys, 2022). It is vital, therefore, to understand better if all these aspects are considered by Gen Z located in the Netherlands, only some of the aspects, or none (Ruzgys, 2022). A recent survey conducted by Deloitte Global in 2021 also unveiled that climate alteration and safeguarding the environment are the leading concerns among Gen Z.

Gen Zs are optimistic about the environment, with 68% acknowledging that the environmental modifications observed during the pandemic have heightened their confidence in the reversibility of climate change (Miia Grénman, 2022).

1.2. Are there any differences in sustainability perceptions and purchasing behaviour among Gen Z?

1.2.1. What is the food purchasing behaviour of Gen Z?

Generation Z is characterized by a stronger inclination towards sustainability, placing significant importance on factors like their environmental footprint throughout when buying food products (Ruzgys, 2022). Gen Z's food selection in Italy depends on the “food convenience and certifications”, while in Belgium it depends on personal aspects, social connections, and surrounding environment. University also influences Gen Z: namely, the type of living conditions, the student associations, the lifestyle adapted to the university needs, and exams. (Irene C. Kamenidou, 2019,p.3). Gen Z favors buying food products from neighborhood market, not from grocery stores (Zsuzsanna Beretzky, 2018).

In one study Canadian Gen Z were asked to select the importance of their food choice drivers. The results indicated taste, health, and price as the largest motivators, with environmental impact, sustainability, and greenhouse gas emissions following closely behind. Other aspects of extreme significance are animal wellbeing and working conditions. Nutrition labels and ethical considerations are also regarded as very important (Ruzgys, 2022).

1.2.2. What are the sources of information which they use to regarding food and sustainability information?

According to a French study on sustainable consumption, local external factors evidently surpass global external factors associated with encouraging sustainable consumption patterns. This implies that individuals are more inclined to relate to those closest to them, and this sense of connection is

more impactful than any campaigns, which attempt to encourage sustainable behaviour (Nathalie Lazaric et al., 2020).

1.2.3. What are the potential challenges that Gen Z face in adopting sustainable consumption behaviour?

There are certainly some obstacles which hinder Gen Z from buying sustainable food. For example, skepticism towards sustainable consumption of food in the Czech Republic, or the viewpoint of lack of enough sustainable products in Belgium. In Europe, North America, and Australia hindrances have been “lack of knowledge, time and availability”, as well as the cost of sustainable food. Low income has been proved to be a barrier of adopting sustainable consumption behaviour also by another study conducted in France.

Moreover, in Italy there is low discernability and comprehension of food with sustainability labels. Besides, it was revealed that Gen Z doesn't become more drawn to a brand solely because of the existing sustainability label on a product (Irene C. Kamenidou, 2019, p.4). Another study, although analysing both Gen Z and Gen Y, has revealed that the majority of people examined (87.2%) shared that it is vital to eat meat alternatives. Nevertheless, 82.2% expressed concerns about the nutrition of these alternatives (Diana Bogueva, 2019). Another obstacle for adopting that behavior might be current habits of Gen Z (Nathalie Lazaric et al., 2020).

When there is a dissonance in sustainable consumption between one's mindset and real-life actions, conversations with peers contribute to reducing the doubts and eliminating that gap. Individuals with greater choices and additional free time could potentially be the ones with the capacity to diminish this disconnect towards an eco-friendlier consumption pattern (Nathalie Lazaric et al., 2020). Besides, another study indicates that the behaviour of younger cohorts might shift as they become informed about the core fundamental essence of the SDGs (Yamane & Kaneko, 2020). The most influential obstacles of adopting sustainable food purchasing, derived from a study on Canadian Gen Z, were high cost, unavailability of sustainable alternatives (especially in smaller cities) and “Lack of time available for food preparation; the convenience of unsustainable/unhealthy foods; busy lifestyle”. Less impactful challenges divulged were weak willpower, unhealthy routines, social pressure, online interactions, commercial messages, cravings and food flavour, gratification through eating meat, and consumer powerlessness, stemming from businesses holding responsibility (Ruzgys, 2022, p.25).

2. RC4: Field Research

1.1. What is Gen Z's sustainability perception in relation to food?

The majority of the respondents have been taught about some sustainability issues in their studies. 8 out of 9 reveal that they certainly lacked eco-related knowledge before moving abroad and starting their Bachelor education. Besides, the same number declared that moving to the Netherlands, enabled them to both open their eyes for more eco-friendly actions and made it easier to actually implement such. On another hand, according to one participant, international Gen Z in the Netherlands “should take the extra mile to stay a bit more informed when living in a foreign country”.

They all perceive sustainability as an important factor on the planet. They take into consideration all three aspects of sustainability, in relation to food: people, planet, profit, with the environmental aspect being the most prevalent.

In terms of the environmental point, they acknowledge the problems of CO2 emissions(6) while transporting food products and in the meat production. They perceive global warming as a serious problem, with numerous aftermaths such as forest fires and floods. Gen Z also pays attention to no waste of materials(5), a lot of unnecessary packaging(6) of food products, as participant N.9 said: “Plastic is like a cancer for our world”. Interviewee who is working articulated that she is trying to minimize waste by taking advantage of all of the

leftover food, including the peels from fruits and vegetables. The latter revealed she like the supermarket Albert Heijn tactic of not disposing immediately a product with soon-to-expire date, but instead puts a discount on it and tries to sell it. Thus, eliminating the need to waste goods. 2 of the correspondents conveyed that it is important to have consistent daily small habits on a larger scale, as if they are done by the multitude, they would have much more tremendous impact.

but also the need of plastic wrapping of some goods, water pollution, and more specifically microplastics going into the ocean(3), extreme usage of water(3) in the meat industry and in producing avocado(2). Besides, (2) interviewees have mentioned concerns about pesticides(2) in agriculture. Some (1) of them consider where the food comes from(5), is it seasonal, deforestation (1) and limited biodiversity(1). (1) shares that our food consumption affects the animal welfare, and that there is less and less land(1) available to certain animals, because of building, or that land is harmed and not always able to be reused(1). They are aware that a lot of efforts have been made worldwide to shift to sustainability. For instance, companies are producing more BIO products, and trying to shift to more sustainable paper packaging(2) and using renewable sources of energy. Governments are also believed to have been contributing to sustainability via implementing more measures, one of which allocating budget to companies so they can have resources to enforce eco-friendly actions.

2 studying interviewees mention growing our own crops as a sustainable solution: one says it's the way to escape capitalism, while another interviewee likes that it provides fresh products: "It's very easy to grow onions in your home, for example. They don't require a lot of effort". According to that participant, nowadays there are enough smart devices to help you do that, as well as this sustainable initiative can reduce the inflation, thus influencing the economy via our actions. A third participant has already tried growing his own small garden when he co-lived with a friend in a bigger space.

As a result of their sustainability perceptions, they have all undertaken eco-friendly habits. For example, wearing a tote bag when going to supermarkets, using sharing mobility, public transport, or bicycles. Also, most of them recycle their trash. Half of them try to buy BIO products, and some purchase secondhand appliances, and try not to buy something if they don't need it. A couple of them try to buy food from the local markets, so that they can prevent emissions from transportation, obtain more quality and cheaper products, as well as support the local farmers. Interviewee N.9 expressed that when he goes on holiday to a small city or village, he purchases food from local people, because he is convinced that "money should go to those people instead of to big astronauts in the world". Using reusable cups, water bottles is another habit that substitutes buying plastic water bottles on a regular basis. They try to reuse, reduce, and recycle. When buying from a store, one participant also tries to eat-in instead of take-away, as it involves less materials. Besides, she opts for reusing nice cans or boxes to store food inside on a regular basis or buys big quantity of a product so as not to buy many times the plastic packaging of that product. She exemplified: "I buy coffee beans in a very like pretty fancy box, a metal box and then I will just buy another paper package with coffee, and I will just refill the same initial metal box. I just reuse it and refill it again.

”

2.1. Are there any differences in sustainability perceptions and purchasing behaviour among Gen Z?

2.1.1. What is the food purchasing behaviour of Gen Z?

When it comes to purchasing food, price has the most influence on Gen Z's decision. The majority of them attempt to buy products when they are on discount, be it a certain percentage off the price or 1+1 deals. Next to that, 5 out of 9 respondents admitted they are searching for BIO products, as it means they are eating healthily. They also seek nutritious and fresh products, which in turn, makes them buy in small quantities. This leads to them not wasting a lot of food, as they care for the environment. It's important to consume organic products because they relate to fair trade and child labor. Moreover, they take into consideration whether the food they are buying fits their current eating

habits. What is more, Gen Z pays attention to consuming food which will make them healthier, more energetic, and feel better. That triggered some to try out a vegan lifestyle. Besides, becomes “excited” for a product more if the company uses eco-electricity, or has implemented sustainability initiatives, such as planting trees.

The majority of the correspondents admitted they are used to buying the same things every time she shops. They buy a specific product in a specific way. That is often the reason why they neglect sustainability information in the store. *(Please see more information in the appendix)*. They buy a specific product in a specific way. This might be a hidden challenge of convincing Gen Z consumers to try out new more sustainable products. They mention that they are more willing to buy a particular sustainable product if they have been buying that product for a certain time, and then they notice that the brand included new or more eco-practices. If the product was not purchased often, then they would not consider buying it even with such practices. Only (1) interviewee, who was working, shared that he puts effort into visiting diverse food stores, so that he can compare the quality, prices, and freshness of the products.

A few of the respondents eat vegan meat. Some attempt to eat meat less often or try to buy meat products, for which she knows the animals were freely bred. Another one doesn't understand the concept of vegan meat and what it consists of. The latter interviewee admitted that more and more terms are appearing based on the eating habits: vegetarian, flexitarian, pescetarian, vegan, and it is becoming more and more confusing for him. One of the respondents clearly exposed that eating vegan is not enough to be sustainable. In contrary, more aspects should be taken into consideration, as well as the fact that if Gen Z stops eating eat, the natural food chain will break and will cause more problems than solutions.

Some are more inclined to buy food that is from the Netherlands and not transported from another country. Most Gen Z often buy from the closest shops(2), instead of traveling to a farther one and going to the same shop they always visit. (2) participants are gleeful when companies offer new sustainable products. One studying girl and one working boy clearly indicated that they are influenced firstly more by the design and look of the packaging of the product than anything else. Therefore, they first like the design, then pick up the product and read the main information on the wrapping but wouldn't scrutinize all the details on it. A few pointed out that they are likely to get a product with sustainable certification or tags, such as BIO, on tis packaging.

There were some negative and positive feelings associated with buying food.

The negative ones are that the majority of the products are not biologically produced, but with the interference of a lot of chemicals and machines in and that those which are BIO are double-triple priced. Also, the Gen Z's who pay a visit to various stores have realized that it takes time and energy in the beginning to get to know a supermarket and a product, before starting regularly purchasing the same goods.

One respondent indicated that she was extremely positively surprised by an app, in which she could enter any types of products that she has and that would expire soon, and it will automatically create more than 50 recipes in which she could utilize those leftover products.

It's easier for Gen Z's to be involved in sustainable food purchases if they are granted diversity of meatless products, good recipes, knowledge about a brand's sustainability, local markets, clear labels, gamification, surrounding people, who are eco-friendly. *(Please see more in the appendix)*.

2.1.2. What are the sources of information which Gen Z uses regarding food and sustainability information?

The sources of information regarding sustainability and food are divided in 2: online and offline. *(Please*

see Figure 2. In the RC4 in the Appendices for more information)

When we consider offline factors, among most of the participants, their upbringing and food habits within their families were crucial factors of their current eating behavior and whether is sustainable or not. Also, some of them get ideas from and follow the example of friends, colleagues or relatives that were representative of more eco-friendly eating behavior. The packaging is also informing the customers of sustainable initiatives of the brand. Another offline source of information that would make an impression for one of the participants is “leaflets with strong communication message on them”. To exemplify, a leaflet that triggers Gen Z’s to ponder on their actions’ impact on the planet. That participant explains that the leaflets can be a good way of informing if they are positioned at places which are visited mostly – work, supermarkets, etc.

In the light of online sources, YouTube is one of the most frequent answers, given by 6 people. Another information source, as equally important for Gen Z as YouTube is Instagram. Some seize the opportunity to follow influencers there, while others like it because it’s more visual, and they can express their feelings on it, or to stay in touch with others and share viewpoints together. Some of the student interviewees(4) follow influencers on it, as they are spreading new ideas and encourage lifestyle, which the parents of a Gen Z don’t support. On the other side, the working interviewees don’t trust influencers a lot, as they believe the influencers don’t care so much about sustainability, but about the money. A third preferred by 4 interviewees platform is LinkedIn, where Gen Z watches out for the company’s eco-initiatives. Last but not least, the fourth most popular source consists of trusted experts in the field of sustainability. These can be European Governmental Bodies, The World Economic Forum, and professional researchers. The latter are seen as credible because of the time they have invested in learning about, describing and analyzing the topic of sustainability. Finally, 3 Gen Z opt for TikTok and 3 for Instagram. Two of them check up the brand’s website and Twitter, even not doing it so regularly. Only one Gen Z is influenced regarding the research topic by Spotify, books, and Search Engine Advertising (SEA). Most of the respondents were exposed to more online than offline channels. The participants were not easily impacted by offline sources, or stars on the product packaging, because most of them are perceived advertisements. As one interviewee postulated, referring to the advertisements: “It’s not really showing who the brand is and what they really do.”. This makes them ignore such influences or, as they say, “filter” the information. The only disadvantage mentioned about online sources is facing propaganda on online sources. As a result, Gen Z resorted to the brand’s corporate website.

2.1.3. What are the potential challenges that Gen Z face in adopting sustainable consumption behaviour?

Several challenges appear in front of Gen Z’s when it comes to implementing sustainable consumption. The largest challenge for both studying and working from all genders, is the high price of sustainable products. *(Please see the appendix for more information)*. Another barrier is the nutrition of the product. One of the interviewees stated they don’t perceive vegan meat as nutritious. For all of them, if the product is not nutritious and of good quality, sustainability won’t be considered at all. 2 of the participants share that they assess the products’ nutritional qualities by the European Nutri Score with letters A, B, C, D, E. One interviewee clearly stated that he would like to have such a score also related to sustainability. Another insight was that compared to other Western countries, there is not that many varieties of vegan products in the Netherlands. Sometimes the lack of variety originates from the fact that some products are really seasonal. It has happened that one of the interviewees was also by bad communication at the store, where a sustainable product was out of stock, and the Gen Z representative was not sure if it will be re-stock soon or no. Moreover, a large number of people expressed that it’s hard to find how much a company is actually sustainable. Besides, participants were highly disbelieving brands which over-promote their eco-friendliness on their packaging, and therefore they became less excited for the product. An additional hindrance was that sometimes companies are not delivering

on their sustainability promise.

One of the most significant problems encountered among all in the pursuit of sustainable behavior is lack of knowledge. (Please see information regarding types of knowledge in the appendix). Everyone involved in the field research showed interest of learning more about the various sides of keeping ecological balance.

Two of the participants disclosed that Gen Z's don't care so much about sustainability, one of whom gave the reason: being too occupied with current happenings and always on-the-go. This consequently leads to lack of time. One respondent explained the conditions she needs to adopt a sustainable habit: "It's very straightforward process you have in your head, as well as it's communicated very clearly. It's easy. It's fast. It doesn't affect me." When it comes to perceived behavioral control, discipline, rigid current eating habits, lack of time, current wars and companies' responsibility, less nutritious and quality products, capitalism, as well as corruption are main obstacles. (Please see appendix for more details)

2.2. How do Gen Z consumers perceive Heinz in terms of its commitment to sustainability?

All the interviewees were aware and almost all have purchased at least one product from Heinz. However, when it comes to Heinz sustainability, only 3 of them have heard of the brand's sustainability commitments. That was namely the Heinz vegan Mayo and vegan sauces, and it was expressed by students who are vegan and wanted to purchase sauces for themselves. That participant claimed she valued much more brands that put effort into creating plant based products which are usually hard to recreate as plant based. To illustrate, she mentioned the Alpro plant-based milk. The third interviewee shared that she got to know about Heinz sustainability initiatives, affirmed she understood about them because she had a related task from her workplace. These novel eco-friendly actions, which she remembered, were reducing Heinz' CO2 emissions and recycling the tomato seeds. Most of the participants know of the brand, because it was often bought in their families when they were younger, or because they like its taste, which they define as better than the other brands' taste.

One respondent said Heinz didn't have BIO products, which is not true, and that is why he didn't purchase from Heinz. He doubted whether the bottle is recyclable and said he didn't notice anything related to sustainability on the front of the product, which would have been better according to him.

When prompted how much they know about the Heinz Packaging, they weren't aware that some of the bottles are 100% recyclable. When asked about whether they have purchased vegan meat. One shared that he prefers the real meat, which nature gave, not a plant-based version which is called meat, and marketing tricks are used to promote it as a meat. Not eating vegan meat was also caused by the lack of taste of real meat and following a Mediterranean diet, which research stated as an excellent diet for everyone.

3. RC5: Gap Analysis

To analyse all gaps between the field and desk research, a table was constructed with the main research aspects from the research model and research questions, as well as with findings from desk and field research. (Please see Table N.2 in the appendices for more details).

The first section of the model **"Attitude"** is divided into "Knowledge", "Feelings and Emotions" and "Behaviour" is added for better. In terms of the **"Knowledge"** part, the desk research showed that Gen Z perceives sustainable food as long-term available for the future population (Ruzgys, 2022). This long-time perspective wasn't mentioned by Gen Z in the field research. However, what was identified only by the field research, is that Gen Z's are aware of Fast-Moving Consumer Goods (FMCG) companies trying to be more sustainable. This is by shifting to paper packaging instead of plastic one, by using renewable sources for their production processes, by producing more BIO products and by being supported by governments to implement more eco-friendly initiatives.

When it comes to the **"Feelings and Emotions"** part, the gap was enormous, as all information was gathered through field research. The negative feelings of Gen Z's are oriented towards the non-transparency of companies' sustainability, by high prices of BIO products, and by realizing products are more often produced

with the interference of. The positive feeling were evoked by seeing companies trying to incorporate more sustainable packaging and by using apps which ease saving food, instead of wasting it. In the light of Gen Z's food purchasing "**Behaviour**", the desk research yielded that females were more eco-friendly than males (Nathalie Lazaric et al., 2020). This wasn't fully ascertained with the field research because all genders interviewed have consistent sustainable habits. However, it was concluded that females are more prone to consuming vegan meat than men, even though they both realise the importance of reducing the red meat intake. Interestingly, two interviewees don't understand what the vegan meat consists of and how meat can be vegan. Although the literature sources suggested Gen Z's independent life from their parents led them to making poor food choices, this was refuted with the field research (Irene C. Kamenidou, 2019. According to the latter, the Gen Z's still converse and take advice from their family, so as to be sustainably-informed. Besides, living on their own made them more open-minded towards new opinions of fellows and the world around them. Moreover, the desk research instilled that Gen Z females supported more nearby chemicals farmers more than males (Ruzgys, 2022). However, the field research discovered all genders value that aspect. Another gem of realization from the interviews was that Gen Z searches food that will have a positive impact on their bodies: that will make them healthier and more energetic, unlike the research source stating Gen Z considers the food convenience: how easy it is to consume it (Irene C. Kamenidou, 2019, p.3). Another prominent discovery was that Gen Z checks the origin and the transportation impact of a product ,which doesn't resemble the desk research. Furthermore, what was indicated by the interviews, but nowhere in the literature review, was that this cohort buys second-hand appliances. This can be related to using second hand kitchen appliances and can lead to reduced waste and preserved natural resources for the food production. Other unique points of the field research were that this tech-savvy generation is susceptible to be influenced by all eco-sound initiatives by a FMCG company when deciding to buy from such, but can also sometimes be impacted firstly mostly by the fanciness of the packaging. What is more, this group is always excited to try new sustainable products.

The next section, "**Sources of information**" is divided into 3 sub-groups: "Online", "Offline" sources and "Subjective Norms", i.e. people who influence Gen Z. The only difference in the "Subjective Norms" was that Gen Z, according to the field research, didn't indicate being influenced by student organizations. An important distinction was that Gen Z considers profoundly the packaging when buying food. They are also impacted by leaflets, in-store walls and stands, social events and local markets. When it comes to the online sources, YouTube, Instagram, trusted experts, and influencers were given the most privilege by both working and studying, and Linked In- by working Gen Z.

When "**Perceived Behavioural Control**" is considered, the fact that Gen Z is easily adaptable to new eating routines is proved wrong. Instead, several Gen Z's postulated that they adhere to rigid habits of buying the same things and going to the same store. What makes it easier for them to practise sustainable consumption is gamification and peer pressure: fellows who are vegetarians or vegans. In contrast, what makes it hard and hasn't been proved from both types of research, is gratification from eating meat and missing knowledge about global Sustainable Developmental Goals. In fact, the field research extracted a lot of obstacles for displaying sustainable consumption: current wars, distrust in over-promotion of eco-friendliness, companies not delivering on their promise and corruption in developing countries. When examining the **awareness of the Heinz sustainability involvement**, there was a major gap, covered only by field research: Gen Z is mostly unaware of it.

IV. Conclusions

While researching how Gen Z's perception of sustainability influences their purchasing of Heinz Netherlands, and food purchasing decision, it was ascertained that Gen Z cares about sustainability but is greatly prevented from displaying eco-friendly food purchasing decisions.

This is firstly because of higher costs of eco-friendly food products, which Gen Z attempts to overcome by buying discounted products. Even though they have been previously educated to some extent about sustainability, another obstacle for this cohort is absence of knowledge.

Often the information on the product packaging is not enough for Gen Z to assess all these aspects, or labels are barely comprehensible. Scarcity of time, current consumption habits, and misunderstanding of the vegan meat concept are another barrier for Gen Z. Also, females are more willing to consume vegan meat. Lack of nutrition, food flavor and diversity of vegan products, together with the companies' overarching responsibility are also a challenge. What makes it easier to practice sustainable consumption is gamification, good vegetarian and vegan recipes and peer pressure, advice, or encouragement.

In terms of offline sources, Gen Z are most influenced by their surrounding closest people, followed by online media: YouTube, Instagram, Influencers, LinkedIn and trusted experts and institutions. When it comes to the offline sources, what they consider the most is packaging and labels of the product, nutrition scores on it, social events, and less often: leaflets and in-store walls or stands.

They already have some awareness of main sustainability aspects such as CO₂ emission and climate change, water, land and plastic pollution, animal welfare, fair trade, food waste, and economic welfare. Moreover they have undertaken eco-friendly habits, some of which are eating organic products, preventing food and material waste, and consuming local products. Next to that, they attempt to purchase local products and check the transportation traces left by a company. Nevertheless, merely 3 out of 9 respondents were aware that Heinz has implemented sustainability initiatives. A few Gen Z's said they buy it sometimes, because of its taste, because it was a family habit, or just because it's a leader on the market. This made them not keep in touch with the latest Heinz sustainability happenings. However, they are open to trying new sustainable products. All in all, this indicates that Heinz still has to fill in the gap of sustainability awareness of the brand among Gen Z.

V. Recommendations

When giving recommendation to the Brand Heinz, it should be considered that health, taste, and price come first before sustainability. Also, Gen Z's are disappointed with the non-transparency of companies' sustainability, not delivering on their promises, so the brand should be honest and consistent with its actions. In order to match the values of the international Gen Z related to sustainability and to leverage this increasing in the Netherlands cohort, Heinz should spread awareness of its eco-friendliness via combination of **Content Marketing and Buzz marketing Sustainability campaign**. Content marketing is suitable because it has the power to educate the target customers about the brand's sustainability involvement, while the buzz marketing can refocus the perception of Heinz also a sustainable brand, and ensure that there is an excitement and conversations around this aspect of the brand.

It's recommended that they include gamification, since Gen Z expressed that makes them more involved. Since the latter already trust the brand's ketchup products, Heinz had better leverage their existent fame and commence its campaign with focus on its **ketchup offering**. Only after that should they expand this campaign within its other products: vegan meat, beans, and spreads. Thus, it will be easier for the target to embrace Heinz as a sustainable brand first, and subsequently, transfer this sustainability association to all other product categories.

Through this campaign, Heinz can display that the company is aiming to reach carbon neutrality by the end of 2050, as well as to have the Heinz Ketchup tomatoes 100% ecologically and responsibly procured, taking into consideration fair-trade. Besides, Gen Z should learn about Heinz' non-GMO tomatoes, land, and water preservation, composting and recycling practices, renewable energy use and waste reduction, because Gen Z proved to be concerned about all these aspects (Heinz, 2023). However, the brand should make sure that this educational campaign is put forward in a simple and easy to understand way, since this Post-Millennials elucidated that they are involved only when there is **clear and straightforward information, quick to assimilate**. This is because of their busy lifestyle. Heinz had better centre its Buzz Marketing on product's packaging, green recipe contests, and influencers. Its Content Marketing can capitalize on: YouTube, Instagram, Trusted experts, influencers, and LinkedIn. It's advised that the campaign lasts at least 1 year to ensure that it



will reach this broad cohort in the Netherlands and will be able to shift the consumer perceptions of Heinz as not only tasty but also sustainable brand.

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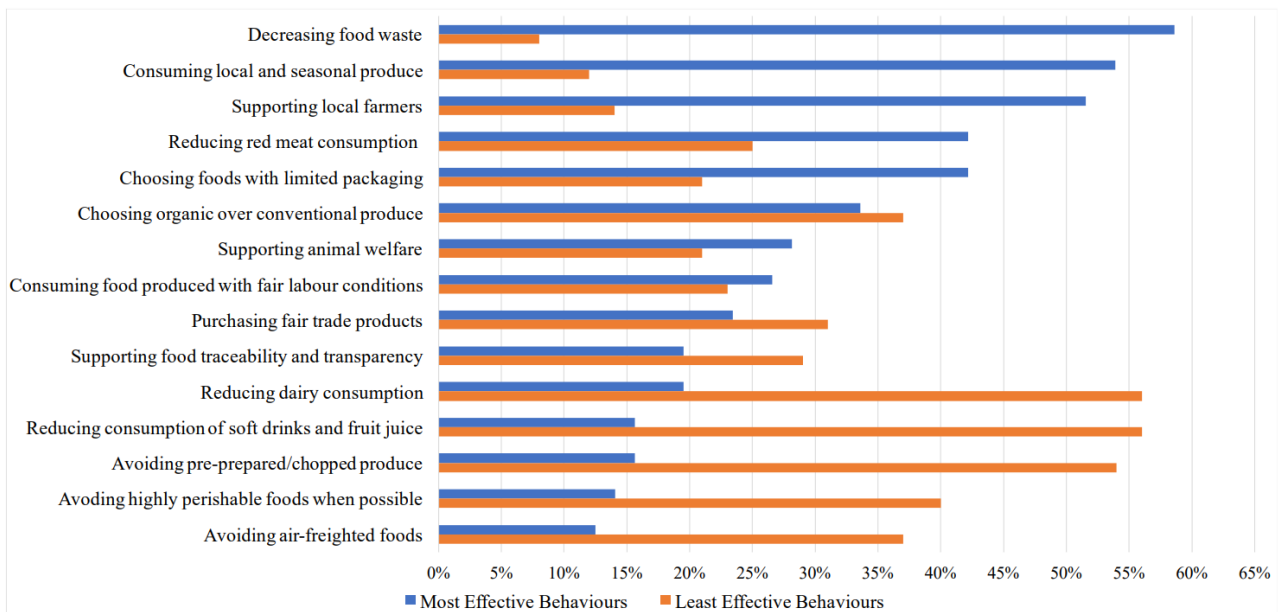
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VII. Appendices

1. RC3

Figure 1.
Perceptions of the least and most effective behaviors



Note. From Gen Z and Sustainable Diets: A Holistic Perspective. Understanding Perceptions of and Engagement with the Social, Economic and Environmental Dimensions of a Sustainable Diet (p.26), by Shannon Ruzgys, 2022. Copyright 2022 by Shannon Ruzgys

2. RC4

2.1.1. What is the food purchasing behavior of Gen Z?

They buy a specific product in a specific way. This might be a hidden challenge of convincing Gen Z consumers to try out new more sustainable products. They mention that they are more willing to buy a particular sustainable product if they have been buying that product for a certain time, and then they notice that the brand included new or more eco-practices. If the product was not purchased often, then they would not consider buying it even with such practices. Only (1) interviewee, who was working, shared that he puts effort into visiting diverse food stores, so that he can compare the quality, prices, and freshness of the products.

More information on the price, as a challenge:

Furthermore, 1 interviewee said she is susceptible to advertisement, while another is prone to buying products "Special Edition" which are part of a campaign and are taken out of the main product range after a while. A major part of the participants elucidated that even if they really like the taste and appreciate the sustainability of a product, they will still look first at its price and quality, how it affects the body, before buying. As one interviewee claimed: "Compromise on quality is intolerable". They specified that if the price difference between an eco-friendly and eco-unfriendly product is between 1,1 and a half euros, they would likely buy it. Provided that it's more, they will not.

Challenges of adopting sustainable food consumption:

On the other side, one of the interviewees is skeptical that companies will commence selling cheaper sustainable products, because they might not manage to balance the supply and demand and would most probably have insufficient income. Furthermore, one interviewee admitted that sustainable consumption is also

prevented because companies are not willing to sacrifice many things, and spending money in particular, when using technology, in order to provide consumers with cheaper products. Participants in the research acknowledge that in order to overcome the high product costs, they have utilized supermarkets or other food-related apps which grant them discounts. Also, the working interviewees are a bit more open-minded to paying slightly more if the brand has a proof that they are sustainable, but they still consider the price, as they have just begun their career.

It's easier for Gen Z's to be involved in sustainable food purchases:

if there is a diversity of meatless products and good recipes. They all elucidated that if they knew more about the sustainability side of a brand or a product, they would most probably be more willing to purchase it. Next to that, they admit that that it will be easier to practice sustainable food consumption, if there are local markets, and Gen Z's are equipped with bins for separating the garbage. 2 interviewees expounded that clear labels are also vital for them to be influenced to buy a product. An interesting answer to what makes it easy to implement sustainable behavior was gamification. A working interviewee mentioned she is using a Footprint challenge app at work, where employees are prompted to complete weekly sustainability-related obstacles and are rewarded afterwards. When they decide to be more sustainably engaged, they do appreciate it when their efforts are awarded. The app "Too Good to Go" is also an app which Gen Z likes and tries to use. It's about buying food from restaurants that will expire soon on a cheaper price. One participant admits that when she is surrounded by people who execute more sustainability practices and especially food-related, she feels peer pressure to also do it.

Perceived Behaviour control:

When it comes to perceived behavior control, discipline is also pointed out as a challenge. However, most of the Gen Z's were confident in their ability to sustain their current sustainable habits and develop more in the future once they have a more stable income. Only one doubts the ability to grow their own crops. Two expressed that implementing new eco-friendly routines will be harder for them because of lack of time, and for another 3, barrier is their current eating habits. Some participants recognize the companies' or the current wars as contaminating the environment and challenge to achieving eco-friendliness. Also, one considered not buying from companies who support a country-initiator of a war. Nevertheless, they all believe small individual sustainability actions are needed. Another viewpoint that stops Gen Z from buying sustainable brands is that they believe the companies are trying to gain more profit while providing less quality and less nutritious food. One participant conveyed hopefulness in becoming more sustainable: "if we practice more sustainable choices we can help the people making food in less developed countries to be better paid, so their financial condition can potentially get better, and as a result they can allow more sustainable purchases as well". Nonetheless, this interviewee admitted there is a constraint: the high level of corruption in these low developed countries.

Why do Gen Z value YouTube so much?

The reason behind using YouTube is that it refers to other sources such as universities' information on the topic, or independent organizations, which are not driven by corporations or governments. Therefore, people who share videos on YouTube are transparent and unveil unfamiliar to Gen Z's knowledge. Besides, Gen Z values the multitude and diversity of the opinions shared related to food sustainability. Moreover, YouTube hosts videos for all their interest, so it's easier for them to hang out on one platform that with "all on it". Another advantage used in YouTube is that you can pay for the Premium version and not be bothered by advertisements. Another respondent values that the YouTube content is longer, more detailed, displays appealing visuals and animations.

Missing Knowledge is expressed in 7 factors:

For some, it's the missing knowledge of the materials which build up the product packaging. For others, it is the

sustainable practices of the companies and of the production process behind a product. One participant elucidated that there is not enough information or not clearly explained on the product packaging. That same interviewee set out that “the brand cannot put their whole story into it, so they just give a short synopsis. They cannot put all the details into it and they can't put any proof that they cannot show any video that it was really sustainable making it.”

The third aspect of knowledge is related to how to actually perform a certain sustainable action. For instance, separating the garbage properly, as one interviewee put it: “I’m confused how to sort it. So, I think that brand should really spread awareness about how like about how their products can be recycled”. The fourth knowledge aspect related to understanding how much responsibility we actually have with our current actions for the planet eco-friendliness and the future generations. This was supported also by another interviewee who affirmed that “It's really about looking at sustainability from all the possible angles”. Missing awareness also refers to not knowing all the places to go to in the Netherlands, which provide seasonal products. According to another participant, “At the moment not everybody is aware of the sustainability issues going on around the world. So I think that would take time and people now are not really taking sustainability seriously”.

Interviewee	S/W.	ONLINE channels		OFFLINE channels	
		Sustainability	Food	Sustainability	Food
I.6.-Angelos	S	YouTube Brand's website World Economic Forum European Websites	YouTube-cooking+opinions Podcast on Spotify with experts in food industry	In-store walls, displaying a journey/story of a production School	-
I.1-Sophie	S	Instagram News(what's beneficial in it), articles, book, factual information	YouTube-cooking, Influencers & content creators TikTok	School	Family, cousin
I.3.- Simon	S	YouTube mostly & instagram: influencer	YouTube mostly & instagram: influencer	Packaging, School	Mother, girlfriend
I.4.-Kaya			YouTube-cooking Influencer on TikTok, Instagram Newspaper articles	Packaging, School Parents	Family, friends,
I.5-Justine	S	News on Twitter, Guardian, Sky News YouTube (informative videos about specific themes, experts)	-	School Social events	Family, friends, school
I.6 - Radina	W	Online looking up how sustainable an aspect of the product is, corporate website Linked In	-	Family, friends, colleagues, Packaging events, leaflets	Family, friends, colleagues
I.7- Lakshan	W	TikTok, Instagram, Linked In, scientific research papers from people who have put a lot of time into researching the topic	SEA	School	Family, friends, grandparents, colleagues at lunchbreaks
I.8 - Lina	W	New York Times, YouTube, fitness influencers, Linked In3)	Fitness influencers, Instagram	School, family, friends, product packaging, Because when I'm in the store, I'm. Already	Family, friends, In store stands

				thinking of making. A purchase.	
I.9.-Mooiz	W	Documentaries, Google searches, Instagram, Twitter and Linked In	Instagram	Packaging, certifications, ex-girlfriend, school	ex-girlfriend, local markets, school

3. RC5

Table 2. Comparison between field and desk research based on the research model and questions. The text in red color indicates a difference between the two types of research, or missing information in one of the two types of research.

Aspect of consideration based on the Model	Sub-aspect	Desk Research	Field Research
Attitude	Knowledge	<ul style="list-style-type: none"> ➤ have been provided with access to broad range of information Technology impacts them in terms of creating personal connections, learning, and forming their opinion and expressing it (Lavuri et al., 2021, p.12) 	<ul style="list-style-type: none"> ➤ According to that participant, nowadays there are enough smart devices to help you easily grow your own food
		<ul style="list-style-type: none"> ➤ well-informed and intelligent ➤ (Irene C. Kamenidou, 2019). 	<ul style="list-style-type: none"> ➤ The majority of the respondents have been taught about some sustainability issues in their studies.
		<ul style="list-style-type: none"> ➤ recognizing the advantages of restricting red meat intake and the prioritization of plant-based proteins as carrying substantial ecological advantage (Ruzgys, 2022) 	<ul style="list-style-type: none"> ➤ extreme usage of water in the meat industry
		<ul style="list-style-type: none"> ➤ environmental impact and climate alteration are the biggest attribute they assign to sustainable diet (Miia Grénman, 2022). 	<ul style="list-style-type: none"> ➤ They take into consideration all three aspects of sustainability, in relation to food: people, planet, profit, with the environmental aspect being the most prevalent. Concerns regarding CO2 emissions are common among 7 out of 9 interviewees. Global



			warming consequences: floods & forest fires.
		➤ sustainable food = being healthy (Ruzgys, 2022)	➤ concerns related to pesticides in agriculture
		➤ sustainable food = long term/available for future generations (Ruzgys, 2022)	➤ It's not clearly indicated how long-term exactly is the sustainability perspective held from the participants.
		➤ sustainable food consumption = eating mindfully and responsible (Ruzgys, 2022)	➤ Yes, because they try to minimize what they buy, cook at home, and give to neighbours or friends, if food remains
		➤ sustainable food = which can be replenished/grown/maintained sustainably (Ruzgys, 2022)	➤ worries about deforestation and limited biodiversity harmed land that cannot always be reused
		➤ Sustainable food = possessing nutritional security	➤ Gen Z's have indicated that they associate nutrition with sustainable food.
		➤ Sustainable food = local and fresh food (Ruzgys, 2022)	➤ concerns related to where the food comes from If food is seasonal
		➤ Sustainable food = protecting the resources and land (Ruzgys, 2022)	<ul style="list-style-type: none"> ➤ Concerns regarding CO2 emissions. ➤ Water pollution, and more specifically microplastics going into the ocean ➤ extreme usage of water when producing avocado ➤ concerns related to pesticides in agriculture ➤ limited biodiversity and deforestation ➤ Extreme usage of water ➤ less and less land available for certain animals because of building
		➤ Sustainable food = having ethical impact (Ruzgys, 2022)	➤ They do believe that buying sustainable food leads to better treatment of the local producers of the specific product



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		➤ Sustainable food = ensuring animal welfare (Ruzgys, 2022)	➤ Food consumption affects animal welfare
		➤ Economic aspect(less often, but still considered) (Ruzgys, 2022)	➤ By growing their own crops, Gen Z can reduce the inflation, thus influencing the economy via their actions ➤ Respondent 9 shares that by choosing to buy BIO products, Gen Z can empower people from developing countries, and hopefully bring about more income for them.
			Aware of FMCG companies trying to be more sustainable: shift to paper packaging instead of plastic one and use renewable sources, produce more BIO products and being supported by governments for their sustainability
	Feelings & Emotions Behaviour		➤ Negative because of how untransparent the companies are regarding their sustainability
			➤ Positive because of seeing how companies are trying to include more sustainable packaging
			➤ Negative because of high prices of BIO products
			➤ Negative towards unnecessary packaging.
			➤ the products often produced with the interference of a lot of chemicals and machines
			➤ extremely positively surprised by an app, in which she could enter any types of products that she has and that would expire soon, and it will automatically create more than 50 recipes in which she could utilize those leftover products.
			➤ conscious actions, such as utilising personal reusable bags, steering clear of non-ecofriendly packaging,

		obtaining organic food items, and reducing their meat intake (Ruzgys, 2022)	
		➤ because they are educated people, they are more prone to buying sustainable or sustainably sourced food. (Irene C. Kamenidou, 2019).	➤ Coming to the Netherlands made the interviewees more knowledgeable and open-minded about eco-friendliness.
		➤ Being female also contributes to being more sustainable (Nathalie Lazaric et al., 2020).	➤ Both males and females have consistent sustainable habits.
		➤ Gen Z- lives independently from their families and tend to make poor food choices (Irene C. Kamenidou, 2019)	➤ They still connect with their families and without their family, they have learnt to be more open-minded towards new opinions of fellows and the world around them
		➤ “gardening own food” (Ruzgys, 2022, p.23).	➤ 2 have shared growing their own food at some moment in the past and in the future
		➤ “Avoiding single-use packing/plastic” (Ruzgys, 2022, p.23).	<ul style="list-style-type: none"> ➤ pay attention to no waste of materials & unnecessary packaging ➤ the majority uses tote bags when going to the supermarkets ➤ They prefer to eat in, instead of take-away when they have the time to do so ➤ Buy big quantity of a product to avoid buying several plastic-packaged products and refills one plastic bottle.
		➤ “Using reusable packaging” (Ruzgys, 2022, p.23).	➤ Use water bottles, and cans/boxes for storing food
		➤ “reducing household waste/food waste; reusing leftovers” (Ruzgys, 2022, p.23).	<ul style="list-style-type: none"> ➤ Using in a smart way leftover food, including the peels from fruits and vegetables. <p>the supermarket Albert Heijn’s tactic of not disposing immediately a product with soon-to-expire date, but instead puts a discount on it and tries to sell it</p> <ul style="list-style-type: none"> ➤ Buying in small quantities
		➤ “eating organically grown; pesticide free food” (Ruzgys, 2022, p.23).	<ul style="list-style-type: none"> ➤ Most of them buy BIO or organic food ➤ They prefer fresh and nutritious food



	<ul style="list-style-type: none"> ➤ “cooking own meals; avoiding take out, cooking from scratch” (Ruzgys, 2022, p.23). 	<ul style="list-style-type: none"> ➤ They do avoid take-out when possible
	<ul style="list-style-type: none"> ➤ Consuming local products and sustaining regional food producers (Ruzgys, 2022) 	<ul style="list-style-type: none"> ➤ They do try to shop from local Saturday markets of local producers in other villages and cities when traveling
	<ul style="list-style-type: none"> ➤ Minimizing dairy intake (Lower rank, but still considered) (Ruzgys, 2022) 	<ul style="list-style-type: none"> ➤ More typical for women, rarely performed
	<ul style="list-style-type: none"> ➤ Avoiding susceptible to rotten food (Ruzgys, 2022) 	<ul style="list-style-type: none"> ➤ One they try to minimize the food waste by cooking the food on time, or using apps which helps them cook their leftovers.
	<ul style="list-style-type: none"> ➤ Difference in gender: Females elevated supporting nearby farmers more than males, and giving less priority to cutting down on red meat. (Ruzgys, 2022) 	<ul style="list-style-type: none"> ➤ That’s not the case in the field research.
	<ul style="list-style-type: none"> ➤ Considering: Food convenience(how easy to consume the food is) (Irene C. Kamenidou, 2019,p.3) 	<ul style="list-style-type: none"> ➤ Gen Z searches for food that will have a positive impact on their bodies: that will make them healthier and more energetic.
	<ul style="list-style-type: none"> ➤ Nutrition labels and ethical considerations are also regarded as very important (Ruzgys, 2022). 	<ul style="list-style-type: none"> ➤ They consider nutritious labels, especially the ABCDE label. They do check the packaging labels
	<ul style="list-style-type: none"> ➤ Obtaining food from local markets instead of from supermarkets. (Zsuzsanna Beretzky, 2018). 	<ul style="list-style-type: none"> ➤ Some of them do try to buy from local markets. Also, if traveling, one tries to buy from people and businesses that are local. ➤ Some are more inclined to buy food that is from the Netherlands and not transported from another country. Most Gen Z often buy from the closest shops, instead of traveling to a farther one and going to the same shop they always visit.
	<ul style="list-style-type: none"> ➤ Don’t always check the origin and the transportation traces. 	<ul style="list-style-type: none"> ➤ They are concerned regarding the CO2 of the food industry, so in order not to contribute to it, they use sharing mobility, bicycles, or public transportation. They check the origin of the products.



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		<ul style="list-style-type: none">➤ The results indicated taste, health, and price as the largest motivators (Ruzgys, 2022).	<ul style="list-style-type: none">➤ Gen Z always check the price. In most cases- that would be the first thing they will consider.
			<ul style="list-style-type: none">➤ Although indirectly, people try to buy second hand appliances. That might be also related to ovens and appliances for preparing food.
		<ul style="list-style-type: none">➤ Check if it is fair trade (Ruzgys, 2022).	<ul style="list-style-type: none">➤ They do consider fair trade and child labour
			<ul style="list-style-type: none">➤ They consider the companies' overall sustainability involvement when purchasing a certain brand. For example if the company uses eco-electricity.
			<ul style="list-style-type: none">➤ Excited to try new sustainable products in general.
		<ul style="list-style-type: none">➤ recognize the advantages of restricting red meat intake and the prioritize plant-based proteins as carrying substantial ecological advantage. (Ruzgys, 2022). + eating more plants/vegetables/fruits (Ruzgys, 2022, p.23).	<ul style="list-style-type: none">➤ Only a few of them eat vegan meat. 2 do it usually. Other 2 when in company of other vegan people. The rest adhere to natural real meat consumption.➤ Some attempt to eat meat less often➤ Some try to eat meat, for which they know the animals were freely bred.➤ 2 people don't understand the concept of vegan meat and what it consists of.➤ Besides one interviewee admitted that more and more terms are appearing based on the eating habits: vegetarian, flexitarian, pescetarian, vegan, and it is becoming more and more confusing for him.
			<ul style="list-style-type: none">➤ One studying girl and one working boy clearly indicated that they are influenced firstly more by the design and look of the packaging of the product, than anything else.

Sources of Information	Subjective Norms	➤ In general, individuals are more inclined to relate to those closest to them, and this sense of connection is more impactful than any campaigns (Nathalie Lazaric et al., 2020).	➤ It has been proven by the participants. They get advice from and listen to: Friends, relatives, family, boyfriend/girlfriend
		➤ University (Irene C. Kamenidou, 2019,p.3).	➤ University
		➤ Student associations (Irene C. Kamenidou, 2019,p.3).	
		➤ Social connections, surrounding environment (Irene C. Kamenidou, 2019,p.3).	➤ Colleagues
	Offline sources	➤ Nutrition labels and ethical considerations are also regarded as very important (Ruzgys, 2022).	➤ Packaging and labels are often looked at. 2 of the participants share that they assess the products' nutritional qualities by the European Nutri Score with letters A, B, C, D, E. One interviewee clearly stated that he would like to have such a score also related to sustainability.
			➤ Leaflets(1) with strong communication message on them. a leaflet that triggers Gen Z's to ponder their actions' impact on the planet. That participant explains that the leaflets can be a good way of informing if they are positioned at places which are visited mostly – work, supermarkets, etc.
			➤ In store walls(1), displaying a journey/story of a production ➤ In store stands(1)
			➤ Social events(2)
			➤ Local markets(1)
			➤ YouTube (6) ➤ Instagram(6) ➤ Spotify(1) ➤ Brand's website(2) ➤ Trusted experts(like European Governmental Bodies, World Economic Forum, researchers, people writing thesis) (4)
Online sources			



			<ul style="list-style-type: none"> ➤ Influencers and content creators (4) ➤ Book(1) ➤ News articles/newspapers/News media(like New York Times, Sij News, Guardian)/News on Instagram (3) ➤ Twitter(2) ➤ TikTok(3) ➤ Linked In(4) ➤ SEA -ads(1) ➤ Documentaries(1)
Perceived Behavioural Control (ease or difficulty associated confidence in the ease of executing)	Ease	<ul style="list-style-type: none"> ➤ exhibit greater adaptability in their eating routines (Ruzgys, 2022) 	<ul style="list-style-type: none"> ➤ Rigid habits of buying the same things and going to the same stores. ➤ Only 1 interviewee, who was working, shared that he puts effort into visiting diverse food stores, so that he can compare the quality, prices, and freshness of the products. Also, adaptability might be furthered prevented because, as one respondent shares: "it takes time and energy in the beginning to get to know a supermarket and a product, before starting regularly purchasing the same goods."
			<ul style="list-style-type: none"> ➤ Although some interviewees declared that moving to the Netherlands, enabled them to both open their eyes for more eco-friendly actions and made it easier to actually implement such. + Gen Z "should take the extra mile to stay a bit more informed when living in a foreign country".
		<ul style="list-style-type: none"> ➤ the environmental modifications observed during the pandemic have heightened their confidence in the reversibility of climate change (Miia Grénman, 2022) 	<ul style="list-style-type: none"> ➤ The pandemic has made it harder for 1 interviewee: she started the habit of taking paper cups for take away with the aim of being more hygienic.



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			<ul style="list-style-type: none"> ➤ They buy a specific product in a specific way. That is often the reason for which they neglect and don't look at a lot of sustainability information in the store itself. ➤ Their current eating habits are an obstacle that often prevents them from buying new brands or going to new stores. ➤ They mention that they are more willing to buy a particular sustainable product if they have been buying that product for a certain time, and then they notice that the brand included new or more eco-practices. If the product was not purchased often, then they would not consider buying it even with such practices.
			<ul style="list-style-type: none"> ➤ Gamification would make it easier, such as Footprint challenge app, or the "Too Good To Go" app, because people can be rewarded and at the same time learn more about eco-friendliness.
			<ul style="list-style-type: none"> ➤ Knowledge about the sustainability of a brand or a product
			<ul style="list-style-type: none"> ➤ Diversity of meatless products
			<ul style="list-style-type: none"> ➤ Good vegetarian or vegan-tailored recipes
			<ul style="list-style-type: none"> ➤ Knowing where to find local markets and having more often such, from where they can buy food
			<ul style="list-style-type: none"> ➤ Sometimes -peer pressure. If Gen Z's are surrounded by people who execute vegetarian or vegan diet, some are willing to try such meals too, willingly.
	Difficulty	<ul style="list-style-type: none"> ➤ behaviour of younger cohorts might shift as they become informed about the core fundamental essence of the 	



		<p>SDGs (Yamane & Kaneko, 2020)</p>	
		<p>➤ Lack of knowledge (Irene C. Kamenidou, 2019, p.4).</p>	<p>➤ Knowledge is the biggest constraint after price. It relates to different aspects: 1) knowledge of the materials which build up the product packaging 2) not enough information or not clearly explained on the product packaging 3) sustainable practices of the companies and of the production process 4) how to actually perform a certain sustainable action 5) how much responsibility we actually have with our current actions 6) not knowing all the in the Netherlands, which provide seasonal products 7) the concept of vegan meat</p>
		<p>➤ lack of time (and specifically for food preparation, and busy lifestyle) (Ruzgys, 2022, p.25), busy lifestyle</p>	<p>➤ One working girl shares that she is too occupied with current happenings and always on-the-go. That's one reason behind 2 interviewees' statement that Gen Z doesn't care so much about sustainability. ➤ That's why she would adopt a sustainable habit: "It's very straightforward process you have in your head, as well as it's communicated very clearly. It's easy. It's fast. It doesn't affect me." ➤ Another working girl said: international Gen Z in the Netherlands "should take the extra mile to stay a bit more informed when living in a foreign country".</p>



		<ul style="list-style-type: none">➤ high cost of sustainable food (Ruzgys, 2022, p.25).	<ul style="list-style-type: none">➤ They are often hindered by the price of the product. To prevent that obstacle, they:<ul style="list-style-type: none">* buy food on discount, be it a certain percentage off the price or 1+1 deals* Use "To good to go" app for discounts on food* They use shops' bonus cards➤ if the price difference between an eco-friendly and eco-unfriendly product is between 1,1 and a half euros, they would likely buy it. Provided that it's more, they will not.
		<ul style="list-style-type: none">➤ Low discernability and comprehension of food with sustainable labels (Irene C. Kamenidou, 2019, p.4).	<ul style="list-style-type: none">➤ There are not always clear labels on the product.
		<ul style="list-style-type: none">➤ Gen Z doesn't become more drawn to a brand solely because of the existing sustainability label on a product (Irene C. Kamenidou, 2019, p.4).	<ul style="list-style-type: none">➤ They buy a specific product in a specific way. That is often the reason for which they neglect and don't look at a lot of sustainability information in the store itself.➤ Their current eating habits are an obstacle that often prevents them from buying new brands or going to new stores.
		<ul style="list-style-type: none">➤ The majority of people examined (87.2%) shared that it is vital to eat meat alternatives. But this study also involves Gen Y. (Diana Bogueva, 2019)	<ul style="list-style-type: none">➤ Several of the respondents clearly exposed that eating vegan is not enough to be sustainable. In contrary, more aspects should be taken into consideration.➤ One interviewee claimed that a if Gen Z stops eating eat, the natural food chain will break and will cause more problems than solutions.➤ Another interviewee said she is vegan, but she doesn't necessarily need to eat vegan meat-there



			are enough other alternatives for her.
		➤ Concerns regarding nutrition of the meat alternatives (Diana Bogueva, 2019).	➤ Two interviewees expressed that they don't perceive vegan meat as nutritious. For all of them, if the product is not nutritious and of good quality , sustainability won't be considered at all. 2
		➤ Current habits (Nathalie Lazaric et al., 2020).	➤ For 3 respondents barrier is their current eating habits
		➤ Low willpower (Ruzgys, 2022, p.25).	➤ Discipline is also a challenge according to a studying boy.
		➤ Online interactions	➤ Most of Gen Z shared they become influenced more often by being online exposed to sustainable information
		➤ Social pressure (Ruzgys, 2022, p.25).	➤ It's not an obstacle, but rather a stimulus to commence eating vegan or vegetarian meat and products.
		➤ Food flavour (Ruzgys, 2022, p.25).	➤ Gen Z said that they will prioritize taste over sustainability.
		➤ Gratification from eating meat	
			➤ Most of the Gen Z's were confident in their ability to sustain their current sustainable consumption habits and develop more in the future once they have a more stable income.
		➤ Commercial messages, cravings (Ruzgys, 2022, p.25).	➤ 2 of the respondents said they are firstly attracted by the packaging of the product, and if it doesn't attract them, they will not pick up the products. Besides, one of them tends to shop too much sometimes because she



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			<p>is influenced by advertisements. These were a working boy and a studying girl.</p>
		<p>➤ Consumer powerlessness, coming from the fact that businesses are also extremely responsible for the sustainability of the planet (Ruzgys, 2022, p.25).</p>	<p>➤ Gen Z believe companies are responsible for a lot of CO2 emissions and pollution with their actions.</p>
		<p>➤ lack of availability: of enough sustainable products (Irene C. Kamenidou, 2019, p.4).</p>	<p>➤ According to Gen Z there is not that many varieties of vegan products in the Netherlands. Sometimes the lack of variety originates from the fact that some products are really seasonal.</p>
			<p>➤ A large number of people expressed that it's hard to find how much a company is actually sustainable. Besides, participants were highly disbelieving brands which over-promote their eco-friendliness on their packaging, and therefore they became less excited for the product. An additional hindrance was that sometimes companies are not delivering on their sustainability promise.</p>
			<p>➤ current wars. . Also, one considered not buying from companies who support a country-initiator of a war.</p>
			<p>➤ Another viewpoint that stops Gen Z from buying sustainable brands is that they believe the companies are trying to gain more profit while providing less quality and less nutritious food.</p>



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			<p>➤ “if we practice more sustainable choices we can help the people making food in less developed countries to be better paid, so their financial condition can potentially get better, and as a result they can allow more sustainable purchases as well”. Nonetheless, this interviewee admitted there is a constraint: the high level of corruption in these low developing countries.</p>
Awareness of Heinz Sustainability			<p>➤ Everything is new, as there was no data in the desk research</p>

4. Initial Professional Development and Research Plan (IPDR)



ASSIGNMENT 1
IPDR PLAN
BY ANTONIA VASILEVA

08.09.2023



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WHO AM I? VISION, MISSION, CORE COMPETENCIES, CORE VALUES, PERSONALITY

- My mission is to inform, inspire, help others grow, motivate them via words, content, verbal communication, etc. I am an optimistic, hard-working, and creative person, who strives for self-improving and constant learning. I came to the Netherlands to challenge myself, develop my traits and skills, expand my opportunities, and network, and gain international experience.
- I am keen on creating and managing content, connecting people, being analytical with the aim of finding the best solutions, and helping others to get their message across in the best way possible. I am inspired to create meaningful messages that are not only beautifully put forward, but also help businesses grow and deliver unprecedented value to their customers, and subsequently for themselves.
- I am also a volunteer at Arnhem Student Point (NGO), because I am enthusiastic to help peers feel at home, be themselves, and grow as a person. I like to open up for them and be empathetic, as I know each of us carries different values, experiences, and goals. And this enriches us! I'm also thrilled to have fun together and curiously discover the world around us with all its peculiarities.

HOW DO I SABOTAGE MYSELF?

- Occasionally I miss opportunities by not defining my goals clearly, or because of not searching enough for them.
- Sometimes I am influenced negatively (inevitably) by close people, and as a result I lose motivation and my grit.
- From time to time, I get distracted from my path or my goals and vision for the future, because of myself.
- It happens that in the past and very rarely nowadays I compare myself to others, or think they are better. This diminishes my character and the belief in my abilities.
- Once in a while I happen to not take care of myself enough- e.g. when in a rush, or considering other people's desire and circumstances too much, and I take to neglect an important care routine, or neglect my own real deep personal desires.
- I don't always prioritize properly the things on my to-do-list, even if I know that it is not proper, and therefore I miss a deadline, or things turn out not as would be the best in a certain situation.

HOW DO I SEE WORK/LIFE BALANCE IN THE FUTURE?

- I see it by having stricter work deadlines and prioritizing better my schedule.

- I would like to have enough time for my family and friends, and not to regret missing that time because of overworking.
- It would be possible with regular weekly sport activities, and diversifying my weeks by adding new meals, new activities, etc.

WHAT IS MY IDEAL WORKPLACE?

My ideal workplace is in a city where I can recreate in nature (except if I commute). I prefer not to commute. Besides, I would like to work within a good team. That's because I like engaging with people at work. But it should be balanced, meaning I also need a work on my own, as then I can concentrate much better.

It might be a company offering marketing and communication advice to other companies, as I like consulting and exploring new ways of doing things. It could be also a company in the Music/Technology/Hospitality/Healthcare Industry.

WHAT ARE MY KEY CHARACTERISTICS?

Creative, responsible, reliable, positive, calm, persistent, empathetic, analytical.

WHAT IS MY IKIGAI?

- **What do I like doing?**
 - Creating content to narrate a story (via which to teach the other something, to motivate them or to connect more with them)
 - Educating myself about a healthier lifestyle
 - Videography
 - I like educating myself regarding psychology and relationships
 - I like to cook and be creative in that way, making my friends and family have a pleasant food experience and reward in the form of food.
 - I like advising others, helping them to achieve something
 - I like to plan things and be prepared
 - I like singing and playing the piano
 - I like when I am analytical
 - I like to engage, talk, and connect with people, to understand their motives/values/experiences/personalities and be empathetic to them, having meaningful conversations
 - I like to be sporty, to explore new surroundings, to learn new things
 - I like languages, to learn, speak, read, listen to them, and understand a personality based on the language a person speaks
 - Reading self-development books
 - Designing (e.g. posters, posts, website building)
 - Dancing

- Being around and engaging in activities with small children
- Organising events
- Decorating and crafting with my hands

- **What am I good at, or want to be good at?**
 - To create content (mix of music, text, video/photos)- according to 2-3 friends, at cooking
 - At playing the piano sometimes, at expressing myself in words/writing (according to a friend), at active listening, caring for others, to some extent in website building

- **What can I be paid for?/What the others would pay for me to do?**

Content Planning and Creation, Marketing Communication, Website building, Figuring out consumer insights, Playing piano in a bar, Translation services, Being a cook, HR services

- **What does the world need?**
 - To be inspired, calm, peaceful
 - Opportunities to socialise
 - To be knowledgeable on certain topics
 - To think critically and out of the box
 - Children/Population who are taught useful topics & skills
 - Individuals and business - to express themselves better, to be convincing
 - Innovation

WHICH RESEARCH TOPIC FITS ME BASED ON THE ANSWERS TO THESE QUESTIONS?

Research topic:

"How does Gen Z's consumer perceptions of health and sustainability impact their purchasing decisions in the processed food industry, with a focus on Kraft Heinz products?"

How is this topic relevant for me?

- I would love to pursue a career in the Food Industry, and most probably in Kraft Heinz, and would like to be aware of the Consumer Behaviour of the customers in that industry. Moreover, health is a vital topic for me, and sustainability is becoming more and more prevalent topic in any business. So, I want to be prepared when dealing with it. During my Bachelor I have also developed an interest in Consumer Behaviour and would like to learn more about it. I believe it will be also useful in a variety of companies.

How is this topic relevant for the business world?

- Firstly, it is *internationally-oriented*. There are many international companies in the food industry, and the company for this research (Kraft Heinz) is also international- they have offices in Asia Pacific, Europe, Latin America, Middle East & Africa, North America (Kraft Heinz, n.d.).

- *It is related to one of the PLOs.* The target group (Gen Z) and behaviour (consumer perceptions of health and sustainability) are specified. Also the context is mentioned: the processed food industry, with a focus on Kraft Heinz.

MORE ABOUT THE RESEARCH:

- What will be researched? The Generation Z, born between 1990 and 2010 will be researched. Namely, how they perceive and behave regarding health and sustainability, and how that influences the way they purchase food processed food. My case will focus specifically on Kraft Heinz as a company.
- Why will that be researched? This will help the brand to target this specific demographic more precisely, answer their needs in terms of health and sustainability, and therefore, drive more sales.
- How will that be researched? I will do desk research and a field research- consisting of interviews among the target population regarding their consumer behaviour.

RESEARCH PLANNING

LW	Deliverable	Exact Content	Deadline
1.2.	Cycle 1 – Initial Personal & Leadership Plan (IPDR)	<p>PEL: Answer 7 given questions</p> <ol style="list-style-type: none"> 1. Who Am I? Vision, Mission, Core Competences, Core Values, Personality 2. How do I sabotage myself? 3. How do I see work/life balance in the future? 4. What is my ideal workplace? 5. What are my key characteristics? 6. What is my passion? 7. Which research topic fits me based on the answers to these questions <p>- RES: describe which topic you intend to research, why, how it is linked to your PD. Define the scope and show how it meets the required criteria</p> <p>➤ Max.5 pages (for PPD and 2 for PDR)</p>	Week 2- 08.09.
1.3.	Research Cycle 2	Reflection on feasibility of research	15.09.
1.5.	Research Cycle 3	<p>Results research cycle 3 (Focus on literature review)</p> <p>- Research design for phase 4</p> <p>➤ Max 7 pages, excl. appendices, incl. bibliography - Discuss within working group session with peer students for feedback and feedforward</p>	29.09.
1.8.	Research Cycle 4	<p>Results research cycle 4 (Focus on field research)</p> <p>- Research design for phase 5</p> <p>➤ Max 7 pages, excl. appendices, incl. bibliography - Discuss within working group session with peer students for feedback and feedforward</p>	20.10.

2.2.	Pitch on the strategic profile + business card	<ul style="list-style-type: none"> - Pitch for recruiters, include answers to all the questions - Design my business card 	13-17.November
2.4.	Research Cycle 5	<ul style="list-style-type: none"> -Results research cycle 5 (gap analysis) - Discuss within working group session with peer students for feedback and feedforward 	01.12.
2.4.	90% of final research report	<ul style="list-style-type: none"> - Draft version of the final research report - Supervisor and Peers will SCAN (not read in detail) the draft report - Supervisor and Peers will give feedback to each student during the next workgroup session 	04.-08.12.
2.6.	Final Research Report	<p>Per steppingstone:</p> <ul style="list-style-type: none"> - A justification of choices made content wise - A justification of the research design & methods - A reflection on the investigative process and what the student can improve the next time ➢ Max 14 pages (excl. appendices and bibliography) ➢ Research data like transcripts, tables and graphs must be included in appendices ➢ Own supervisor (=2 nd examiner) and 1 st (external) examiner will assess 	15.12.
2.6.	Selling tool	<p>Free format depending on the chosen tool (e.g., Ted Talk, Infographic, white paper)</p> <ul style="list-style-type: none"> ➢ Outcomes are based on the relevant data & interpretation from RC3, RC4, RC5 	22.12.
2.6.	Reflection PPD	<p>Reflect on and adapt, if necessary, the Initial PPD plan</p> <ul style="list-style-type: none"> ➢ Max 3 pages PPD • Conditional for start H cluster • Knockout for defence in G cluster • Will be assessed at the end of H cluster (become part of portfolio) • Students reflect in groups of 3 on their personal leadership supervised by the PEL coach 	22.12.
2.8.	Defence RES	<p>Student gives a sales pitch of max 10 minutes (showing selling tool)</p> <ul style="list-style-type: none"> - Question-answer session during 20 min The following topics will be covered: <ul style="list-style-type: none"> • Quality of the research (validity, reliability, relevance) - choices made regarding the research design - application of theories - data and information gathered <ul style="list-style-type: none"> • Reflection on the student's research process • Relevance for the international business field ➢ Own supervisor (= 2nd examiner) and 1st (external) examiner will assess 	<p>2-5.01.2024</p> <p>Or 8-12.01.2024,</p> <p>depending on the availability of the examiners.</p>

5. Reflection on personal research journey and comparison with IPDR

➤ **Reflection on investigative process**

In terms of the research design, I reckon that I had a bit too many research sub-questions for the space that I had to write – 14 pages. Therefore, there isn't a lot of space to include detailed information on each sub-question. However, I also didn't write as much information about RC3 as I did about RC4. I do think though, that my questions were accurately chosen to match my main research and to answer it properly. I also believe that the Research model (Theory of Planned Behaviour) was the correct model for my topic, when combined with 2 more things, which I included in the research: 1) more sources of information of Gen Z regarding food and sustainability, not only Subjective Norms, and 2) actual current behaviour of Gen Z related to sustainable food consumption. Besides, I am convinced that by using both stratified and purposeful sampling when choosing the interviewees, I really managed to see and analyse a broader perspective of the topic. Moreover, I have improved my knowledge of using APA sources.

A constraint in achieving the validity of the desk research was not finding enough desk research sources regarding the information-providing platforms in terms of food and sustainability. Therefore, this is achieved mainly with the interviews in the field research. Another challenge in the ensuring a broad scope of research was that no data was found on the third research question: "How do Gen Z consumers perceive Heinz in terms of its commitment to sustainability?". This is a classic literature gap, as it relates to a novel idea which hasn't never been examined or has been, but not that much (Al-Saraf, 2022). Therefore, this question was answered only with the field research data.

In terms of my approach, I had some struggles when allocating time for my thesis in the beginning, because my part-time schedule wasn't strictly defined, but it changed every other week. I tried to allocate at least two half days of 6h each, per week. Also, I spent more time for home organisation, as in the beginning of the thesis I also had just moved at a new home. Besides, I neglect the risk of time restriction coming from my business by being a Community volunteer and having re-take subjects in both period 1 and period 2. Therefore, in the beginning I spent around 1 working day or 2-depending on my schedule, but towards the end, I started doing the enough hours needed. In the course of writing this research, I lowered down my part-time work hours, and eventually ceased my volunteering, so as to ensure I will have enough time to finish the thesis. Before making this adaptation, I got stressed and worried about the amount of work that still awaited me, but after it I felt more in control of my schedule. Therefore, I improved a bit one of the things I sabotage myself with.

Nevertheless, I still tried to be organised during writing this thesis: I didn't miss a group meeting, tried to summarise the conclusions from each meeting, and even initiated doing so for the whole group and posting it in our main channel. I was proactive when scheduling my personal meeting with my 1st examiner and I created a private Teams group for my thesis-peers, where we could discuss various question related to our shared thesis experience. If there was something unclear, I asked my questions either in a private chat, private or official

Teams group chats. Also, at some point, I have created a power point summary of my progress:

➤ **Areas for improvement**

When considering areas for improvement, I would say this is the RC3 phase. I was not so used to searching suitable articles, but I would have liked to be more used to doing it. Fortunately, I consulted with a fellow 4th Year student, and she gave me some good advice related to how to approach the articles: which part to look at first, and how to decide if an article is suitable or no for my topic. Now, I feel more confident that I'm better able to do that. The major area for upgrading is seeing not only to see the big picture but also to plan more in details, so as to ensure that I can finish everything on time and not be overloaded. Unfortunately prioritizing is often hard for me because I am a person who likes to be involved in many initiatives and I don't want to exclude any of them, as each brings certain value to my life.

Results:

1. Introduction and methodology - almost finalized.
2. Literature review is 4 pages. I need to look for more information.
3. Field research:

Planned: have 9 interviews, based on my target population:

- * 4 males, 4 females, 1 binary-> based on a research on Gen Z
- * 2 males studying, 2 working. Same for females
- some interviewees- vegetarians, some vegan, some meat-consumers- > to match the topic, give broader perspective.

Execution:

5 interviews - done
3 are planned today
1 interviewee- waiting for date agreement. All recorded.
Transcription & grouping answers in table : planned to do this weekend.
Analysis: next week.

Questions

1. Structure:

a) Do we follow 100% follow the structure given from us by Marc? (see next slide)

It's good to have a management summary, right? (because we don't have to write necessarily "Abstract" part)

b) How long can & should the introduction be?

c) Do we have 7 pages only for part IV. And 7 pages for part V. ? Other parts of the report are not included in these 7 pages, correct?

2. Consideration points:

a) Do you think I need to leave the first question as:

What are the key factors which influence Gen Z's perception of sustainability?

Or I have to add "sustainability in relation to food"

b) Regarding the selling tool: Is there a requirement of how broad it should be? (i.e. how many actual executions there should be)

- Moreover, I liked researching into this topic, and I find it an interesting field to work at in the future. I think it matches my IPDR, because I am a person who likes to eat healthy, to educate and inspire people to perform better actions. Besides, since my Study Abroad finished, my Sustainability Management picked my interest and I was happy that I can research more about it during the thesis, especially when it comes to Generation Z, as they are the youth that will either seize or lose the power to impact the future.

6. Interview Transcripts

Interviewee 1

Link:

https://hannl-my.sharepoint.com/:v/g/personal/a_vasileva_student_han_nl/EePICWaYSI9GsdzkHjDtlb8B5LQmHQ_QcfM50udgzm6N4hg

Audio file

[Sophie part 1.1. 1.mp3](#)

Transcript

Antonia: Thanks a lot Sophie for agreeing to interview you, because I know you're also very busy with everything in your thesis as well. If you have any questions, don't hesitate to ask. I can explain or repeat or something. Can you introduce yourself: your age, origin, are you're working, studying, and if you are vegan, vegetarian flexitarian, or you eat meat as well.

Sophie: Yeah, sounds good. I'm Sophie. I'm 23 years old, I'm an international business student at Han. I'm currently in my 4th year and yeah, I'm also writing my thesis right now. And then next semester I will do an internship. I'm from Germany. I've lived in the Netherlands since 2020 now. Regarding my eating habits, it depends a little bit on how I feel. I usually eat vegetarian, at least I do eat fish sometimes. Like when I eat sushi. So that's the kind of the only real like, direct animal product I eat. I try to not eat any dairy and I also don't eat eggs so much, so it's kind of vegetarian vegan. Sometimes I eat fish, but yeah, one thing I don't eat is meat.

Antonia: I see. Now, I would just like to remind you the topic of my research. It is about the perception of sustainability impacts them in their purchasing decision of kinds products or food products in general. And so in the Netherlands, and it's true, you said that you are aware of that brand, right?

Sophie: Exactly.

Antonia: Alright. That's great. And now we can start, maybe with the questions straight away. So first I would like to gain more understanding of your own views of the sustainability and the later sustainability in relation to food. What are your own personal beliefs and opinions about sustainability and or if I have to break it down, maybe to be easier, what kind of food sustainability problems, sustainability problems are you aware of in general? And do they matter to you?

Sophie: Yeah, definitely. So I mean sustainability or generally also related to climate change is really an important topic in my opinion at this moment. So that goes from fossil fuels like carbon emissions. To using the pesticides in agriculture, but also to just global warming in general and how it affects our

our societies, our cultures and how it affects the places we live in. So with like heat waves for example, it's getting more extreme. So these are definitely things that I think are very important to me personally. The reason like why I'm mostly eating vegetarian is because, yeah, for one, I don't want to contribute to the meat industry, which is so in my opinion is yeah, it's very big of course, but it's also causing a lot of carbon emissions again. And a lot of water is used for the animals to feed them and to, you know, process the food later on as well. So sustainability is in general really important topic for me personally. And yeah, I also take it into consideration when I'm buying food.

Antonia: And do you practise at home or wherever, like some also sustainability practises or like have it in mind in general in your daily life somehow?

Sophie: Yeah. For example with recycling, I try to do that. I also tend to buy clothes only second hand or. Yeah, at least none, like, not fast fashion. Same goes for electronic appliances. So for example, my phone is second hand as well. That's great. It's more trying to buy things second hand or trying not to buy things if I don't need them. Also, I try not to buy a lot of animal products. Besides, whenever I go to a store, I carry a tote bag with me and then just bring it back. I already have a collection of plastic bags at home, so I don't need anymore.

Antonia: I can understand I was the same, yes. That's good. And in is, is there something that comes to your mind if we talk about food sustainability problems, so sustainability more in relation to food?

Sophie: Yeah, I think for sustainability regarding food, definitely the packaging comes to mind because yeah, I tried to buy mostly, yeah, fruits and vegetables, but a lot of things are still packed in plastic, which often in my opinion is quite unnecessary. And yeah, it causes a lot of a lot of waste, of course, which is not really nice, so definitely the packaging. Apart from that, I'm not so sure. I think it's more for meat products for me. More sustainability related issues with the production already and where it's coming from, but for the products that I buy it's usually I notice it's quite a lot of plastic which is often very hard to avoid.

Antonia: That's true. You said it's more about the production which is connected to the environmental aspect of sustainability. Do you also consider some other aspects, like the economic side or the people oriented?

Sophie: Yeah, I think definitely while the economic origin side, I always try to buy stuff for yeah, for not expensive at least because I'm still a student, so it's just not within my budget to buy everything organic and local. Sometimes I go to the local market. To buy food there because it doesn't always make such a big price difference. Price is definitely something I also consider. Apart from that, I try to buy organic products as best as possible, because I also know that oftentimes it's related to fair trade. So which then relates again to the people aspect of sustainability, but it's not some, it's not like the main decision factor is simply because I it's not within my budget right now.

Antonia: Yeah, I I totally understand. When deciding to purchase food products, what sustainability aspects do you take into consideration? So do you think of something else or not really or like what you mentioned it already?

Sophie: Yeah, I don't. I don't think of something else. For example, I recently bought vegan pesto, because it was like a special edition. Mostly I consider mostly my personal eating habits when buying things, so does it fit with my eating habits? And apart from that: Is it not extremely expensive?

Antonia: Yeah. And you said special edition, but what do you? Mean with that?

Sophie: It was kind of. Yeah, but it was kind of part of a sort of campaign, I guess, where they had a lot of organic products for a few weeks, but then later on they took them out again. So it's not part of the main product range.

Antonia: Yeah, I see, and you describe any positive or negative feelings you have when purchasing food products?

Sophie: Yeah, it's mostly positive when something is on discount and mostly if it's like something I buy regularly. Also, I'm always really excited to try new products that match with my personal eating habits. And oftentimes when a supermarket has vegan products, which are also organic at the same time, which I think is really nice. Besides, I usually buy the same things, like every time I go for groceries. So it's mostly like, yeah, I know what I buy. So it's quite neutral. I think it's more negative if I buy something and it's way more expensive than I thought. But I really need to buy it, like laundry detergent for example. Then indeed, this could be like way cheaper.

Antonia: How do you think your perceptions about sustainability in food differ from other products or services? As you mentioned the detergent... Is there something else that you would consider?

Sophie: Well, I always buy the same things, so they need to be kind of fresh as well. So that's something I consider with food too that it's at least like sort of fresh and yeah, will last for a little while at least. Something that I consider. Not with food, but with other things the durability of like a second hand item. But for food, that's not so much possible. For example with my phone I bought it second hand and refurbished and yeah, the price was obviously important, but also just. The fact that it's still working even though it was second hand and same with clothing. So I think that's yeah, whether it's still in good condition related to the price is something I also considered outside of food purchases, yeah.

Antonia: Yeah, I understand. That's important as well because it's important to be durable and use it for longer time, not only to throw things, I guess. And are there specific people or groups whose opinions you value when it comes to purchasing food?

Sophie: Yeah. So do you mean for example like influencers or also friends?

Antonia: I mean, everything could be friends and family, cousins, boyfriends, influencers, celebrities, teachers, classmates like, anyone out there who is like a person.

Sophie: Definitely my family. So, mostly actually my mum because yeah, when I was living at home, she would usually cook, and I would then help her. My parents have a garden, so they also grow their own vegetables and fruit. So that's definitely where that's definitely influenced me a lot towards my purchases now because I also buy a lot of fruits and vegetables. I also eat mostly vegetarian. I cook a lot of things that. My parents also cooked at home, so that's definitely like a big influence. I think that's for most people, the case. Apart from that, I sometimes watch like videos on YouTube about like recipe ideas, so definitely also influencers and content creators play a role. It's mostly centred around like easy student meals that are vegan or vegetarian, and that's mostly via YouTube, so that's also influenced me in some ways. But not as much as or as strongly as my family. When I was growing.

Antonia: Are there any peers or someone currently from your closer? A circle who influences you? Or is it mostly what you believe yourself?

Sophie: Yeah, it's mostly what I do for myself. For example, my boyfriend has very different eating habits, so he eats a lot of meat, which I don't do, so I don't really get influenced by him so much simply because we have like different tastes. Apart from that, yeah, I don't think so. It's I think it's mostly that. Yeah, I know what I like. I'm willing to try out different things, but yeah, it's not so much that I get really influenced by my peers.

Antonia: Yeah, I understand. Yeah. And especially about the boyfriend as we do, we do have the same. Difference is not same but differences in our put it in habits so it can be challenging. So so I had a question you kind of covered it, but do others have expectations about your sustainable consumption? Like if someone has tried to influence you, not you accepting it, but someone? Have already expected to have already expectation or like trying to instil some. Opinions on you?

Sophie: I don't think so. My cousin, for example, she's been a vegan for a very long time and she's very. Like she really. Believes all the values that go with being vegan, so being sustainable and caring for the environment and just not consuming any animal products at all. But she's like, for example, she's never. Said anything negative about me still eating animal? Products. So there's also for my parents, there was no expectation to eat specific things just because I'm supposed to.

So yeah, I don't think there was really any kind any kind of pressure anything. I also didn't really notice any like social pressure because yeah, it's mostly that I'm doing it for myself and also. For my own health. So yeah, yeah, yeah.

Antonia: And you, you had the cousin. So did you feel rather encouraged by her or by someone else to? Studies attainable choices?

Sophie: Yeah. Yeah, it was. Yeah. It was more like encouragement rather than, oh, I have to do this now. Yeah. And yeah, also. I and remember when I stopped really eating meat and especially eating dairy. I just started feeling a lot better, like **health wise** in general. So yeah, I think that's that's really like the main factor that drove me to keep being a vegetarian. Vegan. Yeah.

Antonia: Can you describe like what were the positive aspects when you **stopped eating** like you feel you, how you felt? Welcome.

Sophie: Yeah, I had **more energy**. I would say. I felt just like lighter in general, not in the sense of weight loss, but I just had more energy and now every time I do consume like dairy, for example, I tend to feel really bloated, which also might be like because of intolerances that. Come up. But yeah, I just. I just don't really feel super well, like in my day-to-day life when I when I download products. Yeah. I understand. Yeah. Yeah. And that might be true actually for a lot of people. As I've also seen from their products. They don't feel sorry or something.

Antonia: I see. Maybe we can go in another direction, such As for example about the sources of of informing yourself, for example, what are the sources of information to which you pay attention when informing yourself about sustainability, and we can go first offline. So what sources of information you pay attention to, or your you observe offline? And then online and then maybe in?

Sophie: Yeah, so offline. Yeah, it's a bit difficult maybe I think so. Yeah, a lot of sustainability aspects were discussed in [class and university](#) actually.

Audio file

[Sophie part 1.2..mp3](#)

Transcript

Sophie: So that's part offline also because my [mom and my aunt and cousins](#) are also. Yeah, very. Yeah, very caring about sustainability. So I got influenced by them as well. And I got information from them as well as to like what to what to eat, what our health benefits. Or just what are nice recipes you can make that are plant based? I think that's really most of it for offline because yeah, as I mentioned, like my boyfriend, for example, he has different eating habits. So he doesn't know so much also about sustainable foods than I do. I think I also read some [articles](#), but that's probably like more the online part. So articles about sustainable foods. And UM, like I mentioned before, also like recipe videos. Uh, some more like [content on social media](#). Whether it's like [posts](#) that show information about, yeah, benefits offer certain fruit or vegetable, or it's a [recipe idea for vegan](#), something vegan dinner. So that's definitely content where I get information from.

Antonia:

Sorry and just to ask you, so you mentioned social media and YouTube videos. So do you think that YouTube is, is something that you look at the most or are there also any other channels that you would see that? Kind of information.

Sophie: Yeah, [YouTube](#) is definitely one of the most important ones. Just because the content format is really nice for recipes, that's quite long and detailed. Apart from that, [Instagram and TikTok](#) as well. So Instagram. Yeah, a little bit. I don't really watch so much food content on Instagram to be honest. I do follow some people on Instagram just about sustainability in general, like Fridays for future, for example. And but for yeah food related things. I think it's actually more TikTok where I see some recipes sometimes. But yeah, the main source of information for me regarding social media is definitely YouTube.

Antonia: Nice. Nice. OK, great. Thank you. And you, you were about to say, I guess, in the store as well, right?

Sophie: Yeah. So for me, I usually go to little for grocery shopping. I don't really get information about sustainability there because they [don't have any information panels](#) or anything, so it's mostly you look at the [product](#), you see that it's vegan and are organic and that's mostly the information that you get, but it's not really promoted or anything. I know in other times sometimes they have. Something about sustainability that's being promoted, but it's mostly just campaigns that are coming up and then going again. UM. Yeah, apart from that, I don't really find it so much in the store when it comes to food and when it comes to like clothing. For example, I usually buy it online. So I don't really actually go into the store. Yeah.

Antonia: OK. OK. OK. All right. All right, thank you. And which of the all? Of our resources. Do you trust the most you would say, or end the list?

Sophie: For the in store sources, I cannot really say because I don't really recall any specific sources that I actively use. Yeah, good question. I think for offline, well, I trust the opinion of like my [family and friends](#) when it comes to recipes that they like and that I might like as well. But the same goes for online content as well. Well, and when it comes to really specific, more like [factual information](#)

regarding maybe health benefits, I usually trust the online sources more. So it could be also like an [article](#) or it could also be a [book](#) for example, or it could be, yeah, some news about why this is beneficial. But that's not so much like recipe videos or anything. So then I really want to know. I want to know the information from someone who was a credible source. Yeah, from [an expert](#) or something. It's always, yeah.

Antonia: That's great and. And it's also good to see from your perspective. What? What factors make it easier or difficult for you to practise sustainable consumption? Because I know for students there are also different factors as students.

Sophie: So yeah, I think, yeah, the [economic factors](#) play a big role. So just [price](#) points. I know that, yeah. For not so much, maybe for vegan food because a lot of food is just vegan by default, like salad, for example, but more for organic food that's more sustainable. There can be quite big price differences between. A let's say a regular yeah, salad and an organic salad. So that's something that that definitely makes it more difficult because yeah, I don't have a stable income yet. I don't have a like full time job yet. So I don't really have the means to spend an extra. Money, even if I would like to on organic food or on more sustainable products. Apart from that. Yeah. So that's something that makes it difficult. I think what makes it easy is specifically here in the Netherlands that there is more [open mindedness](#) towards sustainability. So it's [easy to recycle](#) for example, it's [easy to buy stuff second hand on market pads](#). Yeah, you have markets available like food, food markets where [you can buy stuff locally](#), so that quite that makes it quite easy to be sustainable. Just overall in in your day-to-day life, yeah.

Antonia: Yeah. So for you, it's also about accessibility as you mentioned. Now, yeah. And that's very good point actually to differentiate the Netherlands because not everywhere, I guess it's like that, right.

Sophie: Yeah, in Germany there's much less awareness. Well, not awareness, but there's much less dedication to sustainability. When it comes to more lifestyles or general lifestyles from driving cars to purchasing clothing and all those things. But when it comes to food options, actually in [Germany there is way more vegan options](#) in supermarkets. So I went to Berlin recently with my sister. And we went grocery shopping and in the stores, there's, like, multiple. Different vegan food lines they have from vegan sausages to vegan salmon to just everything which here in the Netherlands you don't really see so much. So there's a lot of [variety of products](#) that you can buy, but the general UM yeah, the general commitment to sustainability in in Germany is not so high as. In the Netherlands.

Antonia: OK. OK. That's interesting. Yeah, that's very interesting. And how confident do you feel in your ability to incorporate sustainability in your everyday life? As I know you're already? You already have incorporated some practises that you feel confident that you can sustain it like in the future.

Sophie: Definitely, yeah. I I'm honestly just [waiting to get full time job so I can actually like buy more sustainable things](#). No, I think definitely it's possible. I've done well. I've been vegetarian for quite a while now. Apart from eating fish sometimes, I guess that makes me pescatarian. I'm not quite sure if that's. The same word, the right word. But yeah, I'm. I mostly try to avoid animal products and if I don't buy animal products, I don't want to eat them or I I don't like have the desire to eat them. So that's quite easy to sustain. I think has been for the past couple of years, so. Yeah, I'm [definitely confident](#) that I will be able to, like, buy even more sustainable products in the future as well and invest in that, yeah.

Antonia: That's great. That's great. And do you believe that? And the sustainable daily habits will improve the overall sustainability of the planet. If they are like. They can actually, on a daily basis. Do you believe? That they will have an impact, actual impact.

Sophie: I think, yeah, yes and no. I think **they do have an impact, even if it's very small. But yeah, if everyone goes vegan, for example, you have a really big impact.** So it's, yeah, it's I think it's, UM. It's good to just stick with it and to keep being sustainable, even if you don't have a huge impact right away. But then again, when you look at who or **what companies are contributing the most to pollution and to carbon emissions,** it's mostly big fossil fuel companies that make up, uh, huge percentage of UM, yeah, of of what is causing global warming and climate change. So in that sense, it's very hard to. Simply influence. The the overall like sustainability of the planet with your own actions, but at the same time I think it's still worth it because you have like as a consumer you also have some kind of power with the products you buy and the products you keep on buying. So yeah, if you only buy vegan. Products and nobody buys the meat products. Then there will be at some point probably a shift in their market as well.

Antonia: Yeah, yeah, I understand. It's so, so you mean it's not only us, but the business is influence a lot. Yeah. Yes. OK, I understand. Great. And if we need to look at more of the barriers, what are the barriers for you to purchase sustainable products? You said the price already, so it's a bit repetitive, but have you ever encountered encountered? Other barriers like. As you said, accessibility or something or.

Sophie: Yeah, yeah. **Price** is definitely the main kind of barrier. The other one would really be like you mentioned **availability** because some products are really **seasonal**. And then, yeah, if I buy them the week after, they're just not available anymore. Specifically when it comes to like **organic products or vegan products**. Yeah, apart from that, I've had some instances where a product was just sold out where they had **supply chain issues** or something and I couldn't buy it, but I think that's not specifically for sustainable consumption. It's just in general then that happens sometimes.

Antonia: What was that supply chain problem?

Sophie: So for example, I I wanted to buy almond milk recently and then in the store they had a little note at the shelf saying. That yeah, they have issues with their supplier, or they have like, yeah, the product is **out of stock right now** and they will restock it as soon as possible. So yeah, that can sometimes happen, but that's not exclusive to sustainable products. So yeah, price and yeah, **availability of like options** as well in in the Netherlands like I mentioned, compared to Germany, there's not so much choice here. Yeah.

Antonia: Yeah, yeah, I can understand. Definitely. But then you would you appreciate if the stock availability is? Did you like how they communicated with you? That it's not like available or when we would become available or something or?

Sophie: Yeah, yeah, that was actually pretty good because sometimes you just have an empty shelf and you have no idea if there's anything. If they're, like, need to restock it or or something. So that was actually really nice. That they yeah, that they communicated like that. So that was definitely fine.

Antonia: There is another question like here. You found ways to overcome these challenges. For some it's difficult. I can imagine. I'm not sure if you have found or not like I guess the price. Or and accessibility were the main challenges for you, but as a for example, do you do you go to Germany to

when you're in Germany, do you buy more products and bring them here or do you when you shop you go through several stores, maybe at the same time to check for the product that you want? Or for the price, maybe it's the discount that you can overcome it to it or or you don't want you or you don't try to really overcome overcome them.

Sophie: No, for the price, definitely the **discounts** help I have like the little Plus **app** for example where you can get more discounts. So that definitely helps. Sometimes I buy things only because they're on discount, but yeah, it also helps for just for products that I buy every time. UMI also buy stuff in Germany. I don't really buy food products in Germany necessarily apart from maybe some organic tea or or some things that you can transport quite easily without them. Yeah, having to be thrown away. UMI buy a lot of like skin care and stuff in Germany just because it's cheaper. But yeah that's not related to food or sustainability but definitely yeah there is again the **availability** that plays kind of a role where I can overcome that specific challenge by yeah buying products. In Germany, when I'm whenever I'm visiting someone, yeah.

Antonia: but then how often that will be?

Sophie: Yeah, twice a year, yeah. I buy. I buy like everything in book. Like for example when I went to Berlin, I bought like all my skin care and like Christmas cookies already. And like some snacks and some tea and. I think just in one go so that I don't have to buy it here because they have, yeah, the availability is great and it's extremely cheap compared to Netherlands. Yeah. True. True. Yeah. And and do you.

Antonia: You said that the packaging is actually something that you also pay attention to? Have you encountered a lot of situations where you had like negative feelings with product packaging in the stores? Or sometimes yes, because sometimes I feel like it's unnecessary to pack it in plastic.

Sophie: For example, at the Lidl I always go to. They have carrots packed in a plastic bag, but they also have loose carrots and I think the price is more or less. The same. So I understand from like a production perspective, it's easy to pack it into one kilogramme and it's easy for the consumer to just grab 1 kilogramme and go. But yeah, that's something that I find very unnecessary because when you get when you eat a carrot, you usually wash it and peel it. So there's there's no part of the of the food later on that you actually eat that's being touched by carbon box or something. So yeah, same with. Yeah, I haven't seen any like bananas packed here in plastic, but oftentimes they're just put on like plastic paper or something. So I also find that quite unnecessary because, yeah, you peel a banana and then you eat it. Right. A point in having packaging. Yeah, I understand sometimes it's necessary. But oftentimes it feels like there is too much packaging compared to what you would actually need, or it could be made into cardboard and it would be the same result later on, yeah.

Antonia: Yeah. True. Yeah, I I get that. And now if we can focus a bit more on hands. So for example, you are aware of the brand Heinz, but are you aware that actually has implemented sustainability in its business?

Sophie: Yeah, I'm not really aware of any company decisions or anything, so I **don't follow their their corporate activity**. Means, but I know that they've brought out some vegan products for sure, like vegan **Mayo, ketchup I think is already vegan by default, but they brought out some plant based sauces** if I'm not mistaken.

Antonia: Yeah, yeah, yeah, indeed, indeed. And. So you wouldn't say that you were were aware before that Heinz has some actions or initiatives regarding the sustainability or or or in his packaging or?

Sophie: Yeah. Yeah, I think so, yeah, because. Yeah, well, apparently, like they don't really package it in an unnecessary way in my opinion. And I know that for sauces, it's. Yeah, it's very hard to package it in a more sustainable way. I mean, you can use **recycled plastic**, maybe. **I'm not sure if they do**. That, but yeah, that's that's something that's a bit more difficult I think.

Antonia: Yeah, yeah, indeed. And if you would know, they they do. Actually they are are going to try to produce the. The kettle bottle in 100% recyclable, because now I think it's only the. Like the cap. But if you if you know that now that. It's like 100% recyclable, for example. Would you consider? Would it influence you? Like to prefer buying kit than other. Type of sources.

Sophie: Yeah, depends like it depends a little bit on the product itself. Like if I like the product for example, if it's ketchup, which is yeah, similar taste. For multiple different brands I would say. Yeah, I **would definitely try to buy them more sustainable packaging**, especially if it's really 100% recycled. The only thing is that the **price still plays a role** for me now. So I'm willing to pay a little bit more if it's like a couple cents more then that's totally fine. But if it's like **one or two EUR more** for. Yeah. For the whole packaging, I think that's. At the moment, at least, that's not something I'm willing to pay extra. Yeah.

Antonia: I see. And you said you are kind of aware that they had meat substitutes. You have you ever bought such or not really from them?

Sophie: Maybe. **I'm not sure** if it's. If it's like one of their brands because I have bought meat substitutes, but I think it's like the brand from Lidle, the own brand. And then from beyond meat, which I think is a just separate uh brand. So I don't think I have bought any meat substitutes from them specifically. Yeah, yeah.

Antonia: Yeah, yeah, yeah. I think actually they also don't distribute it in each in a lot of stores and that kind of meat. So that's why it's also about the availability, as you mentioned through and have you ever been influenced positively by the sustainability aspects of another? Grant or other brands in food, food brands, I would say.

Sophie: Yeah, for example. I really like the **Alpro products**. I think they're part of the known for the knowing. I'm not sure. Yeah. So they do a lot of like plant based like products, soy milk and stuff like that. But what I really liked about them was they're like yoghurts and quarks and puddings, which is, yeah, something that's really. Really nice to to eat, but also can be quite **hard to recreate as plant based product**. So that was really nice. Regarding Heinz, I think well, I remember that they put out. Like a week. Either was like a **Curry sauce or like a cocktail sauce or something, which was really nice because I really enjoy eating that and it was always kind of sad that it wasn't vegan, so it's nice that they make it vegan**, and then it's almost the same taste as well. So yeah, that's does that answer your question?

Antonia: Yes, yes, yes. Of any of any food brands, so that's great. But you mentioned also about time, so that's. Yes, yes. Well, I think that would be it more or less for me as questions.

Sophie: All right.

Antonia: It also took quite a lot of time, so thank you a lot. You answered everything and you gave me really good insights. So so that I can be able to drive really good results from them.

Sophie: That's good. Nice. Yeah, thank you as well.

Antonia: Thank you for being here. And maybe should we stop the recording?

Sophie: Yes, sounds good.

Interviewee 2

Link to the interview:

https://hannl-my.sharepoint.com/:v:/g/personal/a_vasileva_student_han_nl/EcyebCTqExhDqavopyDWRwcbTOPGWeT4LSgC-OP1zuKk0A

Audio file

Radina_Interview_1.1..mp3

Transcript

Antonia

Hey Raju. So nice to hear you here. Thank you for your time. For the purpose of this interview, can you quickly introduce yourself like age, origin and are you working or studying at the moment? Yeah.

Speaker 2

Yeah. And also thank you a lot for having me here today for the interview. For your this is my name is Radina. I am originally coming from Bulgaria. And I've been living in the Netherlands for the past five years already. What I'm currently doing is I'm graduate. I have graduated from the Chan University in Arnhem. From the specialisation of communication, and currently I'm working as a customer. Specialist at Freestone Campina professional, so really focusing in the business to business industry for the past almost two years.

Antonia

That's great. And what was your LG?

Speaker 2

My role is customer journey specialist, so also in the Department of Digital Marketing closely connected.

Antonia

Nice, nice, good. So thank you also for allowing me to recall you. You already are more or less aware of the topic. The main question is of course, how do international agencies, consumer perceptions of sustainability impact their? Purchasing decisions of kins products are sold in the



HAN_

Netherlands. So it's more or less related to the food industry as well. And don't hesitate to ask if you have any additional questions or whatsoever. Yeah. Yeah. So shall we start them? Yeah, yeah, of course. So I would like to 1st get to know more about your point of view. Well, what do you think about the? System ability and if I have to break it down, are there any specific sustainability issues that you know about or you care about?

Speaker 2

Yeah, yeah. What do I think about the celebrating channel? I think that it's maybe like with a really simple answer. I think that it's really important topic. I think it concerns everyone who, yeah, lives on this planet. Also, because it's really connected to the welfare of how we are living now, but also how we are about to live in the future to come. Yeah. I think also that it concerns everyone because every day we take certain decisions that in a way influence how sustainable. Yeah, we are for the planet. Maybe from the decision to. Yeah, buying your. Fruits and vegetables in. Let's say covered in plastic or covered around with plastic in comparison to just buying them literally raw. So really bringing our own bags to just bring them home this way and not really use additional plastic for this purpose. I think yeah, sustainability in the sense of how much food do we waste, how much food do, maybe restaurant chains and other. Also people waste. I think it's well, like how do we consume but also maybe. Yeah, again waste energy. Like there are different ways that we can approach our decisions on an everyday basis and I think it's really important for every human being to be aware of how responsible they are for such decisions, but also how maybe they can change if they're not taking the right one. Which are then in favour of our planet and being more sustainable. So yeah, I do think it's really important.

Antonia

Yeah. Yeah. OK, great. And actually that was something that I wanted to add. If you wear or if you are influenced or care about more about food sustainability part. But you mentioned the waste and food and the packaging of the goods. And have you ever learned or been educated about sustainability? Or school or something.

Speaker 2

Yeah. I think like memories from school, I think we have addressed the topic of sustainability, but yeah, there it was more oriented around how are we doing things more ecologically friendly in elementary school or high school. We have such subjects where we really speak more about. How do we maybe create the volunteering for cleaning certain cities? Or how do we reduce our usage of plastic or other not so environmentally friendly materials? I think going further into maybe the. University life or the already work? Right. I've been introduced to sustainability recently quite a lot from perspective of where I work, because the company that I work for is the 1st and Campina. So here also sustainability is quite a big topic. I think also because this is really. A corporate we're working in cooperative with member dairy farmers, so basically they're our owners. And the slogan or let's say the promise main communication message from the companies from grass to grass. So the sustainability of all the different processes that. Yeah, we have to be taken from the first to the last day. They're quite significant and important to be able to also. Delivered to our promise and anything, this would be the main. Yeah, the main area where I've been introduced to sustainability recently. That's great, actually. Yeah, that's great. And notice that.

Antonia

The people that. Are a bit more introduced as well it seems and. It's also actually that that working perspective. It and and have you implemented some sustainability practises in your life? Maybe could be the smallest one.

Speaker 2

I have a quite quite nice example actually to share because it's still and again connected to my yeah work experience since I started here because there is a specific period throughout the year where we have the socalled footprint challenge. Week or several weeks, so there is an external agency, something like a consultant working with specific people from our company and together they are utilising A footprint challenge app where they can really challenge employees to. Register for this week. Register for the challenges of the week. And complete specific challenges to score points and as a team win the Footprint Challenge award. Some of the challenges. Yeah, I have participated in this, so. Reducing your footprint was the main topic in one of or some of the challenges that I've. Completed. I remember where trying to wash my clothes at the lower temperature, but also lower power of the washing machine to reduce the water usage and energy usage in this case. UM, uh. Trying to also, yeah. Collect separately the ways that I'm about to throw or dispose. So in this case I was trying to find out where in the Netherlands and specifically in my cities. Their specific. Places to throw plastic or even specific clothes. So I also found out where the yeah disposable containers were clothes. I think also same ones for glass for batteries. I found out that there are such ones in our kind. Yeah. And in general, I think trying to eat more. Seasonal fruits and vegetables, so really impacting the transportation. Ohh so yeah, how can you? Say yeah.

Antonia

The transportation aspect, which is very important, is also Nice actually. Yeah, yeah.

Speaker 2

And UMI think in general really. Be thinking about food waste. So what can I do? Maybe with some leftovers? Or how can I create something extraordinary from a food that otherwise people would throw off? So if you peel specific fruits again or vegetables, how can you actually leverage? More from these leftovers and not really throw them away. So yeah, all things that I I think they're not really hard to get accustomed to. Ohh, but it's really hard if you're not being in front up. Yeah, upfront or if you're not really aware how important these accents are upfront, then maybe it's a bit harder to think more rationally about taking such actions.

Antonia

Indeed, indeed. Yeah, I agree. I looked the same way, actually. And what what? Is the name of that app. If I can.

Speaker 2

Would print the footprint. The challenge app I think it should be like this. Maybe after the interview I can double check it and make sure that I share the correct name, but I do think that it's a footprint challenge.

Antonia

And you said something that it was developed specifically for work, right? Or it was just there and they just started implementing it for you at?

Speaker 2

Yeah, I think the app is actually accessible for everyone via. Yeah, the generic Android or iOS application tools. But I do think that indeed.

Antonia

OK, Google Play or something.

Speaker 2

The the organisation worked together with the app to create something precise for this occasion for the footprint week.

Antonia

Oh, that's so nice, actually. And I hear it for the first time that employees in teens gathered to. Challenge like that for the sustainability aspect, beautiful. Very cool. Great. OK. And my next question will be actually when you specifically and personally buy food, are there sustainable aspects that you consider? No, not at all.

Audio file

Radina_interview_1.2..mp3

Transcript

Antonia

For the first time that employees in teens gathered to challenge like that for the sustainability aspect, beautiful vehicle, great. OK. And my next question will be actually when you specifically and personally buy food are there. Uh sustainable aspects that you consider or not at all.

Speaker 2

Yeah. The first ones maybe that come to my head would be or to my mind would be, let's say, avocado is a product that I buy on a daily basis. I really like it. I eat it. For example, there are different ways of how you can get avocado in uh. In the shop you can maybe there this plastic. Containers or yeah. Cutlery did the avocados are being put in maybe a duo so get 2, but they're really like the package. They're really in a package provided in a package, whereas you can also just get avocado like literally the raw. Product and you can put it in your own bag. So I think this example I already gave at the beginning and this is also what I do on a regular basis. So I just get a specific X number of avocados. Usually I get one or two whenever I go do groceries so. I always avoid getting them uh, when they're provided in a yeah plastic packaging. Or any type of practising, because I think why taking it like this when I can get the exact same product. But yeah, just bringing my own bag so it's not something so big. But I think if everyone does this not only for avocado, but any types of products that they get and they can actually get them without the packaging. It would actually make

big impact. Yeah, I think this would definitely be one example I was thinking about something else, but I forgot about it. Yeah, I remembered. OK. OK. Yeah. And I think it's really important to also maybe ensure that we are informed to an extent that we can really make informed decisions because there was a really nice, maybe conversation or debate between people. Also aired online, so there was the person who I think this person, one of them was vegan. The other one was a person eating meat. And then the discussion or conflict was a bit more about the yeah, the person who is vegan, apparently. Also he had the arguments that he's way more sustainably conscious and taking decisions in a more sustainable way. Why the main fact because. He or she, they don't eat meat. But this is not really correct because I think this is what's most important about sustainability. It's not only about if you're eating meat or if you're eating only vegetables and fruits and not consuming their products. It's really about looking at sustainability from. All the possible angles, because maybe the avocado is, yeah. A-Team or product that should be considered more environmentally friendly, but this is not the case because also to be able to transport X number of kilos avocado, the transportation damage that is being done, let's say to the planet or to a specific region. It's also quite big, sometimes comparable to the damage done when people are consuming meat products. So I do think that, yeah. Regardless of the actions that you think you're taking when buying products or when consuming products, it's good to stay informed from different angles with regards to sustainability.

Antonia

Yeah, that's actually in vitro also in my perspective and I see other people thinking like that, which I'm. Really grateful about. Because it's not only about one or the other, it should be the overall point point. You. Yeah, indeed. Great. And would you actually, do you think, would you change your preference for event if you would learn more about their sustainability practises or really depend on other aspects as well when buying?

Speaker 2

Yeah, I think it would definitely impact my opinion because for me, of course, it's important for a company to set specific standards and really deliver to them. I think nowadays all the different types of companies and brands. Know how important the topic of sustainability is? Honestly, I don't believe that there is a brand or company that doesn't promise in a way that they are being sustainable in the choices that they make in the products that they deliver in the supply chains that they have and they established. So if. The company is therefore not delivering to their sustainability promises. This would definitely impact my opinion negatively, because also then I would say that you better not give a promise that you cannot deliver and maybe you. Either do not communicate about your shortcomings until the moment that you can really ensure that you're, yeah, fully responsible for them, and that you can really fully influence them in a more sustainable manner.

Antonia

So you wanted to be more transparent and really delivering on the promise, yeah.

Speaker 2

Yeah, transparent would be the correct word.

Antonia:

Yeah. Yeah. OK. OK. I see. And can you describe any positive or negative feelings you have had when buying food? It could be anything. Either positive or negative when buying food.

Speaker 2:

And should it be connected to sustainability in general?

Antonia:

Could be in general and related to sustainability. Yeah, preferably related to sustainability, but if something else comes to mind, it's also welcome.

Speaker 2:

OK. Yeah, yeah. OK. Positive feelings. I really like, for example, how? Let's say, a tactic that Albert can use is whenever there is a product that the expiry date of this product is coming really, really soon. Then I really like our supermarket is not immediately disposing of this product and throwing them away but actually trying to entice the customer to choose this product instead by putting a bono sticker and decreasing the price of the product. And then yeah, you're on one hand ensuring that this product will be consumed before its expiry date, but you also then giving a bit of an incentive to the customer by decreasing the price for which this product will be bought. So this is a really positive feeling that I have in terms of tactics. Negative feeling? Yeah. I think that quite a lot of times I see products that maybe could be offered without the additional packages. Shown in the supermarket an example they gave is for the avocado, but yeah, in general like they're maybe this big paprikas a combination of three different colours of paprika gain put in a package. Whatever. I think this is unnecessary. Because maybe it doesn't make a big impact when it's just one package of three paprikas. But this if we imagine how many shops of our kind there are in the Netherlands and how many of these combinations of products are being packaged. On daily basis and given to customers then actually the volume of the package used, it's quite quite big and makes also quite an impact. So I think such simple, yeah, changes in our. In maybe the? Display behaviour of the product on the shelves would actually make a big impact, so this would be a feeling that I arouse this negative feelings.

Antonia

Yeah, yeah, yeah, yeah. I actually really share that opinion. It's also better. The same for me, I would say that that's great. Another actually thing that I was wondering. If it comes to your mind, of course. How are your? Views on sustainability and food different from the views on sustainability in other products. So or if you yeah, if you will think I mean like are there any other things that you? Consider when buying other things. Uh, but sustainable aspects to. Ohh or yeah.

Speaker 2

To be honest, I think maybe because of where I work now, I think I am privileged to be way more informed about sustainability in the food sector and connected to food. Also, when comparing it with sustainability in other aspects, maybe when we speak about clothes because I think personally I am always interested to understand. And our other types of products, let's say, supplied or how are they created or where are they originating from? But it's a bit harder to stay informed and also make conscious decisions. Or other other products when I'm not as informed As for example, I'm for food. Yeah, food products, food purpose.

Antonia

I understand. Yeah, that's great. So and is that the thing you mentioned the region also related, is that also something that you consider when buying food like or you said local products, seasonal products in the beginning, right, yeah, you you say seasonal products. Yeah, yeah.

Speaker 2

Yeah, I think that's the thing that I, although it's really hard because I think it's just human nature. Like sometimes there are specific things. For example, for me personally, because I'm not from the Netherlands like. I'm also culturally used to eating specific product at certain times throughout the year, and these are not always the same here, and they they differ a bit in my country of origin. I know it's the same country of origin for you, so there's certain things that we're used to like always having. Yeah, maybe we in my home country, I know way better where the local markets are for buying dairy products, for buying fruits and. Because I know the best ones to go to, which completely reduce the transportation purposes and for example, eating seasonally also applies to them. But it's a bit harder to do this in the Netherlands because I'm also not really useful knowing which is good for this. It's now it's, uh, yeah, I think people should also be. Should be motivated to take the extra mile to stay a bit more informed when living in a foreign country.

Antonia

Too too and here also I feel that there is a little bit more variety so it's also making it more confusing of. Well, if we dive a bit into a different direction, do you value any any people's opinions when it comes to purchasing food? And who are these people or groups of people?

Speaker 2

Yeah, I think, yeah, I think definitely it would be maybe a really frequent answer that you would hear. But my parents, definitely my family. I I think also, yeah, thinking a bit deeper about it, I think the again, culturally from a cultural perspective, I'm really used to adhering to a bit of a hierarchical.

Audio file

Radina_interview_2.1..mp3

Transcript

Speaker 2

Adhering to a bit of a hierarchical principle or hierarchy. So for me the at first like the elderly people and especially the ones that are closer to me. In this case my family, this would always be the people that I would go to and ask for an advice, and I would always rely on this advice. I would always perceive it as trustworthy, and I would always. Yeah, make. I would not doubt it. Let's. So then it's way easier for me to always be influenced by their opinion, by their advice, I think it's the same when I speak about my friends, when I speak about the people within my environment. So this would be the people from work. Definitely because. The people from work are actually my colleagues. They have been working at most of them at recent campaign have already, let's say 20 or more years. Most of them, and they're way even more aware than me in the aspect of, let's say, sustainability of how are we more environmentally friendly? How can we take more environmentally friendly

decisions. So I think definitely. My family, my close friends, the people, my colleagues at work, and I think. Yeah, this would be the main groups that could influence my opinion.

Antonia

It could be also negative if you would have someone of course with the negative or something different as well. It's it. It's still like some kind of influence. Yeah. OK. Thank you. And this is a bit more specific questions might not be very applicable. So free feel free to say that. They're not, but do others have expectations? You say that you're kind of influenced, but do they really expect you to buy something? And to be sustainable, so do others have expectations about your sustainable consumption? Or not really.

Speaker 2

I think here in the Netherlands, yes. Back in Bulgaria? Not really because. In Bulgaria, I think the topic of sustainability is not as highlighted as here in the Netherlands. All this I feel so because the social groups that I'm surrounded with in Bulgaria. Of course they would. Some of them care about sustainability way more than others, but in general I don't think that this is being discussed on a daily basis and that someone expects something from me there, whereas here in the Netherlands I think, let's say the first example I work in a company where. Sustainability is a really important topic and I think if I work here then the my colleagues for example also expect from me that the decisions that I take will be in favour of a planet of the. Animal welfare of our farmers welfare so.

Antonia

Yeah, I can imagine. Yeah. Yeah. I actually also felt the same thing about Bulgaria versus the Netherlands. There is definitely a difference, I would say for sure. Yeah. And have you ever felt like more encouraged? To take such. Yeah. OK, I think you you already answered these questions more. Or less so we. Can maybe continue with the sources of information. So what are the sources of information you consider in terms of sustainability, first of all? And then yeah, first of all in sustainability, so it can be something online. Offline or in the store.

Speaker 2

Maybe I think I think it would be maybe a combination of hybrid combination. I think it's important maybe for me please if I see something on a package. Physically, at a specific store, I would then have to go back to an online source and check what does it mean. Uh, does it mean this is sustainable enough for me to, yeah, to buy? Or maybe is there something that it's not really correct? It doesn't. It doesn't seem right. And I think online the sources that I would actually check for, of course every product has its own brand. So I can either go to this brands website. And check for the specific product or maybe check how our day acting upon sustainability, what are the? What are the decisions that they're making on a daily basis? What are some of the promises that they give to their customers? I think it really depends on is this a corporate brand and it's more for me to actually check. Ohh, are they anyhow acting upon sustainability when I saw them in the supermarket? And I consider buying them because maybe I see that ohh their their price seems better than the other product. Is there a reason behind this? Maybe are they? Doing something in the expense of this price, let me check online. So I think therefore it will be a combination of both. If I see something at the store and I'm interested in understanding a bit more about their sustainability impact, their footprint, footprint impact, then I would definitely go back online. And check if they have a corporate

website. If they have a bit more information about sustainability on this website, but I would always trust the website of the specific brands because otherwise I feel that. I'm not yet informed enough. What would be the correct websites in general to inform myself about sustainability? Yeah, I think there's quite a lot of propaganda online in different opinions. So I think for the topic of sustainability, I would still trust the specific corporate website of the brands. That I'm interested in.

Antonia

OK, OK. OK. And something offline or online or it could be also not related to specific bank, but just in general or that you or maybe you saw something called the news and then you want to double check or whatever so it cannot be it should not? Necessarily be also related to specific brand or purchase, but just in general.

Speaker 2

Something that I've checked like as an example or?

Antonia

Not a specific example, but just like more the like where online it was. Was it on a platform or like YouTube or or just like whatever came on Google or an article or.

Speaker 2

Yeah, I think definitely so on YouTube, there are these some cuts from TEDx events, so basically TEDx lectures. And I think there I'm usually really interested in listening to some of the speakers. During the event and topics like sustainability or how to reduce our carbon food. Spring are also ones that I've listened to quite a lot of times, and they're also really nicely explained, nicely presented with quite a lot of visuals with animations. So I think this is also a platform that. Puts a lot of effort in being more accessible and understandable by why their audience, because sometimes not the people not informed well enough, but for. A lot of people, it's hard to understand for the first time. Yeah, the some of the topics or explanations connected to sustainability.

Antonia

Mm-hmm. And would you trust any social media platform or not, really. If you see something.

Speaker 2

I would. I would definitely, but I think it would not be Facebook because. Yeah, it's really maybe subjective. So what I mean is that nowadays when you say Facebook, people tend to rely on its trustworthiness, way less and less when it comes to serious too. Because we're used to seeing quite a lot of statements and facts posted on Facebook, but from sources that you know, OK, yeah, we cannot really trust this because we know that it's not really credible and we already see the title of the news. So. When we see such type of news on Facebook, more and more often, this also makes us to trust this platform less and less when it comes to more serious topics like sustainability. So I think maybe other platforms should be used more. When it comes to this topic.

Antonia

And you personally actually in your daily life, do you use other platforms more? Like and what? What platforms would it be just in general in your daily life?

Speaker 2

Linking Will definitely be the platform that I would trust for such topics like I would maybe spend some time throughout the day to read an article connected to something connected to sustainability that it's coming from my company or from other companies. Or maybe some people from my network have. Shared and I'm interested in reading I what I also usually check. So the let's say TV channels from my own country. BTV would actually be one of them, like BTV, no. But they have new channels, so these new channels. I'm really interested in to just updating myself on a regular basis with news from there, because first they're in my native language, so it's way easier to also understand them for shorter time. Uh, but I also know that there I can trust the sources because you know that they have they bring together different types of sources in one place. And really ensure that that they report on the latest news on, or maybe some interesting occasions that have happened throughout the week or throughout the month, anywhere in the world. So for me, it's also really interesting to update myself from any news channels I can imagine that. In the Netherlands here, there are quite a lot of news channels that people use to, uh update themselves and same forms on specific occasions. Specific subjects. I think sustainability counts in this matter. No, but for me this wouldn't be the Dutch channels because usually they don't provide information in English.

Antonia

Yeah. And you are not yet proficient in that. Yeah. Yeah. OK. OK, I see. See. And is there something offline that you will consider?

Speaker 2

Yeah. In there, yeah.

Antonia

Or that you have ever encountered, and it might have influenced you. Or if you would see in the. Future as well.

Speaker 1

I think when I'm attending a specific event or maybe when I'm coming to the office, maybe some leaflets.

Audio file

[Radina interview 2.2..mp3](#)

Transcript

Antonia

What you doing? Or that you have ever encountered, and it might have influenced you. Or if you would see in the. Future as well.

Speaker 2

I think when I'm attending a specific event or maybe when I'm coming to the office, maybe some leaflets with strong communication message on them would definitely make an impression. To me, to other people around me, because sometimes I think on such leaflets, what we usually see is Can you imagine how much this influences our planet? And in this sense, this actually. Is used for measuring on act that we human do on a daily basis, but we do not really consciously think about the impact afterward. So I do think that such type of leaflets that are positioned at the the right places and I think this would be maybe the places that we socially visit mostly. So at work at supermarkets, yeah, this would be basically the places that would first come to my mind. But I think this would be the maybe physical types of UM. Yeah, of content influencing my opinion or making an impression.

Antonia

That's great. Yeah. Yeah. Ohh yeah. And do you can think of something in the store or is it not that much there? You already said packaging, So what information there is on the packaging and are influenced on something else around in the store or not so much. Ohh, you're not looking so much around?

Speaker 2

In the store. Yeah. Yeah. I think in general. Also, to be honest, I don't think when I go to stores I look so much at. Things connected to sustainability. Why? Because I don't change my behaviour often, so if I'm already used to buying specific buying product in a specific way, then I'm just adhering to this. And and I think my behaviour in terms of what do I buy on a weekly basis doesn't hasn't changed for the past years. And also I think when I'm used to buying certain brands that I already trust. I also rarely change to other brands, switch to other brands.

Antonia

Mm-hmm. OK, I see. Yeah. That's actually true for Mr what I. Would say yeah. Umm and if you go a bit into a different perspective, what would you say? Make what makes it easy for you to practise sustainable consume. Or where what list is it for you to ohh OK.

Speaker 2

I think gamification definitely makes it easier, maybe just to elaborate a bit more on what I mean by gamification. Basically, the application that was just introduced at the company and motivated people to complete specific challenges. For uh one or two weeks in a row and really earn points for this. So you're basically given a straightforward challenge. You are also explain how does this contribute to sustainability? And you're also given specific facts to prove that otherwise this is really. Negatively impacting our environment, I think this way like turning it out in the form of a game and really giving people already examples how they can practise sustainability. And of course, Eddie and giving some incentive for the actions that they've taken, I think it makes it way easier to get a bigger group of people to have more impact on sustainability.

Antonia

Yeah, yeah. And just another question. I think that we can go ahead and do soon. I don't know if you have time, but what are the challenges for you also to purchase sustainable products? Is there anything challenging?

Speaker 2

I think again it would be maybe lack of information, lack of awareness as well because the less you're aware of the choices you do and how impactful they could be for the environment. I think the, yeah, the less you would look for information, so maybe. Barriers or challenges will I? If I think about it, it's not so often that I see. Maybe specific activities or initiatives or events around sustainability, even in the Netherlands that would help me to become more aware of it and look for more information therefore.

Antonia

OK, I see and do you consider the price as well? For example.

Speaker 2

I think now not before. When I was a student, definitely because I have a specific budget that also allowed me to buy specific things. So maybe before I would have bought a cheaper product at the expense of maybe this product not being sustainable. No. But I think now when working, I do see the difference. And for me, it also makes quite a lot of difference. When I'm buying a product, I would definitely not adhere to the price if it comes to sustainability, I will buy the more expensive product. If I know that this is also then proving to be more sustainable.

Antonia

OK. OK. Thank you for that answer. That's very important. And when it comes to the brand hands, you said you're aware of it. The the brand, Heinz.

Speaker 2

Yeah, I think that it's, I think the tomato puree, it is like in the cat small cartoon practise this one I usually buy when cooking spaghetti spaghetti bolognese for for boyfriend because it's also part of the. Speak or in general, I also see him because I don't really consume sauces like ketchup or monies, but I do see that that my boyfriend does quite a lot. My sister as well, so they are usually buying products from kinds.

Antonia

OK. OK. And what about their meat substitute? So like a vegetable, like a vegan meat?

Speaker 2

Yeah, I in general, like I don't eat meat, but also I don't need substitutes for me. But this is also because I'm allergic to quite a lot of food. So for me, like, yeah, I'm also reading quite a lot on the back, the back phase of the product, what is included?

Antonia

I don't wanna.

Speaker 2

But not and I've. Yeah, received allergic reactions quite often that I'm really not risking it and not always trusting brands and products in terms of substitute.

Antonia

OK, OK. So no meat and no meat substitutes. And that's because of the allergy?

Speaker 2

Yeah, I think I'm gluten intolerant. Intolerant. Also allergic to specific seeds like sesame, like tahini, like hummus, other things.

Antonia

There is that.

Speaker 2

Also don't need me to, Dan. Like in general if we combine all this. Yeah, I'm trying to really make sure that I pay attention to what I buy. Yeah.

Antonia

But tomatoes or vegetables, I think.

Speaker 2

Yeah. On a daily basis like these things I consume on a daily basis. And therefore I also try to, yeah, eat most of the things that seasonally now are good and buy them from local market.

Antonia

It should be fine, yeah. OK, I see. OK. OK, thank you and. That's very interesting, but do you eat dairy products or fish?

Speaker 2

Yeah, I do.

Speaker 2

Geez, I cannot live without Jesus. One of the things that I love most, yeah.

Antonia

That's great. That's great. That's great. OK, so and, but have you heard you so you don't put yourself or Hinds, but mostly for your boyfriend or your sister. But have you ever heard about their system that they are committed to sustainability or that doesn't ring a bell to you?

Speaker 2

General. Yeah, I. Yeah, I should say they have maximum four more minutes because I have another meeting. But in general, I have heard about the kind sustainability. Why? And because we were looking for examples at different brands working with farmers. To see maybe how we can better

visualise our sustainability story for our company. So I've checked a few times the sustainability I think Web page on kinds website. There I see that it is being mentioned quite a lot. About that. How do they get their tomatoes? Things that they promised on so really ensuring that I cannot remember how this was called, but ensuring that the soil is being.

Antonia

Yeah, yeah. Yeah, like the seeds that are not used are being grown in the soil, yeah.

Speaker 2

Indeed, I've been grown in the soil again, but they're also maybe being used for feeding animals. Again, it's everything is really under or do everything the organic cycle applies. Mm-hmm. Most of the time. Well, I think also they're trying to reduce the transportation of their tomatoes by, yeah. Offering them to some close places. Yeah. Some things. Like, I remember some things, but I'm. I'm aware of it. Yeah.

Antonia

Yeah, yeah, something like that, yeah. Yeah, but it comes mostly from your work experience and not so much from user per user. I would say consumer experience.

Speaker 2

Indeed, yeah, I think.

Antonia

Yeah. Yeah. OK. OK. And well, I have just one like last question, if you if you have any idea about it, but have you ever been influenced positively by the sustainability aspects of another food brand? You said actually some things, yeah, but is there something else like?

Speaker 2

Yeah, yeah.

Antonia

This time that you.

Speaker 2

I think what comes to my mind first, but maybe this is not connected, uh specifically to a brand, but maybe some brands are using this practise. I really like the applications that I use by specific brands and this tactic that you can simply enter. Any types of products that would soon expire and you have at home or maybe any leftovers that you have at home and you could enter them into this application and it will automatically generate maybe 50 plus recipes that you could create by using this product. Or applications that really help reduce food waste at home or at restaurant. And I think that this is a really great example of how you can, because usually, like the principle of reciprocity, this is what gives more motivation to people to take an action. That's why I think that when people give something from themselves, so when you agree on, OK. I won't buy new products and I won't throw this away. I will try to use them then. People are also expecting to get something back, so that's why such applications that already provide you with ready solutions like ready recipes with



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leftovers and things that soon will expire at home. And still you're satisfied with what you get at the end. This was actually good. I like this crispy and I'm happy that I managed to cook something at home, and I also cut on some spendings that I would otherwise do when grocery shopping. Then I think, yeah, this is quite a nice. Example from. I cannot name specific brands that are using it now, but I'm sure that there are brands that are using this tactic to reduce food waste.

Antonia

OK, that's great. That's great. Thanks for your info. It's I will stop the recording and I I don't want to.

Interviewee 3

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Audio file

Timon_interview_part 1.mp3

Transcript

Antonia

Thank you for being here and for allowing me to record you as you know, my topic is regarding the James's perception of sustainability and the purchasing of the Heinz brand or the food products in general. Can you please introduce yourself quickly, for example, your age, your region from where you come from and are you studying at the moment working maybe what are you studying?

Speaker 3

OK. Hello. My name is Timon Schlick. I'm 22 years old and I'm currently studying International Development and management at VHL in bulb. And yeah, therefore I'm the student. And and I'm from Germany originally, but now I live here in the Netherlands.

Antonia

Great. Thank you. Thank you. Well, then, let's get started. So my first question would be what do you think about sustainability and are there any specific, are there any sustainability issues that you have heard about or that you know about?

Speaker 3

Well, first of all, I think so. Ability is very important. Also, for me personally. I try to be as sustainable as possible. I later on wanna work in the fashion industry in a sustainable fashion industry. Therefore, I know that there is a lot of sustainability issues going on with fast fashion. Or in the fashion brands in in general. And I want to change that. And of course also the the food industry, like the meat industry and. In general. Yeah, like there's water issues all around the world. There's deforestation, yeah.

Antonia

I see. I see. Yeah. And have you been previously educated regarding sustainability?

Speaker 3

Yeah, I have been in school and and. The university now.

Antonia

Mm-hmm. And did you have any such topics in Germany as? Well, or or.

Speaker 3

Yeah, I even learned about the meat industry in school in Germany. That's like where my first contact point was.

Antonia

And do you remember in? What 8 approximately that was or what?

Speaker 3

Round about when I was 14.

Antonia

OK, just OK, quite early then. And have you yourself implemented some sustainability practises in your life?

Speaker 3

Yeah. Well, I only buy a second ten clothes. And generally I try to buy everything second hand, be it a PC, laptops, phone, doesn't matter. And also I'm a vegetarian since I'm 14. And now began since two years. Which is also helping to to live a sustainable life.

Antonia

Of course.

Speaker 3

I think that's that's like the biggest factors now.

Antonia

How was the transition for you from vegetarian to vegan? Was it? Was it quite hard?

Speaker 3

No, for me it was like with your your snap with a finger. It was done like no faults faults given. I just decided from one day to another. Basically no.

Antonia

OK. And you can, can you ever get like dogs or or trying to return back to vegetarian or no?

Speaker 3

Well, sometimes I I make exceptions.

Antonia

OK.

Speaker 3

For example, I don't. It's really rare, but like, but sometimes it do happen if I'm somewhere or whatever, and then they're like at a family's house, and then there's she's in a meal. Then I would also maybe eat cheese. Probably this one particular day, but like. In general, no.

Antonia

OK, I see. Alright. Yeah. And it can be actually any sustainability practises from the smallest one like separating garbage or whatever it can be. Yeah, even smaller things. And yeah, you said something. Do you? Would you like to share something more if you think that you can share, for example, what kind of food sustainability issues are you aware of or or you're not? So much aware of the food industry. Or issues. No, you said you eat meat. Sorry. Substitutes of meat, right? Vegetarian meat or or you eat only or you don't even eat. Eat vegetarian one or either one.

Speaker 3

I do eat substitute of meat. But not every day. Maybe. But also like sometimes vegan cheese for example. Stuff like that. Sorry. What was the other question? Ohh, the other issues. Yeah, well, I know that there's a lot of waterways going on around the world. Especially in the food industry. That's why I also don't eat avocados, for example, because I just know that there's a lot of water wasted for them, and mainly I base my diet on like something like oats and beans. And you know.

Antonia

Thank you. Hmm, I see. OK. And when you buy food, you sell. Are there any such sustainable aspects that you consider? You actually mentioned the avocado, right? Vocado problem. Yeah. Is there. Anything else?

Speaker 3

Well, there's also the problem of biodiversity. Like monocultures, restricting biodiversity plus the use of pesticides and. Therefore, I try to buy as much bio as possible, cause then the use of pesticides is less or or none. Yeah, that's the. That's the main thing and fair trade. So the humans get treated fair as well. Like the producers that they get fair prices now.

Antonia

So it's, uh, you you mentioned the animals, but also the producers. Yeah. OK, that's great. That's great that you take all aspects actually addresses simulate into consideration. Yeah, alright. And do you have an example? Can you share an example for recent food purchase based on sustainability? Or related to that.

Speaker 3

Uh, yeah, I made a rice. Yeah, sure. I made a rice pan. With a fat red rice and. What was in there? And some vegetables, like some bio vegetables? Yeah.

Antonia

Wait. And do you? Well, you buy a lot of battle stuff. I see. And would you then change your preference for a brand if you learned about? If you learn that it has implemented sustainable practises in its business? Or you would influence your price for the product.

Speaker 3

If there's like a meat substitute, which is also bio for example, then I would rather buy it than anything else. So if if they like, I always am excited if I see companies using sustainable methods. By the way, I'm also not just food related but like even for the dishwasher or for the washing machine. I'm also buying only the echo stuff. Like which? Because because otherwise, like microplastic for example, goes into the oceans and everything, yeah.

Antonia

Very considerate. Yeah, very considerate. That's great. I mean, we need no such people. You know, we're more conscious.

Speaker 3

Yeah. No, but that's what I'm saying. Like, I'm I'm really super excited always when I see that products are.

Antonia

That's correct.

Speaker 3

They're using echo electricity. And yeah, I don't know. And and and pay pay the workers fair pay. The producers I mean. And and our climate neutral in the best case, like have a a project start started something like that. It's always always good.

Antonia

Mm-hmm. Mm-hmm.

Speaker 3

You know, like those those I don't wanna say exchange products projects but like if if they have something like to. Yeah, like plant planting trees or or whatever.

Antonia

Ohh, you mean the if the business has this kind of project you mean or?

Speaker 3

Yeah, they're on sustainability projects or development projects.

Antonia

But how how would you then learn about this project? But I mean like online or own the packaging somewhere you mean?

Speaker 3

Yeah. On the packaging mostly, I mean most of them, I mean, if you buy, for example, a chocolate.

Antonia

OK.

Speaker 3

Then sometimes there is, like the a woman on there or whatever. And then it says like, OK, are we supporting 20 women in Nigeria or whatever in Ethiopia more, more likely, but yeah.

Antonia

That's great. Yeah. Yeah, I I see. Yeah, I've seen that similar things. Well, yeah. Nice. Yes. And are there any negative feelings when you when you have when buying food, it may be related to sustainability, so the sustainability? Could be with the packaging could be anything when buying fruit. Or positive feelings.

Speaker 3

Well, negative is the the massive use of. Plastic as packaging. But what is good is that, like most of the brands, separate now that they have like this paper thing around the plastic. So at least it can be recycled. Or better be recycled. Not just burned cause it's like too, too many layers of plastic. Negative feelings. Like, yeah, I think they're still not. Not as many alternatives as they they could be. Like I wish there would be more, especially in the Netherlands. I'm used like from Germany that

there's there's way, way more more stuff. So I know it's possible and it's just like the Netherlands lagging behind. Still in my point of view or like Albertine, that's where primarily.

Antonia

You go and you go to all the time off. You you also try to diverse the shops.

Speaker 3

No other time mostly cause. It's like the closest to my to my house.

Antonia

OK, OK, I see.

Speaker 3

No, but I wanna implement more that I also go to Oden for example. I don't know. If you know it.

Antonia

Yeah, yeah.

Speaker 3

Yeah, I've been there sometimes, but because it's so far. Yeah, not as much as I want to. But as I said, I'm trying to working on that and.

Antonia

I see. Yeah, of course. And your second year here, so you have more years to thanks for your habits if you want to and you're there.

Speaker 3

That's true.

Antonia

Indeed, alright. And yeah, you said. And what about the positive feelings and you already mentioned the packaging, the alternatives either the better.

Speaker 3

Yeah, at least there are some alternatives and. And as I said, I'm always happy when I see new products emerge. And like, especially when they have like projects going on, not trying to make more than the minimum. To be through sustainable.

Antonia

You know. Yeah, I see. That's very, very great efforts. OK. And you, how are your views on sustainability in food different, different or similar to your views on sustainability in other products or other industries? For example, you said in the fashion industry. So do you think you can see the similar things or? Are there different things regarding regarding to sustainability? Which you

consider. For example, yeah, we mentioned the water. Yeah, exactly. It can be also. Maybe there. Yeah.

Speaker 3

More efficient industries, also pollution. And that's that's, I think one of the main things that was not in food well food is just with the packaging as I said. So it's kind of also. But no pollution. There is the biggest threat, I would say, in case of and. And yeah, the, the the use of plastics and also in in clothing. And stuff no.

Antonia

Through through you said the pollution is mostly. Yeah, but how do you compare it with the food industry? You don't think the you mean that pollution is not the major drink in the food industry, right? That that's what you mean? OK. OK. Just to clarify it.

Speaker 3

Yeah. There I think it's like the emissions from cows and the pigs and whatever. Like, what is the the worst climate killer?

Antonia

Yeah, yeah, indeed. OK, alright. And now if we have to go to a little different perspective. Like, do you do you value any peoples opinions when it comes to purchasing food? Do you consider any other peoples opinions? It might be like anyone like your parents, your friends, cousins or classmates or teachers. Or it might be celebrities or influencers.

Speaker 3

Well, one influencer maybe, but only he's he's only. You're saying to buy vegan stuff, so he's even, I don't know, getting my having my back there and otherwise I'm I'm not really. Giving something on on people's opinions about. Purchasing food. Maybe if it's like, yeah, you can buy more sustainable there or whatever. Like for example, we have the food market or just something like or you can go there, there's less packaging. Then then maybe I would go there, but so it's it's it's mostly other vegans are close to. Where would would listen to.

Antonia

And I guess.

Speaker 3

Because other groups are unsustainable, like my parents, for example, they're they're really buying unsustainable things.

Antonia

OK.

Speaker 3

So I won't listen to them.

Antonia

OK. And your siblings or friends are they also vegans or not, really.

Speaker 3

Depends some of some of my like people I know are vegans. Mostly meat eaters and.

Antonia

OK.

Speaker 3

And maybe vegetarian.

Antonia

OK hmm. I see. Alright. And do you well? You already have quite high. Uh, I see. Like a sustainable behaviour. But do do you think that others have expectations about your sustainable consumption or or no? You know, is there someone who encourages you, encourages you to do that? To be more sustainable, consuming or. Is there not really such a person doing it directly?

Speaker 3

Our teachers encourage us, and as I said, like some certain some influences I follow. Have some pro vegan influenza influencers and also in in in general they're like. So I would say sustainability influencer, maybe it's what I mainly follow on Instagram or YouTube. Although I'm not really using Instagram.

Antonia

Yeah, and OK, right.

Speaker 3

So I act on those maybe.

Antonia

So and and. OK, OK. And you just actually transitioned already yourself to the topic because you mentioned you, you follow influencers on Instagram and YouTube so. Actually, the next kind of topic is about where you inform yourself for your decision. So do you. Follow some someone on other channels. Or is it me or? Which channels do you use the most, let's say?

Speaker 3

I would say my main source of information is YouTube cause everyone is there.

Antonia

You know.

Audio file

[Timon_interview_part 2.mp3](#)

Antonia

OK, OK. And is there anything else online that you like getting formed from like online websites or movies or documentaries or podcasts maybe you know?

Speaker 3

Yeah, well, that's what I'm saying, like YouTube, because there's podcasts on there, there's, there's documentaries on there. It's it's all on. It's all on one platform. And it's so diverse like I follow so many people, then yeah. Like from a cell biologist to nature photographer who's doing sustainable things. Like, I don't know you. You can.

Antonia

It's so they were seeing it. I see. And is there anything offline? That you get influenced by or you encounter at some moment. Related to food or to sustainability? So, for example, that might be like on the bus stops. You know this. The which is months or on the buses trains themselves or somewhere like Gilbert or something or you don't look a lot at them.

Speaker 3

No, I would say I'm not really influenced by advertisement. Also on YouTube, I don't have any advertisements because I pay for the premium version. So I'm not in, not really influenced by advertisements. If so, it's by the Youtubers themselves and for sustainable products. For example, clothes or whatever. Yeah. So, no, I'm. I would say I'm I'm not influenced by that, except maybe some books I bought.

Antonia

Ohh, you mean books you booked because you saw them somewhere like offline? But then that is that in the store or somewhere else in the environment? You know what I mean? Yeah. So you said the books, but is it because they're in the store or is was it something outside there somewhere in the garden that you saw the.

Speaker 3

No. Come again please. OK. No, it was first outside and then.

Antonia

OK, OK.

Speaker 3

And and so yeah.

Antonia

And and do you consider any, you know, like promotional things or any information around the product or or in the store itself? Like when you're in the store, you know some people wish and just grab the products may go away or but some people also might try to are interested to read the information around to get to know the product or something. Like do you? Do you consider this kind of information points in the store?

Speaker 3

Yeah, I would say so.

Antonia

Or the.

Speaker 3

Like for example, yeah exactly for example, you know the vegetarian vegetarian butcher.

Antonia

The butter.

Speaker 3

The vegetarian butcher there. And was a butcher who is now making vegan products.

Antonia

OK.

Speaker 3

And so his story, I also know from the packaging, for example, and I find it quite inspiring. Yeah.

Antonia

Hmm. OK alright. I haven't heard actually, but. That so you saw it on the package link you you said.

Speaker 3

Yeah. And then later on, I saw a documentary about it like a short film.

Antonia

But where's the documentary written on the packaging? Or you just check it yourself?

Speaker 3

No later on I checked it myself but like. At first it was written on the packaging, like the small story storyline basically. So yeah, sometimes it's it's interesting and now I recently bought some products of them again, as when they're reduced from price because they're really expensive.

Antonia

OK. And when it comes to to food actually like I'm not sure if you cook at home or not so much or not at all.

Speaker 3

No, I do. You don't? No, I I I do. I do cook.

Antonia



HAN_

You do. OK. OK. And like, you know what? What kind of like, online or offline sources you. Like you get informed about from the food food. Like for the food aspect of it might be recipes. So that's like something you know that you learn about new products or. Yeah, I think it's from the owner.

Speaker 3

Yeah, yeah, yeah. But like, for recipes. Also, my mom now and my girlfriend.

Antonia

Yeah, we all have experience that yeah.

Speaker 3

Yeah, because I I myself, normally I cook like maybe two or three meals, like and which I could eat every day. Because they're really nutritionist and. I just change a bit but but mainly I eat the same same thing. Basically all the time, which is like some sort of pasta. In the best case lentil pasta with some beans like 3 different kinds of beans. And then some, maybe some eggs, some meatless product in there, like the soy. Hack. I don't know the. The sword, the hacks, you know? Yeah.

Antonia

Ohh yeah yeah, I know it. Yeah, yeah, yeah, I know it. OK, that's great. That's great. So and so related to food, you don't see a lot of stuff online then or.

Speaker 3

And no, actually no.

Antonia

And what about documentaries? Also, no.

Speaker 3

Yes. No, I watch documentaries like for example now about the meat industry, about the different or like the the egg industry. Whatever. Yeah.

Antonia

OK, OK.

Speaker 3

Next door to to. Manifest my my beginners and I think.

Antonia

I see. I see. Yeah, that's great. OK and. What makes it easy? For you to practise sustainable consumption. Yeah, you you do quite a lot actually, I feel so, you know, what makes it easy for you to do it? You know some sample.

Speaker 3

Easier to do it. For example, if people do it with you, like my girlfriend. If she also does sustainable practises or you talk about about it with your classmates to get inspiration. Can you? What was the question again?

Antonia

So. So what makes it easy for you to practise sustainable consumption?

Speaker 3

Yeah, and like my influencers and it, what else doesn't make it easier is like all the. As as I said like products is is is. It makes it easier to live meat free if if there is like a nice. Meatless products which you wanna try out and then maybe then there's also a new recipe or whatever, but yeah.

Antonia

So yeah, there is availability, right? Yeah. Yeah. OK. OK. And of course, as I can see which you you are not close to Audi. So you mentioned that it's also early. I can imagine that it might be easier if it's so the store is also close to you. Ohh right. Hmm. Yeah. OK. And well, how confident I feel you. You're very like on another level, but you're very doing great. But how confident do you feel in your ability to like either incorporate? More sustainability practises in your everyday life. Or to sustain these practises in the future.

Speaker 3

I feel really confident. It's about maybe in the future I don't know how it's gonna be like because maybe I'm in Africa or somewhere else where I can not live. Like I I'm doing it now. But there is other sustainability aspects there which which I can rely on then. Yeah, maybe that's that's gonna be harder. Harder. But like, there's not the availability of products there probably like in other countries than in that land. So Germany also like with cleaners for example. I don't know if they're like, have those with the chemicals in there. Which have emissions and and whatnot. Instead of like here the echo spirit is cleaner or something.

Antonia

And what was the second? You said that the chemicals have two things. OK. No, it's fine. It's fine. OK. But I see your point. Yeah. OK. So it might be, of course, difficult based on where you live as well. Also, some countries. It's not that much implemented. As you already. See and you share that perspective, yeah. And and from my experience as well actually alright. And engaging that the sustainable daily habits will influence the overall sustainability of the planet or. Are you sceptical?

Speaker 3

No, 100%. If everyone would do just a teeny tiny bit more. Or like include more. Sustainable practises, then? The word become. Or like the the sustainability overall would be way way better. Like it starts with eating meat instead of eating meat like every day in in the week like many Germans do for example. Then you eat it only few days and everyone does it. Then that has a huge impact.

Antonia

Indeed, yeah. And if we consider other things now, what are the challenges for you to purchase sustainable products? Are there any challenges like price wise? Or something. Chaos maybe?

Speaker 3

No, exactly. I would say the main thing is the the price sometimes. Like now, some supermarkets in Germany, they they reduce the price. So it's actually the same as the non vegan products. Like Lydell did it. They they put, they have like their own brand and they made the price as low as the meat alter at the as the meat alternatives or milk or whatever if if that would be the same here then I would have had way less problems than then. I mean because I'm a student I only have. Student budget. And so I can only. Yeah, I have to look not to budget wisely. And therefore it's it's hard to purchase sustainable product, but I still do it anyways like I spend most of my money for food and. Yeah, for like, daily life, I guess.

Antonia

Yeah. Yeah, I see. Yeah, OK, alright. And is there anything else that might be a bit that makes it harder to purchase such products or?

Speaker 3

No, I don't think so.

Antonia

Mm-hmm. OK. Alright. You and you said that you also search. You also consider when going to stores which kind of for the same price or or for meatless and for vegetarian and non vegetarian products. So do you do you also make use of discounts or and do you? Like, are you very, you know, conscious and searching for the discounts in this kind of product or is it just like whenever it comes it comes and then? You know.

Speaker 3

No, when but I mean, I buy myself my, my, the same stuff every time and then maybe sometimes I'm lucky. And then there's this. Round but like, as I said, for example with the vegetarian butter things, as soon as there's a discount then I may also consider buying them and stepping out of my usual buying behaviour. But other than that, or like sometimes maybe a pizza and like a vegan pizza, if it's like that's that's really unusual. But if it's reduced then I will buy one. And also eat pizza sometime.

Antonia

Yeah. Yeah, of course. Yeah. OK. That's great. Yeah. Alright. And now if you look a bit more about the brand kind, you said that you are already aware of it, right? Mm-hmm. And but are you aware, actually that well, first of all, can you repeat again which products you have purchased before?

Speaker 3

Yes, I have purchased a bean. Them and. The the sauces like not just the ketchup, which normal people probably buy the most time, but I mean the vegan alternatives.

Antonia

MM.

Speaker 3

Like vegan, vegan Mayo or something like that.

Antonia

Hmm. Yes, right.

Speaker 3

That that's the that's the main products I used from Heinz so far.

Antonia

Hmm. I see. Yeah, that's great. And but are you aware actually that currency is implemented some well you are then aware that they have implemented some sustainability practises, I mean stability in this business in terms of the. Vegan products or is there anything else that you recall? That is related to their sustainability.

Speaker 3

No, I I don't really. Yeah, have have looked at Heinz. So exactly to be honest.

Antonia

OK.

Speaker 3

Like like. It's not in my scope, I would say.

Antonia

What you said that you that you haven't looked and it's not in your scope. Yeah, of course.

Speaker 3

And that's why I don't know anything about sustainability practises, except that they're now making some vegan products.

Antonia

Of course, of course. You know problems. Actually that's. That was the case for most of the most of the interviewees as well. And it's normal. I mean, you know, there are always different levels of how you of what you know about the brand and it's also. The main responsibility of the brand, so yeah. And that's why we are doing the interview to get to know. Yeah. And have you? OK, so you you're quite into it. Umm, but maybe you can maybe recall other examples as well like, have you ever been used positively by the sustainability aspects of other products? Food products I mean.

Speaker 3

Ohh yes, I cannot name you an example now, but I most likely have. As I said, when they're like climate neutral, bio fair trade. All this that, then, then?

Antonia

Ohh yeah yeah. Yeah. You mentioned quite a lot, especially, yeah, actually, indeed. OK, then. Well, I think we get, we will, we are done with the questions today and thank you a lot for your elaboration on everything. It was quite interesting for me to hear your perspective. And now, yeah, thank you for your time. I will close the recording. This is the second.

Interviewee 4

Link to the interview:

https://hannl-my.sharepoint.com/:v:/g/personal/a_vasileva_student_han_nl/EV2TXly4-OdlubV9v-dxlrBCPTOPrVFZsS-dsTbUC-DOA

Audio file

Lakshan_interview_part 1.mp3

Transcript

Antonia

It's recording right now, yeah. OK. Thank you, Lakshan, for being here. Can you quickly introduce yourself, for example, your age, your nationality, and are you student working and what kind of field maybe?

Speaker 4

Yeah, I'm a lakshman. I'm originally from India and I've been in the Netherlands for four years now. And initially I came for my masters. I did my masters in sustainable energy systems, so also more related to this interview about sustainability. And I also and now I've finished my masters and then I'm working for two years now. I'm mostly in the solar field. I work for the solar. And batteries failed. So yeah, that's and I'm 25 years old. And if that's because to show that I'm more jinsy, yeah.

Antonia

Yes, that's correct. Thank you. You are already aware of the topic. So I just want to tell, of course, don't hesitate to ask if you have any questions or don't understand anything. So it would be interesting for me to understand what do you think about sustainability and are there any specific any sustainability issues you have heard about or you know about?

Speaker 4

Yeah, of course. I mean, I've. I've done my masters in sustainable energy engineering, so of course I really value sustainability and also sustainable being sustainable for ourselves and also for saving the planet. I think the most concerning thing is global warming, which is which is quite I think everybody is. Speaking their own words for it, but I think it's we have to each and everybody has to take care of being sustainable by themselves. So for example, you can instead of taking a car or you can do a go to use the public transport using trains and buses and doing carpooling would really help. Not much, but at least if it would, it would be a not a significant amount, but at least would help a bit of

changing. Being sustainable and we also see so much consequences like forest fires, floods and everything because of global warming. So I think it's a really serious issue that each and every individual has to take care of themselves. On the planet, of course.

Antonia

Great. Great. Yeah. And have you ever? Heard of any other aspects of our sustainability? It can be also related to food.

Speaker 4

Ah yes, of course. Like, I think many, many of the many of the companies are trying to make more bio products. For example, so when when they're using bio data and also they're using the the packets for their food in the recycle recyclable way so that they are pulling green and making sure they take care of the environment. So therefore I think reuse, reduce and recycle. I think those three hours are. It's important for being sustainable. So I think that's really, I mean I think a lot of companies have put a put a part of their yearly yearly turnovers into being sustainable. And also I think the government government in many countries are taking measures to being more sustainable. Yeah.

Antonia

Great, great, great. Right. And what kind of sustainability? Well, first of all, is there something else that you would like to share or that comes to your mind to related to this? So the sustainability issues? I think you mentioned something like. Related to the clientele before you started.

Speaker 4

Yeah. Yeah, I think mostly it's because of climatic issues, because to be honest, I was. I did my bachelors in automobile engineering and then, I mean, I I transferred myself from being automobile engineer to to study sustainable energy. So the face has come because if you see the cars are really on. Ice engines like the internal combustion engines produce more carbon dioxide. Is really not good and nowadays there are more electric and hybrid cars coming up which are changing and also hydrogen fuel cars. So I'm also trying to be part of the part of the community to make the make the planet more sustainable and.

Antonia

Great. Great. OK. And and what kind of what to study issues also not issues but sustainability practises in general, have you implement it in your life if?

Speaker 4

Yeah, of course I have. For example, related to food I have, I normally I try to buy more bio products from from the companies and also I I do I carry my own cover try to reuse as much as possible. So we do not have more plastic. Plastic intake and that I think that's not much of A significant value, but at least if everybody takes a measure of themselves, then we could make a more significant value in overall in general. So yeah, these are the small things. Yeah, that's it.

Antonia

And then is there anything at home that you have undertaken? It might be also just something small like saving something or just the garbage or neutrally.

Speaker 4

Yeah, I think in the garbage as well, I have two, two garbage separates for both by degradable and non biodegradable products. And yeah I tried to and also we have the garbage cans for both. I think the green one is more biodegradable and the other one is non. So I tried to make sure that it's separated and then we we put the trash in the right basket.

Antonia

Yes, yes. OK. And you know, like when you buy food, are there any such sustainable aspects that you consider or that you are influenced by sometimes? When you buy the food yourself.

Speaker 4

I I think nowadays most of the supermarkets have separated products like the normal products and the bio products for example. So I tried to compare like which is better. I think of of course the bio products are much more healthier and more sustainable and I think. Buying them, I mean it costs more. I know because the production also cost more for them. So I I know it makes more sense. But of course it's hard to it's hard to, you know, like I think for students and for maybe the big the person who was just started working, it's a little bit hard to buy those products because it's really a much significant difference. But if the significance difference is bogged down, then you can buy. Nice bio products and make make it more. Sustainable, you know.

Antonia

If you mean you mean if it's lower difference. Mm-hmm. Yeah, yeah, I understand.

Speaker 4

No other price. Yeah, yeah. A little bit comparable distance, I guess. Comparable price difference.

Antonia

Is there anything else that you have noticed in terms of like sustainability, aspects of the food that you purchase or? Yeah. When you when you buy some kind of food like it could be any aspect like the like, the people like who produced it, where it was produced or or like the packaging, some something with the packaging or what information there was on the packaging.

Speaker 4

Yeah, maybe the packaging is I think packaging pays really a big significant, I guess because a lot of companies go for these, for example the cups, the way of the the material of the package. Used I think that can be a significant way of changing, being sustainable and also there are other companies. For example, there are also private farmers who for example the milk cans, they also have their they know where the milk comes from and how many. All the all the details of the product. And all also in my previous experience I used to live with my with a with a friend. He had his own house, so we used to make we used to plant our own tomatoes and apples and all those stuff. So we also tried, yeah, we had a small garden, but yeah, we tried to make our own apples and trying

to be more. Clean and sustainable and yeah, it was really nice experience being, yeah, being being able to produce our own own vegetables and fruits, yeah.

Antonia

OK. That's great initiative actually. Indeed. Yeah, that's great. OK. And is there, uh, do you think that information on the packaging can also trigger you sometimes if it's? Informative or you don't look a lot of the information on the packaging itself.

Speaker 4

No, actually I really do not look into so much of detailing, but I just, yeah, I just read the basic information of what the product is that it's from and how it's made and how it's packed and everything. So I, I think I think as the as uh, when you go to a supermarket, it's more like when you how the, how the packaging is done, you know like how, how it's shaped or how it looks, how it attracts you to buy the product. So I think that I I know it might sound like a kid looking for a fancy toy, but still you would just see fancy.

Antonia

No, but it's true, yeah.

Speaker 4

Yeah, yeah, yeah. But if you just go to a supermarket, you just start. You are just attracted to a fancy packaging, then a normal packaged 1. And then after that you just pick it up and then see what it contains. What's the product about and how it's done. And then you just buy, yeah.

Antonia

Yeah, interesting. Yeah, actually, also, of course, another is for me also like that. Then it's for all people. I think it really triggers their interest to for the information on it.

Speaker 4

Yeah, exactly. Yeah.

Antonia

It's always like that, yeah. OK, OK. I don't think, well, maybe let's go for a bit. Later into that perspective, alright but. OK. Do you think that you would change your preference programme if you learn more about it's gonna be of its sustainable practises?

Speaker 4

Yes, of course. Definitely. I've watched so many movies which have like for example, I know there's a lot of lot of lot of really bad influence going on the food industry because they try to make it more profitable than not looking into the quality of the food. So if. Such brands are the such brands show that they are more they, they are, they spend more for the quality and not for make it, making it more pros. Suitable and being trying to be more sustainable and being caring for the people and also I mean I I I know that I'm not telling that they shouldn't make any money or profit or something of course there should be marginable profit but not making too much of profitable and making the quality less.

Antonia

Mm-hmm. So the word should be preserved? Yeah, of course. Umm, OK. That question may take a bit of time to to or think about that. Can you describe any positive or negative feelings when you have when buying food? And it might be so that means for example, you go to the store, you buy something for snack, dinner, breakfast, whatever. And then what kind of positive feelings do you associate or negative feelings that arise in related to sustainability as well or not? It can be any. You mind about the service as well the location, whatever comes.

Speaker 4

Yeah, actually I I do not buy at one particular supermarket. So what I do is I do buy products, buy my daily groceries or the food for the breakfast or lunch or dinner at different different supermarkets. So I can compare how it is, how I can compare the products. They are and how how well they are, how the quality of the product is. And also I think there are two supermarkets, but also I I buy at one for example, the Turkish supermarkets, they are really fresh and I believe that I mean the the the quality is good and the price is also really compared to all the big supermarkets. It's a little bit cheaper. And they are really healthy. So I would, you know, I would just compare these stuff between all the three supermarkets and then, you know like, whichever is better, I would go for it, not just buying in one supermarket and being more.

Antonia

Yeah. So you, you you like to compare to see what's the best. So you mentioned the quality. So that's very good. And you mentioned also fresh products when it comes to fresh products here you those products from the local supermarket. Or from local markets or. Or is it something that you would also consider or like do sometimes?

Speaker 4

Yeah, I mean, the local supermarket, you know that mostly that the we, the the products comes from the local farmers that's I think that's the case. And also sometimes I also go to the Saturday market, I think that's more common in the towns in the Netherlands. So there also you have all the fresh, very fresh products. Coming from the farmers, so that's more like call like a farmers market in the Netherlands, so. When you go to a city centre in on a Saturday or morning, then you have a farmers market and then you get really good quality and good products for a lesser price when compared to big food chains. So I think there the quality is really, really nice over there.

Antonia

OK, yeah, I see. But actually when you mentioned the. Comparing products from different foods places in supermarket, is that something that is very positive for you like or? Is that just something that you feel that you need to do or is it a bit more negative because you need to spend more? Time on that.

Speaker 4

Yeah. Actually, yeah, yeah, yeah.

Antonia

Or do you do? It's like like also they were today was the your day and how you do things.

Speaker 4

Sorry, the last one. Do you what?

Antonia

So is it? Is it like bringing more body feelings? Yeah, because, yeah.

Speaker 4

Yeah, I think it's more positive, but in the also it's not in the beginning because in the beginning you need to need to analyse which is better. You need to compare and then that would be like taking a little bit of time and energy. Even though you're busy, you just see? Yeah, all the quality stuff at the beginning and then once you know that this product is really good. And then then, then you have a positive side of it. You know, like you've analysed now you you just go pick it up, you know where it is on the supermarket. This go directly to the shelf. You don't have to waste any time. Just pick it up and leave. So I think that's yeah, the in the beginning it's negative and then it it becomes positive. Yeah, in the end.

Antonia

Alright, right. And everything and. Also, that maybe wake that how will your views on sustainability and food are different from the views of sustainability in other fields, for example fashion or cars or they're like, do you think that like that there is something common? Which you consider regarding sustainability in the different parts or do you think there's something different maybe that you have? In in other industries.

Speaker 4

Yeah, that's a good question actually, I think.

Antonia

You mentioned actually about the card already, right?

Speaker 4

Exactly, yeah.

Antonia

Yeah, the transportation.

Speaker 4

Yeah, exactly. And I would, I would say definitely there's one common thing that's in both the cases here. That's the people involved. So I know it's also not a straight forward answer, but I think we are, we are the we are the one common factor in both the fields for. Apple. So if you see that we it, it's one individual individual perspective of how you wanna live, you know like to be more sustainable and it's not only for this generation but for the upcoming generation. So I think we need to make more preventive steps in you know in terms of food or clothing or being in automotive. Director or in the aeroplane industry or anything. It's it's us and we need to make that difference there.

Antonia

By the way, is my background noisy or no?

Speaker 4

No, no, it's clear.

Antonia

OK. So if it's noisy, it's it's. Another person, but OK, yeah, it's interesting, actually. Interesting perspective. Yeah, and actually true. The people are. Ohh, the common factor no matter the production process or whatever, but the the the final product or anything, yeah, OK. And now if we type it into a different perspective. Do you consider any peoples opinions when it comes to purchasing food? It might be anyone. It might be from your family, friends, colleagues or even a celebrity, some influencers or something. Like from any person, meaning from people.

Speaker 4

Yeah, of course. For example, I would I would get advice of old and experienced people. For example, my grandparents in that case, if I need some product and I need to buy, I would definitely ask my grandparents because I think they are experienced. They have seen a lot of over the years how the products products have. The world and also my parents. You know, like they also have have some knowledge. So definitely people who are who are more experienced and who know who knows knowledge about stuff. I'm really not fancy. Fancied by the by the Stars or the advertisements or anything. Because that would just just putting a star on the brand, but not really showing who The Who the brand is and what they really do. So I think the people around us would definitely influence and even our colleagues when when we have lunch with them or whatever we we tend to share where we buy food and where we get. Stuff so that can also really influence influence about your buying a food style.

Antonia

But for you, these stars or this? Measures are not so important when you. Or just split, you know?

Speaker 4

Sorry I didn't get.

Antonia

But but but but but this kind of like these styles that you mentioned or this.

Speaker 4

Celebrities. You mean for example?

Antonia

Ohh, you mean you mean celebrities. OK, I I.

Speaker 4

Yeah. Mean for that, yeah.

Antonia

OK, I thought it starts when it's raining on a product. You know, they just sound.

Antonia

Ah, no, no, no. Yeah. Yeah. OK, that could. That could also be the case. You know, like that can. Yeah. Yeah, that's also possible. But I meant with the commercial ads with the stars promoting a have lace and all this stuff, this doesn't really motivate me in buying a product. So yeah, I'm not biased in that way.

Antonia

But yours. Yeah, but your but your colleagues or your friends, do you think they influence you or not so much as? The older people.

Speaker 4

Yes, of course. Because yeah, I think more if I'm going to go to a supermarket and then I'm going to buy some stuff, then I'm definitely going to ask which is better, which product is better, what brand they buy to just to have an idea. Because once you, you haven't bought any stuff in the supermarket, you don't know which one to buy. When you ask your friends or colleagues or your parents. So they know better.

Antonia

So. So for the first encountering of of product, you mean yeah, it's good to advise yourself. Yeah, that's that's true indeed. Alright and. Do do you think that others have expectations? About your sustainable consumption of anything, so do you think that others, actually someone from the circle or whoever actually expects you to display such a behaviour? Or is it not?

Speaker 4

No, I don't. I don't think they're really. Yeah, I think I think, for example, I know the sustainability issues has been going on for a while. For example, the past five years, we have come across so many sustainability. I mean people raising their own voices for sustainable.

Antonia

You don't think so?

Speaker 4

30 I'm I'm sure that only very few percent in the whole world population knows what what, what the problem is and not everybody is aware of the problems. Maybe in the next five years it can really totally change. But at the moment not everybody knows are aware of the sustainability issues going around the world. So I think that would take time and people now are not really taking not seriously taking into account for sustainability. So they just want to. By maybe the the product which they usually buy or the product which is lesser priced. So that's those are the the main things.

Antonia

So. So you think it's also because of the price. So the administration and also the? And they have. These people have already adopted. Yeah. And thinking there's something else. But that that causes this that they are not yet so well informed or into sustainability. We think there's another factor.

Speaker 4

No, but do you have any hints about it then? Maybe yes, but I don't. I do not have. No, I don't think.

Antonia

OK, OK. Just just curious, ohh how you think. OK, OK. Alright and. Can you be reached actually by others to show that you have a sustainable behaviour or that you make sustainable choices sometimes?

Speaker 4

No, I mean, no, not really. Yeah, not really. But my friend sometimes, yeah, I think.

Antonia

Or not really encourage.

Speaker 4

Like few of my friends, they are turned into. So that's also something to consider, but I don't know. I'm generally not. I don't think being weak and is more sustainable. I think you need to also eat the flesh, flesh and everything. So that's more sustainable than being vegan and not eating anything so. Yeah, I a little bit. I mean I I have friends in the known circle, so I'm like, OK, that's not going to be. So I'm not sure if that's really sustainable being vegan or.

Antonia

Yeah, I understand your perspective. So maybe you think that there are also other factors that contribute to the overall sustainability, right? So it's not only about one or the other. So it's not only just one thing, yeah.

Speaker 4

Yeah, exactly. Because it's. Yeah, exactly. It's the food chain. You know, like, you cannot change the food chain. It's a complete circle of food chain that goes on the plants, Manns and animals and everything are in a complete chain. And if you try to break the chain, then it's going to. We it's not going to lead in the way which we want to lead.

Antonia

So yeah, OK, I see. I see. Yeah, alright. Actually, because you mentioned that you have. Some friends who turned into vegan, right. So when you do, you eat together? Well, sometimes. And when you eat together, like, do you do you also try to get vegan meat or do they switch to meat or or everyone eats their own preferred food.

Speaker 4

Yes, I've been to, I think I've been twice to a vegan restaurant as well with them. And to be honest, I didn't really like it. I didn't really like the food over there, to be honest. They really loved it, but it



HAN_

wasn't my cup of tea, so I was really. Yeah. I I, I I came out. Also being hungry, you know, like how I went inside. So I didn't really. Yeah, it was not my thing. And I know they are into weekend. But I I really didn't like it to be. Honest, yeah.

Antonia

I see. And was it something? The photo was related something with vegetables or with meat or with fish or dairy products.

Speaker 4

Yeah. Actually I I yeah, the resident had also meat, but I really do not understand the vegan meat, you know, like the concept of vegan meat. I I it's still a black box for me. I do not really understand what's what's in the vegan meat or how vegan a meat can be. You know, that's the that.

Antonia

Like the foods, the restaurants.

Speaker 4

Really doesn't coincide with the. Each other, so I think, yeah, it's still unclear for me. I maybe I need to do my research as well but or maybe they need to convince me, but I still don't believe that meat can be weekend. Then if they say meat this weekend, then they can just eat a normal meat instead of having a vegan meat. So it didn't make any sense for me.

Antonia

OK. I see. I see. Yeah. Yeah. OK. And was it actually like that in your family in India? Wait, because you came to the to the Netherlands from India, right straight away. Yeah. Like, how is it in your family? Did did they eat also meat regularly or? They didn't eat something more vegan, they or vegetarian.

Speaker 4

No, actually, to be honest, like my family, everybody eats meat. Except my grandma. I don't know the reason actually, but yeah, she she used to make make meat. I mean, she used to cook for us, but she doesn't eat them. So I don't know what, what? What happened there? I really didn't. I wasn't keen of asking.

Like, why don't you eat? She just told I don't eat. That's it. She didn't give any reasons. But yeah, we eat meat. We are regular meat person, so we weekly we eat like 3 days. Four days. No one was like a vegetarian or something, except my grandma. So I don't know. Because now nowadays I think the meaning of vegetarian is really changing because some people are vegetarian, then they eat egg. I don't know if egg is considered as a vegetarian or non vegetarian so and they have so much thing like chicken. And flexed early and and everything, so coming up with so many terms, I don't know, it's just becoming more confused and confusing and yeah.

Antonia

Yes, yes. Yeah, true, true.

Speaker 4

It's just not the way I know the plan. I know the world is evolving, but I don't want these terms to evolve as well because it's really getting hard to know.

Antonia

True, it's a. It's a bit more complex about everything nowadays, right? Yeah.

Speaker 4

Yeah, exactly. Yeah.

Antonia

And then try to keep up with everything like so.

Speaker 4

Yeah, you meet a new you meet a new person, then they come up with a new Terry and the name. So I I I just lost track on it.

Antonia

So fast, like evolving. Yeah, yeah. OK, OK. Ohh. Nice. Really good to see the perspective of the people around you.

Speaker 4

Yeah, but also I would add, yeah, also I would add in in India to be honest, we really didn't. I didn't really heard the word term vegan only after coming to the Netherlands. I got to know that know the word weekend, but we also have some part of Indian community who doesn't have onions or garlic to their food. So, but they didn't name their selves as vegan or something like that. So I really yeah, it was a new term for me after coming to the Netherlands, we do not have any vegan there, but now it's getting more familiarised. But I think it's in the past five, 4-5 years that, yeah, we coined the word vegan and I think, yeah, sorry.

Antonia

Yeah, yeah.

Speaker 4

And I think in the next five years also there, there might be so many termed new terms that we are going to come across so.

Antonia

Yeah, yeah. Through through it. And you said about even. But was there something called about vegetarians? Was it familiar thing in India?

Speaker 4

Yeah, yeah. Vegetarian is very common term. Like we have two terms that is vegetarian and non vegetarian. And even if you eat egg then you send and also third term the people who are vegetarian but they eat egg you know.

Antonia

Yeah, yeah.

Audio file

[Lakshan interview part 2.mp3](#)

Transcript

Speaker 4

Egg. Then you then and also third term the people who are vegetarian but they eat egg.

Antonia

You know, yeah, but they. Also, there is a third term.

Speaker 4

Yeah, not third term because people couldn't define egg as a vegetarian or non vegetarian. So people made a third term that they're vegetarian, but they eat. Like, because initially egg was more non vegetarian type for example and then people who are vegetarian. So they eat only egg. They say that, OK, we are vegetarians, but we can eat egg so. There are some, yeah.

Antonia

Ohh yeah.

Speaker 4

Yeah, but I think the vegetarians in general, they are able to eat. Dairy products, right, so it should be possible. Yeah. But I don't know how. To see. Yeah, I mean. You know, eggless egg is not a dairy product, right? Milk and cheese are. Yeah.

Antonia

Ohh yeah, because it's like it's. It's like a bit specific there. Yeah. Yeah. So I see where it where it comes from here.

Speaker 4

Yeah. And in India, it was termed as a non-vegetarian egg. If you eat egg, you're non vegetarian, but then the vegetarians who eat just egg, they are like, OK, we are vegetarians. We and we eat only eggs. So and we also they came up with a term called eggetarian.

Antonia

So ohh OK, I haven't heard about that, so I haven't heard of that.

Speaker 4

So that's really. Yeah. OK, we. Yeah, it was getting the names are getting really weird and complex, so I just lost track on it, yeah.

Antonia

Same to be honest. Yeah, of course. Yeah. OK. And then. No, like. Ohh, my next festival day. What makes it easy for you to practise sustainable consumption? So when what makes it easy for you to go and buy something sustainable or to consume something, sustain more sustainable oriented? You know. It's a bit weak, so it might. Take some time to.

Speaker 4

Yeah, yeah, it's OK. I mean, I'm. Can you repeat the question maybe.

Antonia

Yeah, yeah, yeah. Yeah. So what makes it easy for you to to practise sustainable consumption, so to eat more sustainable food or to to buy something more sustainable?

Speaker 4

Yeah, that's a good question actually. Yeah, it can be like for, for yeah. I think I used to be more sustainable before then. I'm being right now because in India. Yeah. Because in India we used to get the eggs and milk from our own farm. So that's more. Yeah. From our own this thing. And also in my previous housemate who I lived in the Netherlands with for two years also have we tried to do some. Enable farming in our own backyard. But now since I moved to my new place and it's quite in the city centre and I. You know. You know, like can do all these stuff, which I did before. So but trying to make it more like the disposable of a waste into yeah. Separating them and trying to use the cover on the back for as much as possible. Trying to reuse, reduce and recycle.

I'm trying to buy more, more, more bio products that that, yeah.

Antonia

Yeah. So it's as as I can see from your answer, it's about the availability of place of more people around to do together more sustainable initiatives with them. Right. Do you think time also plays a role here or not so much?

Speaker 4

Yeah, of course. Time. Yeah, of course. Time also plays.

Antonia

Yeah, a major part of it. Yeah. Yeah. And yeah, and. What and what? What about the price? Is it for big factor or? Does it matter? Locked. For example, when you choose between sustainable and sustainable?

Speaker 4

Yeah. I think at at the moment, I think the price is really, I mean it it it's it's a bit of a difference to compare sustainable and a non sustainable product of the same thing. So it's something, yeah.

Antonia

Yeah, but is it like, do you pay a lot of attention or is it like? If you.

Speaker 4

Yeah, I think if it's one or two EUR, it would be fine. But if it's like more than two, €3 for the same poor like then same thing, then it's going to make a huge difference. When you buy 10 of them you will see in a month or something. So yeah, that could be a difference. Of course, yeah.

Antonia

OK. Of course, yeah, yeah. And what about the location of the products or how accessible there are the all the information do you think you find enough information about the products or actually you or you don't look at all a lot of the products you said?

Speaker 4

No, I didn't. I didn't really look in the to the details. But even though if I see sometimes the details, I don't think they're really clear or they're not, yeah.

Antonia

Something that you don't look a lot. There's two.

Speaker 4

Exactly. They are really not explained or something, so it's not completely there so.

Antonia

Alright, alright. I see. OK. Mm-hmm. And and how confident do you think that you can do you feel? In your ability to actually sustain this, to keep up this sustainability habits that you have or. Yeah. Do you feel confident? Do you feel? Do you? Do you feel confident that you can continue your sustainability habits?

Speaker 4

How? What? Sorry. How. What? Yeah, maybe in the future.

Antonia

Or that you can develop the new ones.

Speaker 4

Yeah, I think maybe new ones would be turning into a weekend. And turning into a vegan in a in a in a month or so, and then being more sustainable as how we can say and maybe buying more buy products than buying a normal product. Would be more sustainable and I think for the rest I don't think I could really change something in terms of food perspectives. So yeah, I think these are the. These are the and I think maybe food based can also be, you know, try to maximise the less make sorry, minimise the food waste. For example, like when you're cutting onions or when you're cutting some vegetables or something, try to utilise the complete part of the food so you don't waste a lot of food. I think that could also you know it it's not, it's not going it's it's a minute changes but something can contribute you know like it's not that you are not part of it but you can try to. Need a change?

Antonia

You're 22 engaged, so if you're confident that you might continue doing little, yeah. Alright and. What do you those sources of information which you consider when it comes to sustainability? Well, first of all sustainability. So for example online offline or in stores. So let's start with online. What are the platforms, terminals or type of media that influences you or you have looked at at some moments and you saw something about this inability there?

Speaker 4

Yeah, of course. Like, I think nowadays people are trying to, I mean companies are also aware of the sustainability issues and they're trying to promote in various social media or. Or whatever. I think the social media and also in advertisements and everything that they're going green going bio and everything also. Yeah. Also not only in the food industry but also in the clothing industry and everything. So that's a massive step that companies have taken. And I think also the governments. Are trying to put a budget cap on on each company to show that they showcase their themselves and being more sustainable at least. I think they have a budget of I mean each year they try to set up a budget or the companies to be making it more sustainable and making to buy more bio products. So companies have to spend or show them, show the government that they also do some. Work for being sustainable so that those are the steps I think which are which the government has taken. I think that's a nice initiative and yeah, that's a good way to go.

Antonia

That's great. And where do you know that from? Is it from online information or a friend or like? The new news news.

Speaker 4

Yeah, yeah. I was just doing some research. And then yeah, I just read, read those things on a research paper because I was doing my when I was doing my masters. I used to read a lot of research papers, and then there you come across. I mean, when you also, I mean when you're. In the sustainable field, you also learn about these companies. And how to make it more sustainable? You know, like how to make these companies more sustainable, like also it comes in a in my subjects. So yeah, yeah.

Antonia

When you came to that conclusion, actually like, have you been educated about this inability before coming to the Netherlands? Ohh yes.

Speaker 4

Yeah. In terms of automotive sector, but not in terms of food or clothing or anything, but also nowadays India is also trying to be more sustainable. One of my friend is trying to he's he started a startup and he's trying to make a sustainable clothing. So that's a good initiative, I think for people in India also getting aware of being aware of being sustainable. And I think a lot of products and a lot of startups have opened in the last few years. So I also know the word sustainability, but in terms of also, you know, like I did my automotive engineering and I decided, OK, I need to change my field to

be more sustainable. So I took the sustainable energy field. So that was the transition. Also when you're aware of things, then you try to correct yourself and try to be more sustainable, yeah.

Antonia

Yes, that's really great actually. But it's also when you're becoming more normal way of life. Nice. OK. So online, yeah. You said some things like the some news as well or which is on social media but what kind of social media for example is it Instagram? Is it linking maybe Twitter, Twitter, you know nowadays?

Speaker 4

Yeah, yeah, yeah.

Antonia

With everything or like could be Facebook could be like. Do you what kind of person do you think?

Speaker 4

Yeah, I think I. Yeah, I think nowadays the current trend is on Instagram reels or TikTok reels. So I think more than people using LinkedIn for all these matters, they use LinkedIn or TikTok. I think that becomes more more viral, you know, like more viral and Facebook. I think it's more. Updated nowadays, so I don't think people are really posting on Facebook, but I think Instagram reels and TikTok videos are becoming more viral and. I think I think us as agency would we are we have more to tick Tock and Instagram deals force it. Yeah not I think the sorry.

I think Facebook has become outdated and I think LinkedIn is more mostly for seeking jobs and trying to yeah, trying to get jobs and stuff. Umm LinkedIn is not a platform, but maybe Twitter as well. I don't use particularly Twitter as much because it's more politics. And I'm not totally into politics. I just see. Yeah. It's more I think today is more chaotic, more I would say than yeah.

Antonia

Yeah. Yeah. True. Yeah. And is there something, anything else online, for example, like a news website or newspapers with YouTube movies? Or anything else that you kind of encounter when it comes to sustainability.

Speaker 4

No, actually I'm really. I know they would have been. Yeah, exactly. I would have. I mean, there could be more documentaries and movies, but I actually, I haven't watched any such kind of sustainable documentaries or movies, you know, like, I I don't know. Maybe.

Antonia

Or documentaries?

Speaker 4

It's not something I mean, I would want to see when I'm coming from a daily work of for 10 hours and something and then I just don't want to be bored by looking into sustainable documentary because my work is also related to sustainable so. So I I I don't know. I I it's not mine cause you know

like maybe I would have seen some small Instagram reels or something but not really a documentary or movie focusing on sustainability.

Antonia

Two weeks here. I can relate sometimes, yeah. Alright, so is that OK? What about offline for example or in the store like is there anything for example on the buses on the bus stops or on billboards or on the train? Or it can be like a? Some posters leaflets orienting that that you would also encounter like when it comes to sustainability. Or maybe brands doing there also the same?

Speaker 4

Yeah, actually, yeah, I think. I don't see food brands doing these kind of commercials or posters or anything. I noticed more the automobile industry is doing these kind of advertisements like they're going fully electric or converting their ICE engines to a more more electric or hybrid. At least hybrid and then making it to more electric. But food brands not really. To be honest, I haven't seen any posters of food, food brands or may. Maybe. Maybe I I didn't pay attention or something, but I didn't. Really. Yeah.

Antonia

But just, but just in general, it's not necessary to be a super, but just in. Yeah. Either either related to food or the sustainability might be in other industries. So yeah.

Speaker 4

Yeah. I think also in clothing industry, I've seen many, many brands or many this thing on on advertisements on the for example in Google or something when you keep browsing then you get many advertisements on the. It's, but not in in, in posters or something like that. But I think in posters I I saw mostly the car industry is trying to be more sustainable on their ads and their posters and yeah, making it a hydrogen powered or electric powered like teslas and everything so.

Antonia

Yeah, yeah, yeah. I see. And you said that you don't need the packaging of the product so much, you know and these kind of things that you. Consider sometimes the you know like the promotions or the information in the store like around the product where it is located or somewhere in the air. Something showing up, you know or or not so much.

Speaker 4

I really no, actually, not so much. But to be honest, I think yeah, a few people, they just see the, you know, there's an offer pamphlet in the in the. Stores so they see what's what's the best deal and they just go for it. I don't think people really particularly read the description and also me, I don't really read the description and go for the product, but if they're like good offers, then I think everybody knows offers for sure. So now they see offers, then they just pick up a product and then. Yeah, that's fine.

Antonia

Correct and. OK, OK. And when it comes to do you have any other ideas about some online information sources that you encountered related to food? Are they different? Maybe instead of when when comparing to sustainability?

Speaker 4

I don't think really the food industries are, you know, putting an advertisement or in the in the social media. They're just, I don't think the advertisements are really, I mean or maybe I'm not seeing more advertisements related to food. For example, I think. That's that's not what I see on the on Instagram or something so. I haven't seen to be honest, like even one or two commercials. I haven't seen food industries mainly showcase, showcasing themselves being more sustainable. I haven't really seen it to be honest. So next time maybe, maybe or maybe I haven't paid more attention to them. Maybe I saw them and skip that, for example, so.

Yeah, I maybe if I if I see next time I would pay more attention and yeah, see how they're showcasing their sustainability. But at the moment, no.

Antonia

OK, OK, I see. And which of these sources, all of the sources? That you mentioned. Even if it's not related to sustainability, right to the food industry, but in general sustainability or to the food industry, which the resources that you mentioned that you use personally. Truth you trust the most.

So, which of these sources I used the most?

Speaker 4

I definitely don't trust Wikipedia because everybody can change what Wikipedia, so not Wikipedia for sure. But yeah, maybe if I'm if I'm doing. If I think I trust mostly the scientific research papers, because there you have like four or five people who have done really good in that research on it. And they'll spend their own the a lot of time, you know, like all these people who are doing their thesis, bachelors, masters or. Or or PhD or whatever. I think they put a lot of time. Even for now. I think you are doing it for a thesis and I think you you really want to show that you're you put your whole effort and I really trust you. If you come up with an article, I will trust Antonio has done some research on. These things so. Yeah, I do test the people who are working behind on the papers. And yeah, I think that's really important and it's more trustworthy because it's not just a work for like a month, but you do it for six months or the time, this the time spent on these matters are are, are more crucial and they're really put their own words into it. So that's nice to trust these people, you know like.

Antonia

Yeah. So, yeah, yeah, that's actually really interesting care and more credible sources, right? Not only an advertisement.

Speaker 4

Yeah, exactly. It's not the it's not AI generated reports, for example. It's just the people who put their hard, hard work and time into these sources. So yeah, I would trust these.

Antonia

Thank you. Yeah, true. True. You're experienced, alright. And and now it we will continue to a bit about getting to you. So what do you what do you think are the barriers or the challenges for you? To purchase sustainable products. So what are the challenges for you?

Speaker 4

I think of course, everybody says the price. That's the first that's I think it's a common thing for everybody. And especially when you're Gen Z, you're you're just 20 to 25 and you're young and you're definitely not looking to be more sustainable, but be more cost effective. So yeah, you wouldn't look into the quality of the product, but the price of the product. So these are the more. Yeah, I think that's one big reason for us. You know, like Jenji would clearly suffer and maybe when, when Genji is another 10 years we are we are earning more and then maybe we could be more sustainable by buying more sustainable products. But at the moment, it's really hard. You know like most of us are. Either doing their studies or just started working. So yeah, it's it's it's a hard way.

It's a huge barrier, yeah.

Antonia

True. True. True. Yeah. Yeah. A good point. And do you think there's something else that kind of is a bit challenging for you or makes it not that easy?

Speaker 4

No, not really, because I'm really aware of the of the concern of sustainability, but not many people are aware. So for me, I think that wouldn't mind me. So I know what sustainability and how to be. There are no barriers except for the price. Maybe if the prices are a little bit considerable and if they work out and then you buy them.

Antonia

And you mentioned something just a little bit before, something that sometimes the information on the product is not really clear. Or not enough?

Speaker 4

Yeah, I think it's not enough, you know, like people. Yeah, but they cannot put their whole story into it, for example. So yeah, just give a short synopsis or something like that, but not really. How they how they were born and how they how they did agriculture and everything. They cannot put all the details into it. So I totally understand. So yeah. And they can't put any proof that they cannot show any video that it was really sustainable making it. So those kind of things. Yeah, we just need to trust what's on the label. So yeah.

Antonia

That's very good point actually. And if you would see a cure called, Imagine if you would see a cure code on a product. Maybe enticing you to look it up and then on online information, of course or video will appear. Would you be willing to try out and scan it or?

Speaker 4

Yeah, of course. That's. Yeah, that's a good. I mean, that's a good point, actually. I would really love to do that if I have time. Definitely I would. Yeah. That's one thing because I'm sometimes I just want to be out of the supermarket in like 3 to 5 minutes. I'd really don't want to see what's in it or what's on it. Just see the price and just put it on the basket.

Antonia

If you have time.

Speaker 4

Leave, but if there is a QR code, I will. Definitely. If I have the time, I would definitely open up and see because I like QR code scanning QR codes. It's also in one of my jobs where I have so many different products like for example so many different electrical and electronic products in my in my work and the whole of company knows that I am. Good at these products because I have a huge manual to read and I always have to do it using the QR code. So if there's a QR thing I would really, definitely love to. Yeah. See a video or little bit read for all the time.

Antonia

That's great. That's awesome. Yeah. Nice. Great. Nice. Yeah. If you have time. But then if you have time and then when you when, do you usually purchase the products, do you go often? Every day, every other day or do you? Shop at once for the four week. You know.

Speaker 4

Yeah, I don't think shopping once per whole week really works, you know, because you buy, you tend to buy a lot of groceries and then some will last for a week. Some will last for two days, 3 days. And since I'm I'm really lucky to be to be living in this place because then I have all. I have a few so very good supermarkets surrounding me, so I just if I go down then I have really good, nice supermarkets to buy. So I I buy mostly whenever something is over, I just go down and then get it. But sometimes you also feel lazy so you try to stock up more. Good. So, but it doesn't work all the time. So either when you're coming home, just go to supermarket and buy some stuff and yeah. Yeah. So so it has to come also by the you will get you will be check the product then. Yeah, the expiration expiration date, you know, like that place major goal. And I really do not like to waste food, to be honest. I I like to make sure that I use the maximum and if they're really spoiled, then I. I tend to throw them. If not, then it's not good for ourselves as well. So yeah.

Antonia

Yeah. And the freshness ? If you buy it every day, I think you, you're also kind of...

Speaker 4

Yeah, exactly. That's, yeah, it's fresh. But I think the milk can, for example, the milk or bread or eggs. I think those are some things you need to store. You can't be buying them every day, so if you buy 10X then they come for like 5-6 days or something. So yeah.

Antonia

Yeah, of course. Of course. Yeah, of course, Sir. Yeah. OK. Alright. Nice. Nice and OK. And now at the last point that we can consider would be. The brand Hinds itself. So are you. You're very first of all the brand kinds, right?

Speaker 4

The ketchup company.

Antonia

Yeah. Can you and have you purchased any products for me before or not really so far?

Speaker 4

Yeah, I used the. Sometimes I buy the Heinz ketchup ketchup. I really like it, but I do not see. I think it is a little bit different than the normal. If you buy from supermarket brand ketchup, it's a little bit different. So it's more tastier. And you feel more? Yeah. Tomorrow. Tomorrow. Yeah. You see the tomato essence on the ketchup. So it's a nice band and yeah, it's maybe. I think when you compare to the supermarket brands, it's a little bit more like 1-2 euros extra priced. But I think it's worth the money, you know? Like it's it's it has a good essence of the ketchup, the tomato, and that's a nice. Kitchen brand.

Antonia

Yeah. Look, are you are you, are you aware that they sell other products as well or you? Premier League of the.

Speaker 4

I think I know only for the ketchup. I know they sell other products, but I really haven't tried any of anyone's. Yeah. Products other than ketchup, so. That's a, yeah, maybe they also sell the canned tomato. This thing, the canned tomato syrup. I don't know. Like, not syrup, but.

Antonia

OK. Yeah, the, the, the, the. Yeah, tomato pasta or so. So, yeah, the tomato sauce.

Speaker 4

Yeah. Yeah. Sauce. Yeah. Tomato and not sauce, but the like, the real tomatoes when they are like chopped tomatoes. When they're made into semi solid. Yeah, chopped tomatoes. Yeah, kind of where you can just put it on the, it's ready to cook, you know, like it's. Just you don't have to cut the tomatoes. That was the...So it's like a pre chocked. Those scans, I think I've seen them as well from Heinz.

Antonia

Yeah. And do you often cook yourself or not so much?

Speaker 4

No, I'm. I cook mostly like every day. So I only I I do not. I do not go out often because I like my own cooked food and it's. I really like it, so I make once and then have it for at least two days or sometime three days then. Yeah, it's easier to, yeah, to to make. And if you just make for one day and then you

can have it for few days. So that's really nice. But yeah, if I go out with friends, of course I go out with friends and all my colleagues and. There's an occasion or something, but generally I prefer to eat at home because I cook it and it's so nice.

Antonia

Great. Great. Yeah. It's nice that you know about the brand, but here you are. You aware that that brain that that point is implemented any sustainable practises or you can order? It or you can call anything just. Or if you. Were aware at some moment or not really.

Speaker 4

No, I don't think so actually. Because I know Heinz makes on the as far as I know they they're making a lot of products, but as far as I know they may I see only the ketchup and the tomatoes.

And yeah. They are the most famous ones. The brand, yeah.

You're the most famous. Yeah. And for many years, it's like such a big, long business already that. Yeah, so long story of the business and families go with it through generations. Did you use it in your family as well or? Generations and 10 patients. No, no, not in India, no. Only when I came to the Netherlands, I think I was more particular because to be honest, in India I never went to grocery shopping or anything it was. Only after I came to the Netherlands. It was my first ever grocery shopping time. So. That's when I started really looking into the products. Maybe maybe I had a hint catch up in India, but I I vaguely remember so yeah.

Antonia

Yeah. Yeah. OK. I see. I see. Yeah. Nice and alright. And have you ever been influenced positively by the sustainability aspects of another food brand? For example, there was another type of food and. Notice something regarding sustainability and it means you think should I buy this or you immediately bought it? Or something.

Speaker 4

No, actually not. I really didn't come up as I told you previously, I didn't really come up with a commercial of a food brand which is more sustainable. So I really have no idea, but I there was 1 Indian movie which I would recall there were not more into sustainable, but they know that they're making more, the quality being the. Quality, making it more lesser to increase the increase the profitable of the product and then it gives more disease and everything but they do not show which planet it is for example. So I'm really not. Not not into. I mean, I really didn't. Come across any advertisements for these ones, like being more sustainable or anything. So I really do not have much idea about it.

Antonia

But when you tell me about that story with that Indian movie?

Speaker 4

Movie. Yeah, it's just that the the nowadays there are the companies are trying to the food, food industry. The companies are trying to be more profitable and also trying to be the quality of the food is getting lesser and then they're trying to make more profit. And they do not care about the

nutrition in the product also. So that in the movie it was a kid was affected by certain certain disease or something. So that's majorly focusing about these food companies who are not taking care of quality product.

Antonia

I see. I see. Yeah. So it was something related to the rotation of the product, etcetera. Yeah.

Speaker 4

Yeah, exactly. Nutrition. I think that's more important than being more sustainable. You know, like if you get more diseases then that's not what you wanted the.

Antonia

Yeah, yeah, yeah, of course. Yeah, but then it also your health decreases and that's that's also related to sustainability. So it's kind of. So it's kind of intertwined the dance. But but then. Of course, it's first your health and then the rest. Yeah. Yeah, yeah, yeah. Otherwise we are not gonna be leaving here, I guess.

Speaker 4

Sustainable. Exactly. Yeah, that's that was my point. It's coinciding, but it's not coinciding, you know, like it's four letter and yeah, it's correlated, but.

Antonia:

Well, I think my question, finished. So thank you for participating and for your patience. Yeah, really good insights. Yeah, and thank you a lot. Yeah, I will stop for the recording now. Yeah, sure.

Interviewee 5

Audio file

Kaya intro.mp3

Transcript

Antonia

Hi Kaya, thank you for being here. Thank you for your time and for agreeing to record you maybe for the purposes of the interview, would you like to introduce yourself quickly? For example, your age, your origin, and are you studying working in bachelor or something?

Speaker 2

So hi, my name is Kaya. I'm 17 years old. I'm a student at Van Hall Larenstein in the Equal and sports and business. I'm from France, but I lived a little bit everywhere I lived in France and Malta and in the US, and now I'm studying in the Netherlands.

Antonia

Great, great. And maybe let's get started. First of all, I would like to remind you about the topic a little bit. So it's related to how the Gen Zs perception of sustainability influence their purchasing. Of Heinz product. And if you have any questions, ask if you don't understand anything or. Yeah. So what do you think about the sustainability and earlier specific sustainability issues you know about, or you have heard about?

Speaker 2

So I think sustainability is a major issue now. Due to the fact that you know our climate is changing and also like the rising temperatures and the carbon emission, you know it also it all plays like a big role also on the food we eat because you know water is getting dirtier. So I personally think that sustainability plays a big role. And our food purchasing and also like the animal welfare. I just because you know our climate is changing and we do need to take into account our atmosphere. Also, like a lot more industries are growing, and you know there's less land available to certain animal. So I do. I do personally take into account, you know what I purchase and make sure. You know it's. Biological and you know, like, for example, my eggs, and make sure that you know the hens are bred in open air and you know it's. Like I said, Bio, it's also like with regards to the. So the meat. I eat. I also make sure you know. That you know the. The cows are like also, you know, well bred, so yeah.

Antonia

So the animal welfare then? Yeah. And have you ever learned about sustainability?

Speaker 2

I've never learned about sustainability, so basically, I started my study now, and now I'm learning more about it and also about animal welfare and you know them. Yeah. And in a in school before that, you haven't touched that topic, no. I didn't even know what sustainability was till I came to the Netherlands and started studying where they addressed that subject.

Antonia

Yeah. Oh. Yeah, I see. I see and have you implemented some sustainability practises in your life?

Speaker 2

I mean, like I said, I started, you know, like checking what I purchased with regards to the eggs, to the meat. With a fish. To like my the ham. You know the milk, the cheese? I I yeah, I really consider. Yeah. What I what I purchased to make sure you know.

Antonia

That it's healthy and you know that the animal welfare there. Yeah. And home some practises.

Speaker 2

Like, yeah, we, like, do we sort out the waste, we recycle. We do try and minimise like our water consumption. I try to reduce my water consumption when I'm doing showers. Yeah, I try. And also, you know, take public transportation. Or, you know, walk. And also like with regards to you. Know the food we eat. I mean, like I said, we do consider, you know, the eggs we purchase. If we have leftovers, we use them the next day.

Audio file

[Kaya part 2.mp3](#)

Transcript

Antonia

Alright, alright. Do you think of any other system practices? For example, I think I've seen you going with the tote back to the shops...

Speaker 5

I try to reuse the bags that I once bought so that I don't have to buy them again and you know, use more plastic so. You know, take you know these big tote bags to do my groceries. So that I don't have to purchase new ones every time. Yeah, I also have my own water bottle, so I don't have to constantly buy like plastic water bottles.

Antonia

Nice, nice. Good job. Would you, would you think of other food issues?

Speaker 5

Well, with regards to what I purchased as food, I'd say I do buy a lot of eggs. So you know because it's an easy way to make all sorts of food. So I do take into like I do make sure that my eggs are bio and that the hens are bred in open air and that they're not squeezed into like small cages. Also, you know it's the same applies to the meats I purchased. I do. I buy already. First of all, small quantities of meat. And I'm not a big meat eater. And I also try and make sure you know that occasionally not every time I try and buy bio. But it's just also it's a little bit on the expensive side. So it's not always bio, but yeah.

Antonia

OK, I see. So that means that the price matters to you or is it because of something else? When you buy food now are you are there any specific sustainability aspects maybe that you were influenced by? Could be packaging could be something else or that you consider when buying the food.

Speaker 5

Yeah. Like I, I feel like, you know, the aesthetic of, you know, the product plays in a role on if you want to purchase it or not. Also the price obviously: I'm a student. I don't have a lot of you know means. To purchase fancier products, I'd say. Also like someone, some people who like to encourage me to

practise like sustainability would be like my parents because they're my peers. They're people I look up to also.

Antonia

Do you feel that you might be influenced by sustainability information on the product or in the store when you buy it or not that much maybe?

Speaker 5

No, it just it depends like if you know, if I like the product, then I'm going to be in. Like I would want to get it again.

Antonia

So if you make a repeated purchase and then you'll start noticing more about the product and how it was produced and everything.

Speaker 5

Yeah. Then I might eventually see if I change product if I learn more about it.

Antonia

Is it different now from what you did with your family when you were together, or you didn't purchase a lot of food for your family when you were living together?

Speaker 5

It was mostly my parents, who were doing the purchasing for the family, so I didn't really pay attention, you know, to what they were purchasing. But they did try also to buy bio products.

Antonia

Would you change your perception of a brand if you would learn more about their sustainability practises?

Speaker 5

Yes, definitely. If I knew more about how the product was made, I would potentially see if I would want to continue purchasing it.

Antonia

OK, alright. And can you describe any positive or negative feelings you have when buying food? It might be just any feelings and also could be related to sustainability. So when you go to the shop, for example, you buy that meat, or you buy that? Yeah, you buy the meat, or you buy the ketchup, or you buy something else, eggs or whatever, sweets. What kind of positive feelings do you have? Might be anything.

Speaker 5

No, I mean, I don't really have feelings. I really just, you know, see what I like, see what I want to eat, and then I purchase it based on what I'm in a mood for. I just do it more feeling-based than you know actual planning.

Antonia

And something negative maybe?

Speaker 5

And I always end up purchasing more than what I actually planned to buy.

Antonia

Why do you think is that?

Speaker 5

Well, because they the advertisement of certain products just makes me want to buy it.

Antonia

Like what kind of advertising it was? Was it on the product? Was it around in the store?

Speaker 5

Or you know. It was like already the promotion. Sometimes the fact that it's like low priced then you know the aesthetic, the packaging of the product. You know, they all play a role in decision making.

Antonia

Yeah, a promotion. You mean if it's an exclusive product or something?

Speaker 5

Yeah, no, you know, like these two plus one offers, or you know -20% off.

Antonia

OK. I see. I guess that's a positive feeling.

Speaker 5

Yeah, I mean, I don't really have any negative feelings.

Antonia

No. Yeah, OK. And OK. And you said that of course, which is very important and especially for the food field for you. But do you think do you have kind of similar or different sustainability viewpoints in other fields, other aspects, e.g. for fashion or whatever else. Are they different?

Speaker 5

You know sustainability plays an important role in pretty much every aspect. I do value like the food more than the clothes I purchase. But I thrift a lot my clothes. I try not to buy from chain shops and because it's less expensive, and second usage clothes is always a good thing.

Antonia

OK, so now you said something about your parents like. Who are the people whose opinion you value when it comes to food?

Speaker 5

Well, definitely. My parents. Like I said, they're my peers. There are people I look up to and also, you know, like my friends, you know, they also play an influence, and know what I should buy. Maybe influencers on social media, but for some cosmetic products, I'll eventually, you know, look up on online, the comments.

Antonia

And do you think others have expectations about your sustainable consumption?

Speaker 5

No, it's completely up to me, no one else.

Antonia

OK. And what are the source of information which you have encountered have been influenced by or consider in terms of sustainability?

Speaker 5

Definitely websites and like social media. Like TikTok, you know Instagram. Also in store. Occasionally I'll look up some newspaper articles. They always add something with regards to food. I don't really listen to podcasts. Maybe like YouTube, you know if. I look up recipes. Sometimes TV Documentaries, when I used to live with my parents. But not so much anymore because I don't have access to TV.

Antonia

But you have access to Netflix, right? Yes. So there might be also documentaries?

Speaker 5

Yeah, but I don't really watch there.

Antonia

And you said Instagram and TikTok, do you follow influencers there?

Speaker 5

I follow one influencer with lifestyle videos, and you know where she shows like what she purchases and what she cooks and tells us about her budget and her meal plans for the week. She also shows her gym routines. The food purchases she does, the travel. She also became an influencer thanks to Tik Tok. And that's where she posted most of her food videos, which I occasionally watch.

Antonia

Do you think that the most information comes on Instagram related to both sustainability and maybe food practises or recipes or whatever do you think it comes mostly from your friends, influencers or pages of news, or pages of brands as well?

Speaker 5

Sustainability issues that comes mostly from school or from my parents and. And I mean, food also comes from my parents, but it also a lot comes, you know from the Internet, you know, with regards to when if I were to make a cake and I would look it up online.

Antonia

So mostly online from YouTube and yeah. What would what do you think will make it easy for you to go and buy sustainable things? Or do sustainable consumption in general like?

Speaker 5

What would help us having things approximately, like having you know like markets you know where you can buy local produce. Also, having at your disposition a couple of, different trashes to help you sort out your waste, also proximity of supermarkets.

Antonia

Would you like to implement more sustainability practises in the future?

Speaker 5

Definitely! If I learn more, more about, you know, new sustainability practises then I will implement them.

Antonia

Do you feel confident in keeping up with the current sustainable habits?

Speaker 5

And it takes me like a little bit of. My time but. You know, helps for a better environment, so definitely.

Antonia

And do you think that sustainable daily habits influence the overall sustainability of the planet?

Speaker 5

Yeah, definitely. Because If everyone you know practises at least a little bit of sustainability in their daily lives, I think it can help definitely on the long term with our planet.

Antonia

Do you think there are some barriers to achieving it?

Speaker 5

Of course. Not everyone has the means to purchase good quality products and that are good for the environment because they often tend to be on the little bit expensive side. But yeah, I feel like everyone you know should implement some sustainable practices.

Antonia

What are the challenges for you to purchase sustainable products? I think you mentioned price, or no?

Speaker 5

Yeah, definitely. I'm a student, so it often all comes down to, how much it costs.

Antonia

Is there something related to time? Because you mentioned that it takes a bit of your time, but do you consider that a lot?

Speaker 5

No, when I do my weekly groceries, I have to do it in many ways. It's like taking out the garbage: I might just as well, sort out what I consumed. Also, I have to take a shower, so I might just as well reduce my water consumption.

Antonia

Yeah. And you said about something about if you were informed about more sustainability. And does this does this also relate to food? For example, do you also miss some information to of sustainability in the store or the food, the food product or the packaging or something?

Speaker 5

Yeah, there's just. Some sustainable? There's just some sustainable practises that I'm just simply not aware of because I'm lacking information.

Antonia

Yeah. And in the store, do you think they don't show a lot of?

Speaker 5

They don't really show a lot of sustainable practises like it's mostly when I found online when I read more about sustainability.

Antonia

Practises now so online. More influential than offline data, OK. Now, and we can maybe talk a little bit about Heinz. So you're aware first of all about the brand, Heinz, right? So do you know what kind of products they sell they sell?

Speaker 5

They sell the Heinz ketchup. I believe they also sell tomato sauce.

Antonia

Have you ever heard, actually? That they sell vegan meat?

Speaker 5

No.

Antonia

Alright. And have you ever bought vegan meat or your family?

Speaker 5

No

Antonia

And have you heard, or are you aware that Heinz has implemented sustainable practises into their business? Or is it the first time you hear it?

Speaker 5

Yeah, I've never heard about it until now.

Antonia

Okay. Have you ever been influenced by other food brand: by Its sustainability practises. For example, you considered buying it because you saw something from the product packaging, or someone told you about it.

Speaker 5

Or you bought it or something. Yeah. I mean, yeah, definitely. I've been influenced. You know, when I see the packaging in stores or, you know, when people, you know, tell me about the product and definitely influences me into purchasing that. Because in general, like when you purchase bio products, they do take account, you know, animal welfare. And I value that.

Antonia

And what was the biggest motivator actually for you to purchase Heinz? Was it because you're used to it? Was it because you like the quality ?

Speaker 5

I just, I don't know. The one product I always purchase is the ketchup, the organic ketchup. Just because I like. You know, having it with. You know, a hamburger or some fries. I just like it, so I purchased it often.

Antonia

Yeah. And you said it's organic, so you also valued that, yes. Well, thank you for your time and for your patience. I hope to see you soon again.

Speaker 5

Thank you. Bye.

Interviewee 6

Audio file

[14.11. Justine Audio.mp3](#)

Transcript

Antonia:

Hi Justine, Thank you for being here. Can you introduce yourself. Are you working or studying at the moment? Your age and origin.

Speaker 7

Hi, I am Justin, I am 24 and I study English Literature at the university of Amsterdam. And I am German, but I usually live in France.

Antonia

So I would like to just remind you, my my main recent question is how do international agencies consumer perceptions of sustainability impact their producing of Chinese products? So it's related to the food industry as well. And my first question would be what do you think about sustainability and if I have to break it down, are there any sustainability issues that you know about or care about or that you have hurt?

Speaker 7

Well, one thing about the word sustainability I thought about like the way food is produced in relation to the environment, transport and everything and making sure that you know it, it remains sustainable so that you can, you know, reuse well. Continue like producing it in a way that doesn't like harm the environment as.

Antonia

That's great. That's great. And have you ever been educated about sustainability or learned at school or somewhere else by events or whatever?

Speaker 7

Learned it in English class in France when I was in starting. I think in elementary school, middle school, and high school. And then I also taught about it as an English teacher: kind of indirectly, because when teaching English like one of the themes can be about environment. So I teach about like maybe. I don't ask me because I don't. I don't remember the specifics, but I know that one of the themes was like environment and future and stuff like that.

Antonia

So other and is there anything else that comes to you in terms of the sustainability or maybe let's continue with the other things like for example, have you implemented some sustainability practises in your life, I guess?

Speaker 7

I am trying to separate my garbage. I'm really trying to have the less amount of trash possible. In a more general sense, with these things like environment, I like thinking about like transport and using bikes, trains or buses rather than car. That's much easier.

Antonia

Here. Yeah, that's true. That's true. And would you? What kind of food sustainability issues are? You aware of? And do they? Matter to you. You said something already, right?

Speaker 7

Yeah, about like, not harming the land as much and being able to, you know, to sustain the production. Also, fair pay, stuff like that. And not child labour yes. And just, well, yeah, capitalism is problematic in many ways in that sense.

Antonia

And when you buy food, do you consider any this kind of sustainable aspects? When you buy food yourself.

Speaker 7

Yeah. For the environment aspect, I occasionally check where the product is from to make sure that I buy things that are closer, like from Spain instead of Brazil for example. People aspect. I think chocolate comes to mind like first with like a fair trade and everything like that. You have clothes I like buying second hand and also making sure it's not like the. I know they're like some clothes that you can kind of see that it's like. You know, made in China or any stuff like that, it's like. And then also like who was involved in the labour?

Antonia

Yeah. OK. I see. Would you change your preference for a food brand, if you would learn more about sustainable practises by that brand. Do you think that you would consider it? Consider it in the shop, like buying or trying it or something or. If you would know that there is something more sustainable involved. Yeah, yeah, I'll definitely like choose the most sustainable product. And I'm a creature of habit. So like, if that product is the most sustainable, then I'll is there or is are there any other factors that you would consider?

Speaker 7

Yeah, those codes that they've implemented a few years ago from A to E you know that's like that. Like I see that right away and that kind of influences my choices sometimes. I try to buy the cheapest option. I know that brands have like the main brand products and then most of the time have like a the secret other option which is like the one that's like that costs less and it's just exactly the same product maybe that they changed a bit. They're it's like the same company or something that makes it so. And I'm going to choose like the non-luxury item, because why would I choose the other?

Antonia

But if you would see that, so that's the price matter a little bit more when it comes to sustainability. For example, if you if a product has a lot of sustainable. Aspects you need would. Kind of be willing to give more price, more money for it, for the for the bigger price or or. That's not really.

Speaker 7

I mean for sure for sure. Yeah, especially with like, labour issues and stuff that's like made in China. That where like the quality isn't that great. Obviously, that's going to cost less, but that doesn't mean that it's better so and stuff like that. I prefer to go like something that I'm like surer of being sustainable and well-made etcetera. So it's like quality. It depends... at some point I'm not going to choose it if it's if it's too pricey, but otherwise, you know, yeah.

Antonia

And can you describe any positive or negative feelings you have when buying food? They might be related to sustainability. It's just that. So any positive feelings or any when buying imagine that you buy something.

Speaker 7

I hate shopping. Well, I hate spending money. And it's just. Yeah, feelings. I don't even think. I don't. I don't think I feel anything when I'm buying stuff. Unless it's like. Because I'm. I'm going to give this later and this is going to be, you know, it's going to be a fun party or whatever. You know, it's correlated with that like Fun, fun and stuff like that, but like generally I don't know. I just I guess I just buy boring things, so I have a very neutral.

Antonia

Do you like cooking?

Speaker 7

No, not really. I feel like I feel better about myself. Obviously if I get something that's. You know, local. More confident as well or more and just come to or like more. Less complacent with like PlayStation capitalism. Even though it's all part of capitalism, so that's where the negative feelings comes in again. Feelings and the choice within that like because there's no other option unless you grow your own garden, which would be like the perfect thing, but I can't even keep a plant alive.

Antonia

OK. And do you value any people's opinions when it comes to purchasing food?

Speaker 7

Sorry, what?

Antonia:

Do you value any peoples opinions when you purchase food or when you're about to purchase food?

Yeah, sure. If they have an opinion or something and talk about the product. I listen to my friends or family. The news. If something happened at a company and people find out that something's in the product or something like about how it's made, then I'm probably not going to buy from that.

Antonia

Do you think that some that others have expectations about your sustainable consumption?

Speaker 7

My parents probably like implicitly because they also try and buy bio stuff. So yeah, it's not like they expect it. But it's more like a common understanding that that's just what you do.

Antonia

Have you ever felt encouraged by others to make more sustainable choices, except for maybe your parents?

Speaker 7

I mean in France, it's like in the school system, it's generally a thing that you're encouraged to get stuff, bio and stuff, especially like just came to mind, but like the cafeterias, the canteens in France, they have a lot with like Bio things. They have yoghurts or apples that are like local and everything which the kids hate, but it, like creates this like idea of like valuing local and bio. So I buy sometimes local products from the local market at the weekend and I like it when products have on their label "Produced in the Netherlands".

Antonia

If we have to go into another direction, what are the sources of information which you use when you inform yourself about sustainable.

Speaker 7

I mean, it was. It was school. And now it's just, like, totally the Internet.

Antonia

Where do you think on online? Is it social media? Is it some channels, some apps on your phone, some news, some media?

Speaker 7

If it's, if it's on social media, then I'll follow. I'll search it up myself to see like if someone says something on social media about some product then I'll look it up myself. The news, but yeah, like articles.

Antonia

Yeah, I actually phones and what social media do you so do you use or you don't use? It's also fine if you don't use.

Speaker 7

Formerly known as Twitter. That's like my main source of like information and like very vague sense of people's information. Like what are people saying about like current events. Sometimes, maybe,

maybe YouTube. You know, like the informative videos, like talking about a theme or subject. Like a deep dive into specific things so more like also experts or just someone who did like research and so like talks about it for like over an hour or whatever. I get a lot of information from TikTok too.

Antonia

Not so much from Instagram.

Speaker 7

I barely use Instagram.

Antonia

OK. And something offline? From every day on the streets or. On the transportation sometimes or. Or some new boards or whatever.

Speaker 7

Maybe a bit. I mean just social events in general. I know that there was the. The March, the Environment March in Amsterdam this Sunday, the Greta Thunberg was there as well. I wanted to go, but I mixed up the date so I didn't make it. But yeah, just like events.

Antonia

And in the store, would you?

Speaker 7

Much, no, I'd say it does like. Just like the labels as well, but. Like if there's like some. Talking about sustainability or something I'll probably be interested if I was going to buy the same type of product anyway. If I wasn't going to buy that product, then I'm not going to buy it, but if it's that specific product.

Antonia

When it comes to food? You know, like food anyway or in any way or sustainable food or only food. What kind of channels do you do you consider, or do you use maybe like food making or food buying or just random stuff related to food? Some do you consider different online? Platforms online channels for the same, the same for. For everything and which of them? Do you trust the most? Or the least.

Speaker 7

The most news articles from the Guardian or Sky News, for example. The least TikTok.

Antonia

And what makes it easy for you to practise sustainable consumption?

Speaker 7

Having clearer labels so I know what I'm buying, where it's from.

Antonia

OK. And regarding price you said to buy cheaper, yeah. Please. OK. Accessibility. Does that matter for you? Like to be in the store, you go every time, or you try different stores.

Speaker 7

As I said, I am a creature of habits, so I have like the main store I go to. And then if I have bad experiences with products in another store, I'll be less likely to go there. In France, we would sometimes go to BIO store, which is just BIO and local stuff and everything. Yeah, it is a bit more work to get there because it's not the normal like shopping route. I don't even know if I have been to any shopping in France.

Antonia

And how confident do you feel in your ability to incorporate sustainability into your everyday life or to sustain it in the future?

Speaker 7

I will be able to do it. I think it's it is difficult to integrate it when you when you are running in your creature of habit. So it's hard to implement new habits and things like that. So I'm hopefully like moving towards to buying even more bio, even more sustainable things. But yeah, it's just sometimes hard to get out of the habit of just buying what you were buying before.

Antonia

OK, OK. And what do you think for the overall viewpoint of the for the whole planet, for example, do you think that the sustainable daily habits will be able to influence the overall sustainability of the planet?

Speaker 7

Probably not. It's the big companies that have to. But I'm very nihilistic, I'm sorry. But also it's not like. Thinking that you don't have an impact shouldn't be excuse not to do it, because that's like the same mindset as saying I'm not going to vote because my vote doesn't matter. If everyone thought that or did that, then we would have no more democracy.

Antonia

OK, we are going to the final questions. What are the challenges for you to purchase sustainable products?

Speaker 7

Well, the availability in the market and just knowing which products are from where, and the price. The most challenging is probably not knowing something about a product. And I'd say the least is the price.

Antonia

OK. And now if we have to go more into the direction of the brand Heinz, you said that you are aware of the brand kinds already. Have you actually ever purchased one of the products?

Speaker 7

Yeah. Ketchup. It's the go to, that my family would buy, or it's fake memories and I've seen it in a lot of media, I don't know, but I'm pretty sure that like we've had that catch up, yeah.

Antonia

And have you ever used other products like tomato pasta or the meat substitute? Wait because you're vegetarian.

Speaker 7

Yeah, I didn't know that I that they sell vegan meat. I might have had their baked beans once or twice.

Antonia

And do you buy meat substitutes?

Speaker 7

Sometimes, but also like I don't feel the need to buy things that resemble meat at home. Sometimes we'd have hamburgers so my parents would feel kind of like pressure to, like, get like the fake meat patties, basically, you know, but at the end of the. Day I don't even. I don't even. I don't even, you know, feel the need to have a replacement for meat. I can just go without it.

Buying vegan meat depends on what I'm cooking or making or whatever.

Antonia

Right. And your family is. They're also vegetarian?

Speaker 7

Yes, my mother and sister, my mother is vegan. My sister's think vegetarian and. My brother and father still eat meat when they're outside of the house.

Antonia

Are you aware that Heinz has implemented sustainability in its business?

Speaker 7

I haven't kept up with the company. So no, I don't know.

Antonia

You mean you don't purchase them, and you don't hear about them?

Speaker 7

I don't think I don't remember the last time I. I mean, maybe I did and I just don't. Know it but. Yeah, I don't have. No, no.

Antonia

And have you ever been influenced? Positively by the sustainability aspects of another brand?

Speaker 7

I mean, again, what comes to mind is like the chocolates and the fair trade. But I don't remember the name of the brand. It wasn't Tony Chocolates. I remember the signs started popping up on the packaging that it was like fair trade and everything. So I would, I would buy that one instead of the others.

Antonia

Okay, I see. Well, we are finished with the questions. So, thank you again for your time!

Interviewee 7

Audio file

[16.11. Nina audio.mp3, page 11- continue](#)

Transcript

Antonia

Hey, thanks for being here. Thank you for your time and also for your agreeing to record you. Because that's important for the topic. Can you introduce yourself quickly.

Speaker 9

Hi, it's a pleasure for me! So, I am originally from Ukraine. I moved to the Netherlands to study. But now I am a graduate, and I am working.

Antonia

Thank you so much. If you have any further questions or you don't understand anything, don't hesitate to ask me. So, let's get started then. So what? What do you think about sustainability and if I have to break it down, like are there any? Sustainability issues or aspects that you know about. Or that you consider or care about, or just aware of?

Speaker 9

As much as I know that right now is very like important topic. It's what every business is about. I believe the small everyday effort matters certainly. So it's not like if you are of course it's good when you have a lot of initiatives and you do a lot of this stuff, but if you don't do regularly the small stuff, then there's not as much bigger impact.

Antonia

In that regard, are there some sustainability practises that you just do in your daily life or sometimes?

Speaker 9

I would say, if for example, I go to a store, I prefer not to take stuff "to go". And if I do, then I like to take reusable cups or something more sustainable. If I know I have 15min. I would rather sit at the café itself, so to avoid using take-away materials. If I go to a grocery store, I take my bag with me. So, I don't need to buy a plastic bag. Also, I recycle: the bottles that we can bring back. In general, I don't do insane amount of sustainability practices but there are small things that I really do consistently. For example, I sort out the paper and the other materials.

I think it's very helpful that in the Netherlands there is way more opportunities to do that like there's a lot of separation with stuff for the trash.

Or if I see that it can get a refill of some products, I'm using instead of buying the new one. I can also do that, so all of these types of things I'm doing, like a lot of times they try to market them as cheaper, so it's also very attractive. I think: I'm going to be sustainable, but it also saves me money. So, of course I will be.

For example, when I buy makeup, if it's some makeup which I use a lot and I buy the same product again and again. If the brand has an option to buy just the refill – the smaller thing, like not the whole product itself, I will. I will just do that. I don't need the same thing again and again. If I could just get a refill. For example, I don't know like every day I use face powder like for my makeup. It's like a palette. But what the ones which I'm using right now, the brand is just you can buy separately a small refill for it, so you don't buy the pallets, but you just buy the things itself and the same with like some makeup removers. With all of these small things, there's really a lot of these options and I always go for them. Especially if I like the product, I don't really mind. I don't need the new whole new thing every time. I know that it's also quite sustainable for me to do that because it's also saves quite a lot of materials.

Antonia

These are really good examples. And would you think of any other concerns or something, just whatever may be related to sustainability?

Speaker 9

There's something that I noticed. I didn't notice it as much in the Netherlands, but I did notice it a lot when I was visiting my sister in US because my sister is very big sustainability fan. She is researching what she does, she's always very cautious about everything she does. But a lot of times Compressible to throw away trash to. Separate it like I'm not talking about large. Containers but like. A small everyday like in the in the morning. And she says like, there is that bin for separating the trash, but it has separate things to throw trash. But inside is just one bin, so it's just an illusion that you're separating, but it actually is not separating, so it's basically just like a thing which has a lot of things to throw.

So then you're being like, OK, why am I doing this? If in the end my effort is useless because I'm trying to sort things out for sustainability and then I see that it's going to one place, so it's not actually being sorted, or maybe it is in you don't know, but then you just feel like, why am I making this effort?

And if the company or a brand like the store/cafe where I'm doing that I am going to, when it comes with the trash storage, especially if you're in a some takeaway cafe or something, that's very confusing what to throw where. So then you are just a lot of times they don't explain briefly what's in

what section has to be put and because of that you just end up throwing everything into like everything's been.

Because you're just getting too confused how to sort it. So I think that brand should really spread awareness about how like about how their products can be recycled, like where in which category they have to be put.

Antonia

Yeah. Yeah. So it's it's from what you say. I get the feeling that it's also about the awareness of how to do it properly in the information lack or something in general among people.

Speaker 9

Yes, yes, yeah. Like people who are that who just want to do small everyday things like me, like, not for those who are like, but for who just want to do small everyday things they can. They really like, like explanations.

Antonia

Because, yeah, I'm the type of person that if I see that it's a very small thing and I see that I can do it right now. Like this way, I will do it. If it's not like if it's not like I buy some bottles cans and I know that I can bring it back. I will do that because it's very easy for me to understand that I will give it back. It will be recycled. It's very straightforward process you have in your head because that I will do that because it's communicated very clearly. It's easy. It's fast. It doesn't affect me.

Antonia

OK, I see. And the audio saying that there are some other sustainability problems, or something related to food, like other food aspects. So let's see so far you said I think about refilling things also the. Something like separating at home the way how you store it. You do separate the garbage as well yourself. Yeah, you say it. Your cycle? Yeah, or just in general in the world. Maybe some world things that you would say it might be not.

Speaker 9

Food waste is quite a big problem. Every evening a lot of cafes they have to throw away. A lot of food because they can't sell it anymore the next day. Stores, cafes, everything they have to throw away, which is. Why, for example, I like the initiative of "Too good to go". I like this initiative because then. You get for cheaper instead of throwing things away. So I like when brands and like cafes and stores participating in this. Especially when you think that there are people who don't have food, while we are throwing away so much food. You feel really bad about that.

Antonia

How did you learn about the app?

Speaker 9

I don't remember for sure, but I think there was an exchange semester in London, and they also make they're really excited about also doing the initiatives and it actually happened that we were doing some project about it. So we came up with our own app Idea, which is similar as too good to go, but we came up with the same. Version of it. But for households that, for example, like, there's very famous thing in London is food in general, you give food banks. So basically when you have food leftovers from restaurant from cafe or even from your own home, which you know that will expire tomorrow, but you know that you're not going to eat it. We all know that happens. So there's a thing at Food Bank is where you can bring. And they will give it to some like, for example, homeless people, like poor people or refugee campus.

So we were thinking about how to make this initiative and this thing more efficient. I would say and then I think it was either the teacher or maybe one of the classmates and friends of mine who said like, Oh yeah, you know, actually few days ago I tried this "too good to go".

But then my friend here in the Netherlands, she is a big fan of it. So she was always sending me a message like, look for five years. I got this large box of Donuts like 30 Donuts or something. Look from Duncan I. Got this much from. Starbucks for like 3 years, so she would promote it to me. So like she would just share with me what she got for this small money. It's very Dutch culture. And then when we we're out with her we would check the app and try to grab something from it a few times already.

Antonia

very interesting perspectives and well maybe and when you buy food yourself, are there any sustainable aspects that come that you consider ?

Speaker 9

Well, If I hear for example, that a certain brand is not sustainable, not only in terms of their production, but also like with the employees who produce them. I might hear it on the news, then he next time I see this product in the store, I don't feel like buying it. I might forget about it few months later, but if I just got to know this news, I'm more likely to for one or two months when I see this, I'm going to be like, Oh no, I'm not buying this in terms of product.

If I know that it is some food which I use a lot, like for example I drink coffee every day I put milk in there every day, so I'm more likely to buy a larger bag of milk, which I do because I know it's also I buy one like I like. I buy I buy. One, but also it's more sustainable because it's one package for the twice, you know much so that I don't not only because I don't have to buy it every day then, but because of sustainability aspect. I don't mind getting like a bigger size of something which I know I will use every day or also if I see that.

If there are two options of packaging and one is like more sustainable. I'm very easily advertised. If they offer a sustainable packaging , I want to check it out. it's also exciting.

I don't say that all my purchases are very sustainable because I do still sometimes get "to go" cups or something like, you know, which you can like paper cups. When I'm in the to go or something because of the aspect that I feel that. It's going to. Be more like hygienic. I think it started with me since the COVID: I was very concerned for getting COVID. So there was a period of my life when I was very unsustainable. With paper cups.

Antonia

Yes, this reminds me that it was like that for me as well because of my home country. I don't know is it the same for you? Because of the culture?

Speaker 9

So we don't really store trash. We don't really do these things, so I mean. Like start to pay. Attention to it here. So you're right.

For example, when it comes to the packaging of the food. For example in Ukraine, every time you buy vegetables for every type of vegetables, you get a separate plastic bag and you buy tomatoes in one set. Plastic bag. You get the second one for this. That's insane amount of plastic. And here I will just take one plastic bag and I will put all together. And the same applies to some pastry.

I started to do it only in the Netherlands. In Ukraine I would get these thousand of bags.

Antonia

Why do you think it's that? Because everyone around is like that or?

Speaker 9

I think yeah. But even in Ukraine now, it became also more sustainable.

And also regarding the packaging, sometimes I buy some products just because they have this wonderful, amazing packaging. But I buy it with a thing in mind that I'm going to use it for something else after that, which is very Ukrainian mindset.

For example, I buy coffee beans in a very like pretty fancy box, a metal box and then I will just buy another paper package with coffee, and I will just refill the same initial metal box. I just reuse it and refill it again.

Also, if I buy candles. I always I never throw away the last thing after I use the candle like. I always find it for something to use every time I buy it. I use it for my makeup or to restore my makeup or to some writing tools like pens, pencils or just or for my medicines.

I don't know, maybe also because I started it as a habit when I was at school.

By the way, I was visiting my friend once at her house and she would and she gave me, like, glasses. And then she was like, yeah, by the way, you know, that this glass was initially a candle. So basically she just bought, like, candles to, to burn and stuff. But then later she washed them for me. Like, she washed them. Properly and because it was in a very straightforward shape as an open glass, she just uses them like as a glass, every glass. And just like to drink coffee, water, tea. It's like a life hack, but also something like that you can make use of things after you use them and so. You're saving money, but you are also being sustainable.

Antonia

Maybe would you have an example in your mind of kind of food purchased on sustainability or or not. There was something related to it or not really. Also, the milk you said you do, you always buy soy milk or not always?

Speaker 9



HAN_

Oh well, my favourite ones is I buy just the lactose free milk like regular, but lactose free. Yeah. Also drink quite some plant-based milk, but I stick normally eating to soy milk or I also really like sometimes plant-based meat or something.

Sometimes it's very expensive. But if there is an option and I see that the price difference is not much, I'm fine with taking it because for example, I have a friend and she doesn't eat meat, but she eats only plant-based meat. So if it's a plant-based meat, she will eat it even though she's like vegetarian and stuff. But if it's plant based, she's going to eat it and my sister actually as well. So if for example I'm in the company of people who have this behaviour, I will also do that I'm not going to have a problem with that and especially because now they make it really good you don't notice the difference.

Also, when I travel and I see two cafes next to each other and I'm thinking which one I want to go. And I know that both ways I will get a takeaway. But I know that this one will just give it to me like this and this. One will use. Insane manufacturing I. Do think that maybe I know that I'm not. I don't want to deal with. I also don't want to deal with this many packaging. But also it's more sustainable and I will go to make the next the one next to it. So I know that.

And when I travel together with someone and we buy something to go, we always ask to wrap it together so they don't waste it. And I know that for some in Ukraine it wouldn't be like that. We always ask to wrap things separately. I

Antonia

I think that might be also. So do you think that comes from the environment around or do you think that it might also come from the way the people work here in the Netherlands? Like it might be more both.

Speaker 9

Yeah, I. Think both. Of course, in the Netherlands, almost everyone is trying to do that. So you get influenced. Yeah. But I also think that over the past five years in general, whole world has really increased the awareness and importance of sustainability. And I think that because of that. But it doesn't really matter, only that it's Netherlands, because a lot of my friends like in different countries, they would also notice it as well.

When I just came here, I was like, oh, my God, they are paranoid. They're obsessed about it. I mean, it's too much. But now I see the point. And because my perspective, as I mentioned before versus nobility, it's very easy, straightforward thing.

I don't have to think too much, I will do it. Because if I have to think too much, I will not do that. Not because I don't want to, but also because I'm I can be on the go. I can be stressed in a rush. I can be like running late somewhere, so I'm not good. So then I'm not going to overthink it and stress.

I think it was also because of school. here was a lot of projects I had to do. So I think it also increased my knowledge about everyday small things we can do.

Antonia

Yeah, that's great. That's great. And you said you when you take you try when you used to take food with others, you try to pack it at once or something, but do you also use this tote bags ?

Speaker 9

Yeah, I actually, yeah, actually used the tote bags when I do like grocery store shopping or something. But the funny part is I never bought it all back myself because I noticed that I have a lot of them, but these days you go for example, for some events you go to some open day and you get gifted at a tote bag.

I just use them. I give them to my family. I give them to my sister. I use them myself. I actually even use them at home, like to sort some things. So yeah, I use them a lot, but also it's also sustainable.

Antonia

Yeah, that's great. And would you do you think that you would change your preference for certain brands if you would learn more about their sustainability practises? What other factors would you consider like, would it matter, also based on the price, or based on the accessibility of the product or?

Speaker 9

I think of course it's easier if I know about the sustainability of the brand. It will change my perspective. If it's negative, then for sure I will think twice before buying it, especially the more negative, the more I will think about not buying it anymore. It's it also is with everything food and clothes or makeup.

Also, if I know that they're improving. Something when they're like committed more to sustainability. Now that I'm when I was a student, it would matter to me if it's more expensive. Because of higher income, I would say that if the price difference is not like 2 times more, I'm more likely to choose somewhere sustainable product.

If it's like if it will just cost me \$0.15 or 50 cents extra. It's fine and course.

But if the product is not easily accessible, for example in the supermarket which is far away, I'm more likely to just go to the supermarket close to me.

Antonia

I see. And can you describe any positive or negative feelings when you which you have when you were buying food, and also related to sustainability as well?

Speaker 9

Well, it depends. If I'm buying it on my own. Or if I'm in the Group a lot.

If I be with my sister, I'm going to feel very judged and very like not judged. But I will feel pressured because she is very big sustainability fan. She always has her cup everywhere, so I will feel very pressured that she's buying in this stuff, but I'm buying the paperwork. I will feel like not always comfortable about it, so I get this negative feeling if the person next to me is doing. More and I'm not doing this more. It's a bit like peer pressure.

Ot when people are vegetarian or vegan. I don't feel negative about still eating meat or something

because I do eat meat, I don't feel like it's promoted because luckily like people in my surrounding. For vegetarian because they don't judge me for not being. So in this case, I don't feel like eating. Not being not as sustainable. Yeah, but in a ways, when it's like about how you pack your stuff, your thing, then I feel a bit negative.

Regarding positive feelings, when I do something like positive when I'm, when I see that I buy something and I don't pay attention when I just grab it and then I see like, oh, now it's more sustainable packaging. Like if for example, if it's the same product which I buy like for months and years like I mean food product. And then once I buy it, I see.

Antonia

As you mentioned the label, do you kind of notice what is usually on the label or? You for example, might not have a lot of time, so you just grab it?

Speaker 9

it depends on the situation. I noticed it. Actually. In Ukraine it they're doing it way more or, but also in Netherlands, in Europe that they every time a company changes their packaging in your plane, they're like, yeah. Three times more sustainable or like five times more sustainable packaging or like now and they make it really large and make it really all over the whole product. So you have no way not to see it. Which is fine. I don't see a problem there. But I'm like, is this sustainable to make? This largely but yeah. Than five times more sustainable. So it really depends. But yeah, most likely. I'm just going to get very positive feeling if I see that brand making becoming more sustainable.

If I am not in the rush shopping because I have rush grocery shopping, then I just grab whatever. Yeah. And if I'm in there just shopping when I can take my time and choose the food I want.

But if it's a fully unknown brand to me, then of course it will attract me. But if it's too sustainable, I can sometimes it also makes a trick on my mind like is it like extreme brand or like when the whole package is about how sustainable this food product is. Then it gets me a bit like quite cautious like. Is it only about being sustainable with food, or is it also has to be yummy, you know.

Antonia

Yeah, true. From what you said, I kind of get an idea that sometimes you might not believe them that they are so sustainable because of how they market themselves?

Speaker 9

It's just that I will start doubting because maybe it's also Ukrainian plans that we have that the more sustainable eco-friendly everything just the less yummy it's supposed to be. Sometimes you see the chocolate. Like it can give you an example that and it's like fully green and it's like vegan meal mix, milk, sustainable, no sugar, no that no that no that and they make the whole package just about how healthy and sustainable their chocolate is and they really over like over marketed on the package of the chocolate. I will wonder, is it still going to be tasty if it's so like over marketed?

But what I did notice is that if it's there, still regular packaging, but it has like a middle sized label which says like, oh like the. And like vegan milk like plant based blah blah blah. But it's not over.

Marketed on the thing then I'm. I'm buying it because when it's over marketed, I start to like wonder if it's really if the brand is trying too hard or like to promote their sustainability

It kind of makes me like not excited about it, when it's over marketed..

Antonia

So when it doesn't come to food but to something else, so do you think that your views on sustainability in food differ from the views? Unsustainability. When you buy other like fashion or makeup or like, is there something else that you think you might consider?

Speaker 9

When they see. That, like the clothes they have now these days the tags like, oh, yeah. Like now for more recyclable. To recycle, to vibrate, then of course I'm going to. Go to school. Maybe it's not like it will make me 100% fine those matters to me to see that the quality is good, that it fits me and everything, but it will make me feel happier about my purchase, so it will not. Affect me directly into my choice, but it will make me it will give me a better feeling about my purchase if I see that. Oh, it's also this sustainable.

So every time I get a paperback from these stories, I always also reuse it like as my own trash bag. Like to sort out the paper or to something so all those bags. I still feel like I can do something that at least I will reuse it like somehow. So I reuse all of these bags which I received in these stores all the time.

When it's makeup, then it actually I like when it's sustainable. For example, in Ukraine, where it's really important, like I learned about it in Ukraine, but I don't know if it's a big thing, but in Ukraine they have this very, very not aggressive. But I would say extreme marketing about products. Not being tested on animals, so actually I think that's something I really support because like if I know that the product was not tested on animals. Because it really harms them and it's really not. A lot of. Animals die every year just because of brands are testing their products on them like cosmetic makeup. And like all this beauty products, yeah. So if it's not so because of that, I actually when I see that the brand is like not has this small tag that. Not Big Corp or not tested on animals, I will actually more likely get this product. I don't know why, but this type of branding works on me better than if the makeup is like vegan makeup. Maybe because of its relation to food. If it's like vegan, then I have similar association and I don't want to have the same association.

Antonia

And now I would like to ask you, do you value consider any people's opinions when it comes to purchasing food? You mentioned something about friends, sisters, so could be family, could be. Previous classmates or some cousins, whoever you when it comes to purchasing food.

Speaker 9

I'm never the type of person who will put the pressure on someone. If, for example, I'm somebody's doing more sustainable or less sustainable food purchases than. Me, I'm not going. To, but if I see that. People do that. I'm always like, oh, wow, this is so cool. Like when people make their efforts, especially when they make the more efforts than I do. For example, like if I have a positive feeling

towards take these people, but they're so cool that they're doing that at that.

Yeah, as much as some sustainability aspects, I cannot do myself and you know. Like but from different reasons, but when it's others then, but if I'm not going to like judge or tell them what to do or. What to do because. In the end, leave it to every person to make their choices about it.

Antonia

Yeah. So and who are those people then? It might be negatively or positively influence, yeah, influence or just people that you actually. Kind of value their opinion.

Speaker 9

I think my friends, Or if my friends or my family if they share with me some of this initiative for ideas or apps, then I will be likely to check it out.

If I just see some promotion on the streets of like people sending, there and promoting or like just marketing. I'm probably not going to be as interested. It will probably not grab my attention, but if I hear it from people I know and I think I will be more likely to check it out.

In my circle there are quite a lot of vegetarian, pescatarian and vegan people. But what I really like is that none of them ever pressures me into doing it.

I think the only thing which was it was if in my surrounding they are Muslim people, so I always respect their preference in the with the food. So I'm not going to, for example, eat. I don't really eat beef or pork anyway, but I will not eat it next in this in their circle. I will always like if it's religious diet. Then I will always respect it when I'm eating with them.

I usually follow the diet of the vegetarian or vegan people around me when I am with them. I only will eat meat if I really crave eating like meat or something, which they will not eat.

I am also fine with it, especially if you're sharing food because a lot of times it's like also more sustainable and cheaper if you just get the bigger version of some. With but to share. Instead of buying your own difference.

There was a time when I was with my sister for a week and there was time when I really wanted to like chicken and stuff, and I was like I don't care. I'm getting myself, this chicken tender you do you need meat. Because I'm like I, because I do a lot of gym and. Sports. I noticed that I'm getting really tired if I don't eat meat.

Maybe I still eat meat as, like, not as sustainable person, but I did switch to plant based milk because by switching to this actually affects me really better like I my stomach is way better, feels I get less like stomach aches. So for me it's also about how it affects my body.

Antonia

Yeah, I see. What are the sources of information which you encounter or which you use? So for example, Online, when you just read something or listen to something or watch something related to sustainability where would that be online?

Speaker 9

It would be social media. Especially if I follow some people. I don't check on daily basis like online news websites. So because of that it would be I think social media maybe it will be. From the posts for people. I know, but also. It could be post. For example, some, for example some fitness influencers which are just posting like their workout, their nutrition or something. And sometimes they would post about like oh, this brand I'm using is now more sustainable or less sustainable. So I will mostly see a lot from them.

I don't follow many influencers, I also follow some communities and some news channels on social media - very mainstream ones like time, New York Times or something like that.

But I try to limit the accounts to those who are actually interesting to me. Like I really try to philtre them amount of information I get.

Antonia

Yeah, and which social media channels do you use then?

It's always Instagram. LinkedIn will be more related to the brands, and I see what brands are doing. So you don't see like different food brands and companies ,and social media would be more like real people. Maybe sometimes YouTube, but YouTube only when it's like some it just pops up while watching something else. Because I am not n TikTok. Other social media I use only for private communication, but LinkedIn and Instagram are the only two platforms in which I'm also checking the news. And what other people post, yeah.

Antonia

If it was something offline. So it can be is it something on the bus, on a billboard, etc?

Speaker 9

When I'm outside, I'm on my way or somewhere, then I don't pay attention. Like bus or or so or like advertisements in the mall or anything. I don't pay much attention to there honestly. So I think the only offline thing that works for me is the store itself or maybe also product thing. Because when I'm in the store, I'm. Already thinking of making. A purchase. Yeah. So I'm already thinking about the product, so I will pay attention to the marketing and how it's marketed.

Actually, sometimes in the grocery stores they are like these little stands where some brand is promoting their products. Then I actually will check the brand and it will stick to me. Even if I don't take the little sample.

Antonia

That's interesting. And when it comes to so, that's more or less to, yeah, you mentioned about food. What about food then online, like food related stuff. It doesn't matter if you like cooking or not. Do you like to cook or not so much?

Speaker 9

I'm looking for the most. Attainable ways not to, because when you don't cook, it's a lot less sustainable. Honestly, I noticed that because like when I would live with my ex-boyfriend or. When I would live. Then we would put like when I leave alone make now I don't like to cook, but I like to

cook for other people. For like friends. Like all together, you know, like when it's not one person portion, you know, with the, with my family, with my friends, or when I was living. With my ex. Boyfriend would cook a lot and stuff, but when? I live alone. I'm very. Notice that I became less sustainable because I'm lazy to cook, so a lot of times I will just buy myself some takeaway or like some stuff which you don't have to cook like some already premade meal or some. It's not sustainable because of the packaging of the take-away, etc.

Antonia

Yeah, but yeah, but how is it at your home? Did you also like at your home, at your family? I mean, family, was it also more like buying stuff like takeaway or free ready, or was it mostly cooking?

Speaker 9

We would barely get any takeaways. I would get take-aways with my friends. Sometimes when I'm on the go, like for example, we would grab the coffee like in a bit on a. Break between school. Or some like when we go from one class to another, we would grab a coffee and like to coffee. Or like some canteen, but with my family, we would never order even.

Antonia

And is there something else like related to food that you'll see sometimes online? Is it also on social Media or is it somewhere else, or some movies or documentaries? Or is it not that much there, but just on social media? Mostly or articles or news.

Speaker 3

I know honestly. I see some on other channels. I don't pay attention to it and sometimes it doesn't bothers me because for example, sometimes when I watch some movie or I just have my YouTube or on like with some music. So it plays with a clip. Right? So sometimes I notice that it's more in the Eastern European culture. Do you know that a lot of times you watch a movie or something and they mark it very straightforward, like their brands of foods that they're using to really over very you understand that the rent paid for them to use it, like, for example, some very specific. But I also did see it in international, like, for example, in some clips of the famous celebrities and they really mark it like this, you know? they put a party like for example it's a party scene. In the movie they will promote like very closely specifically this drink or this thing, and it annoys me, I don't like it.

Antonia

Do you encounter any other information via different channels to food or food brands.

Speaker 9

I actually, but I think. I only encounter it from the pages which are related to sports and stuff because they also normally when the page is about sport, they promote also healthy eating so they promote food as well. Or also sometimes I follow, some like food guides like basically pages which say about nice places to eat, to give myself an inspiration. Or I would follow a café or restaurant which I really like, so if I haven't been there recently and I see they have posted a new product, I would go again there.

Antonia

Which of these sources do you consider the most trustworthy and the least trustworthy?

Speaker 3

When it's like a big news channel, which I know a lot of people are following. For example, BBC. Those type of channels I would easily just trust because I heard about them from others or if for example, when I was studying at hand, if it would be a source which my lecturers recommend for example or not 100 or some exchange university and everything, or if it's my colleagues, because I got to know the source via trustworthy people or environment.

But if it's like some very small beige, I've never heard about, I never know about it, but also I filtered out in a way like does it look like it's true or not to me.

Like, no, that's a scam. So it's not only about the fact that a lot of people follow it, it's just that always when I see information, I try to not to blindly trust what I see.

Antonia

Okay, we are moving to the end. What makes it easy for you to practise sustainable consumption?

Speaker 9

When it's very easy and straightforward, when it's very easily communicated. And then the price- if it has minor difference.

Antonia

How confident do you feel that you that you that you could sustain those sustainable habits that you still have or that you could develop more? And will you be willing to develop more as well in the future.

Speaker 9

I am now this middle sustainable, not sustainable person, like I do small things, but I know I could do more, but I would not say it's something in my mind right now. I like to combine and automate things to make it smoother to do something.

If I see something which is straightforward, easy and communicated, I will develop this new habit. Because right now, like, very busy working and everything.

Antonia

I see. And what are the barriers or the challenges for you to purchase sustainable products.

Speaker 9

Price and accessibility, I would say.

Antonia

And now we can direct a bit more into the brand. You aware of Heinz. So, do you know what kind of products more or less they sell?

Speaker 9

Yeah, I think they are very famous. Everywhere in the restaurants in the Netherlands there are little ketchup sauces of Heinz. I also buy and know about all the tomato products.

Antonia

Actually, are you aware that they also have vegan meat?

Speaker 9

No, I didn't really research on vegan meats in general, because I eat them only when I get a take-away, and then I can choose to having vegan meat.

Antonia

Have you ever heard that they have implemented any sustainability practises or you haven't heard so far?

Speaker 9

So I think so far now, but it's also in general, I don't think that I paid much attention to the ketchup, because it's more like a side thing, which you always have alongside, and I know that Heinz is the market leader, so I most likely will get it when I order fries or something. I know that probably is going to be Heinz Ketchup. I don't think that I follow too much on their update system because it's already like a market leader and like a monopoly.

Antonia

Have you ever been influenced positively by another food brand, it's not kind, but whatever else comes to your mind about their sustainability practises?

Speaker 9

Not too much. I think of the example I gave you with chocolate: when it's over market as super much sustainable because then I start really doubting like is it still going to taste nice, because at the end of the day, it's something I eat.

Antonia

Well, with that stated, I think we will finish our interview. Thanks for all your answers and your patience. And yeah, I think that was a good opportunity to see. Different viewpoints.

Speaker 9

I hope it will benefit. You and help you with your thesis! And success and good luck with it.

Antonia

Thank you! I will stop the recording.

Interviewee 8

Audio file

[13.11.Angelos Audio.mp3](#)

Transcript

Antonia

Hi, Angelos. Thank you for coming and for agreeing to be recorded. Can you introduce yourself, your age, your background, if you are studying or working?

Speaker 6

Hi Antonia. Thank you for hosting me. My name is Angelos. I'm 24. I studied automotive engineering. And at the moment I am not working.

Antonia

OK. I would like to remind you of the topic of my research. It is how the international Gen Zs' consumer perceptions of sustainability impact their purchasing of Heinz products, sold in the Netherlands. If you have any additional questions or you don't understand something, feel free to ask me. So shall we proceed with the questions?

First of all, I would like to understand what your personal beliefs and opinions about sustainability are. For example, what kind of sustainability problems are you aware of and do they matter to you?

Speaker 6

It depends on what you mean by sustainable. Sustainably is to be vegetarian, and to eat avocado. But when you see the avocado from Brazil. And you see all the see food during the transportation it is not really sustainable, as it really looks. We can measure all this CO2 that is emitted during all these processes and how many vegetarians eat avocado, and they believe that when eating avocado, they save the planet, but in reality it's not like that.

Antonia

So did I understand correctly? So you mean that sustainability can be related to the problem of emission of CO2 and meat consumption. But you also acknowledge that there are some hidden aspects of it. Is that the case?

Speaker 6

Yeah, although companies made great progress of using, for example, better packaging, more eco-friendly like using paper, not so much plastic, which pollutes more, because paper is more easily recyclable. But still there is a lot of process that's going on and still a lot of work to do.

Antonia

You mean in using packaging like paper packaging?

Speaker 6

Like everything but first of all, it was better to start this conversation with defining sustainability in your case.

Antonia

It is defined actually by the European Commission in the 20th century, so it is defined as the ability of generations to behave and live in such a way that they will make sure that the future generation can meet its own needs. So it is about living so as to preserve the resources and also create new resources. But to make sure that the others in the future will be able to meet their own needs. The resources and the possibility on the planet, yeah. Do you want to share something about your point of view?

Speaker 6

So you're mainly talking about 0 waste. In 2-3 words how you would define this zero waste, for example, because nowadays this is what usually sustainability means. That's zero waste.

Antonia

So, I know that there are three aspects. So for example there is economic aspect connected to more or less to the profit and to the businesses. Then there is environmental aspects which is more to the resources of the planet. And the third aspect is the people aspect, which is related to the humanity, their welfare, their well-being, because it's not only about the zero waste. But the zero waste is also connected to many things.

Speaker 6

Environmentally is. Is it a waste actually? And using because to make food you need energy and this energy must be from renewable energy sources, in theory, at least. OK, so we have money sustainability, which means to reduce costs and make more efficient product, usually cheaper. Correct. Am I missing something?

Antonia

Yes, something like this. OK. And my next my next question would be: What kind of food sustainability problems are you aware of or sustainability in relation to food? And does it matter for you? You already mentioned something about the packaging, about the meat consumption. If you want to elaborate or continue with something new, related to food sustainability.

Speaker 6

Well, the end consumer doesn't really understand the waste other than if he throws their food because we were talking only for food, correct. They don't really understand that, but the only thing is, if they are educated enough to understand that OK. If it is paper packaging, OK, I can recycle. The paper. Stuff like that.

Antonia

OK, so for you it's mostly coming to the packaging when it comes to food and the waste of food you said.

Speaker 6

What remains is the packaging. I mean, you don't need the packaging. So if we want talk about accessibility, yes, the packaging is a main problem. And again on the other side, there are so many foods that you cannot have paper to its packaging. So plastic comes again. Because somehow some foods require plastic. You cannot make a paper that doesn't breathe. So far at least, or they use cans and aluminium and more oil, so it's also material science in this case.

Antonia

Yeah, OK. I see. And is there something else that you think like globalise could be environmental would be huma-wise or?

Speaker 6

Yes, at the moment, if you want to take an overall overview, the best thing that we can do is citizens. It actually grow around crops. Do your own stuff. It's very easy to grow onions, for example in your home. They don't require a lot of effort. And many more things. It's only beneficial because it's fresh. And it requires some maintenance, but nowadays the technology improves and already there are devices that are already in the market. They are nowadays a little bit expensive, but they're going to be cheaper and cheaper. Where they're like a small, small greenhouse. And can work also autonomously as long as it has current, so you can leave from home like for 1-2 weeks and it still keeps the humidity et cetera. So it's a very nice smart device. I don't remember the company unfortunately, and I don't think it's very wise to do advertisement, but I think with some with a Google search, we can find it. Another issue today is this way we can reduce the inflation if you grow your own foods, which is a major problem in today's economy. Speaking today's date. And of course doesn't require packaging.

Antonia

Yeah, I see your point of view, actually, good angles of the sustainability. When it comes to purchasing, purchasing food products. Are there any sustainability aspects that you take into consideration? Or do they come to your mind, do you take them into consideration at all?

Speaker 6

I will not choose food because it is sustainable. It will choose the food because it is nutritious. At the moment I don't really care. How they made it as long as it's nutritious. The European Union introduced the Nutri score. Which I don't really know what exactly aspects is based on, but we see, for example, that vegetables have "A" great nutrition, and you see for example cakes have "E" Nutrition score, but there is no sustainability score. So again, the end consumer does not really know. So it's policy again.

Antonia

Wait, so the end consumer doesn't know the sustainability of the product or the practises you mean?

Speaker 6

Yeah, I mean. Nobody tells you this product is more sustainable than the other. Because it includes all 3 aspects of sustainability. OK, we have healthy reasons so far. We need to see about the cost,

which that's very internal company thing, which I don't think it will never happen. I mean, they're not going to say, OK, we put the mail in this product because it is. We put a in this product because it is we tried. It is very cost effective. Nobody will do this because if it was very cost effective, must be cheap and maybe the company it's the balance supply and they don't want to make cheap because there. Is a lot of demand. And they want to make money. That's business wise. Nobody will do it.

Antonia

Do you mean that if a company is not really into sustainability practises, but their product is cheap and it's selling well that they will not include sustainability only so that they can sell more.

Speaker 6

In terms of cost, probably will never introduce a label, that say "I am cost effective"? They will never do it.

Antonia

And what do you mean here with cost effective?

Speaker 6

About it. Yeah, I mean. If a company makes a product cheap but the market says OK, the cost. The overall cost of the products like €2.00, but we sell €10. And after three years, they found out that, OK, we can make with \$0.10, but still the prices. €20 they will never, never, never do it, never, because if the end consumer knows that they're going to say, OK, this company makes the most money out of it. And yeah, probably we're going to have all the nutrition reasons, the healthy reasons, which we already have probably going to have the sustainability, only reasons I mean ways to measure like A to E , as it is in nutrition.

Antonia

Today. So do you mean that if you would have such a score of sustainability, you would be more trusting the product and more willing to buy it?

Speaker 6

Yes. Depends on the price a little bit sometimes. But overall yes, I already tried to BIO for example buy your products. Also about food, also about for example shampoo. But I try to be a smart buyer and buy those things when they are always on sale or something.

Antonia

OK. Can you describe any positive or negative feelings you have when purchasing food products? And then they might also be related to sustainability or no.

Speaker 6

The negatives are that there are so many products that they are growing up in greenhouses, with the support of so many humans, not going physically. For example, you take the lettuce, and it doesn't have dirt inside. You take for example the bio and it has dirt inside. That's a huge difference in the taste of one product and the other, and you understand the BIO is way more tasteful. But it's also double-triple the price. For me, as I want to see my health benefits, and I prefer what the nature

gives us, and all of those things. I will buy the buyer no matter what the cost is.

But yeah, this creates the positive feeling that I ate something more nutritious. But it creates a negative feeling about the price. And the reason why, why people should do this? With this way we make cheaper products, and everybody can buy easier food etcetera. But at the same time they're in a country with very high GDP, so. This it has other concerns about the health of people and all the medicines that are used in the in the agricultural industry. What long term effects might have? So it's also again health hazards and there are many, many resources about how these medicines affect humans.

Antonia

Very interesting perspective. So, are these the only positive and negative feelings you have had when purchasing food products, or can you think of anything else?

Speaker 6

I mean sometimes. It really depends how I am going to use this product. For example, if I need specific amount of one product, I will buy the specific package as well of this product. If I want for example tomato sauce, I will not buy a big bottle of tomato sauce because I just want a little bit of tomatoes or so I'm going to buy the smallest packets, even though, it's going to be a little bit more expensive compared to the price and quantity. But I want my food to be always fresh and my ingredients to be always fresh.

Antonia

So it's more about the freshness than the throwing the product itself or both of them.

Speaker 6

Both of them.

Antonia

Next to that, have you ever had a sustainability education, or you have just researched things yourself?

Speaker 6

From the engineering perspective that must be also zero waste energy and CO2 and, for example, all the machines that are used should not emit CO2 and all the engines for example, they use specific chemicals to reduce the CO2 and reduce ammonia for example, which is very big issue as they say. And also a lot of autonomous vehicles in agriculture, there are huge R&D's and applications on that to optimise all of those things.

But as an end consumer- not really. If you want to find information if a product is sustainable, good luck. You can check the company and then you will never find enough information if a product will buy sustainable or not. And probably here is the regulation problems which come from EU again asked with a nutrition score and we need to do such about sustainability overall score.

Antonia

So, do you mean also that there is not sufficient information about sustainability or that you don't trust with what information there is, or both?

Speaker 6

I mean, it's very difficult to find the truth for a company - how sustainable they are, although everyone is equal friendly, but I have case from a specific transportation company, which says they make 0 emission fleet. etc. But they just order a few electric vehicles just for the LinkedIn posts and there are so many cases about that because to be sustainable. OK, it's very nice of LinkedIn post but to really make a zero-waste fleet or any other process, it's enormous amount of money and the price they're going to drive crazy and the end consumer will start complaining. Or even worse, I don't know. Because at the moment we are not able to sacrifice many things. So it depends how sustainable you want to be. OK, how much do you want to sacrifice in terms of money? It can be 1000% sustainable today- we have the technology, everything. Is the end consumer able to buy the product? That's always the question. We still don't have the mechanisms to make it cheap for everyone. On the other hand, also eating meat that is made in laboratory is also not nutritious.

Antonia

OK. And you said something related to if the regulations and if they do such a score, then it will be easier. Is that how you perceive it?

Speaker 6

Yeah. OK. If there is sustainability score, of course. It's way easier. For the end consumer to decide, OK, this product is more sustainable. I care about the environment. So I'm going to buy it.

Antonia

How do your perceptions about the sustainability in food differ from other products?

Speaker 6

Yeah, I do care about sustainability in other industries. But again, for example, I ordered a boll.com box. Which is just a string that you tied around your hand and there is a ball and you just kick boxing the ball. There is nothing sustainable on that because I don't know what is sustainable. OK, it has plastic, but plastic not really sustainable, except for if it is recycled, but again to have plastic, it means you extract oil.

Ok, that's me, because I do know some material science. So I know from what is made. But the other is Joe. The average person doesn't know how sustainable it is. So again, regulations and with a simple sustainability score we solve all of those problems.

Antonia

So more transparency, you mean?

Speaker 6

Yes.

Antonia

And now if we go in a different direction, a little bit different. So are there specific people or groups whose opinions you value when it comes to purchasing food?

Speaker 6

Not really. I just do my own research and then buy what I like and that's it. But of course it has to do with how you grow up, what you mom buys.

Antonia

And when it comes to sustainability? Are there other people whose opinions you value, and you listen to?

Speaker 6

Well, people don't really care so much about sustainability, so nobody really influenced me: Hey, don't buy this, don't buy that, because more sustainable. None of us know what is more sustainable or not. Again. So it's difficult to make this decision. Even the people that buy electric cars, for example, that they believe they are more sustainable and eco-friendly. OK, they are not really friendly at the moment we speak. Actually they emit more CO2 at the moment we speak today. In 10-20 years, it's going to be different, of course. But at the moment today, it doesn't count, so it really, really depends on the time as well. But again I don't know which product is sustainable and which not.

Antonia

Do others have expectations about? Sustainable consumption or about your consumption, yeah.

Speaker 6

Nobody ever told me: Why did you buy this? You damaged the environment. But yeah. If I buy an old car, for example. Yes, then. Then I might have people say: OK, you pollute the environment with the car you bought. And probably will agree.

Antonia

I see. Have you ever felt pressure or encouraged by others, encouraged maybe to make more sustainable choices. Or pressured or encouraged?

Speaker 6

Well, because I'm in the automotive business, when it comes to people to buy a car and they ask me what car to buy, I recommend specific cars because they are cheap, reliable. They don't burn a lot of fuel. It's easy to run so. If sustainability and cost efficient is what the customer asks, and then we give it to them.

Antonia

But you personally haven't had something like this, like encouragement or....?

Speaker 6

Oh yeah, I have things that they both have that they shouldn't buy. And then yes, like not to buy them because it is. They're not cost effective. First of all, and because if they are not cost effective then. That's not good for your health, indeed.

Antonia

And I mean now, so about you from others?

Speaker 6

No, not really. Because probably I live quite a sustainable way, I use sharing mobility. I use my bicycle. I use public transportation, so I live pretty well, sustainable.

Antonia

Yeah, actually, I was about to ask you if you have implemented some kind of practises. For sustainability in your life.

Speaker 6

Again, it depends on your situation of course. How often do you use something so you need to make a profile of yourself and say OK, I make X amount this. This trip with this transportation and how costly is this? How eco friendly is this and. You can make your calculation for yourself and understand. What's the right choice for? To make specific plans, but at the moment I live in a place where everything is very close. My supermarket, my school. It's like living in a 15-minute city. So everything is. I mean, I pollute 0 emissions literally to go around to commute. For my basic needs, so yes. If not, everyone can live somewhere where their job is or universities. Something like that. Yeah, not all of us can do that, but If we can do this, it's convenient. It's a win-win situation for all parties.

Antonia

Which service of information you use when informing yourself about sustainability? If you do so, of course.

Speaker 6

Not really the mainstream media. Try to find independent media. For example, YouTube is one of those. And see also their sustainability because. Nobody likes it, but the truth is that. Mainstream media are not always can be politically driven or. Driven by corporations. It really depends. So and there are facts about that. You need to be really, really aware about your research and your sources and really put the numbers down to understand: what is going on here, but in general? Most of my sources come from YouTube. Which then they referred me to other sources from maybe universities or Independent organisations do this type of research or consultancy companies as well.

Antonia

OK, so we have online. Is there something else online like resource that you might be using or no.

Speaker 6

Not really.

Antonia

And offline, you said university and is there something else offline?

Speaker 6

Well, other companies that do this type of research. Or if they say something bad for a product, Sometimes it's not really true, as long as you discover and you go to the manufacturer or to the producer and understand what exactly we are doing or. For example, we had the case about two years ago, in which they were saying Toyota, which was making they pollute a lot of emissions that they don't have, electric cars, etcetera, yes. But if you put the numbers at the moment, the electric cars pollute more CO2 than. A hybrid car, for example. So at the moment we leave today, the best choice is a hybrid car and not an electric car. So it really depends.

Antonia

When it comes to food, are there sources of information, what sources of information actually you use when informing yourself about food or sustainability in food?

Speaker 6

Well, actually because I've advertised my health, If the product is healthy for me and it's not sustainable, I will never sacrifice my health over sustainability. But I know that's short term, because long term - if everybody does this, then probably creates more problems. But I don't think online sources will be enough to evaluate if a product is sustainable or not. IKEA, for example, believes their sustainable, but there are scandals in Romania about illegal wooding. You need to be really aware. And it's easy to put the label this sustainable, yes, but what's the Isos behind? What's all of those regulations until the product be sustainable.

Antonia

Are there any information which you pay attention to offline when it comes to food? Offline could be something on the buses, on the bus stops, could be at a building, could be. Could be by people around or whatever.

Speaker 6

Well the most advertisements which you will see around in bus stops are about fast food, which indeed is not healthy and probably it's not sustainable too. I'm just ignoring them and I really try to filter. Think I did enough practise to filter what exactly most of the times I see above those type of advancements.

Antonia

And anything in the store that you pay attention to when it comes to food purchasing or sustainability in food?

Speaker 6

No, but there are many very nice stores that they really promote that. Half, for example, a very nice painted wall. How the journey of your food is and for example, the cow was free of the forest at the at the farm. And then you have a very nice steak and all the nice procedure.

Antonia

I see. You mentioned non mainstream media. What do you mean with that?

Speaker 6

I mean, not the big ones, not only the big medias. But also media which don't have sponsorships. Yeah, you need to satisfy who gives you money. That's how it works usually. OK. For the moment that I have that I give money, maybe n I might have expectations from something?

And YouTube has the unique ability because it has advertisements. So they can pay people to do an independent job. Many times YouTube crashes the mainstream media saying the exact opposite thing. Yes, that's the reason why there are concerns about which product is sustainable or not.

Antonia

Do you mean that YouTube sometimes reviews? Honest opinion. About the food products.

Speaker 6

YouTube itself no, but the people there yes. I have seen for example products that they are very, very nice and. Whatever they are with very nice marketing, but when actually a user. Review it. And you see one channel you see 2nd, 3rd, 4th and the half very, very similar opinion. Probe it depends on his opinion if it is good or bad. Probably when you're more likely OK, it's good or bad for that thing. You have enough information from probably honest people. OK.

Antonia

I see. I see. OK. So you would trust YouTube? Any other channels that you would trust?

Speaker 6

I don't trust. I'm careful and I'm careful with all of them. And I tried to see all perspectives.

Antonia

OK, OK. And if we go a bit in a different direction, what factors make it easy for you to practise sustainable consumption.

Speaker 6

Myself, first of all. For example, if I can cycle from A to B. When I take my bicycle instead of any other transportation method because it's cost effective. And of course, it's good for the environment. Or public transportation. That's some ways of doing it.

Antonia

And when it comes to food, what factors make it easy for you to practise sustainable food purchasing or food eating.

Speaker 6

Well, they are not really any sure factors, but I believe using bio products for example, it's better for your health and. And as long as it's better for your health, it's better for the environment because usually bio. Products don't use. As long as they don't use chemicals. When, for example, of having

sound, we use a bio shampoo, it's more eco-friendly. Than a regular one, which might have. Substances that can damage not only your health, but wherever this water goes afterwards. Usually end up in the sea.

Antonia

Yeah, that's a very good, big, broader perspective actually. And how confident do you feel in your ability to incorporate sustainability into your day, everyday life or to sustain?

Speaker 6

Well, it has to do with discipline a bit, but also your income of course. If I was making €30,000 per month. Probably I would drive a porsche around and not going with the bus, which porsche is not really sustainable. So it really depends in what state you are, etcetera, etcetera.

Overall, I'm pretty much confident that I'm sustainable enough as living habits in. Yes, which I didn't really choose it, but it just happened because. That combines. First of all, health then money, then money, and close to them come also with the environment. Because if you don't have enough money, then you cannot think about the environment or your health. So it's a combination of all of them.

Antonia

So you mean that if you don't have a lot of money then you cannot practise a lot of sustainability? Matters or?

Speaker 6

Maybe you can plug this, but you cannot think of it to do it conscious.

Antonia

How is it for you now? You? Like, are you? More confident. About the current life situation that you can practise them or not so much.

Speaker 6

Yes, at the moment I am confident.

Antonia

And do you think the sustainable daily habits influence the overall sustainability of the planet?

Speaker 6

My only – no. But altogether yes, but at the at the same time you see many situations that really, really discourage your efforts. Seeing wars around the world. With what? Suddenly the eco-friendly wars because. Two years. Three years ago, we were talking a lot about sustainability and eco-friendly and sat down and the missions and suddenly we started to worse and we have times running around the plains and ships. I don't think they're very value. So my efforts, I feel that they go down the toilet.

So what's my motivation now to continue being sustainable when I see there is not really a big problem because if it was really a big problem, there will be more strict measure.

Antonia

A big problem with what do you mean exactly?

Speaker 6

If the stability was a really big problem, we really had crazy problem like extremely huge problem. Then I think governments, everyone would be more strict. More strict and more concerned, and probably wouldn't spend any money also about military and wars and. Whatever it is.

Antonia

What are the barriers for you to purchase sustainable products?

Speaker 6

Yes, usually usually is price. But if it is a small difference, it's fine. But if it is. Like they buy your products, double or triple price. OK, personally, I buy them. But many people don't.

Antonia

Can you think of something else different than price maybe?

Speaker 6

I think price is the main thing. And yeah, people care more about the price, not about the sustainability, but if sustainability comes on top with price, then they are double satisfied.

Antonia

OK. And you said that you're aware of brand of the brand Heinz, right? What products have you bought about it.

Speaker 6

Ketchup

Antonia

Have you purchased other products like tomato sauce, other sauces or meat substitutes?

Speaker 6

I think they don't have bio products. So I have bought only ketchup, and they don't have a BIO tomato sauce. So I don't buy the rest.

Antonia

OK, alright. And how do we perceive kinds in terms of its commitment to sustainability? Are there any specific actions or initiatives by hands that come to your mind regarding sustainability, or no?

Speaker 6

The ketchup is just plastic bottle. And that's it. It's plastic, can be recycled, but I don't know. OK, I think it has a sign on the back. That you can recycle it, of course. But of course, at the front, for example, it is the big logo that takes over. And it's not any signs of sustainability or recyclability? On the product itself, I mean. Probably that's not their marketing campaign thing indeed.

Antonia

So, You wouldn't see it on the on the front of the product, you mean?

Speaker 6

And the front it's not. In the back, maybe. I'm not sure, but probably it is on the back. Of the product, but why not to be in the front?

Antonia

I never bought meat substitutes from them or another product like. Tomato sauce. You said you didn't miss. Substitute substitutes substitutes like so vegan meat or something like this.

Speaker 6

I will never buy anything vegan meat or something like. That or it is meat. Or it is something else? Let's not start to confuse things.

Antonia

And why would you not buy it?

Speaker 6

Because that's completely that's completely a marketing trend trick. So you fool people. Because it's not real meat.

Antonia

So it's not nutritious?

Speaker 6

Might be nutritious, but it's not real meat that the nature gave us. That come from any animal. Or whatever it is. Could be plant based. I don't know how exactly they make it. But still when it is meat I want the real meat. That's it.

Antonia

Because of the taste then or the texture, the taste or ...

Speaker 6

Indeed, indeed the taste, but also what so many researchers say. Years now that the Mediterranean issues is the one of the best in the world, so why not follow it?

And of course, there are no studies. To say OK. Might be any side effects of using. Any plant based meat, let's say, and how the manufacturing and. How they use? Maybe it's going to have some side effects, maybe not. Maybe. I'm saying maybe I'm wrong, but still I want what nature gave us. And yeah, if I want to eat something plant, I'm going to eat the salad. I'm not going to eat plant based meat or whatsoever.

Antonia

OK, I see your perspective and. OK and. Have you ever been influenced positively by the sustainability aspects of another food brand? You can take your time to sing. If you have been positively influenced by the sustainability aspects of another brand. Not Heinz, but something else that have.

Speaker 6

No, not really, I don't think. Other than the packaging, if it is on. Paper and you can recycle it and. Or plastic and you. You can also recycle, or if the advertise comes from. I don't know suits for example from recyclable bottles. I saw lately. OK, they advertise it in this way. That's marketing campaign but. I don't think all the companies do the same and same thing marketing perspective to be sustainable at the moment. Maybe if they stop selling maybe.

Antonia

Where did you see that campaign with the show advertisements?

Speaker 6

It was a startup that the World Economic Forum wrote in October.

Antonia

So do you follow the things by the World Economic Forum?

Speaker 6

It's one of the sources.

Antonia

Would you like to share some other sources?

Speaker 6

European Union sites. On YouTube, by entrainment is. Value entertainment, something like that. It's in the channel. Sees many perspectives of one topic both ways. Also, people who agree, also people who disagree. And try to find the. Like, what's the right? What's the right? And if there is a right?

Mainly those in those type of topics. In your case. About maybe that they could include food, yeah. The Rogan podcast has amazing guests, but sometimes they talk about food and stuff like that. With very, very people very, very good people from each field. Those people like. Say OK, eating raw meat. It's the most the best for your health, OK? You need to hear also this, this opinion, those who listen, the vegans, that they say, OK, eating meat is you can it's the worst thing ever. OK. Why this? Why that and then? See exactly what's the right thing.

Antonia

And what was that podcast you said?

Speaker 2

Joe Rogan. He's podcaster. He's one of the most famous podcasters. He's not in the full device. He's just a podcaster and he might invite somebody that represents. The food industry.

Antonia

She's not involved in a professional field or something. How did you find him?

Speaker 6

Cookies on YouTube. But yeah, those are. Very like you can find any topic and then I guess, but that's not the only way of doing that. Probably there are more sure that I follow that. I cannot recall anymore.

Antonia

Have you listened to other podcasts related to food?

Speaker 2

Well, I see cooking. That's called cooking videos etcetera. If I want to make a recipe but. They're not really. Tell you how to cook. Sustainable because. There is no but difference, including sustainable I mean. What can you do? For example, you're in the Netherlands. You cannot cook with your with the sun, for example, with the power of sun. It's impossible. OK, here you go. In Greece. Yes, maybe you can have an oven that heats up with the sun. There are those type of ovens and they use them a lot. Sometimes they use it in poor countries or third world countries. Because place where there is no electricity. Let's say like that.

But yeah, somebody that wants to cook a very nice food. I don't think. Taking some ability into consideration. Would be so. Like crucial, no, it is important, but they will not give attention to that because the. Goal is to make a nice food.

Antonia

But do you think they would consider it if they know that it's possible to both cook a nice food and follow these practises well?

Speaker 6

If you find. This way will be happy to share. It follow it.

Antonia

That's great. OK. OK. Well, with that set, we will round off our interview. Thank you for sharing your insights and being here.

Interviewee 9

Audio file

[9.11. - Mooiz Audio.mp3](#)

Transcript

Antonia

Hi Mooiz, thank you for being here. I really appreciate it. Can you introduce yourself?

Speaker 8

Hi, I'm happy to be part of your research. I am graduate from Han. I specialise at Finance. I am working as a financial analyst. I am 25 years old.

Antonia:

Thank you. Don't hesitate to ask if you have any questions or you want me to clarify something. So let's first talk about your own sustainability perceptions. What kind of sustainability problems are you aware of and more specifically related to the food?

Speaker 8

So sustainability in food... I mean, I think food is one of the most like actually we consume food a lot and we make food. Coming from farms through the factories where so I think from my point of view, when it comes to food, I would check if the food for example I'm getting, where does it come from. It means there are certain kind of certifications. Where big companies get them which show to the to any like customer that what they are getting has been gotten by sustainable sources. So I think those kinds of things make us sure like as good customer to know that the food we are getting is fair trade or is sustainable and the farmers for example have been paid well for it.

Antonia

So you look at both the people side. The regions you said, so that's also something related to the environment.

Speaker 8

Well, I think like it's a state when we say something has to be sustainable it generally people think it has to do something with our world, our environment like mostly yes, but. If you pay the farmers well and you do things nicely, you are fair.

Antonia

Yes, yes, thank you. So when deciding to purchase food products, what sustainability aspects do you take into consideration? And do you take any such considerations at all when purchasing products or you might not look at them at all.

Speaker 8

I think of the certification and there are certain tags on it which is for example, if I see something as bio and I say OK, why not buying this? Because the concept is, if big companies make food in bulk and which is not very sustainable. On top of that, I would also check the packaging because packaging is also important. And many countries take it into considerations. For example, some of the food products have must have like a seal on it, like a seal foil on it and it, which is slowly getting changed now. Why would you have plastic foil on everything you use? Because we know one of the

biggest challenges, we face these days, is plastic waste and what to do with it. You can of course you can convert it into something else, but again. In simple words, is kind of cancer for our world because it's so hard to. Destroy it. So yeah. So I think if we do not buy those things which contain so much. Plastic, which already helps a lot.

Antonia

So the packaging these certifications which are farm related or like origin related and how they treated the people who produce the product, the original product as well. So, do you mean transportation footprint then?

Speaker 8

Yes, like depends on country wise complete companies. Some companies are so sustainable they even count the carbon for starting from fair trade and starting from and even for example the factories, they have some of the companies have only solar power they use for it. Some of them do not. So it depends on company to and it depends on what options I have at the store. Because I mean, not all of these things are options I will have will be like sustainable for if I see something is normal and if I see some is bio I would buy something which is bio it will be few cents more but I will know that what the thing I'm getting is sustainable not even not in one way, but in more or less. It's better than the normal one.

Antonia

So you would prefer if it's only somethings or a bit more than you would prefer if it's. If it's a bio product or if it's a. A bigger a bigger price than it will be challenging or no?

Speaker 8

I think with. The certification ... for either companies have to get it. And they pay for it and in in order to make sure that the certification of bio actually meets it's boundaries. People have to investigate it takes course. So This is why technically for the same thing, if it's buyer, you pay a little bit more. Which is like can taste same, can have the same value for you, but it's a little bit more expensive.

Antonia

Do you so you if I have to confirm, so you believe that somebody products are the same quality and taste like they're not?

Speaker 8

Can be, but I'm not saying always can be.

Antonia

OK, OK. I see your point. And could you share this an example of a food purchase decision, have you made actually ever before such food purchase decision in your past -which was based on a bit sustainable consideration. For example, did you take it a bit more into account or did you prefer it, preferred it in comparison with another product based on that?

Speaker 8



HAN_

OK, this is. Very big question. I can tell you our choices when we make it, for example, starting from. A supermarket depends on your situation. How financially stable you are, and the knowledge you have, sometimes it's not only financial, it's the knowledge. And the education you have for the world.

I can tell you when I move to this, this country. I was ignorant about the sustainability. I did not do anything because in my country it's economically so bad that people just want food and they do not really care where it comes from. So I was not sure. So when I moved here as a student, I would go to the market and I would buy anything, which is the cheapest without considering any of the certifications or the tags which might be on it.

But with the passage of time being, I spent some time here. So I learned how paying few more cents more can make sure that for example, a farmer in Africa, or a farmer in Latin America is being paid well, just as an example. And those few cents can also make sure that our company which chooses. Sustainable ways is the one who's getting more sales than a company who is using fossil fuels, which are so bad for environment, because I don't think we should keep buying from them. I think at my age with passage of time, I think knowledge helped me to change my choices. Because I did not have the knowledge before.

Antonia

Yeah, that's I really see your point of view here. You said about knowledge. Have you ever been officially educated regarding sustainability, or you didn't have any previous official knowledge.

Speaker 8

We studied sustainability course at Han. But when I studied it, it was the COVID time. It was online. It was very vague for us. So I'm not going to say that I picked a lot from it, from that course itself. I learned from the people I was hanging out with. They would tell me what that means and what the other thing means. And it was my own self learning tool. I mean, for example, when we talk about consumption of things, one of the most consuming things is coffee, which is people want in the morning in the afternoon, in the night.

And I did a project related to coffee at Han, where I learned about the fair trade certificate, which makes sure that the coffee beans come from a country where the farmers have been paid well. And yeah, so for example things like this, I think indirectly I learned some aspects of it from Han. I have had been impacted by my buddies, as well, and I also learned it by myself. Like you know, just Googling stuff.

Antonia

Yes, yes. And do you implement some sustained practises yourself or related to food?

Speaker 8

I would say that as individual person I all I can do is that by sustainable food. I don't know from my sense if I see something is appearing to be sustainable and it's too overpriced. I wouldn't buy it from my own knowledge, but if I see something is fair, and we know sometimes sustainability can be used to for you to pay more for something which is not actually very good.

So, I buy things that are comparatively sustainable, and are not overpriced, because we also have some common sense and from my knowledge In the way I see things, I try to recycle the bottles I get.

For example the juice or the cartons also.

I hope that there was we could get the juice and milk with our own bottles than the cartoons and the packaging. I wish it could be changed as well, but the options we have are not like that. So many things like that. The vegetables, for example. In this country I you just buy them as they are - they're not packed something. I think like most of the things like tomatoes, onions and they're not always like in a plastic bag they are open you can pick however much you want. And I try to take my own, recycle able bag and I put this stuff inside. I cook a lot and then I eat. For so I do not waste food. This is also I do not waste food if I know I've cooked quite a lot. Then I would give it to my neighbour. I mean, we need to consider that. So many people in the world do not have, for example. A piece of bread, and we are having very fancy meals.

Antonia

Can you describe maybe any positive or negative feelings you had when purchasing food products?

Speaker 8

Sustainability matters for me, and as a second factor comes the price. We should be sensible about certain things. If I know I can get something cheaper from a Turkish market, I will go there. So I think price is... I wouldn't say first or second I. Go with the combination of both this sustainability and how much I pay for a thing being sensible about it. And quality, of course is important. I'm not. Going to pay for something which is going to get rotten in a day.

Antonia

So that's also something related to sustainability as well, I guess, because it's also about the durability of. The product so.

Speaker 8

Yeah, I'm about to say something which I might have done is the is "Too good to go". So they give you a lot of very cheap because those things will be expired in one or two days and you can buy it. I haven't done it so far. It should do it. I think this is my own laziness, so that is one thing I think about it, but I do not really do it, which can be very helpful, right? They won't be waste.

Antonia

Yes, yes, it's very helpful indeed. And do you think that there is some difference in what you consider about sustainability when you consider sustainability in food and when you consider it in other aspects of your life or of other purchases. Do you think you consider different things or? Or more or less the same?

Speaker 8

I think of shopping. Clothing, I would say in the beginning I used to buy so many things which I wouldn't even wear, which I'm trying to change. So what I'm doing is buying something good clothes once in a while, even though if it's expensive but it's. But then not buying so many things you won't even use. I remember the first year I moved here I bought spots so many clothes. And had to donate them because I had so much pile of stuff.

The good thing is I know about it. I should change this habit and I'm I think lately I've been quite

good about it.

The problem is that the marketeers are on all those big companies make you feel that you need to buy while actually, you don't need.

So I think there is also behavioural sustainability, which I like to do as well, like just being gentle, just being nice, being yourself. In general I try, I will say I'm not the best person, but I practise it.

Antonia

Yeah, of course. Thank you. Maybe we can talk about what you mentioned actually before. So are there specific people groups, whose opinions you value when it comes to purchasing food.

Speaker 8

I think the biggest impact I've had in my life was my ex-girlfriend. She was Dutch, so I learned a lot from her how to actually shop: to buy bio things because she was super curious about the world. With the environment and she was very considerate. She doesn't eat meat or milk. So while learned a lot from. Her so her opinions like I still buy the same things I learned from her to buy. So for me, I picked up things from her. And my mind like and I felt good about it, that the choices I make go to the right people. Not do the affluence, who don't really care about the world.

Antonia

Did you try to switch to vegetarian or vegan at some moment because of her influence?

Speaker 8

No, I didn't try to switch. I'm just culturally influenced, because in our culture we eat a lot of meat and milk, and we consider food as very important.

Antonia

And do you think of someone else besides your girlfriend and your culture or?

Speaker 8

My friends, I used to work as a chef, so my colleagues there. So I learned what to buy also from them.

And in my own mind as well, you know, it's like not hugely impacted by people. I also because some of the people I know will be super into those things that they will. Overdo some things. They will buy over put price things. I wouldn't do that, so I will try to be fair, sensible and know things.

Antonia

Do you think that do you feel that others have expectations from you regarding your sustainable consumption in general, and in food?

Speaker 8

I think it's more personal in the beginning. Yeah, of course I was influenced because I didn't not know the country and I think now I mostly make my choices. But yeah, I'm always open to get inspired by people, So, I do like to hear them out and pick something good, which is actually good. I think naturally close friends have more impact than we own you than. I'm definitely not inspired by the.

Celebrities brand ambassadors. I mean, I'm not saying like all of them, some of them not, like all of them, because all of those people are paid a lot. From a certain company or organisation to vouch for something and mark it because they are. I don't think they care as much as they care about the money.

Antonia

Do they follow such people in general?

Speaker 8

I'm not into following social media, celebrities and Hollywood actors.

Antonia

OK. And what are the sources of information to which you pay attention or which you use to inform yourself about sustainability? Or food purchases as well?

And if we can differentiate first off offline, then online and then in the store. So for example offline. What sort of information do you think you observe around you?

Speaker 8

Well, I think the offline is the people I listen to. I like talk to them, and they tell me about things. I do not necessarily, for example, attend any seminars. So it's mostly online. And at the markets. Sometimes you buy things which are on bonus.

Can I say something not related to food, but for example, when I go on holiday somewhere? When I go to small parts of our country, small villages, and all and small stalls of food where I feel that the person is local. I do like to buy things from them, because I think the money should go to those people instead of big companies big astronauts in the world, because they are already too capitalist.

So I do make those choices which are... if I go on vacation so. I would like to spend, for example, even if they are selling. Something which is highly expensive. Even if I get the feeling those people are locals I. Would still pay a little bit more for it because I think those people are the people who deserve the sales and all the cash flow, not the big companies.

Antonia

Thanks. Yeah, that's a very good insight actually. Yes, what about online sources?

Speaker 8

Documentaries, documentaries, Googles. And I think my education as well, like I've worked on, for example on coffee, one where we wanted to sell coffee like in a country and we had to sell our coffee. So even for selling even if you want to have more sales, you must make sure that what you're selling is sustainable. So, I learned about the certifications we need. The certifications can be bought and. You must follow those rules if you want to get that.

Antonia

And is there something for social media or no, like some channels like YouTube or something else? Or not really.

Speaker 8

I'm not very. I think I'm open to like...I might have seen something on YouTube or Facebook or Instagram, but in general documentaries and Googling have bigger impact.

Antonia

OK. And is there a channel that you use the most? Like how often do you use them? Like the social media channels like let's say. Instagram, LinkedIn, TikTok, YouTube.

Speaker 8

I think it's need-based for me. If I need to apply for jobs, I will go to LinkedIn. I think Instagram would be the most use because I like to take pictures, I post pictures if I see something nice, I post them all the story. And I post about the feelings I have for the world that's happening, so I post things like that. And messaging with some of the people, like the people I know from the world. Sometimes it's nice to stay in touch with them.

Antonia

And do you spend time not only doing content yourself and talking to other people, but just observing on the social media or some things like just to recreate or to follow some things? Or it's mostly proactive usage of the Instagram?

Speaker 8

No, I do not follow any influencers, no. I do not watch Reels. I don't spend time on Instagram continuously: I open and close and open and close.

Antonia

All right, that's good to know and which sources do you think you trust the most?

Speaker 8

Well, none. Comparatively, I will call Twitter is rather more reliable. I don't think I rely on Facebook. To refer, Sometimes the information can be screened and checked if it's accurate or not. While people post anything on Facebook same for Instagram. LinkedIn also I think can be right because they are. Professional people there, people who have education and knowledge. So I would consider Twitter and LinkedIn.

Antonia

But do you spend time in Twitter?

Speaker 8

Sometimes, not much. I mean, meta-apps contains all of them and Facebook, Instagram and WhatsApp connecting with people and posting stuff.

Antonia

Yeah. Actually I have a question for the sources of information regarding sustainability and food purchase and food, which one of them you trust the most?

Speaker 2

Document in Netflix. We've had some and someone. YouTube and Google yourself. But again like I think I have the most impact from my ex-girlfriend and my close friends.

Antonia

OK. And now I'd like to see a bit more different perspective. What factors make it? Easy for you to practise sustainable consumption, or difficult. Maybe first easy. Is there something that makes it easy?

Speaker 8

Sustainability is easy to. Practise in Western countries because there is a fair distribution of wealth in these countries, so there's not someone, there's no not many people who are too poor and some people were too rich, so there's somehow balance is a little bit there. As compared to the. Countries where I have lived Pakistan or South Africa and there the poor are so poor. And if I was there, I wouldn't care about the sustainability. I would. I would care about food itself, just to fill my belly.

But as far as developed countries have wealth and financial situation of people, it is better it's not hard to implement it. So I think I answer you're both good question. Like in this way, it's financial condition development and knowledge of people as well because here people know about it. Back in those countries where I lived, they didn't know.

Antonia

How confident do you feel in your ability to incorporate more such practises or to sustain the ones that you already do in your everyday life? And do you, are you willing to do it?

Speaker 8

I think some sustainable habits will stay with me. I'm not someone who would give them up. But I think I can get better. Like as an example. I could buy "too good to go" like things like this. Buy them cheaper and help save the food waste. Even though I think those supermarkets will give that free food for free for the homeless people. I don't know if they do, but anyways.

But I can pick many more habits. I can buy less. I'm trying to improve it, to not buy a lot of things. The things I don't really use. Other than that, I think. Yeah, I already have changed a lot compared to a person who came here for studies.

Antonia

And do you do you think actually that daily habits will influence the overall sustainability of the planet?

Speaker 8

I can only speak of myself. I can't speak of the people in the world. I am not very confident, but in I am hopeful that sustainability wise, while I told you, at least if we start with the knowledge, if we make people aware of it. And I will target less developed countries where people there's no fair Distribution of wealth.

So starting from the knowledge and we know that most of the food comes from a less developed countries because people do farming more there than the developed countries.

So if we practise sustainability, it will make sure that those people who are making food in less developed countries are being paid well, so their financial condition can potentially get better. But again they have, we have some limitations of corruption. Again, because in those countries there is corruption, so someone else can take the money from them. So, I'm believe it can potentially change, but again there are some limitations.

Antonia

Yeah. And that's actually the perfect direction because the next question was, what are the barriers for you to purchase sustainable products, which you mentioned quickly already. But you said now that it's not only about the people, so it's also about the bigger picture, right?

Speaker 8

The system, the governments.

Antonia

Are there any other barriers do you think for you?

Speaker 8

About me being in the Netherlands, I don't think there are any barriers. But there's there are some things which I always buy, and I will always buy them. For example, food items, which I always buy, I want to. Cook this thing. I need this for it. I buy this and this from these companies as long as I get it cheaper, or like a deal or a bonus and yeah.

Antonia

And why do you think you buy the same? Products on the same brand for that meal?

Speaker 8

When it comes to food, it's the taste. Because problem is, I could care more about sustainability when it comes to food. If there is a company selling same thing which is more sustainable but is disgusting, I won't buy it. Compromise on quality is intolerable. I think the quality should be the baseline.

Antonia

True. And you are aware of the brand Heinz. Have you purchased it before?

Speaker 8

I only buy their Ketchup and the tomato-based model juice they sell for baking pastas. I use for fast food or burger, so I mostly buy from there, yeah.

Antonia

OK. And are you aware that they have implemented sustainability somehow in their business or products or whatever? Or you haven't been aware of that before?

Speaker 8



HAN_

I haven't, to be honest. I think Heins like nostalgic in a way, since we have been kids, I eat hides ketchup so up until now I haven't checked which sustainable certification they have. It's just my brand loyalty because I've been eating it and for my family and up to now.

I can tell you, I assume that it's since it's a very big company in the world. They must be sustainable, they must be doing something related to it. Yeah, because everyone else is. So I just assume they are doing it while I do not check it.

Antonia

Yeah, yeah. And you said since everyone is doing it, but you also mentioned something that they might do it in a different way. Do you believe in their sustainability they mention something related to sustainability? Do you trust them or?

Speaker 8

I don't think I can tell much, but I can tell about fashion work in in fashion industry. They just want you to buy it because sustainable fashion clothing. If they would tell you about sustainability. They want to launch new. Products every few months, so just don't buy it. I can't tell you about food because food is consumed so.

Antonia

Yeah. Because you mentioned something, I think, yeah, that's not everyone that's sustainability, even if they say they do.

Speaker 8

I can't exactly say the names of those brands with certain brands want to sell their food by over fancy packing. And maybe even on the packing they. Write something green, green, sustainable. While the packing itself is not green and sustainable.

Antonia

Well, OK. All right. And one maybe. One of the last questions. Is have you ever been influenced positively by such sustainability aspects of another food brand? Maybe to consider it buying or to buy it. If you have influenced by other brands or something in the past. When you saw that sustainability aspects in them?

Speaker 8

I think Coffee wise, yes, I do. And I will. I don't know. Maybe controversial. But there are. Many big companies in the world, who fund war. So which is again not sustainable because a business is funding a war. I won't buy from them. I mean, they're not causing the war themselves, but they fund a country which is killing humans like civilians. So which is again, is not sustainability, even though they show everything is being made sustainable, but they are against humanity killing people. I can give you an example. I started buying Nescafe Coffee because Nescafe is one of those countries funding a country which is oppressing people. And that's the least we can do. I can't do much right.

Big things like ... Same for McDonald's for example... So like many big companies in the world, I won't mention the name but our own. Yeah, but many big companies in the world are owned by that country, which is killing or pressing a smaller land piece of land.



HAN_

Yeah, buying not from them. I think it's sustainable as well. When we talk about sustainability, of course environment is the biggest. Factor but killing and funding of war is.

Antonia

OK. Well, thank you. We are done now with the questions for now. Thanks a lot for your input. I think it will be really useful in my research. And thank you for spending the time.

Link to selling too:

Link to selling tool:

https://www.canva.com/design/DAF2_QcNpt0/87Xkf6txo1Mi_5HCOtca0g/edit?utm_content=DAF2_QcNpt0&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton