

# Identifying Effects of Eco-Scores on Food Consumption in Switzerland

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## Abstract

We investigate the effectiveness of Product-specific Environmental Impact (PEI) scores in promoting sustainable consumption, using a combination of experimental and individual-level purchase data from a large retailer in Switzerland. Switzerland consumes 2.8 times the natural resources available per capita globally, underscoring the urgency for responsible consumption (SDG 12) and climate action (SDG 13). An online stated choice experiment revealed low consumer awareness of PEI scores, but a brief educational intervention significantly increased knowledge and purchase intentions for products with favorable scores. Additionally, econometric analysis of purchase data from over two million consumers, comparing pre- and post-introduction of a PEI score for orange juice and honey, showed increased purchases of sustainably labeled items with the best scores, alongside a rise in shares of low-cost products with acceptable scores. These findings, integrating experimental and real-world data, highlight the potential of PEI scores to influence sustainable food choices while revealing nuanced consumer responses.

**Keywords:** *sustainability, Eco-score, food labels*

**Track:** *Social Responsibility & Ethics*