

Program Symposium

"Nudging healthy food choice"

Date: 8 February

Location: Balzaal, Winkel van Sinkel, Utrecht

Chaired by De Jonge Honden (<https://www.jongehonden.com/>)

- 9:00 - 9:30 registration with coffee, tea
- 9:30 - 9:40 Introductory words by Denise de Ridder (coordinator Nudgis programme)
- 9:40 - 10:55 **Block 1: Sensory Nudges**
- ***Gastrophysics: The new science of eating***
Charles Spence, Oxford University
 - *Blitz 1: Colouring perception: Nudging attractiveness of healthier foods through package colour*
Irene Tijssen, Wageningen University and Research Center
Plus short interactive quiz!
- 10:55 - 11:15 Coffee break
- 11:15 - 12:30 **Block 2: Social Nudges**
- ***Nudging healthier diet? Yes we can!***
Maggie Geuens, Ghent University
 - *Blitz 2: Buy me, everybody does: How popularity cues influence food choice*
Robert Goedegebure, Wageningen University and Research Center
Plus short interactive quiz!
- 12:30 - 13:15 Lunch
With Virtual reality demonstration
- 13:15 - 14:15 **Eating design: Shifting Perspective**
Marije Vogelzang *Eating Designer*
- 14:15 - 14:45 Coffee break
- 14:45 - 16:00 **Block 3: Clarifying Nudging**
- ***Unfudging before judging nudging: building a cumulative evidence base for changing environments to change dietary behaviour***
Gareth Holland, University of Cambridge
 - *Blitz 3: Nudging online food choices – Disentangling salience and pre-selection in default nudges*
Marieke Adriaanse, Utrecht University
Plus short interactive quiz!
- 16:00 - 16:10 Closing words by Denise de Ridder
- 16:10 - Drinks

- *Poster presentations during the breaks*
- *Online visual impressions of the meeting will be created by “Getting the Picture” (www.gtp.nl)*