



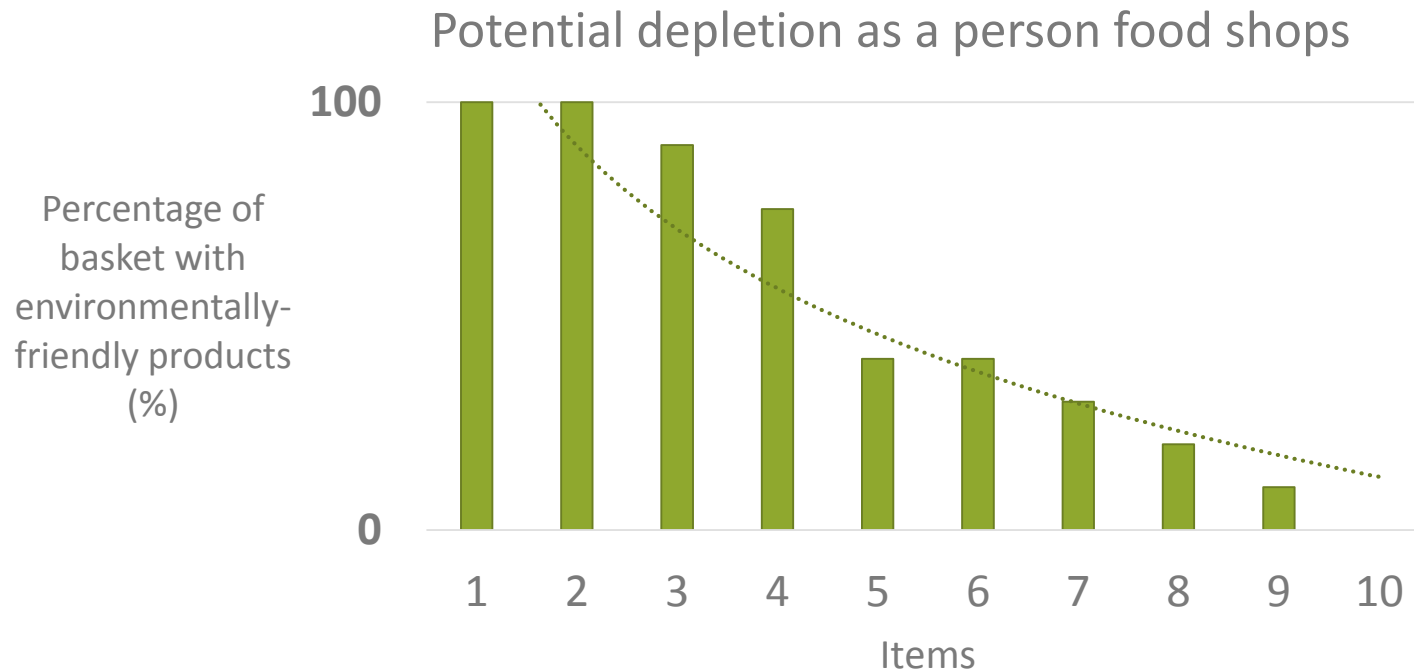
VALUING NATURE

Self-regulation in sustainable food purchases: The role of motivation, self-control and depletion

Natasha Auch, PhD Stage 2
Newcastle University

What is your research area?

- Do depleted people make less environmentally-friendly food choices?
- Experimental Design - Food shopping



Why did you want to attend the Business Impact School?

- Understand applicability
- Natural “capital”
 - If natural capital is priceless, then how can it have a value?
 - If we put a figure on it, does it mean it will change in value according to what – depletion or lack of alternatives?
- Natural capital affects everyone and so its remit should not be left solely for businesses to define.

Opportunities & challenges for businesses?

Opportunities

- Physiological, cognitive and behavioural responses when food shopping
- Providing solutions to consumer's goals

Challenges

- Qualitative to quantitative data
- Making natural capital a consumer's goal