

Expression of interest in collaborating as a partner on the Horizon Europe call

Department of Marketing and Supply Chain Management (MSCM) of Maastricht University, School of Business and Economics would like to express interest in cooperating as a partner in the call Horizon Europe 2024.

Cluster 6: Food, Bioeconomy, Natural Resources, Agriculture and Environment

Call and Topic: HORIZON-CL6-2024-GOVERNANCE-01-3: The role of mainstream media, social media and marketing in fostering healthy and sustainable consumption patterns and how to encourage good practices

Deadline: 28 February 2024

Brief description of our contribution as a partner

The Department of Marketing and Supply Chain Management could particularly contribute to the following proposed by the call activities:

- Identify the various techniques and vehicles that influence behaviour, in particular mapping of new communication tools, algorithms and machines learning principles where citizens make food choices or are consciously or unconsciously influenced to change the consumption behaviour.
- Compare the effectiveness of different media and marketing (both linear and non-linear) approaches in how these different types of approaches and channels affect consumption patterns and food choices
- Study the impact of negative news (eg, information on food safety risks, product recalls) as compared with messages promoting positive outcomes of food choices (eg, information on nutritional and health benefits).

The unique selling point of our contribution is that we can offer a dual perspective taking into account both societal impact as well as business impact and look for win-win situation using our general marketing knowledge combined with access to rich, unique datasets. As to the first aspect, we have expertise on studying actual behaviour by either consumers (e.g. what products do consumers buy or what ads do they click on) or industry (e.g. decisions on where, what, how to advertise, what products to introduce, whether to adopt a nutritional label). As to the second aspect, our strong contacts at data providers within retail (i.e. Nielsen, GfK, Information Resources Inc. (IRI)), are a great asset. Through our extensive international network we were able to get access to Nielsen advertising data, GfK household panel data (including detailed information on product prices, promotions as well as household level information on income and social class), Amazon review information, Google AdSense etc. While looking for win-win situations that are beneficial for both business and society, this also helps in figuring out when policymakers need to step in. Overall, we use state of the art methods to create empirical insights, including non-traditional social science methods as well (e.g. visual analysis, AI, text analysis). Our past and ongoing research recognizes the leading role of retail markets when it comes to promoting sustainable and healthy behaviours and therefore we feel we are a great fit to contribute to this Horizon call.



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*For any additional questions or remarks, please email Anne ter Braak,
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The Department of Marketing & Supply Chain Management (MSCM) is a vibrant international group of junior and senior scholars dedicated to high-quality research and education with a strong drive for societal relevance. More information about the Department can be found [here](#) .