

## Case description

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The practice of dining out can lead to sustainability issues from environmental, social and economic perspectives, causing environmental problems e.g. climate change, depletion of nature resources; social issues e.g. animal welfare, fair trade, obesity, malnutrition; and economic issues e.g. affordability. Transitions towards a more sustainable dining out is vital.

How to make the sustainable transitions accepted by consumers is therefore a key research question that should be addressed by the sector. However, this is not an easy task. Although extensive science-based knowledge on sustainability has been derived in the context of dining out, simply educating consumers with those knowledge failed to alter consumers' behavior because those knowledge are either too technical or controversial to be connected with consumers.

In this project, we propose to use mobile Apps, which is developed with practice theory, to shape consumers' behavior to become more sustainable. This means that we take the practice of dining out as the center units of analysis. In this way, we are able to better research and understand the elements and patterns in the practice of dining out, and come up with feasible socio-technical innovations to make them more sustainable

Researches have shown that It is difficult for consumers to make sustainable food choices in the restaurants when they are not well informed with the consequences of their choices. Nevertheless, providing too much or too technical information can overwhelm consumers, especially when the purpose of dining out is to relax and seek for enjoyment. With the assistance of mobile Apps, interventions can be naturally plugged into each procedure of the dining out practice, and therefore, make the transitions more smooth. Therefore, the research questions are, what are the practical and effective interventions, and how to best incorporate the aforementioned potential interventions in the context of mobile App is critical for the success of the transitions.

You were invited because you are from the millennials generation which is categorized as extensive use of Internet and mobile technology. You are the experts, we learn from you. There are no wrong answers but rather differing points of view. Please feel free to share your point of view even if it differs from what others have said. The session will be audio recorded because I don't want to miss any of your comments. we will be on a first name basis and I won't use any names in our reports. You may be assured of complete confidentiality.