

# Klimaaftryk i supermarkeder

## Visuel produktion

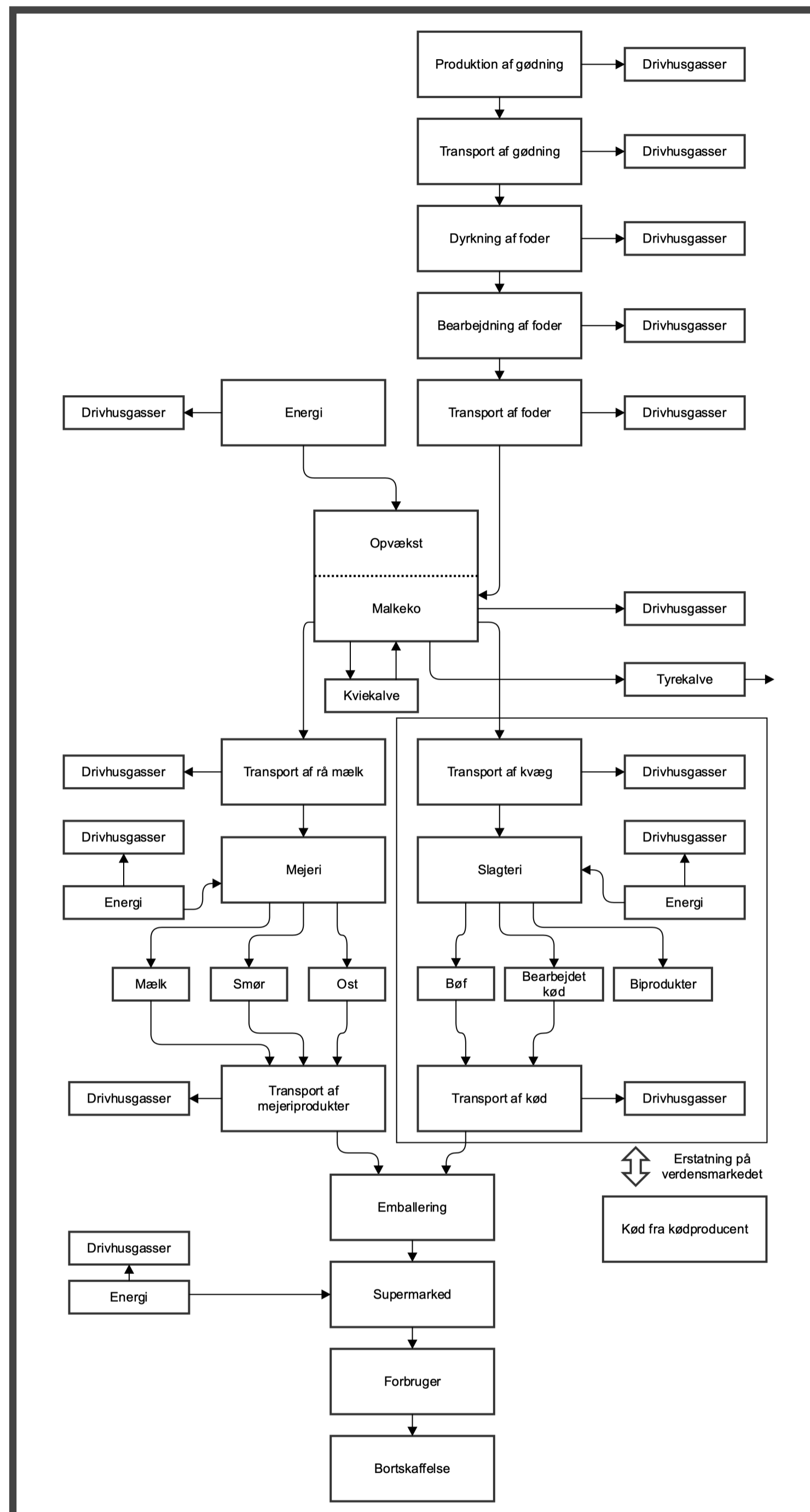
Elen Mogstad Finstad, Johan Delfs & Jonas Wandall Grandjean

Hvordan kan vi påvirke forbrugernes adfærd til at handle mere bæredygtigt i danske supermarkeder, på baggrund af information om produkters klimabelastning?



**Roskilde Universitet**

# Oversæt det komplekse til noget håndgribeligt



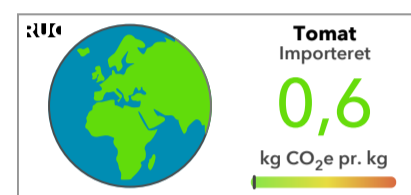
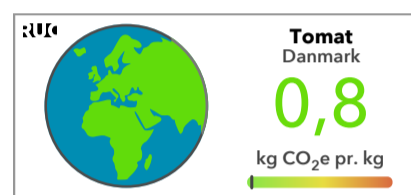
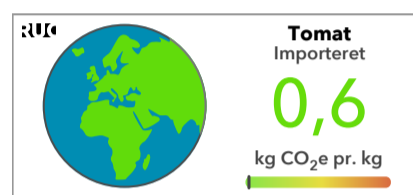
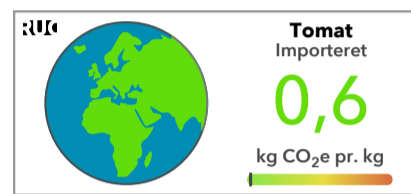
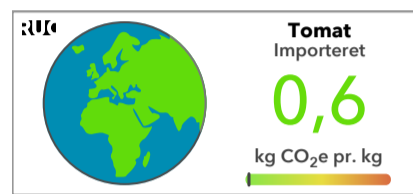
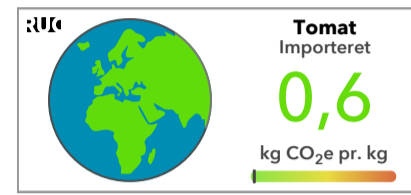
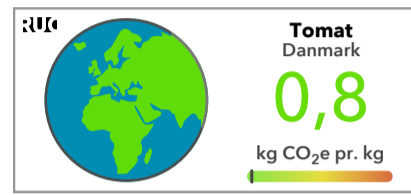
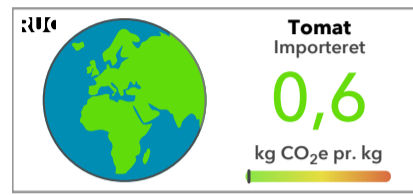
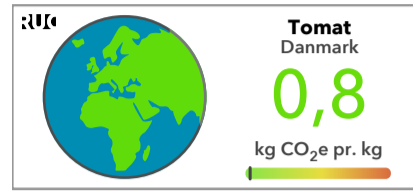
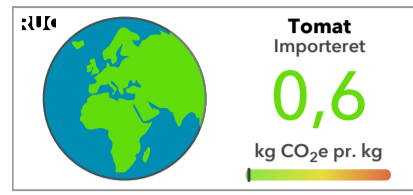
Sødmælk  
Danmark

1,2

kg CO<sub>2</sub>e pr. kg



# Der skal være høj koncentration af skilte



# Det skal kunne sammenlignes



VS



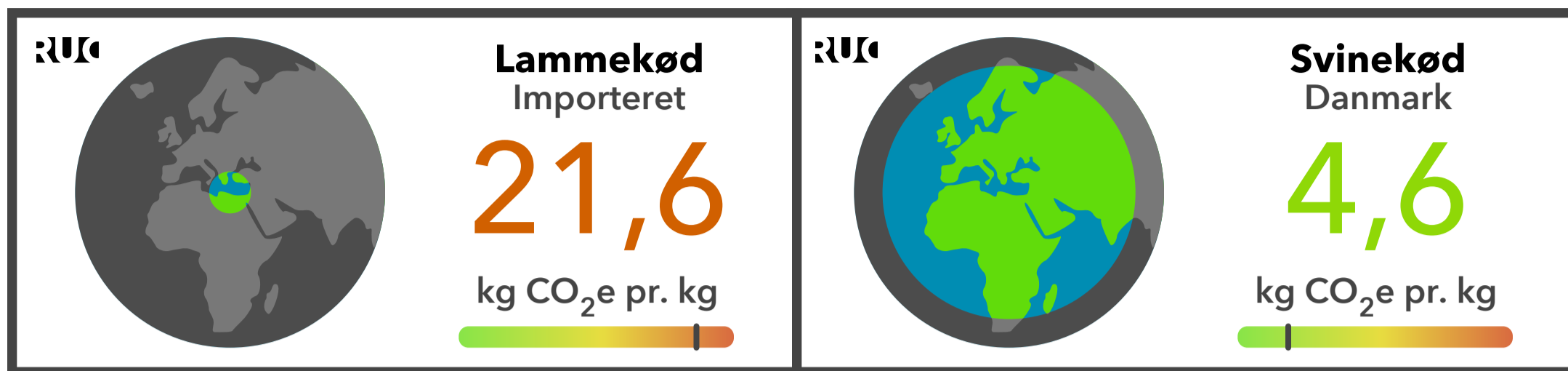
VS



VS



# Resultater



Ingen umiddelbar adfærdsændring  
- men hensigt om fremtidig adfærdsændring