

Tipping Behavior Challenge

Supply Chains, Nodes, Nexus(us) & Needs

Presentation to the 2016 BECC by Darrell

A Supply Chain for Beer

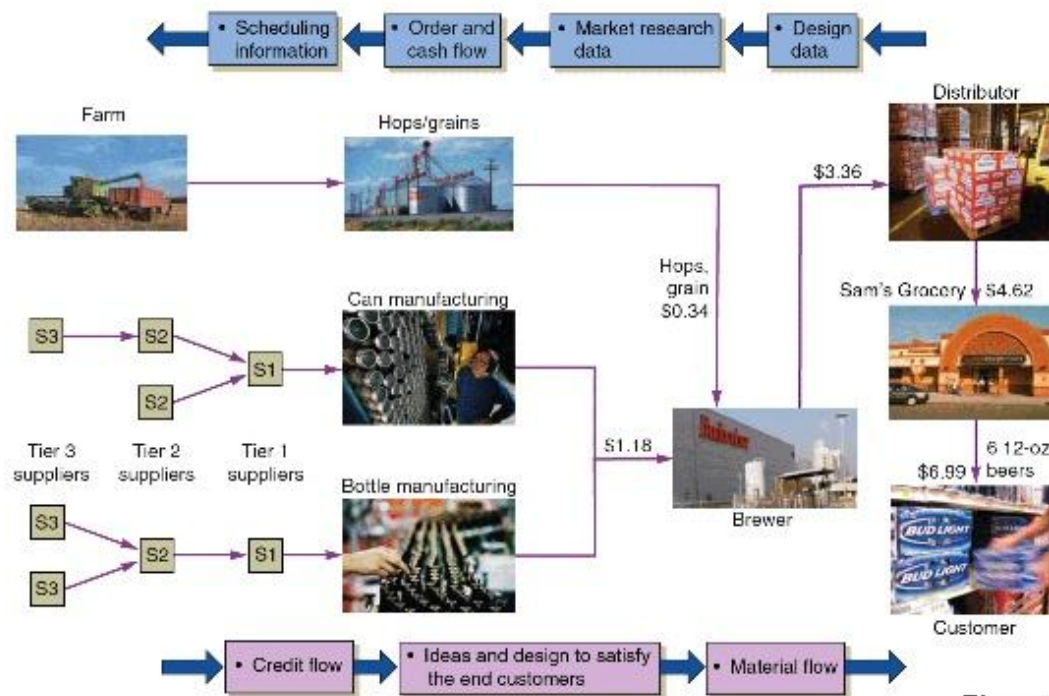


Figure 11.1

Major Takeaways

- The **core inputs to succeed** are available today
 1. *Data & information*
 2. *Policy Options (large and small)*
 3. *Technology*
 4. *E-Systems*
 5. *Supply chain infrastructure*
- **Integration** is the challenge
- The reward is **enabling markets, policy, technology, communication and information - to maintain consumer choice & optimize public policy impacts!**

Problem Statement:

- We generally focus on the consumers' end product decisions & behaviors, not bad but....



So, Please consider

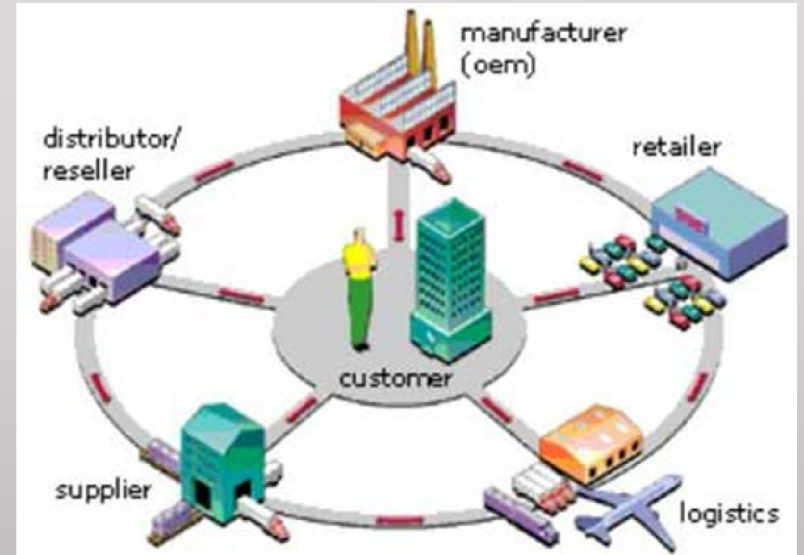
- *What data or supply chains can you impact*
- *How would you apply this information*
- *Let us know your ideas on how to improve the:*
 - 1.Premise*
 - 2.Path*
 - 3.Frame*
 - 4.Information base*

How **WE** can help

Please read for yourself

1. Product/process choice
2. Path inputs (precedents)
3. Useful Decision information and linkages
4. Smart Product and Process Technology
5. Best choice Public policy

Historically we worked like behavior change starts with the 'consumer' but ... Noo!



Impactful 'Consumer' choices are made along the supply chain that effect every subsequent decision

- Menu options: *say Meat first vs Vegan first*
- Chef preferences: *Palmyra figs or local figs*
- Fresh fruit in desserts: *Strawberries vs seasonal fruit*
- Organic pricing: *disproportionately or fairly*
- Grower choices: *free-range or open irrigation*
- Local Agriculture: *agribusiness or agri-integration*

Some math on the topic

Infrastructure/Heirarchy	Origins	Manufacture	'Store'	Consumer
Energy	0.1	0.1	0.1	0.1
Distribution	0.1	0.1	0.1	0.1
Source	0.1	0.1	0.1	0.1
Information Tech	0.1	0.1	0.1	0.1

= 0.0001

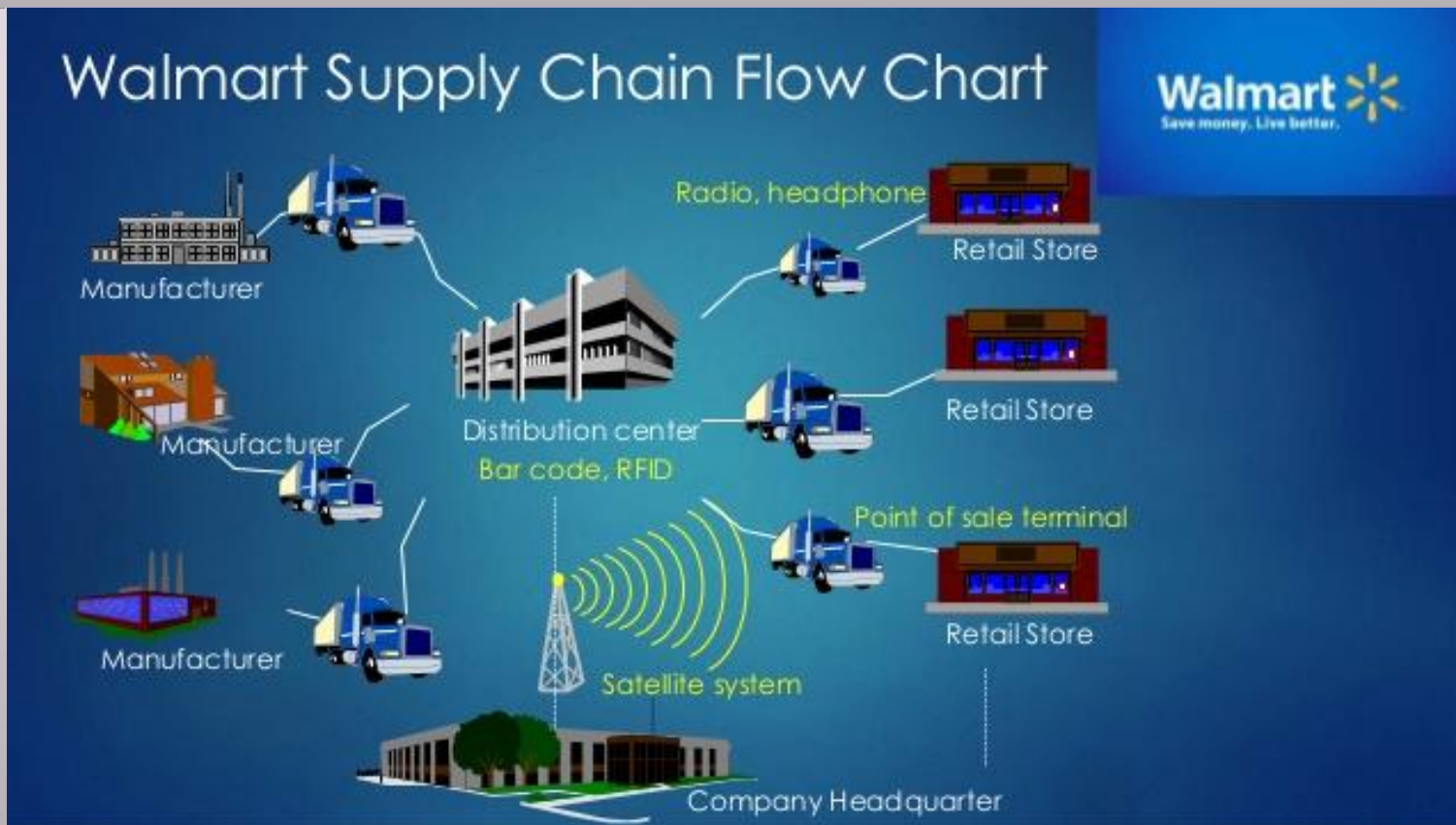
$$0.1 \times 0.1 \times 0.1 \times 0.1 \times 0.1 \times 0.1 \times 0.1 \times 0.1 \times 0.1 \times 0.1 \times 0.1 \times 0.1 \times 0.1 \times 0.1 \times 0.1 \times 0.1 = 0.000,000,000,000,000,1$$

Infrastructure/Heirarchy	Origins	Manufacture	'Store'	Consumer
Energy	0.25	0.25	0.25	0.25
Distribution	0.25	0.25	0.25	0.25
Source	0.25	0.25	0.25	0.25
Information Tech	0.25	0.25	0.25	0.25

= 0.004

40 x

Walmart impacts



Please tease these from the data available

- the *paths/infrastructure* of every node
- the behavioral *choice and drivers* at every node
- the implication of the choice wrt our policy desires

- the extant or needed *technology* choices
- the extant or needed *information*
- the extant or needed *policy* options
- the extant or needed *incentives*

What WE could/would do

- Develop the technology
- Provide the incentives
- Instigate preferred defaults with opt out
- Develop and provide the information

We can do this

The challenge is for you to:

- *Respond at nodes you control or can inform*
- *Respond in singular supply chains you control or can inform*
- *Provide the information you have to the open data stream.*