

- **The milestones you've set for this year**
 - Our milestones we've set for this year are to set up a call with the willing, identify prior initiatives to influence and reward sustainable consumer behavior, find a retailer that's interested in conducting a small pilot, co-create the pilot with the willing and the retailer, conduct the pilot, analyse the results and iterate towards a draft for a certifiable standard to influence and reward sustainable consumer behavior.

- **A high-level summary of what was discussed in the tracks and information on how you came to the solution you did**
 - We started out with a rational approach for influencing sustainable farmer behavior, how to reward and finance that. The initial idea was to tokenize emission reductions, we talked about models to quantify, we talked about how to assure the calculation and audit the results. But this all felt like we were zooming in on a small piece of the problem and perhaps not taking into account the wider context. Then we realized that we might have more impact if we flip towards a consumer, emotional product purchase decision and consecutive reward approach. Since we want to make sustainability viable, we realized that if consumer demand for sustainable products goes up, so goes the economic viability of the companies and organizations that invest in sustainable supply chain, production processes and labour. So we start with the consumer.

- **Stakeholders & committed partners**
 - Our stakeholders agreed to make the first step of organizing a call and aligning on next steps. We already sent out options for dates, we will have the call within the first half of March 2020.

- **Expected impact of the project**
 - We aim to find a standardizable format for influencing sustainable consumer product behavior, that can be rewarded.

