



Consumer behavior
Eco-delivery
Digital interfaces

Behavioral Adoption of Eco-Delivery

Poznan Living Lab



Funded by the
European Union

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WHAT IS THE INNOVATION?

Customers often select delivery options without receiving clear information about their environmental impact. This solution introduces eco-delivery choices and sustainability information into digital checkout interfaces to understand how presentation, price and convenience influence customer decisions.

Controlled behavioural experiments compare different interface designs, labels, defaults, environmental messages and price signals. The resulting evidence shows which approaches encourage customers to choose more sustainable delivery options without creating unnecessary cost, effort or complexity.



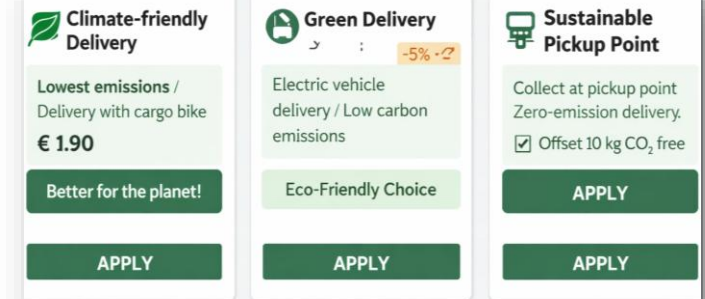
The solution connects behavioral experimentation with urban logistics planning. Instead of treating customer demand as fixed, it measures how checkout design influences delivery choices and incorporates the resulting adoption rates into last-mile delivery models.

Value Drivers

- Makes sustainable delivery options more visible and understandable
- Identifies the messages and interface designs that influence customer choice
- Tests the effects of labels, defaults, prices and environmental information
- Reveals customer motivations and barriers to eco-delivery
- Estimates realistic adoption rates for sustainable delivery services

Main Beneficiaries:

E-commerce retailers, digital marketplaces, logistics providers, checkout-platform designers, cities, researchers and online shoppers.



Technology readiness level :
Implementation stage :
Pilot

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THE PILOT IN POZNAŃ, POLAND

Pilot period: 1 January 2026 – 31 December 2026

The pilot uses controlled behavioral experiments to analyze how customers respond to sustainable delivery alternatives presented through digital checkout interfaces.

The process includes:

- Designing different checkout-interface variants
- Running controlled A/B experiments
- Recording customers' delivery choices
- Analyzing behavioral responses
- Integrating adoption rates into delivery-system planning

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about the Behavioral Adoption
of Eco-Delivery in Poznan

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