The aim of this study is to explore how schools can motivate children to make healthier eating choices using a particular form of motivational incentive. A field experiment was conducted in ten primary schools in five European countries with one control and one treatment school per country. The experiment run over six weeks was split to cover three time frames, each of two weeks duration i.e., two weeks pre, two weeks during and two weeks post treatment. During the treatment, children received a reward in the form of a smiley on a stamp card for choosing a portion of vegetables or salad. The study measured vegetable and salad choice, consumption and waste. At the school level, no difference was found between treatment and control schools before the incentive was provided. However, a significant increase in vegetable and salad choice and consumption, as well as waste was found during the treatment. After the treatment, the difference between the treatment and control schools decreases but remains nonetheless significant. Consequently, this study demonstrates that low-cost motivational incentives, such as a smiley stamp card, can be used across different countries to motivate children to make healthier eating choices.

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