BRUSSELS EASY ACCESSIBLE

FROM BRUSSELS TO

- London: 2 hours
- Paris: 1 hour 20 min.
- Frankfurt: 3 hours
- Amsterdam: 2 hours

ETTERBEEK ↔ ZAVENTEM AIRPORT

- 25 minutes
- 2 trains/hour
BRUSSELS
BEATING HEART OF EUROPE

• 1 million inhabitants
• 33% of foreign origin
• 104 languages

• World’s largest press centre

• 4th business city in Europe
• 1700 international institution headquarters

• International decision center
• EU & NATO headquarters
• 1rst congress city in Europe
• Largest diplomats community
BRUSSELS
OUR LIVING LAB

MAIN CAMPUS NEAR ULB
MEDICAL CAMPUS @UZ BRUSSEL
CONNECTED KNOWLEDGE CENTERS
- Welcoming policy for international students
- Individual and group study coaching

BRUSSELS IN THE CITY CAMPUS
- 2017-2018
- City becomes teaching aula
- Connecting students
  Brussels & the world of work
Powerful partnerships, affiliations and networks
with many universities worldwide

- Privileged Institutional Partnership Northwestern Polytechnical University (China)
- Organization of American States (OAS)
- Northwestern Polytechnical University (China)
- University Association Brussels (UAB)
- Alliance with Ghent University
- Network Universities from the Capitals of Europe (UNICA)
- European university Association (EUA)
- Vesalius College
- Brussels University Alliance
- University Centre for Development Cooperation (UCOS)
- Top Industrial Managers for Europe (T.I.M.E.)
RANKINGS

VUB belongs to the 19% best universities worldwide

45th

182 in
77 places higher than in 2005

201-300 of 500

301-350 of 981

#48
U-MULTIRANK
Multidimensional ranking and comparison tool of Higher Education Institutions. Every user — student, researcher, decision maker, … - can define its own mixture of performance indicators across 5 dimensions of performance:

· teaching and learning
· research
· knowledge transfer
· international orientation
· regional engagement.

U-Multirank visualises the results with sunbursts. The Vrije Universiteit Brussel has good to very good scores compared to other universities, and this on almost all indicators.

QS BEST STUDENT CITIES
BRUSSELS

QS rankings are reputation-driven, with 50% of an institution’s score derived from surveys.

The capital of Belgium and headquarters of the European Union, Brussels is known for its international character — and this is reflected in the high proportion of international students at its universities. As well as being known for its international diversity and central role in European politics, Brussels is also famed for its chocolate shops, comic strip art, pubs, cafés and attractive architecture.
1830 1834 1963 1970 2011 2017

- **Belgium**

- **1830**
  - ULB, University in Brussels, French spoken

- **1834**
  - ULB

- **1963**
  - All ULB faculties offer courses in Dutch

- **1970**
  - VUB independent, with full programmes in Dutch

- **2011**
  - Brussels University Alliance (VUB – ULB)

- **2017**
  - Large selection of programmes in English

° ULB, University in Brussels, French spoken

° VUB independent, with full programmes in Dutch

° Brussels University Alliance (VUB – ULB)

° Belgium

° ULB

° Netherlands

ENG
HET DENKEN ONDERWERPT ZICH NIET

#WEAREVUB

HET DENKEN MAG ZICH NOOIT ONDERWERPEN, NOCH AAN EEN DOGMA, NOCH AAN EEN PARTIJ, NOCH AAN EEN HARTSTOCHT, NOCH AAN EEN BELANG, NOCH AAN EEN VOOROORDEEL, NOCH AAN OM HET EVEN WAT, MAAR UITSLUITEND AAN DE FEITEN ZELF, WANT ZICH ONDERWERPEN BETEKENT HEETEINDEVANALLEDENKEN.

Henri Poincaré (1854 - 1912)

VALUES

• Warm
• Open
• Eager to learn
• Connected
CAMPUSSES

169.209m² surface
(Etterbeek and Jette) or more than 26 soccer fields

Brussels Humanities, Sciences & Engineering Campus
Main campus Etterbeek (Elsene)

Brussels Health Campus
Jette

Brussels Technology Campus
Anderlecht

Brussels Photonics Campus
Gooik

VUB 2020 FUTURE INVESTMENTS IN ETTERBEEK

• 33.100m² new XY building
  650 student rooms

• VUB-ULB ICT Science & Technology Park
  • new auditoria & classrooms
  • event hall
  • art & expo room
  • KultuurKaffee

• Learning & Innovation Center
• Swimming pool
• International Student Site (barracks)
  150 extra student rooms

• study & recreation facilities
STUDENTS 2016 - 2017

10% FIRST-TIME UNIVERSITY STUDENTS
1.602

10% FIRST-TIME UNIVERSITY STUDENTS
1.602

145 STUDY PROGRAMMES
46 ENGLISH, 99 DUTCH

STUDENTS IN STUDY PROGRAMMES

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelors</td>
<td>6,762</td>
</tr>
<tr>
<td>Masters</td>
<td>5,550</td>
</tr>
<tr>
<td>Advanced Masters</td>
<td>713</td>
</tr>
<tr>
<td>PhD</td>
<td>1,448</td>
</tr>
<tr>
<td>Postgraduates</td>
<td>95</td>
</tr>
<tr>
<td>Teacher Training</td>
<td>112</td>
</tr>
<tr>
<td>Other (credit students, Erasmus students...)</td>
<td>1,185</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>15,865</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td><strong>ECONOMIC &amp; SOCIAL SCIENCES &amp; SOLVAY BUSINESS SCHOOL</strong></td>
<td></td>
</tr>
<tr>
<td>Students</td>
<td>3,489 students</td>
</tr>
<tr>
<td>First-time university students</td>
<td>444</td>
</tr>
<tr>
<td>International</td>
<td>27%</td>
</tr>
<tr>
<td><strong>ARTS &amp; PHILOSOPHY</strong></td>
<td></td>
</tr>
<tr>
<td>Students</td>
<td>1,209 students</td>
</tr>
<tr>
<td>First-time university students</td>
<td>152</td>
</tr>
<tr>
<td>International</td>
<td>16%</td>
</tr>
<tr>
<td><strong>LAW &amp; CRIMINOLOGY</strong></td>
<td></td>
</tr>
<tr>
<td>Students</td>
<td>1,986 students</td>
</tr>
<tr>
<td>First-time university students</td>
<td>240</td>
</tr>
<tr>
<td>International</td>
<td>8%</td>
</tr>
<tr>
<td><strong>SCIENCES &amp; BIO-ENGINEERING SCIENCES</strong></td>
<td></td>
</tr>
<tr>
<td>Students</td>
<td>1,197 students</td>
</tr>
<tr>
<td>First-time university students</td>
<td>166</td>
</tr>
<tr>
<td>International</td>
<td>29%</td>
</tr>
<tr>
<td><strong>MEDICINE &amp; PHARMACY</strong></td>
<td></td>
</tr>
<tr>
<td>Students</td>
<td>1,827 students</td>
</tr>
<tr>
<td>First-time university students</td>
<td>159</td>
</tr>
<tr>
<td>International</td>
<td>16%</td>
</tr>
<tr>
<td><strong>ENGINEERING</strong></td>
<td></td>
</tr>
<tr>
<td>Students</td>
<td>971</td>
</tr>
<tr>
<td>First-time university students</td>
<td>156</td>
</tr>
<tr>
<td>International</td>
<td>31%</td>
</tr>
<tr>
<td><strong>PSYCHOLOGY &amp; EDUCATIONAL SCIENCES</strong></td>
<td></td>
</tr>
<tr>
<td>Students</td>
<td>1,704 students</td>
</tr>
<tr>
<td>First-time university students</td>
<td>130</td>
</tr>
<tr>
<td>International</td>
<td>17%</td>
</tr>
<tr>
<td><strong>PHYSICAL EDUCATION &amp; PHYSIOTHERAPY</strong></td>
<td></td>
</tr>
<tr>
<td>Students</td>
<td>957</td>
</tr>
<tr>
<td>First-time university students</td>
<td>156</td>
</tr>
<tr>
<td>International</td>
<td>12%</td>
</tr>
<tr>
<td><strong>OTHER</strong></td>
<td>300</td>
</tr>
</tbody>
</table>

* +56% due to new Bachelor Social Sciences
  - 3 disciplines: political sciences, social sciences & communication studies
  - 40 nationalities
  - 146 students
INTERNATIONAL STUDENTS

128 NATIONALITIES
3,411 INTERNATIONAL STUDENTS

- EEA countries: 1,744 (52%)
- Non EEA countries: 1,637 (48%)

55% Male, 45% Female

INTERNATIONAL STUDENTS IN STUDY PROGRAMMES

- Bachelors: 831 (24.4%)
- Masters: 1,306 (38.3%)
- Advanced Masters: 159 (4.7%)
- PhD: 649 (19%)
- Other: 466 (13.7%)

TOP 5 EEA COUNTRIES

1. THE NETHERLANDS: 648 (16%)
2. GERMANY: 223 (6.5%)
3. ITALY: 131 (3.8%)
4. SPAIN: 123 (3.6%)
5. TURKEY: 82 (2.4%)

TOP 5 NON EEA COUNTRIES

1. CHINA: 261 (7.6%)
2. VIETNAM: 55 (1.6%)
3. INDIA: 61 (1.8%)
4. ROMANIA: 86 (2.5%)
5. IRAN: 57 (1.7%)

* EEA: European Economic Area
EXCHANGE STUDENTS

2016 - 2017 INCOMING STUDENTS
245 students
37 countries
28 EEA - 9 NON EEA

2016 - 2017 OUTGOING STUDENTS
273 students
31 countries
7 EEA - 24 NON EEA

TOP 5 INCOMING COUNTRIES
1 SPAIN
2 ITALY
3 GERMANY
4 TURKEY
5 CHINA

TOP 5 OUTGOING COUNTRIES
1 SPAIN
2 GERMANY
3 FRANCE
4 ITALY
5 CANADA

EEA: European Economic Area
STUDENT HOUSING

1,217 VUB ROOMS

- **JETTE**: 246 rooms
- **ETTERBEEK**: 971 rooms

**OCCUPATION**
- 18% international students

- **U-residence**: 95 rooms
  - 64 LONG-STAY STUDIOS
  - 31 SHORT-STAY ROOMS

- **INTERNATIONAL STUDENTS**
- **BELGIAN STUDENTS**

2017 - 2018: **323 EXTRA ROOMS**
- 33,100m² new construction
- +650 new rooms in XY building
- -327 rooms Etterbeek student village
INCLUSIVE UNIVERSITY

OPEN CAMPUS
- Welcoming policy for international students
- Individual and group study coaching

PARTICIPATION
- Students participate in Rector elections
- 10% students represented in all decision making

MELDPUNT
- ‘Unwanted and inappropriate behaviour’: report it!

VUB STUDENT REFUGEE PROGRAMME

<table>
<thead>
<tr>
<th>Country</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Syria</td>
<td>30</td>
</tr>
<tr>
<td>Palestine</td>
<td>6</td>
</tr>
<tr>
<td>Iraq</td>
<td>3</td>
</tr>
<tr>
<td>Afghanistan</td>
<td>2</td>
</tr>
<tr>
<td>Iran</td>
<td>1</td>
</tr>
<tr>
<td>Yemen</td>
<td>1</td>
</tr>
<tr>
<td>Egypt</td>
<td>1</td>
</tr>
<tr>
<td>Iran</td>
<td>1</td>
</tr>
</tbody>
</table>

1/10 IS WORKING STUDENT
- 1.460

17% SCHOLARSHIP STUDENTS
- 2.697

2015 - 2016
87% of students rate professors as good or very good

- very good: 31%
- good: 56%
- mediocre: 7%
- poor: 3%

Students appreciate education at VUB. This yearly anonymous feedback is based on:
- lectures
- study material
- education method
- examination
ALUMNI AND THEIR PROFESSIONAL LIFE

WHERE THEY WORK

- 3.52% non-profit
- 3.52% ICT
- 3.80% consulting
- 3.80% finances & insurances
- 5.42% research & development
- 5.51% legal sector
- 9.70% education & training
- 9.89% medical, social & health sector
- 12.28% public services & government
- 13.97% university & academy
- 28.61% other

Job security.
About 57.22% has a permanent contract and 29.56% works with a temporary contract. 8.37% is self-employed and only 1.90 is working as an interim.

Quick @work
- 96.15% paid job within a year
- 74% <3 months
- 37.46% immediately

Happy @work
- 20.72% not satisfied
- 79.28% satisfied

Happy @work
- 57.22% Permanent contract
- 8.37% Self-employed
- 1.90% Interim job
- 29.56% Temporary contract
VUB STAFF

WORK

TOTAL OF 3,257 EMPLOYEES

VUB/UZ Brussel biggest Dutch-speaking employer in Brussels

DEGREE

- VUB DEGREE (1,413) 43%
- OTHER UNIVERSITY/ACADEMY DEGREE (1,180) 36%

NATIONALITY

- FROM BELGIUM 2,682 82%
- FROM EUROPEAN CONTINENT 383 12%
- OTHER 192 6%

FULL-TIME 1,829 56%
PART-TIME 1,428 44%

36% Female
64% Male
STAFF & GENDER

TOTAL SUPPORT STAFF
1,094

688 FEMALE
62.9%

406 MALE
37.1%

GENDER IN GOVERNING ENTITIES

- University council: 32.6% women
- Board of directors: 40% women
- Academic council: 31.57% women
- UZ Brussel board of directors: 13.33% women
- Committee of directors: 58.33% women
- Research council: 41.17% women
- Education council: 38.46% women
- Innovation and valorisation council: 30.76% women
- International policy council: 44.44% women
6 faculties have at least 1 female dean, vice-dean or academic secretary

- Evaluation female tenured academic staff (ZAP)
  - 1992: 61.19 FTE = 17%
  - 2016: 112.52 FTE = 28.04%

- 36% women in Evaluation & Promotion Committees

WOMEN IN LEADING POSITIONS
- 1 female rector
- 2 female vice-rectors
- 1 female dean
- 7 male deans

ACADEMIC STAFF
2,163

816 FEMALE
37.7%

1,347 MALE
62.3%

GENDER BIAS IN ACADEMIC CAREER
- Evaluation female tenured academic staff (ZAP)
  - 1992: 61.19 FTE = 17%
  - 2016: 112.52 FTE = 28.04%
- 36% women in Evaluation & Promotion Committees
Wtnschp Science outreach 2016

- Science outreach 2016 Wtnschp
- 9543 people reached
- 229,732 online visitors
- Wetenschapswinkel
- Scientists/students help > 500 non-profit organisations
- 2017: 200th wetenschapswinkel master’s thesis

Total research budget
- €94,173,960

Research groups
- 166

Sources of funding:
- 21% revenue from cooperation with private sector
- 15% own research budget
- 19% budget Flemish government for fundamental research
- 45% project financing by governments
**INNOVATION**

**VUB TECHTRANSFER**
CONNECTING SCIENCE & SOCIETY

**VICE-RECTORATE INNOVATE**
assists and supports interaction with industry and society, with legal issues, contracts, patenting, business development, communication, etc.

**SPIN-OFF COMPANIES**
The VUB has about 30 active spin-offs, based on research in many domains, including:
- engineering
- life sciences
- economy
- ICT
- sports

**INDUSTRIAL RESEARCH FUND**
supporting TOP research groups to find funding

**VUB SUPPORTS UZ BRUSSEL**
as pioneer and world player in valorising their knowledge, discoveries and technologies towards society and industry.

**PATENTS**
- active patent families: 123
- inventions reported: 43
- new patents filed: 25

**VUB #50 IN TOP 100 EUROPEAN**
MOST INNOVATIVE UNIVERSITIES (Reuters)

**VUB SUPPORTS UZ BRUSSEL**
pioneer in bringing business management and (technology) entrepreneurship to researchers.

+20 years of starter seminars
+1,000 participants
UZ Brussel

3671 Staff Members

- Support: 27.3%
- Paramedics & Pharmacy: 13.8%
- Nursing Staff: 39.4%
- Medical: 15.8%
- Other: 3.6%

Taking Care of a Diverse Public

15/100 patients are not Belgian

- Belgian: 84.6%
- Non-Belgian European: 8.6%
- African: 4%
- Asian: 2%

300 Advanced Master Students in Specialized Medicine in 2016

- 360,765 consultations: +6.3%
- 30,262 hospitalisations: -0.1%
- 27,323 1 day hospitalisations: +4.3%
UZ BRUSSEL & RESEARCH

10 RESEARCH CLUSTERS

• Development, Aging and Pathology
• Diabetes Research Center
• Liver, Cell Biology and Toxicology
• Medical Imaging and Physical Sciences
• Neurosciences
• Oncology Research Center
• Pharmaceutical research and data technology
• Public Health
• Reproduction, genetics and regenerative medicine
• Research Center for Cardiovascular diseases

721 publications
UZ Brussel &
 Faculty Medicine & Pharmacy
UZ BRUSSEL AS PIONEER

CANCER
1st Radixact treatment worldwide @UZ Brussel & Innovative immunotherapy

DIABETES
Sophisticated tools & integrated care of type 1 diabetes

LYMPH EDEMA
Lymph clinic treats forgotten patients after cancer treatment

HEART
Innovative CT-scan can prevent invasive surgery in cathlab

FERTILITY
Oncofertility assures fertility of cancer patient after treatment
SUSTAINABLE UNIVERSITY

Sustainable development is part of the university's strategic plan. For all decisions and activities, long- and short-term consequences are taken into consideration, in a micro and macro perspective and in social, environmental and economic terms.

VUB Sustainability Goal
CO₂ compensation for flights

- 3,257 staff
- 2,690 flights = 2,700 ton CO₂ eq.

MOBILITY CAMPUS IN ETTERBEEK
Mobility of >15,000 students and >3,000 members of staff

<table>
<thead>
<tr>
<th></th>
<th>VUB ETTERBEEK</th>
<th>SIMILAR ZONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAR</td>
<td>18.4%</td>
<td>56.2%</td>
</tr>
<tr>
<td>CARPOOL</td>
<td>0.4%</td>
<td>3.1%</td>
</tr>
<tr>
<td>MOTORBIKE</td>
<td>0.5%</td>
<td>1.7%</td>
</tr>
<tr>
<td>TRAIN</td>
<td>51.4%</td>
<td>20.1%</td>
</tr>
<tr>
<td>OTHER PUBLIC TRANSPORT</td>
<td>19.7%</td>
<td>13.4%</td>
</tr>
<tr>
<td>BIKE</td>
<td>6.2%</td>
<td>1.2%</td>
</tr>
<tr>
<td>BY FOOT</td>
<td>3.3%</td>
<td>4.1%</td>
</tr>
</tbody>
</table>

CO₂ linked to commuting traffic per member of staff:
- Jette: 6.8 kg CO₂/working day due to heavy traffic
- Etterbeek: 3.5 kg CO₂/working day due to use of public transport (train)
THE USE OF PAPER HAS GONE DOWN BY 58% IN 12 YEARS

Sorts of paper used
- Virgin paper
  - FSC labeled and of 100% CO₂ neutral production
- Recycled paper
  - 100% post-consumer, containing solely old paper

USE OF WATER

Every person on Campus Etterbeek uses on average 6m³ of water a year. That's equal to 40 full bathtubs!

NUMBER OF PRINTED BROCHURES DECREASED FROM 2,276 IN 2012 TO 954 IN 2014

VUB STUDENT INITIATIVE

Green Team
Green Impact project
Sustainable University

Energy

- Energy-efficiency is a real challenge since this concept was virtually non-existent when the university infrastructure was built 40 years ago.

- 166.858m² heated surface

Renewable Energy

- Use of 100% renewable energy for electricity: corresponds to the energy consumption of about 3,900 homes.

Gas

- Use of natural gas for hot water and heating: equivalent to the power required to heat approximately 1,200 homes.

- 1/6 Waste

In two years, the amount of waste at Campus Etterbeek has been reduced by almost 6 tonnes.

- 35 different types of waste are collected
- 14 tonnes hazardous medical and biological waste per year
- 14 tonnes chemical waste per year
SUSTAINABLE UNIVERSITY

CONSUMPTION BASED ON TYPE OF MENU
1. Daily special 52%
2. Vegetarian 19%
3. Fish 15%
4. Pasta bar 8%
5. Stir fry 4%
6. Cold dish 2%

LUNCHES SERVED since 2008
<table>
<thead>
<tr>
<th>Year</th>
<th>Staff</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>75,640</td>
<td>105,717</td>
</tr>
<tr>
<td>2009</td>
<td>83,075</td>
<td>116,991</td>
</tr>
<tr>
<td>2010</td>
<td>88,956</td>
<td>122,872</td>
</tr>
<tr>
<td>2011</td>
<td>92,941</td>
<td>125,212</td>
</tr>
<tr>
<td>2012</td>
<td>99,357</td>
<td>130,300</td>
</tr>
<tr>
<td>2013</td>
<td>106,187</td>
<td>109,714</td>
</tr>
<tr>
<td>2014</td>
<td>106,107</td>
<td>106,107</td>
</tr>
<tr>
<td>2015</td>
<td></td>
<td>109,846</td>
</tr>
<tr>
<td>2016</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

MOST POPULAR DISHES (540-580 servings a day)
1. Ribs
2. Meatballs in tomato sauce
3. Steak
4. Vol-au-vent
5. Beef stew
6. Doner kebab

MOST POPULAR VEGETARIAN DISHES (200-250 servings a day)
1. Stuffed peppers
2. Vegan tacos
3. Crunchy vegetables with guacamole and nachos
4. Vegan wraps
5. Vegan spaghetti bolognese

1 daily vegetarian dish
1 daily vegan dish
All fish MSC/ASC-certified
## NON-RECOVERABLE FOOD WASTE IN 2015

<table>
<thead>
<tr>
<th></th>
<th>March</th>
<th>May</th>
<th>July</th>
<th>Sept</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAT/FISH</td>
<td>39.35 kg</td>
<td>22.30 kg</td>
<td>26.45 kg</td>
<td>27.35 kg</td>
</tr>
<tr>
<td>VEGETABLES (HOT)</td>
<td>33.24 kg</td>
<td>56 kg</td>
<td>14.05 kg</td>
<td>4.55 kg</td>
</tr>
<tr>
<td>VEGETABLES (COLD)</td>
<td>42.05 kg</td>
<td>59.10 kg</td>
<td>42.20 kg</td>
<td>56.15 kg</td>
</tr>
<tr>
<td>CEREALS AND POTATOES</td>
<td>81.45 kg</td>
<td>74.05 kg</td>
<td>36.55 kg</td>
<td>55 kg</td>
</tr>
<tr>
<td>SAUCES</td>
<td>44.05 kg</td>
<td>42.90 kg</td>
<td>25.55 kg</td>
<td>28.10 kg</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>240.14 kg</td>
<td>254.35 kg</td>
<td>144.90 kg</td>
<td>171.15 kg</td>
</tr>
</tbody>
</table>

## RESTAURANT

### Waste Reduction in the Kitchen
- Waste management through recovery of surplus food by rapid chilling
- Monitoring through periodic weighing

### Yearly Purchase of Napkins
- (Biodegradable and compostable)
  - Dispenser napkins: 416,000
  - Cafeteria/catering napkins: 400,000
YEARLY PURCHASE IN KG

26.000

77.300
fresh: 53.000
organic, frozen: 16.000
non-organic, frozen: 8.300

40.700
fries: 29.000
potatoes: 4.700
mashed potatoes: 7.000
rice: 7.800
pasta: 6.000

16.450
beef: 3.000
pork: 7.250
poultry/rabbit: 8.900

7.750

FAIRTRADE PRODUCTS
• Bio Fairtrade coffee: 1.250kg a year
• Oxfam juices: 3.600 bottles a year

Local farmers sell products on campus since 2017

PORTIONS PER SERVING
meat: 150g
vegetables: 200g
fish: 175g

EXPERIMENTS

LESS CHIPS EXPERIMENT
Increase in price when choosing chips instead of potatoes or rice with a menu
With a 10% increase in the price (€0.50), there was a 10% decline in consumption.
With a 20% increase price (€1), the decline in consumption was 20%.

MORE FRUIT EXPERIMENT
Decrease in price if a piece of fruit is chosen with a menu
There was a 25% increase in fruit consumption after the price was reduced by €0.50 and a 42% increase in consumption after a reduction of €1.