

# The Honest Product webinar



**Tuesday, 29th of January 2019**

**10:00 am CET & 4:00pm CET**

# Today's speakers



**Sharon Bligh**  
Health & Wellness  
Director



**Solitaire Townsend**  
Co-Founder

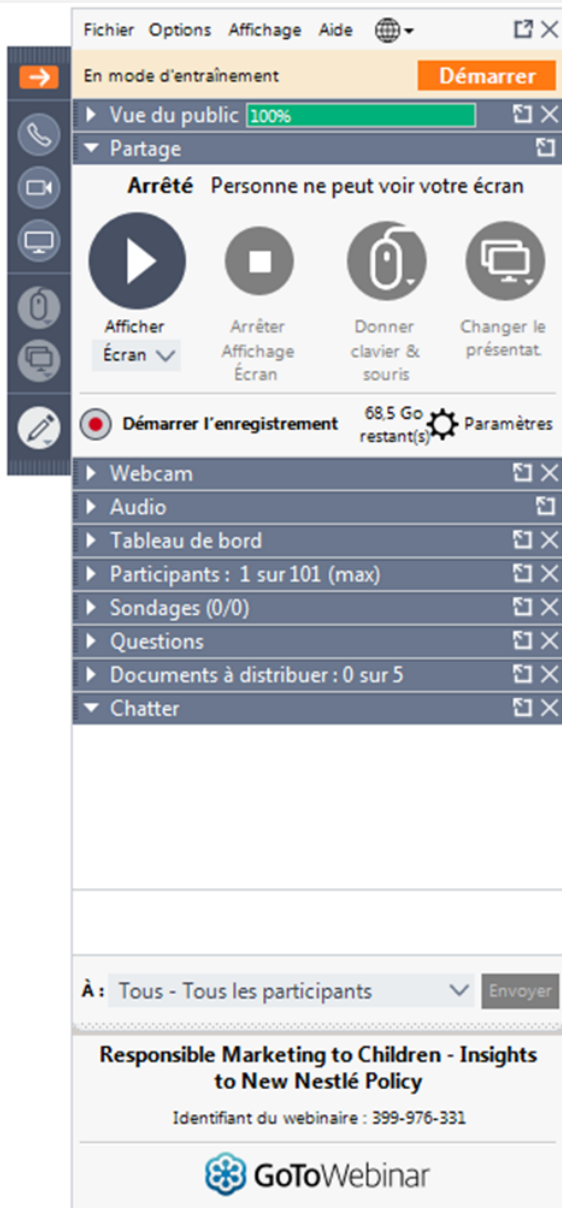


# Questions...



You can ask questions during and after the webinar:

- Via email at: [s.bligh@theconsumergoodsforum.com](mailto:s.bligh@theconsumergoodsforum.com)
- Directly in the chat room on GoToWebinar



# CGF Overview



- ▶ 400 members from multinationals to SMEs directly employ 10 million people and estimated revenues exceed €3.5 trillion.
- ▶ 50+ global CEOs on our parity-based Board of Directors, embracing both retailers and manufacturers.
- ▶ 1,500 industry experts involved in our working groups, helping to shape industry agenda.
- ▶ 40 events and working groups provide unrivalled networking and knowledge sharing opportunities.
- ▶ 1 global network committed to action and driving positive change through collaboration.

# CGF FOCUS AREAS

## WORKING TOGETHER EFFICIENTLY FOR POSITIVE CHANGE

IDENTIFY FOCUS AREAS,  
DEVELOP & SHARE SOLUTIONS,  
SPEAK WITH A COMMON VOICE



**ENVIRONMENTAL  
SUSTAINABILITY**



**SOCIAL  
SUSTAINABILITY**



**PRODUCT  
SAFETY - GFSI**



**HEALTH &  
WELLNESS**



**E2E VALUE CHAIN  
& STANDARDS**

KNOWLEDGE & BEST  
PRACTICE SHARING



[bit.ly/thehonestproduct](https://bit.ly/thehonestproduct)



**FUTERRA**



## How we built this guide

### Expert survey

130 respondents

70+ companies

CGF and  
Chartered Institute  
of Marketing

### Expert interviews

19 leaders

Consumer goods  
companies  
+  
Expert  
organisations

### Desk research

Global surveys

Academic research

Marketing best  
practice

### Consumer survey

3,621 consumers

7 countries (UK,  
US, France, Japan,  
China, Brazil and  
India)

Mobile platforms

Why did we  
build this guide?



# EVERYONE KNOWS: There's a crisis of trust

56%

“I do not know which politicians to trust”

42%

“I do not know which companies or brands to trust”

85%

“Institutions do not have my best interests in mind”

President Trump cries ‘fake news’ and the world follows

The Washington Post



## YOU KNOW: Consumers want transparency

**92%**

Consumers are interested in transparency\*

**90%**

Consumers are more interested than 5 years ago

**95%**

Consumers will be more interested in future

\* on social, health, environmental and safety issues

So, why isn't transparency  
working?

**Companies and consumers agree on the big issue: products**



73%

**Corporate experts:**

“Consumers are most interested in transparency about the products they buy”



70%

**Consumers:**

“I am most interested in hearing about the sustainability impacts of the products I buy”

**BUT...companies and consumers disagree on how well it's going**



**86%**

**Corporate experts:**

“Consumers are very satisfied or quite satisfied with product transparency on sustainability”

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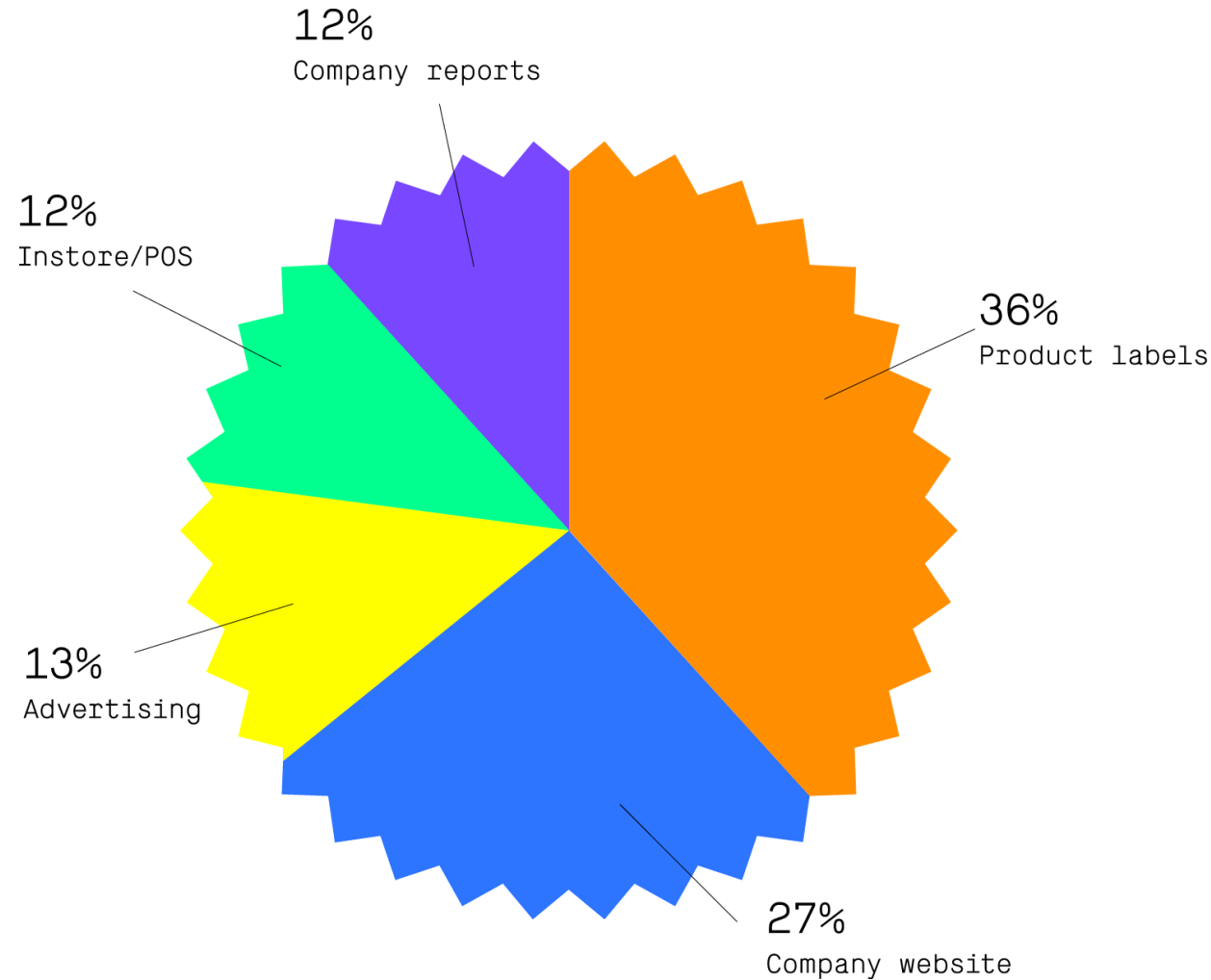


41%

**Consumers:**

“Products provide the right amount of information on sustainability”

## Modern consumers expect to find information on-pack and online



**74%**

of shoppers turn to the internet for answers when they don't find the information they're looking for from the manufacturer.



The high growth new brands  
already get it

## Breakthrough brands are honest in 3 ways:



Communicates policy and performance clearly to experts.	Communicates proof to consumers.	Communicates values and beliefs to consumers.
<b>“How is this company progressing?”</b>	<b>“What’s the impact of what I’m actually buying?”</b>	<b>“Does this brand align with my values?”</b>



FUTERRA

Innocent



**leaving things better than we find them**

<b>good to the core</b>	<b>protected futures</b>	<b>heroes of change</b>
making sure every supplier meets international sustainability standards	invest in the future of our growers through innovative agriculture projects tackling global issues	lead the use of recycled and plant-based plastic for our bottles
innovate innocently by sticking to our sustainability commitments	do our bit to keep climate change below 2 degrees warming	transform the way we move our products to reduce road miles
grow a green business by using less energy, water and stuff generally	transform lives by committing 10% of our profits to charity	champion green bottling in Europe

**share our journey**

An innocent smoothie for kids is a blend of whole crushed fruit, pure juices and absolutely nothing else.

<b>ingredients</b> (per 180ml carton)	<b>nutrition information</b> typical values per: 100ml 180ml
	Energy 233kJ 419kJ
1 pressed apple (70%), 1/3 of a mashed banana <sup>1</sup> , 4 pressed grapes and 8 squashed blackcurrants (4%)	55kcal 99kcal
<sup>1</sup> Rainforest Alliance Certified™	Fat 0.0g 0.0g
	(of which saturates) 0.0g 0.0g
	Carbohydrate 13.0g 23.4g
	(of which sugars <sup>2</sup> ) 11.9g 21.3g
	Fibre 0.6g 1.1g
	Protein 0.4g 0.7g
	Salt 0.00g 0.00g
	Vitamin C 22mg 40mg
	NRV 28% 50%
	NRV = Nutrient Reference Value
	180ml = 1 serving

**looking after your smoothie**  
Keep refrigerated 0-5°C. Gently pasteurised, just like milk. For best before date, see top. Shake before opening, not after. Once opened drink straight away.

**perfect for lunchboxes**  
Our smoothies will last happily out of the fridge for up to 12 hours, so they're perfect for packed lunches and days out.

**the innocent promise**  
Tastes good. Does good.

Tasty products	Sourced sustainably	10% of our profits go to charity
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See [innocentinks.com/charity](http://innocentinks.com/charity) for more details

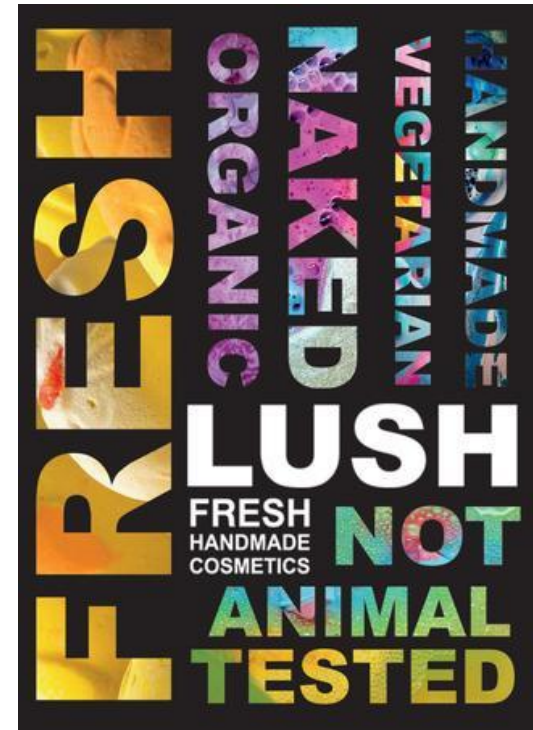
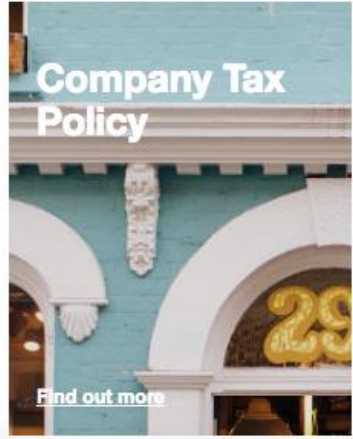
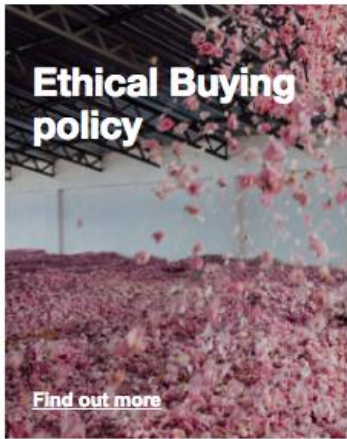
**180ml e**  
4 x cartons

\*contains only naturally occurring sugars from fruit

**gooooood morning**

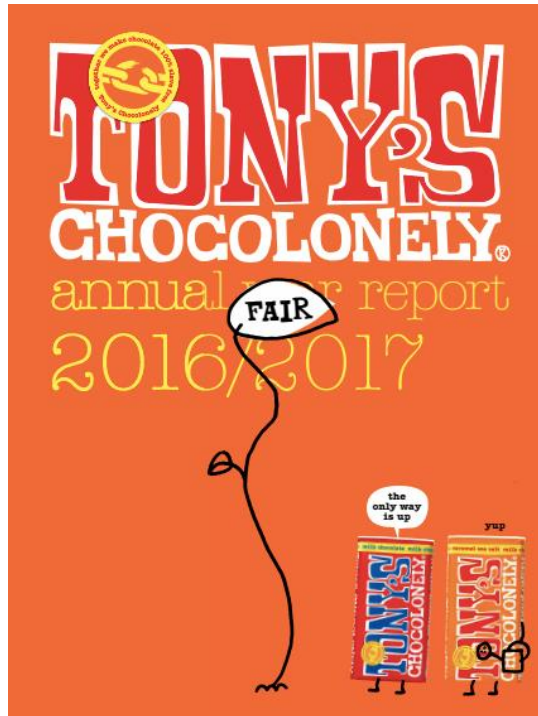
**innocent**  
on the bright side

# Lush





# Tony's Chocolonely



It's not about transparency,  
it's about honesty

# FUTERRA





# The Honest Product Test

Is your product building trust in a human way?

1.0

**Has good intentions**

Does your product push transparency to the forefront?

**OR**

Are revelations sidelined, minimised or revealed reluctantly?

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**OR**

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**Takes risks**

Are data-in-progress and problems shared as soon as they are available?

**OR**

Does your product hide information until it's perfect?

7.0

**Stands for something**

Is your product clear about its values?

**OR**

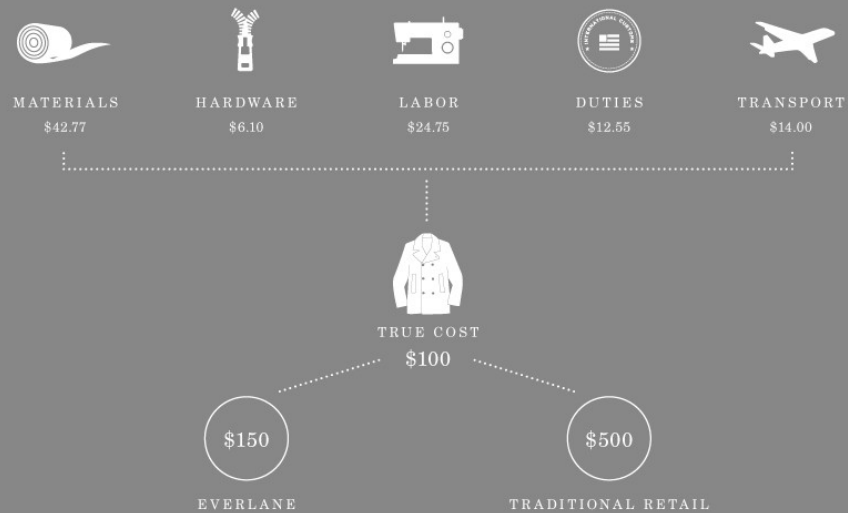
Is it neutral on the issues?



# Everlane

## Transparent Pricing

We believe customers have the right to know what their products cost to make.



1	Has good intentions	✓
2	Makes humble claims	✓
3	Always a work in progress	✓
4	Goes above and beyond	✓
5	Is truly helpful	✓
6	Takes risks	✓
7	Stands for something	✓



# Intermarché

**SUGAR DETOX**  
**LOWER YOUR SUGAR CONSUMPTION CUP AFTER CUP**

Discover the SUGARDETOX 4 steps program to help you lower your sugar consumption cup after cup.  
 #SUGARDETOX

The image shows a row of seven yogurt cups, each with a different percentage of sugar reduction: -5%, -10%, -20%, -30%, -40%, and -50%. Each cup is accompanied by a small chocolate bar. The cups are arranged in a line that recedes into the distance, creating a sense of progression.

Intermarché

**YOU ARE NOT READY YET TO TASTE THIS YOGURT**

**LOWER YOUR SUGAR CONSUMPTION YOGURT AFTER YOGURT**  
 #SUGARDETOX

The image features a large cup of SUGAR DETOX CHOCOLATE yogurt. A pink circular label on the cup indicates a -50% sugar reduction. Next to the cup are several pieces of chocolate bars.

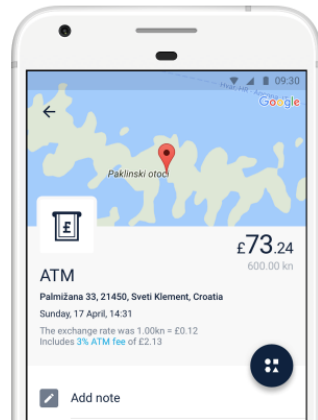
Intermarché

## Honest Product Score

1	Has good intentions	✓
2	Makes humble claims	n/a
3	Always a work in progress	n/a
4	Goes above and beyond	✓
5	Is truly helpful	✓
6	Takes risks	✓
7	Stands for something	✓

5/7

# Monzo



## Cash withdrawals abroad

It costs Monzo money every time you withdraw cash abroad, so we introduced some limits after [a vote](#) by our customers.

Withdraw up to £200 every 30 days for free. If you've used your free allowance, there's a 3% charge on withdrawals after that.

We only aim to cover our costs, and don't make a profit from these charges.

1	Has good intentions	✓
2	Makes humble claims	✓
3	Always a work in progress	✓
4	Goes above and beyond	✓
5	Is truly helpful	✓
6	Takes risks	✓
7	Stands for something	n/a

What's the 15-second  
version?

Consumers care about **product honesty**, not company transparency

Products should be **honest, like people**

For brands to **stay relevant**: obsess about honesty

**Thank you**

[bit.ly/thehonestproduct](http://bit.ly/thehonestproduct)

@GreenSolitaire  
@futerra





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