

Building healthier baskets to impact at scale



The consumer goods industry is currently facing unprecedented disruption in the form of COVID-19, and while the pandemic has impacted many regions around the world, it has also been a motivator for change. Brands, retailers and manufacturers have a unique opportunity to positively impact lives in a time that is inherently complex and stressful.

The CGF's Collaboration for Healthier Lives Coalition has worked on various initiatives across the world over the past few years to influence healthier consumer behaviours and wishes to expand and deepen their ambition in collaboration with retailers and manufacturers.



The Event

Building on the current momentum and urgency for change, The Consumer Goods Forum invited Capgemini's ASE to facilitate a virtual event with key players from the retail and manufacturing industry across the world to collectively develop and apply digital solutions to drive healthier consumer behaviours across regions.

4 Digital Concepts

During this session, participants explored 4 digital concepts outlined by CGF & Capgemini, identified the potential solutions and their implementation, that could trigger the change required for their organisations and consumers.

FOUR DIGITAL CONCEPTS

TO BE THOUGHT OF AS BLUEPRINTS
APPLY within your organisation or use as INSPIRATION

- 1 DECODED**
 SIMPLE COLOUR-CODED SYSTEM TO HELP CONSUMERS NAVIGATE TO HEALTHIER CHOICES
 HEALTHY ✓ MODERATE UNHEALTHY ✗
 track how healthy your cart is!
- 2 BETTER TOGETHER**
 A SOCIAL SHOPPING EXPERIENCE. COMMUNITY & INFLUENCERS INSPIRING HEALTHIER LIFESTYLES.
- 3 CONTEXTUAL CART**
 A PREDICTIVE SYSTEM THAT USES DATA TO CUSTOMISE SHOPPING. BASED ON CONSUMER DIET, DESIRE AND ENVIRONMENT
 e.g. HOT WEATHER → SUN SCREEN
- 4 SIMULATE**
 GAMIFIED SHOPPING TO DRIVE INCREMENTAL BEHAVIOUR CHANGE
 HEALTHY SWAP + SMALL STEPS TO A HEALTHIER LIFESTYLE

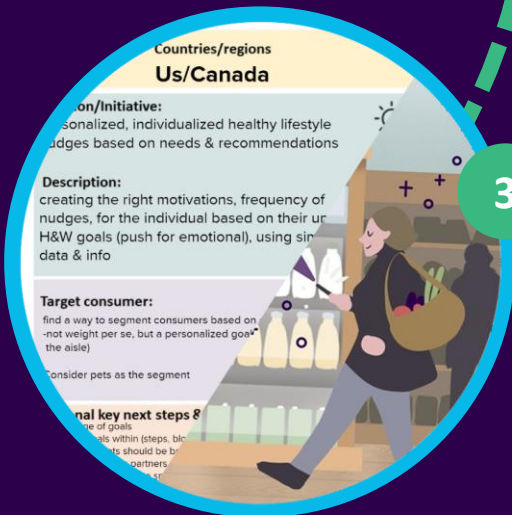
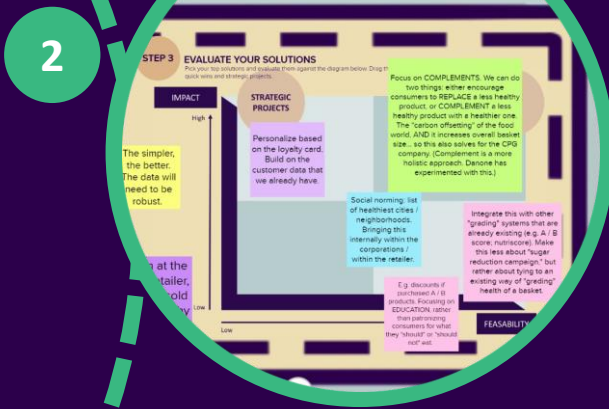


The Virtual Hub

Ahead of the event, participants had the opportunity to explore a Virtual Hub: a digital space of curated content (consumer insights, case studies and best practices from tech companies and retailers) to inspire and equip them for this session.

Scaling Digital Solutions

During the session, participants focussed on one of the 4 concepts of their choice, explored the urgency of its implementation and potential solutions. They were then asked to rank their solution by impact and feasibility, allowing them to identify the "quick wins" and the longer term/"strategic projects".



Agreeing Solutions Locally

In this last round of work, participants joined a group from their region. In their breakouts, they explored which solution(s) to potentially implement together locally, by determining: the benefits for their consumers and their organisations, the high-level requirements, their target consumers and the actions to take to move this forward as a collective across the region.



Key outcomes

- A community of leaders across the consumer good industry mobilised and aligned on the 4 digital concepts launched by Capgemini and CGF
- Collaborations between manufacturers, retailers and tech partners to further develop, implement and scale these solutions
- 3 to 5 identified solutions by organisations to implement in their regions together

LOCAL SOLUTIONS

USA & CANADA

- Personalised, individualised healthy lifestyle nudges based on needs & recommendations
- Creating the right motivations, frequency of nudges, for the individual based on their unique H&W goals, using simplified data & info

UK

- Help customers set goals and understand the impact of their food and non food purchases
- More education on healthier choices and cheaper choices. Give customers a framework on how they can get there (less or more consumption of x) to manage the different levels

EUROPE

- Recommended basket on food categories (with fresh and manufactured products)
- Basket approach more than approach by product
- Recipe as a service
- Recipe: basket of 2 or 3 products. If you buy all together, you have an incentive
- Collaborative digital campaign around "combo recipes" with A/B NutriScore
- NutriScore exists to help consumers make better food choices, but how can NutriScore be used to measure the health of a basket or a recipe



LATAM

- "Better Together"
- Improve the app for customers who have special food needs
- "Simul-ate": gamification as a strong driver to change habits, make it fun and active
- Educate on sensorial experiences
- Influencers
- Recipes of professional chefs and influencers

ASIA (China & Japan)

Explore further the "Better Together" concept
concept (Acknowledging various maturity level across the region)

CONTACT US

Interested in learning more about the Capgemini and The Consumer Goods Forum event outcomes? [Visit our website](#) (password **HealthierBasket2020**) or contact our experts to learn more.

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