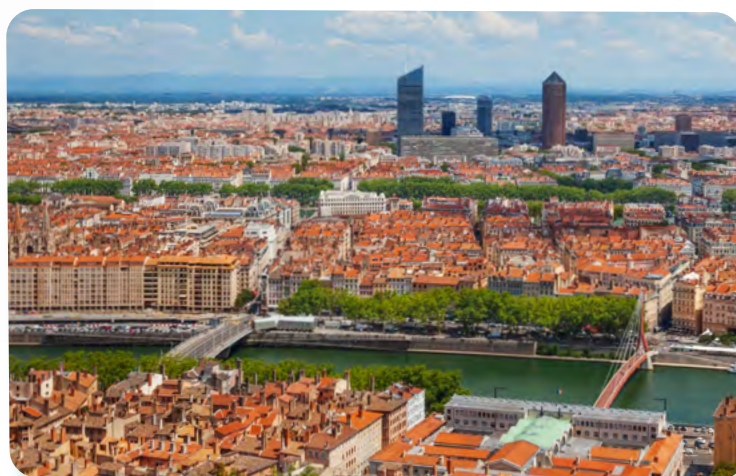




Collaboration For Healthier Lives

'ON S'Y MET' GOES DIGITAL



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Foreword

At "On s'y met", our members engage in an innovative, collaborative initiative to encourage healthier behaviours.

The Consumer Goods Forum's initiative in France, "On s'y met", was launched in September 2019 with a clear mission: to collaboratively encourage healthier behaviours. Based in Lyon, the "capital of gastronomy", we deploy multi-faceted, co-constructed actions that touch different areas of everyday life, integrating in-store, in-restaurant and digital. Our ambition? To impact locally, learn and then scale. Our innovative approach unites an unprecedented multiplicity of partners – manufacturers, retailers, academics, public health authorities and local communities – around our important goal, supported by a study to measure and evaluate "On s'y met's" impact.

*"Healthy, local, sustainable food that is accessible to all is a crucial issue in the Lyon metropolitan area. The Consumer Goods Forum initiative, intended to promote better eating for all, presents an innovative dimension in its approach, through its collaborative mode and its anchoring in everyday reality. **"On s'y met" deploys concrete actions to allow the people of Lyon to regain control over their food destiny.** In this, the initiative is aligned with the ambition of our "Stratégie Alimentaire" adopted in June 2019 and its operational version, "le Projet alimentaire du territoire lyonnais" which is currently being created with more than 150 local partners. We encourage the "On s'y met" approach to continue to help our inhabitants have daily access to healthy and quality food."*

Métropole de Lyon **GRANDLYON**
la métropole

*"People have the power to vote for the world they live in, every single day, through the food they choose to eat and drink. And at food companies such as Danone, we have the power to support them in moving towards healthier lives and behaviours. More than just a power, it's our responsibility. Because we only have One Planet, One Health - which is illustrated in many ways by the "On s'y met" approach. Citizens, businesses, NGOs, public authorities: together, we are all part of a much-needed food revolution. **The scale of the global food revolution is too big, too important to be addressed by any one actor, which is why Danone is proud to be part of the highly collaborative "On s'y met" initiative, representing our belief in business models that create both economic value and societal positive impact.**"*

Thomas Kyriaco
Customer Alimentation Initiative Director,
Danone Company



*"Carrefour's raison d'être is to be the leader of the food transition for all. Through our program Act For Food, we are innovating to make healthy, quality and sustainably-produced food available to the greatest number of people. The "On s'y met" initiative encompasses several concrete actions implemented both in-store and in e-commerce, in order to support our clients in consuming healthier products. Such a target can be reached only through collaboration. **The "On s'y met" initiative is significant because it prioritizes working together – retailers, manufacturers and others, hand in hand – to go further in finding ways to encourage healthy behaviours.** As consumers' demands and expectations evolve, we must be able to adapt and support them in eating better."*

Bertrand Swiderski
Sustainability Director, Carrefour Group



"On s'y met", part of the global CHL movement

We give this global movement a French accent.

In just one year, "On s'y met" has already made tangible progress in creating a movement promoting healthier behaviour and meeting consumer needs on the ground in Lyon. Far from a one-off programme, "On s'y met" is the local French initiative of the Collaboration for Healthier Lives (CHL) which encompasses:

14 countries

100+ companies

2 goals: to raise awareness and drive healthier baskets

First created in 2018 by the global Health & Wellness Steering Committee of The Consumer Goods Forum (CGF), CHL is a global movement led by manufacturers, retailers, public health authorities, local governments and communities. Its mission is to empower people to lead healthier lives while creating shared value for business and communities.

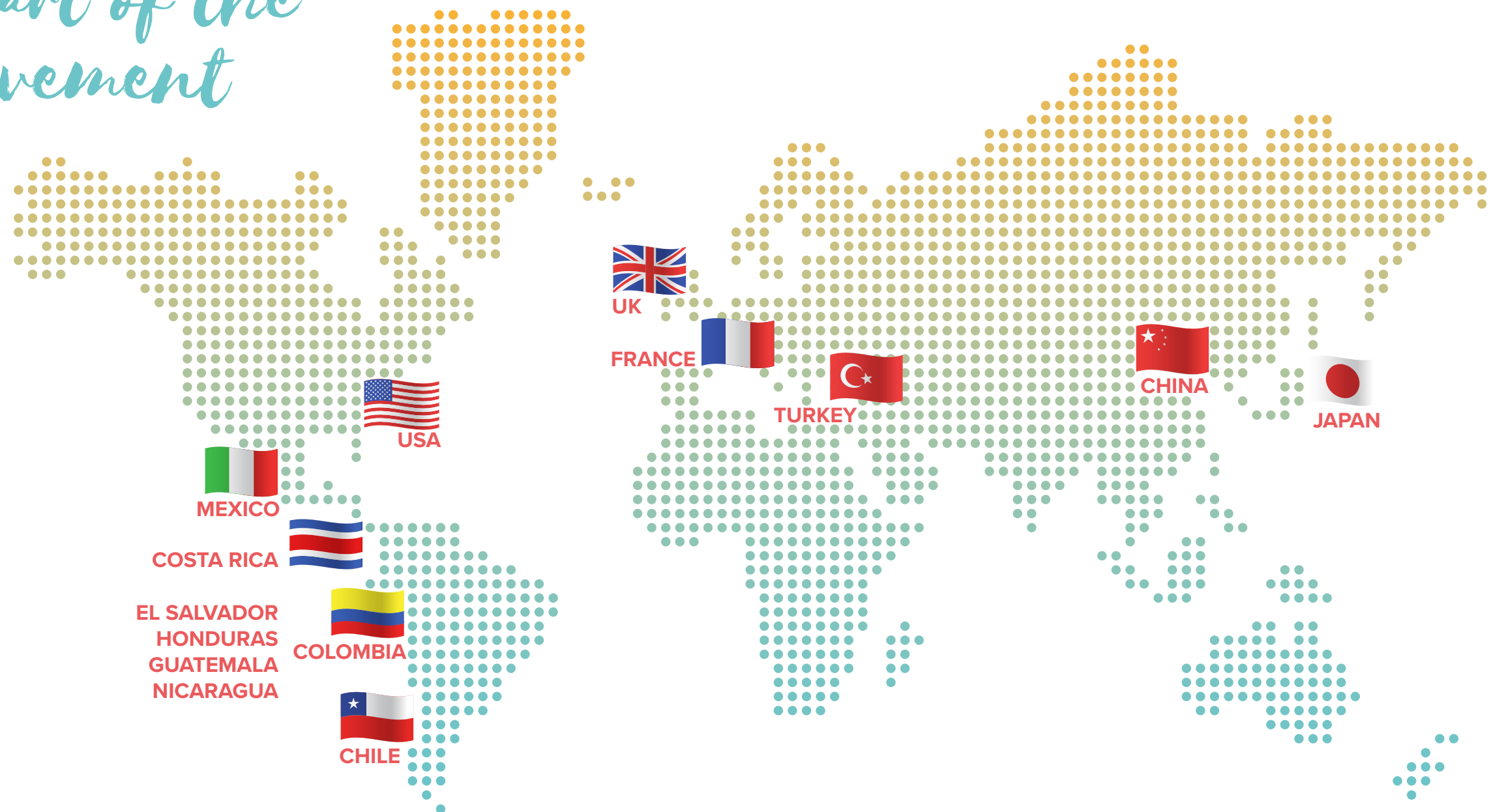
The CHL Coalition of Action aims to positively impact three areas:

- 1** Inspire healthier behaviours in stores and in communities,
- 2** Build upon digital innovations and data sharing to enable new business models,
- 3** Enable healthy workforces by implementing Employee Health & Wellbeing programmes.

How? By experimenting, innovating, evolving business models, and sharing data at-scale, cross-industry.

In 2019, CHL implemented regional Health & Wellness programmes in 14 countries across the globe to drive culturally-relevant change at the regional level. This includes On s'y Met in France, as well as initiatives in Chile, China, Colombia, Costa Rica, El Salvador, Guatemala, Honduras, Japan, Mexico, Nicaragua, Turkey, the UK and US.

And in 2020? The story is currently being written. As the world grapples with the global COVID-19 crisis, it is more critical than ever to encourage healthy behaviours and provide access to healthy, affordable food.



"With the Collaboration for Healthier Lives (CHL) movement, we aim to raise awareness on healthier lifestyles in communities across the globe and drive healthier baskets. We do this on the ground with our employees and through in-store and digital interventions. **In France, we are excited to share the first wave of learnings from our digital activation using different tools to nudge consumers towards healthier behaviours.** We also involved academics from the beginning of the project to better understand the impact of our efforts and the team also experimented working with Chefs, as a way of bringing everyone together in our mission to inspire healthier lives."



Sharon Bligh
Healthier Lives Director,
The Consumer Goods Forum



Our partners in collaboration

“On s’y met” would not be possible without the help of our esteemed partners.

The success of the “On s’y met” initiative in its first year is thanks in large part to the academics and institutional experts who, from the very start, contributed their expertise to help structure and implement our approach and measure its impact. We extend a heartfelt merci! for their dedication and involvement in making “On s’y met” a reality.

“At Nielsen, we measure fast consumer goods sales thanks to retail data and our own consumer panels, and continuously develop to cover more and more of what will drive future behaviour of consumers. Nielsen has always been very active with its involvement for local communities and sustainability. In “On s’y met” we see a logical extension of what we do. We are convinced of the positive impact of healthy products for both consumers and the industry. As a testimony, Nielsen integrated in its data lake the Nutri-Score of products sold, further enabling the industry to understand what really matters to consumers. We like the “On s’y met” approach based on events proposing alternative ways to consume with healthier products. We also think the involvement of relevant stakeholders is key, bringing together local administrations, retailers, restaurants and schools, which gives a better chance for long-lasting impact that we will track at each step.”

Olivier Lamare
Retailer SVP Europe, Nielsen



“Thank you to Elan Edelman for their commitment to promoting healthy behaviours and their support in creating this update on On s’y met’s progress.”

“I came on board “On s’y met” because I was interested in its practical aspect – “On s’y met” is really doing something on the ground – and also because the initiative is aligned with my studies in marketing and its general impact on consumer eating behaviours. As described in my article in Harvard Business Review France, I contributed my expertise to help co-construct the initiative’s actions and to pre-register the study, thus ensure independent validation of the results obtained. I believe the initiative’s great strength is in designing and determining actions in advance; we all agreed on a limited number of joint actions from which to start. The most interesting aspect is the collaboration: getting competitors to agree, including on one of the measurement criteria which was the Nutri-score and on the sales of fruits and vegetables. My belief is that no solutions are possible without involving all stakeholders. Having public authorities and greater public / private involvement is the future.”

Pierre Chandon
L’Oréal Chaired Professor of Marketing, Innovation and Creativity
Director, INSEAD-Sorbonne Université Behavioural Lab



“From the initial stages of “On s’y met”, BCG Paris was very interested to join this innovative, collaborative approach and wished to actively contribute. We supported the initiative by assisting in identifying and implementing collaborative actions between stakeholders while fully integrating the various participants’ perspectives. We consider “On s’y met” interesting for multiple reasons: the broad commitment from manufacturers, retailers, academics and partners to contribute to a common goal of healthier consumption practices; its important aspiration to support the agendas of regional and local public entities; its geographic focus which allows for local impact together with its digital activation efforts which make it possible to reach younger populations. In adopting an approach that is both strategic and operational as well as targeted to be sustainable over time, “On s’y met” from the very first months, has put in place concrete practices encouraging healthier behaviours.”

Patrick Ducasse
Managing Director & Senior Partner,
BCG Paris



CHL Stakeholders - France

Our coalition of 25+ committed actors encourages the people of the Lyon region to adopt healthier behaviours.



“At the Institut du Commerce, we know that collaboration is essential: essential to fulfil consumers’ expectations today, and essential to build the businesses of tomorrow. That’s why our network of 200 members, anchored firmly in France, brings together all players from small and big manufacturers to retailers and service providers. This thinking makes the Institut du Commerce a natural partner for the Consumer Goods Forum and aligns us with the On s’y met approach in France. There is no doubt that today’s businesses have a collaborative role to play in helping consumers create healthier eating behaviours and purchasing habits. We are proud to mobilize our ecosystem to help accelerate On s’y met’s innovative, impactful and measurable actions.”

Emilie Chalignac
Head of Operations,
Institut du Commerce



A look back at our year of activity

It's amazing what can be done in just one year!

The “On s’y met” movement officially launched in September 2019 in the city of Lyon and the greater Lyon area. Not only a global culinary destination, the region is also heavily involved in the field of global health and nutrition issues, and rich in multiple projects and actors working towards better habits. Lyon serves as the perfect backdrop for “On s’y met’s” activities to empower consumers towards healthier decisions.

Over the course of 2019-2020, the members of “On s’y met” have been hard at work on concrete, on-the-ground activities covering **six** key areas which will be presented in detail in our 2020 full report.



Our in-store activities:

- 1. On shopping carts:** we shared compelling messages to incentivise fruit and vegetable consumption via Médiaperformances displays on 2,300 carts;
- 2. At checkout points:** we highlighted products with a Nutri-Score A or B in priority.



On s'y met ! Passons à une alimentation et un mode de vie plus sains



- 3. On 42 island display units:** we featured products according to themes which promote healthier eating behaviours, such as: “We cook with vegetables” and “We start off on the right foot with breakfast”.

These actions were co-constructed with INSEAD to assess their impact on the nutritional quality of baskets.

Our activities with partners:

- 4. Employee health modules:** we created 16 e-learning courses to support French employees' journeys towards a healthier life, focusing on how to introduce a healthier diet and key physical activities;
- 5. Restaurant menus:** we collaborated with 10 select Lyon-area chefs to feature one or two “On s’y met” dishes on their restaurant menus: recipes cooked with local, seasonal ingredients and featuring a good nutritional profile.



But wait, that's only five activities - didn't we say six?

Indeed! In February/March 2020, “On s’y met” launched its first digital campaign in France.

Turn the page to learn more...



“ON S’Y MET” Goes Digital!

An innovative digital approach to give consumers a nudge in the right direction.

In the past year, “On s’y met” has had a critical presence in stores and in restaurants, getting close to consumers at the point of sale and as they make their food choices. But in today’s digital world, those choices no longer take place exclusively on-site; consumers are increasingly making purchase decisions, including their groceries, online.



This was the inspiration for an exciting first for “On s’y met”: **a collaborative digital campaign** which brought together Carrefour and Danone, Mars Food, Nestlé and Savencia as well as several agencies, and took place over the course of three weeks from February to March 2020.

Nudging to promote healthier behaviours

The “On s’y met” digital campaign aimed to encourage healthier behaviours, and in particular, eating more of recommended categories such as fruits and vegetables. How? **By using a compelling “nudge” approach, developed collaboratively with all initiative members.** Nudge methodology focuses on using suggestion to encourage consumers to make better decisions.

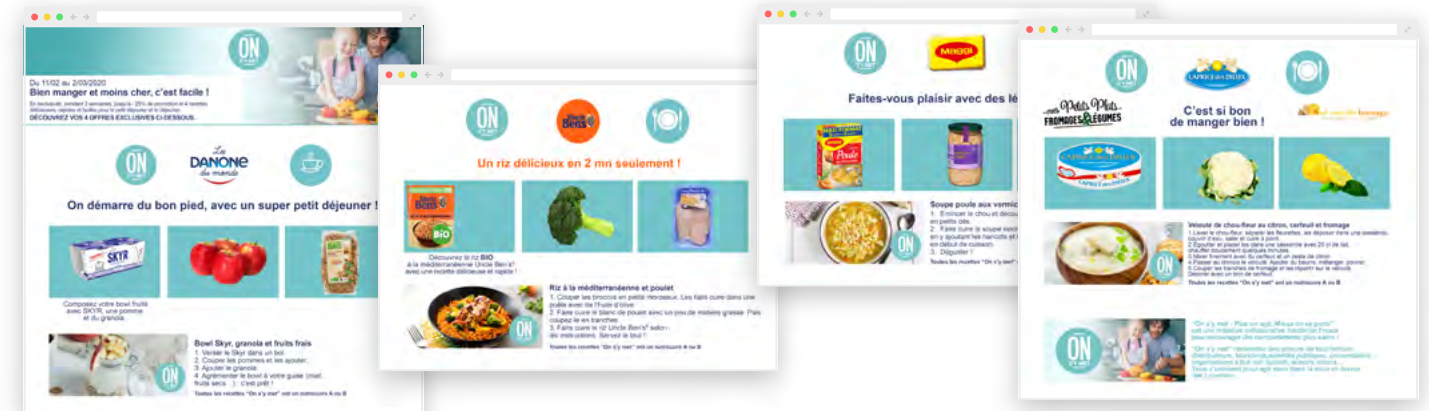
Menus



The first aspect of our nudge focused on **four tasty, simple and easy-to-cook recipes**. Each recipe used few ingredients, promoting one brand product and one or two fruits or vegetables. We used Nutri-Score as an indicator of the recipes’ nutritional quality.

For example: a fruity breakfast bowl with Danone’s SKYR yogurt, apples and Carrefour brand organic muesli; a seasonal dish with Nestlé’s Maggi chicken noodle soup, Carrefour cooked white beans and green cabbage; a tasty blended soup with Savencia’s Caprice des Dieux cheese, cauliflower and lemon and a delicious Mediterranean rice Uncle Ben’s, cooked in 2 minutes, with chicken and broccoli.

Du 11/02 au 2/03/2020
Bien manger et moins cher, c’est facile !
En exclusivité, pendant 3 semaines, jusqu’à - 25% de promotion et 4 recettes délicieuses, rapides et faciles pour le petit déjeuner et le déjeuner.
DÉCOUVREZ VOS 4 OFFRES EXCLUSIVES CI-DESSOUS.



Adaptive Environment

Next, as part of our nudge we created **an adapted environment**: a webpage fully-focused on “On s’y met”. Easy-to-navigate, the page clearly presented the recipes and grouped together the associated products. In this way, we removed any potential barriers to the good practices we were looking to instil, including excuses such as “I don’t know any recipes” or “It’s not tasty enough.”



As the heart of our nudge approach, the “On s’y met” webpage was visible on carrefour.fr, or by clicking a link in the banner.

Financial Incentives



Finally, our nudge included **a financial incentive**: the “On s’y met” website featured a specific promotional price of -15% to -25% off almost all products.

An innovative geo-targeted approach



The “On s’y met” digital campaign focused on nine Carrefour stores in the Lyon area. Using geo-targeting, the digital activity was triggered when consumers were physically in the stores’ catchment area.

- Carrefour Market Lyon Frères Lumières
- Hypermarché Francheville
- Hypermarché Ecully
- Carrefour Market Villeurbanne Grandclément
- Carrefour Market Meyzieu
- Carrefour Market Belleville sur Saône
- Carrefour Market Corbas
- Carrefour Market Irigny
- Hypermarché Confluence

An impactful message



The campaign featured a key visual that was appealing, cooking-focused, and which reinforced the healthy and affordable aspects of the behaviour.



We adapted the visual into more than 272 different sizes to suit different websites including Facebook, third-party websites and Google with adwords

Promote Online/Offline Traffic

Our campaign used two channels to push drive-to-store (the Carrefour brick-and-mortar stores) and drive-to-e-commerce (Carrefour Drive ecommerce websites):



Geo-targeting to increase drive-to-e-commerce. Several digital levers were deployed to reach consumers with precision and generate traffic for the Carrefour Drive e-commerce pages. In priority, the banners were displayed on websites such as Facebook. There was also a search engine advertising campaign via Adwords.

Geo-targeting to increase drive-to-store, reaching a wider audience beyond the purchasing process. When consumers were physically in the area of our selected Carrefour stores, the “On s’y met” message was featured via their Facebook feed and on multi-format banners on search engines and third-party websites. This provided them with the address of the closest Carrefour, encouraging them to visit and discover the in-store “On s’y met” activation.

A campaign which yielded very promising results

	CLICKS	BENCHMARK MARKET	*
Google	10%	1%	X10
facebook	0,34%	0,20%	X1,7
OTHER SITES	0,10%	0,05%	X2
AVERAGE	1,7 X to 10X vs benchmark market		

*Source: ARMIS

Our campaign on Facebook and third-party websites was designed to reach a broad audience of people not in the process of purchasing groceries. Addressing an untargeted audience explains the click rate target of 0.20% and 0.05% on Facebook and third-party websites respectively. Nevertheless, our results exceeded our benchmark (x1.7 on Facebook and x2 on third-party websites), which highlights the interest of the audience in our value proposition.

At the same time, we directed a search-engine advertising (SEA) campaign on Google Adwords. This campaign was dedicated to a smaller but more targeted audience. By selecting keywords like “catalogue Carrefour” or “Carrefour Ecully”, the audience we reached was already in the mood to buy. This explains a much higher click rate of 10%, which also outperformed our objectives

First, our geo-targeted media campaign had a significant effect :

- Reaching 747,760 online users In the Grand Lyon area.

- Increasing click rate by x1.7 to x10 when compared to the market benchmark. (clicks on Google, Facebook and third-party sites)



But the real success of the “On s’y met” campaign was whether we are encouraging healthier behaviours. The “on s’y met “healthy recipes” campaign has generated extremely positive results

- During the three weeks of the digital campaign, Carrefour recorded **an increase of x1.2 (in value and in volumes) in sales of the selected fruits and vegetables** featured in the recipes in the nine participating Carrefour stores, compared to the three weeks preceding the campaign.

- While the **sales of the four brand products promoted increased in average by x1.6** (in value and in volumes) compared to the preceding period.

Our digital campaign did indeed nudge consumers in the right direction. These very encouraging results indicate that the campaign, the recipes and price promotions featured on our adapted environment helped to encourage healthier behaviours while creating shared value.

“On s’y met” digital campaign by the numbers:



Digital key learnings and next steps

The experience and success of the “On s’y met” digital campaign helped us gain important insight to apply to future activity.

First, to encourage healthier behaviours we must **continue highlighting the combination of healthy products with fruits and vegetables**. We plan to increase consumer engagement by developing rich and inspiring content, for example partnering with local Influencers to create how-to cooking videos.

Next, we want to **improve the customer journey on the website**, using new user experience capabilities to offer a more fluid experience. For example, making it easier to click; adapting to each consumer’s profile and purchasing habits with targeted content and editorial; bundling the products used in each recipe to enable “one click to basket”...

Finally, we want to **optimize our geo-targeting activity** to improve sales and measure drive-to-store Impact.

Alors, on s’y met!

How to scale the “On s’y met” initiative?

- **Build upon digital learnings.** This first digital campaign has allowed On s’y met to lay important groundwork to go further on collaborative campaigns that promote healthier behaviours and benefit consumers. The scene is set to quickly reflect on how we can scale up this activity and integrate our major insights: combine products with fruits and vegetables, increase consumer engagement, improve the customer journey on the website, and optimize geo-targeting to improve on- and off-line sales.

- **Build upon in-store learnings.** Similarly, the multiple in-store campaigns and activities we developed collectively with academics have allowed us to try and test out several approaches. These could also inspire deployment on a national scale, either for on-the-spot activities or programs targeting healthier behaviours in the long run. These topics will be discussed further in the “On s’y met” full annual report.

- **Extend to another city.** Upon request from other cities, the learnings from On s’y met’s first year of activities are available as a document summarising the practical ideas and best practices to inspire specific regional deployments involving different stakeholders.

A COLLABORATIVE APPROACH TO ENCOURAGE HEALTHIER BEHAVIOURS

“On s’y met” spotlight: **Nestlé**



Arnaud Marie,
Corporate Commercial Development
Director at Nestlé France



One of the most notable aspects of the “On s’y met” digital campaign, and indeed the entire initiative, is that it unites diverse actors in the quest to achieve a common goal: encouraging healthier behaviours. The significance of the approach is not lost on Nestlé:

“The “On s’y met” digital campaign is unlike any other. It’s part of a multi-brand, collaborative project that, through simple and easy recipes, allows consumers to eat more fruits and vegetables in an enjoyable way. At Nestlé, we are proud that this first wave of digital activity was a real success, and we are proud to participate in this show of common vision between manufacturers and retailers so that together we can positively impact consumers’ well-being and the balance and quality of their food,” said Arnaud Marie, Corporate Commercial Development Director at Nestlé France. “We are pleased to have been a part of this campaign that reached so many in the Lyon area, and to have contributed to one of the four healthy and tasty recipes: a warming, seasonal soup featuring our Maggi brand Chicken Noodle Soup, white beans and green cabbage. Each product in the campaign featured a Nutri-Score A or B, providing consumers with clear and simple information. Nestlé has supported Nutri-Score since June 2019, and by the end of 2021 we want to include it on 100% of our products. Not only does this tie into our policy of better eating and our involvement in the nutritional progress of our portfolio, this simple system offers consumers more transparency and encourages them to eat more healthily in their everyday lives.”

Indeed, “On s’y met”’s values and objectives are strongly linked to Nestlé’s mission to enhance quality of life and contribute to a healthier future. Encouraging kids to eat more veggies and fruits, ensuring their meals are as nutritious as possible and that their protein sources are diversified can be a tough challenge for par-

ents and caregivers. With Nestlé for Healthier Kids, we federate all our efforts to support them. We believe that involving kids in food preparation helps them develop healthier habits and our last campaign #Cookingtogether is more important than ever these days.

Nestlé inspires through a healthier, simpler diet, based on fresh and environmentally-friendly ingredients, sourced responsibly: notably, 70% of the high-quality raw materials for Nestlé France’s products come from France. As consumers express their desire for health, balance and sustainability, Nestlé creates good food to nurture good lives and healthier, happier tomorrows.

A NUDGE-INSPIRED CAMPAIGN DEVELOPED WITH ACADEMICS

“On s’y met” spotlight: **Savencia**



Nikta Vaghefi,
Group Nutrition Director at Savencia



Savencia is an international, family-based and independent food group infused with strong corporate values and a vocation: “Leading the way to better food” with high quality products meeting the expectations of our consumers in 120 countries. Savencia has used nudge methodology for several years to “push” consumers towards healthier and mindful eating behaviours, like its award-winning nudge for portion visual markers on Caprice des Dieux.

Beyond “On s’y met”, encouraging the adoption of healthier and more responsible consumption patterns is a key objective within Savencia’s CSR plan, OXYGEN. **The group promotes a positive vision of food through the hashtag #PositiveFood**, a caring, committed approach to dietary transition contrasting with the flourish of negative diktats. Pleasure is a part of the health and desirability is a key point of food transition, an idea which is highlighted in the WHO-FAO report on healthy and sustainable diet. In-store and digitally, Savencia proposes balanced, delicious recipes rich in vegetables and based on natural and raw or minimal-

ly-processed ingredients and carrying a Nutri-Score A or B, with cross-product coupons for purchasing cheese and vegetables together.

“The “On s’y met” digital wave nudged the consumer to adopt healthier purchasing and consumption behaviours and, in particular, increase vegetable consumption. Our nudge, created together with INSEAD, consisted in part of proposing combo cheese and vegetable products for simple, delicious and balanced recipes,” said Nikta Vaghefi, Group Nutrition Director at Savencia. “Not only is cheese part of a healthy, balanced diet and naturally rich in its nutritional composition (protein, calcium, minerals and vitamins), it also plays a cultural role in France and is associated with pleasure. When mindfully consumed, cheese can make vegetables more desirable and help increase vegetable consumption as recommended by dietary guidelines.”

The perfect illustration is www.quiveutdufromage.com, a digital reference platform around cheese on which Savencia encourages consumers to adopt a flexitarian diet and official dietary recommendations, with balanced recipes, rich in vegetables, where cheese can favourably replace meat. Consumers can check out the site for educational articles, videos and recipe cards. So, who wants cheese?

AN ADAPTED ENVIRONMENT FOR A GENERATION OF DIGITAL-MINDED CONSUMERS

“On s’y met” spotlight: **Carrefour**



Florence Du Buit,
CSR Project Manager at Carrefour



As the sole retailer in this particular campaign, Carrefour provided the highly-adapted environment for the “On s’y met” digital experiment: namely, the Carrefour Drive e-commerce sites. This is what allowed the campaign to come as close as possible to the online purchasing point, and provide an innovative, collaborative and healthy offer to the people of Lyon.

“The “On s’y met” digital campaign truly embodies the notion of collaboration: from the presence of our academic partner INSEAD, to bringing our products together with those of the manufacturers, to working hand-in-hand with the scientific committee which validated the recipe combinations of Nutri-Score A or B. But what’s truly significant is how the digital campaign demonstrates a real ability to influence consumers’ eating habits to become healthier in the long-term,” said Florence Du Buit, CSR Project Manager at Carrefour. If “On s’y met” can impact the people of Lyon’s eating habits in this way, then it gives us a lot of hope about the impact it could have on a larger scale. The strength of “On s’y met” is its local approach: we can innovate take some risks and experiment at a low cost. And if the experiments are successful, it makes the case to scale them to a larger level to contribute to the food transition.”

Indeed, Carrefour’s mission is to be the global leader of the food transition for all. As part of its mission, the Group adapts and responds to consumers’ expectations to eat healthier, more sustainable and affordable food, embodied in large part in Act for Food, Carrefour’s global programme of concrete actions to promote better eating.

Convinced that the food transition must be carried out collectively, Carrefour’s Food Transition Pact mobilises 19 of its international and French suppliers in a pact to accelerate together on challenges related to packaging, biodiversity, climate and traceability. As Florence Du Buit says, “As a retailer, we see collaboration with manufacturers as critical. The Food Transition Pact and “On s’y met”, for example, allow Carrefour to impact not only in distribution, but also play a role in innovative concepts linked to food production.”

AN INNOVATIVE & COLLECTIVE MOVEMENT TO SERVE THE FOOD REVOLUTION

“On s’y met” spotlight: **Danone**



Laurence Peyraut
CBS General Secretary and Public
Affairs Director France at Danone



The “On s’y met” initiative resonates deeply with Danone’s mission to bring health through food to as many people as possible. Recently, Danone became the first listed company to adopt the “Entreprise à Mission” model created by French law in 2019 which will, among other aspects, apply a new governance arrangement to oversee the progress of its environmental, social and societal goals. This also propels Danone further down the path of achieving its ambition to become B Corp-certified at the global level.

“We only have one planet and one health. We must never stop learning and encouraging new, sustainable practices that are good for business and good for people. Transparency is key, which is also why Danone recently joined partners calling on the EU to adopt Nutri-Score as the mandatory front-of-pack nutrition label. This important tool, featured prominently within the “On s’y met” digital campaign, supports consumers in making informed dietary choices, in a transparent manner.”

In particular, Danone focuses on developing and promoting regenerative models of agriculture that protect soils, empower farmers and promote animal welfare. Its sustainability ambitions also extend to carbon neutrality. In 2020, its natural mineral water brands evian and Volvic both announced global carbon neutrality certification, reiterating Danone’s commitment to a sustainable, healthy future.

A COLLECTION OF RECIPES WITH AN IMPACT ON SALES

“On s’y met” spotlight: **Bel**



Caroline Chesneau,
Group Nutrition Director at Bel



The star of the “On s’y met” digital campaign is the four recipes; the healthy, simple and tasty, recipes go a long way in nudging consumers toward healthier behaviours. Bel, a major player in the healthy fruit and dairy single portion snacking, believes in the power of balanced, easy-to-make and accessible recipes, for example combining cheese and vegetables, cheese and fruit or cheese and nuts.

“Enjoyable, easy and affordable recipes are a key part of a healthy lifestyle, as evidenced by the “On s’y met” digital campaign which capitalised on healthy food combinations to entice consumers’ taste buds. Cooking plays an important and structuring role in consumers’ lives, and we aim to champion healthier meal solutions for all. At Bel, a key aspect of this adapted portions which, from a nutritional point of view, ensure the right quantities in line with PNNS recommendations,” said Caroline Chesneau, Group Nutrition Director at Bel. “Cheese is an important source of calcium, which is an essential nutrient for growing children that is compatible with the nutritional needs of all. It is possible to combine taste, pleasure and variety while also staying healthy: when eaten in moderation, Bel’s products can contribute to a balanced diet. Better food behaviour is everyone’s business, and at Bel we are pleased to take part in “On s’y met” and the joint effort to create healthy offers for consumers at the point of purchase.”

Bel’s perspective is illustrated by its new identity “For All. For Good” which promotes healthier and more responsible food for all and makes this mission the engine of its responsible and profitable growth model. To accelerate the transformation of its brands in line with this identity, in 2019 Bel adopted “Healthier”, a structuring policy based on two pillars: ‘Naturalness’ to use more natural ingredients and limit the use of additives, and ‘Nutrition’ to align the development of new products and continuously improve the nutritional quality of existing products.

Specifically, Bel’s nutritional profiling system BelNutri+, developed in collaboration with experts, structures Bel’s nutritional approach to product development and renovation by setting thresholds by product category (cheese, milk, yogurt, salty snacks, sweet snacks) and by target (adults, children) for six nutrients: those to promote (calcium, proteins) and those to limit (fat, saturated fatty acids, added sugars, salt), furthering its commitment to promote healthier, responsible and accessible food for all.

ESSENTIAL ACTION FROM ESSENTIAL INDUSTRIES: OUR COVID-19 RESPONSE

Over the past several months, like so many people around the world, the members of “On s’y met” have witnessed the devastating effects of the COVID-19 pandemic. And also like so many, we have been determined to find ways to support our local communities and producers as we all go through this difficult period. In this moment of uncertainty, we believe that one thing is certain: consumer access to healthy, affordable and enjoyable food is more important than ever. During this time when the people of France are increasingly cooking at home, we must continue to inspire them with balanced, tasty recipes and other useful resources to encourage healthy habits. Following is an overview of the “On s’y met” response to-date to support our local communities and producers during the COVID-19 crisis.

CONNECT & SHARE

CONNECT: We were compelled to act when the local authorities contacted “On s’y met” to alert us that local producers needed support during the complicated period when open-air markets were closed, leaving producers with few points of sale for their products. Right away, this message was shared with the initiative’s retailers.

SHARE: As the crisis began to affect everyone and our members started to take action, we wanted to quickly find a way to document and share the initiatives to fight COVID-19 and support communities. This source of inspiration came together in a compilation of 31 best industry practices shared amongst “On s’y met” members.

ACT TOGETHER

As the people of France come to grips with the “new normal” imposed by COVID-19, healthy, great-tasting and affordable food remains essential. “On s’y met” plans to launch a second wave of digital activity in summer 2020. Building on the success of our first digital campaign and integrating its key learnings, we look forward to continuing to support the people of France in cooking balanced, delicious and wallet-friendly recipes at home.

LEARN & SCALE

Furthermore, our members took several individual action to help people in need and make a positive local impact in the Lyon region.

The full set of case studies, consumer insights, learning and new normals can be found on the [Global Learning Mechanism \(www.globallearningmechanism.com\)](http://www.globallearningmechanism.com)

In this “On s’y met” pre-report, you’ve discovered much of what we learnt on digital activity during this year.

Please stay tuned for more in-depth information in our 2020 full report.

As we hope you’ve seen, On s’y met highly values collaboration.

YOU are a part of it, so please do not hesitate to share your input and insights with us.

Because together we can encourage healthier behaviours.

On s’y met – Plus on agit, mieux on se porte

(Let’s do it – the more we act, the better we feel)



About Collaboration for Healthier lives

The Consumer Goods Forum (CGF) Coalition, Collaboration for Healthier Lives (CHL), is about making it easier for people around the world to adopt healthier lives for themselves and their families. It's about making healthier decisions easier and habitual for people in every community around the world. It is a global movement led by manufacturers, retailers, public health authorities and local communities, delivering local movements in communities worldwide. There are currently nine CHL initiatives running across 14 countries. As a collective, members of the CGF, and their partners, are exploring, experimenting, innovating and evolving business models to support positive change, while sharing data and knowledge at scale, crossindustry. Health is not a competitive advantage; it's a basic necessity. And, it's clear no company can solve this issue alone. Collaboration is needed at scale and across sectors if the consumer goods industry is to play the necessary role in the health and wellbeing of people.

About The Consumer Goods Forum

The Consumer Goods Forum ("CGF") is a global, parity-based industry network that is driven by its members to encourage the global adoption of practices and standards that serves the consumer goods industry worldwide. It brings together the CEOs and senior management of some 400 retailers, manufacturers, service providers, and other stakeholders across 70 countries, and it reflects the diversity of the industry in geography, size, product category and format. Its member companies have combined sales of EUR 3.5 trillion and directly employ nearly 10 million people, with a further 90 million related jobs estimated along the value chain. It is governed by its Board of Directors, which comprises more than 50 manufacturer and retailer CEOs. For more information, please visit: www.theconsumergoodsforum.com.

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