

Driving Healthier Baskets Collaboratively

«On S'y Met»

Context



Malnutrition is a risk factor for chronic disease in the 21st century: obesity, cardiovascular disease, cancer, type 2 diabetes



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Public policies are being developed and supported to help people incorporate better dietary and lifestyle choices into their daily lives



Covid-19 has had an impact on the eating behaviours of consumers, who are looking to be more health conscious

Acting together

The transition to healthier (and more sustainable) purchase behaviour and consumption to achieve the objectives set out by the French National Public Health Agency, requires brands, retailers and restaurants to widen their offer:

1 Provide products, recipes and menus with better nutritional quality

2 Encourage consumers to make healthier choices (recipes, promotions, games and challenges, nudging, personalising nutritional information)

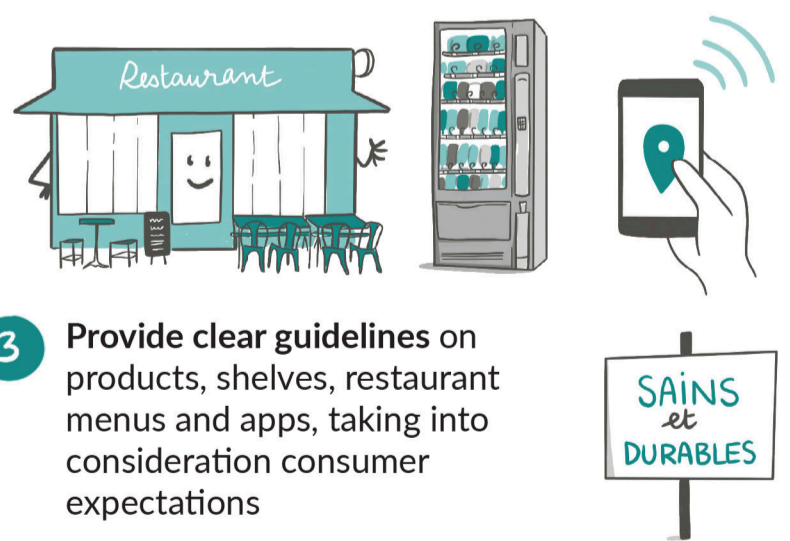


5 Innovate with consumers and local communities who are key players in the food transition

4 Reduce marketing pressure to protect children and adolescents from significant exposure to products that should be consumed in moderation



3 Provide clear guidelines on products, shelves, restaurant menus and apps, taking into consideration consumer expectations



«On s'y met» is part of the Collaboration for Healthier Lives (CHL) initiative at The Consumer Goods Forum. It aims to help consumers adopt healthier shopping behaviours by testing innovative actions in-store, digitally and in restaurants, based on the recommendations of the National Nutrition and Health Plan. The initiative also aims to trial interventions that encourage healthier and sustainable lifestyles, and scale fast what works for greater impact.

