

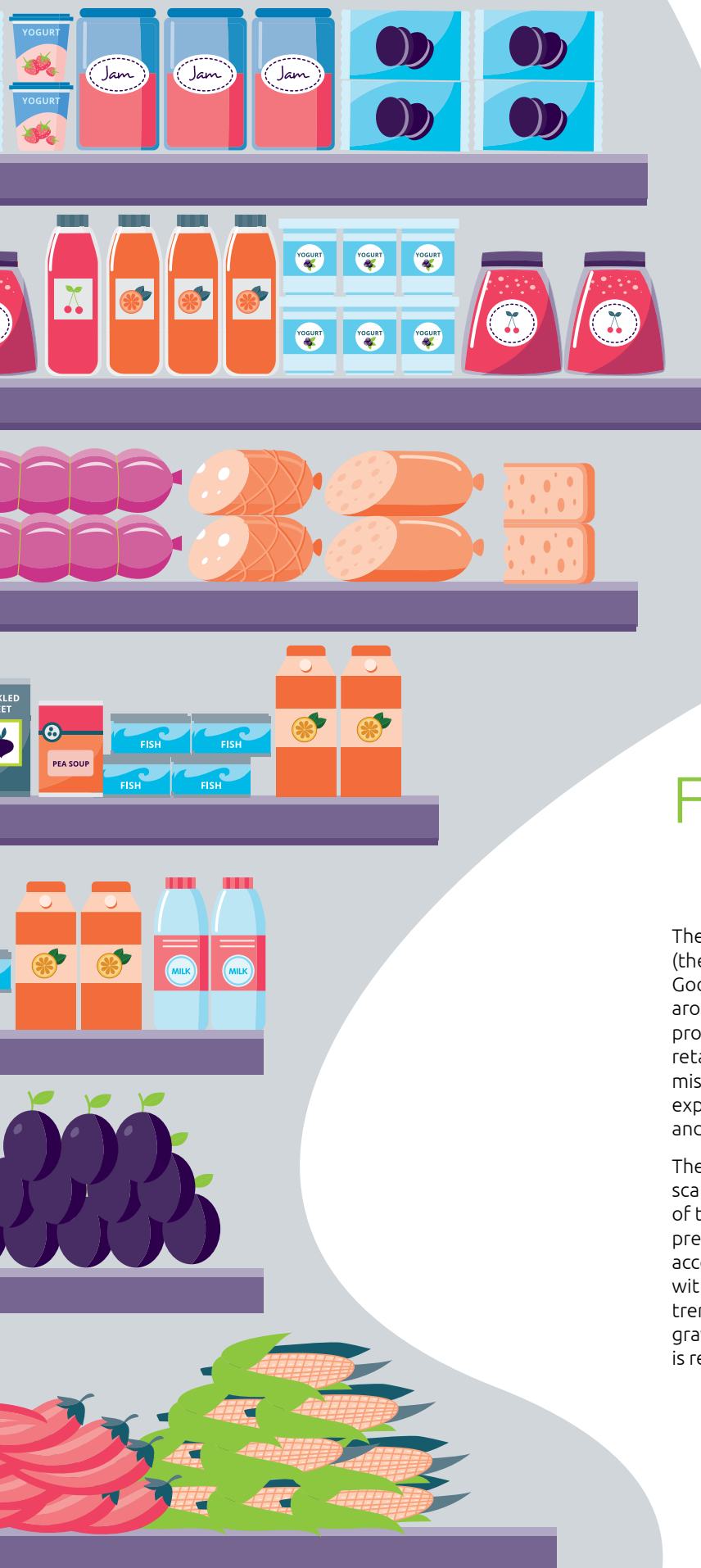


# Building healthier baskets

to impact at scale



Four **digital** concepts to activate and advance the goals of The Consumer Goods Forum's Collaboration for Healthier Lives Coalition of Action initiative



## Foreword

The Collaboration for Healthier Lives Coalition of Action (the Coalition) is a flagship initiative from The Consumer Goods Forum that aims to inspire and enable people around the world to lead fuller, healthier, longer, and more productive lives. A global movement led by manufacturers, retailers, public health authorities, and local communities, our mission is one of action – improving health outcomes through experimentation, innovation, cross-industry collaboration, and the deployment of digital technology at scale.

The emergence of COVID-19 underscores the urgency and scale at which we advance our agenda. Against the backdrop of this health emergency, the world has come to realize the prevalence and depth of systemic issues such as scarcity, access, and cost. From an industry perspective, we have witnessed an acceleration and amplification of consumer trends, as purchases shift to digital channels, consumers gravitate towards brands that share their values, and loyalty is redefined based on availability and convenience.

<https://www.theconsumergoodsforum.com/health-wellness/healthier-lives/governance/>

In this new landscape, brands, manufacturers, and retailers have a choice to make in terms of the role they want to play in the lives of consumers. These organizations can be passive observers to a public health event or they can be leaders, innovators, advocates, and agents of change for our communities, our industry, and the world at large. As members of this Coalition, we aim to be at the forefront of this movement, address the systemic issues and challenges amplified by COVID-19, and lead recovery efforts in a way that will create a more sustainable, transparent, fair, and just world. It is our goal to help people live healthier lives while driving business value for our industry – and it seems there is no time when our Coalition has been more needed, when our mission has been more critical.

As we work towards our goal of improving health for people and communities all over the world, it is important to note that the issues we are addressing are global in nature and universal in terms of impact. At the same time, there is no single solution. Every effort will require customization and nuance, based on a deep awareness and understanding of the culture, customs, and lifestyle of the people we are trying to reach. Therefore, collaboration is a critical element of our efforts. We must look to one another – other members of this initiative – for support, inspiration, recognition and validation. It is in working together, as a true Coalition, that we can address these challenges and effect real, lasting change.

With this paper, we aim to showcase some of the outstanding progress made to date by Coalition members in markets around the world. For example, in Turkey, we explore how Migros has been able to reach more than one million consumers and inspire them to fundamentally change the contents of their basket – all in a matter of months. In France, we can draw inspiration from *On s'y met* (Let's Get Started), an initiative featuring retail and brand partnerships between Carrefour and Danone, Savencia, Nestlé and Mars, and many other brands, that generated an uptick in the consumption of fresh fruits and vegetables. And in China, we see how social media influencers and dieticians are putting health front and center with engaging and educational activations from Danone, PepsiCo, Freshippo, and many other brands and retailers. There is much to learn from these programs – and even more to do.

## Isabelle Grosmaître

One Planet One Health Catalyst, Danone, Co-Chair of the Collaboration for Healthier Lives Coalition



Our progress thus far is a positive step towards transformation, but it is only the beginning. Here, in partnership with Capgemini, we present four next-generation ideas that illustrate how we can bring about further change. Steeped in behavioral science, these concepts address each of the elements needed for evolution – opportunity, capability and motivation – while overcoming the systemic cultural barriers that often stand in the way of transformation. We leverage digital as a means of reach, growth, and engagement, creating exciting, effective, and efficient ways to connect with the consumer and build lasting and productive relationships. Just as true change requires collaboration, we believe that success will be based on our ability to scale, with digital technology being the key enabler of our ability to reach not millions, but billions, of people around the world.

In forming the Collaboration for Healthier Lives, it is our sincere hope that we enable new business practices that become business standards, creating solutions that are good for people and the planet. We call on retailers, manufacturers and their partners to help us advance our agenda to improve people's lives, strengthen our industry and help change the world around us.

## Marcus Osborne

Senior Vice President, Walmart Health, Co-Chair of the Collaboration for Healthier Lives Coalition

*“People are looking for brands that are doing good for people, for society and our planet. Data and digital can be powerful force to foster healthier behaviors at scale.”*

## Isabelle Grosmaître

Alimentation Initiative Catalyst, Danone Co-Chair of the Collaboration for Healthier Lives Coalition

## Inspiring change. Creating value. Driving impact.

The Consumer Goods Forum's Collaboration for Healthier Lives brings together retailers, manufacturers and their partners from around the world under a collective mission to empower people to live healthier lives and drive shared value.

Capgemini is proud to serve as a technology and innovation partner to the Collaboration for Healthier Lives Coalition, helping members design, build, and launch strategic initiatives that leverage digital technologies to drive scalable, global action, and advance the program agenda.



*"With COVID-19, we see how quickly and fundamentally the world can change. The Consumer Goods Forum members need to be at the forefront for this transformation, driving positive outcomes for people around the world."*

**Sharon Bligh**

Healthier Lives Director at The Consumer Goods Forum

## The strategy behind the solution

When it comes to healthy living, research shows that behavior modification is not a wholly rational process – meaning that one’s ability to change is not based solely on knowledge or a cost-benefit analysis, but on a complex mix of emotional drivers, environmental circumstances, and social influences. Further, there are barriers that often stand in the way of change, making it difficult for people to start a wellness journey or commit to healthy choices over the long term.

Viewing change within this context underscores the idea that behavior cannot be modified through simple solutions. For example, sharing information about the nutritional value of foods may help build individual awareness and knowledge, but it will not address the deep, systemic issues preventing healthy eating like access or cost. Instead, effective health

and wellness programs must be holistic, creating an environment for change and addressing a multitude of social, cultural, and biological issues.

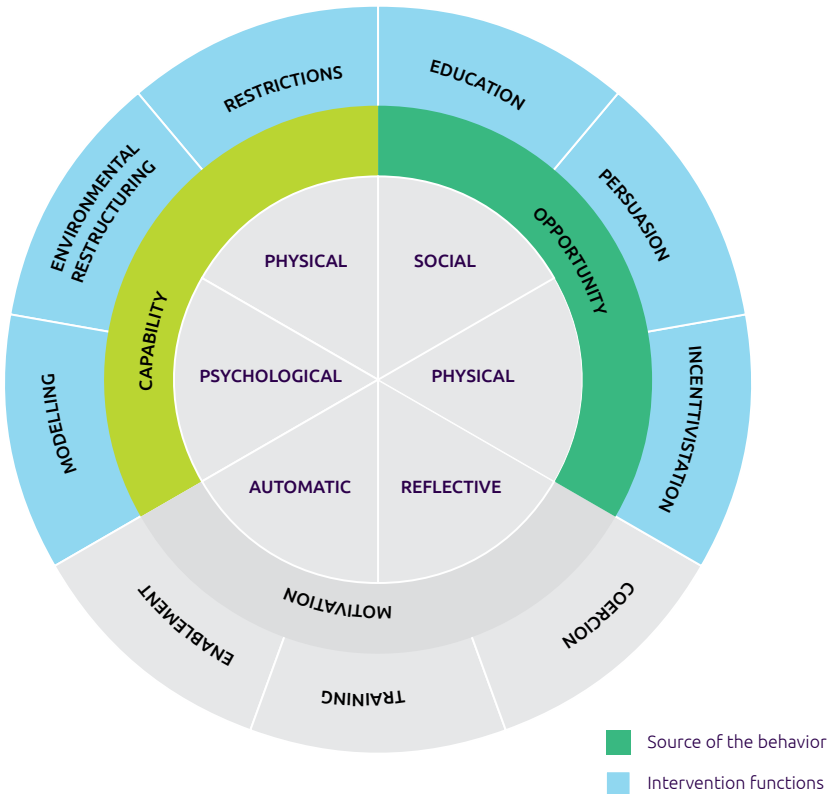
The concepts outlined in this paper are designed with this strategy in mind. Equal parts fun and effective, rational and emotional, inspiring and aspiring, the solutions presented here – **Decoded, Better Together, Contextual Cart, and Simul-ate** – create the opportunity, capability, and motivation needed for change while addressing known barriers. They are meant to simplify the complex and sometimes conflicting world of “healthy living,” breaking down this lofty goal into incremental steps and creating clear and consistent paths forward and rewarding progress over time. In this way, these programs help drive lasting, sustainable change by constantly reinforcing the journey to healthy living.



# The Behavior Change Wheel

**The Behavior Change Wheel** is a proven framework that identifies three sources of behavior – Opportunity, Capability, and Motivation – and links them to common intervention functions.

In designing the concepts in this paper, we focused on Opportunity and Capability – the two interventions that are most applicable and actionable within the context of the Collaboration for Healthier Lives.



“This initiative is important to Walmart because our customers told us it was important to them. Companies need to fulfill this need for people – to enable them to live healthier lives.”

**Marcus Osborne**  
 Senior Vice President, Walmart Health, Co-Chair of the Collaboration for Healthier Lives Coalition

	Intervention Function	Definition
Opportunity	Education	Increasing knowledge or understanding
	Persuasion	Using communication to induce positive or negative feeling or stimulate action
	Incentivization	Creating an exception of reward
Capability	Modeling	Providing an example for people to aspire to or imitate
	Environmental Restructuring	Changing the physical or social context
	Restrictions	Using rules to reduce the opportunity to engage in the target behavior (or to increase the target behavior by reducing the opportunity to engage in competing behaviors)

## Common barriers to a healthy lifestyle

The concepts outlined in this paper are designed to address some of the most common barriers to maintaining a healthy lifestyle. In our research, we have found that some of these barriers are more easily addressed by brands, retailers, and manufacturers. These points are highlighted in the table below and addressed by the creative concepts we share in this paper.

<b>Taste preference</b>	Addressing the appeal and satisfaction food items
<b>Lack of knowledge</b>	Simplifying the multiple, and often conflicting, messages with respect to a healthy lifestyle
<b>Lack of motivation</b>	Reframing the healthy-living conversation as incremental steps
<b>Social influence</b>	Rewiring how social relationships influence lifestyle habits
<b>Lack of access</b>	Addressing environmental and socioeconomic factors that prevent healthy living
<b>External temptation</b>	Prioritizing long-term value over immediate gratification
<b>Lack of awareness</b>	Addressing systemic issues that make healthy living more difficult

### Applying key learnings from the CGF Collaboration for Healthier Lives Coalition

In designing the creative concepts presented in this paper, Capgemini reviewed existing Collaboration for Healthier Lives programs in China, France, Japan, Latin America, United Kingdom, United States, and Turkey. Our organization also referred to The Consumer Goods Forum's [Global Learning Mechanism](#) (GLM), which is a knowledge platform featuring the latest data, research, case studies, and other resources to help stakeholders around the world better understand how to activate the programs at scale.

From this review, we derived several key learnings which have shaped the design and implementation plan for the concepts presented in this paper:

1. **Consumer at the heart.** Ideas must address and overcome specific health and wellness barriers within both the social and physical environmental. Each solution should rely on experiential nudges to build knowledge, encourage healthy choices, and build positive habits over time.

2. **Category and brand-agnostic.** Ideas should be designed to accommodate a range of categories and brands. They should also allow for flexibility in terms of the level of participation from brands, retailers, and manufacturers.
3. **Programmatic over promotional.** The heart of the idea should enable repeatable, consistent consumer interaction and exposure, as opposed to one-off purchases or rotational messages.
4. **Designed around health and wellness KPIs.** All solutions should incorporate built-in mechanisms for consistent data capture and analysis.
5. **Digitally enabled.** Programs should leverage digital to support operation and scale, as opposed to human execution. All solutions should also be easily replicated on e-commerce channels. This is especially important given that COVID-19 has accelerated digital shopping in the grocery and consumer goods sector.

Throughout this paper, we will explore some of the existing Coalition initiatives in greater detail, calling out how these programs were able to affect real change and explore how other organizations can leverage these programs as models.

### CGF Global Health & Wellness Digital Framework

In 2018 the first digital framework was published to provide CGF members and stakeholders with a guide on how digital can support the goal of positively impacting behavioral change to help people live healthier lives. Learnings from the following companies can be found in the framework.



<https://www.theconsumergoodsforum.com/global-learning-mechanism-resources/global-health-and-wellness-digital-framework/>

# Creating healthier baskets: Four concepts to advance the agenda of the Collaboration for Healthier Lives

## Concept 1

### Decoded: Making healthier decisions effortless through clear and consistent product categorization

While the desire to be healthy is universal, good intentions are often overridden by poor choices, as influenced by marketing messages, complex claims, and sensory temptations – factors that streamline decision making, but not necessarily towards the healthiest option.

#### Program overview

Decoded is a color-coded system that helps consumers visualize healthy choices and navigate purchases throughout the customer journey.

Presented as a standardized system for all product categories and retailers, Decoded assigns a color to various products which helps shoppers understand, at a glance, the nutritional value and health impact of each product. For example, products in the green category are considered the most healthy; yellow are moderately healthy; orange are the least healthy. Color assignments are calculated by an algorithm that analyzes products against official health guidelines, ingredients, claims, and other factors.

In store, the color codes are displayed on digital shelf tags or revealed through a barcode reader on the shopping cart or mobile app. Shopping carts can also be outfitted to designate

space for each color category, helping customers visualize their overall cart composition and weight purchases toward more healthful options. Online, the same system is present across product and checkout pages.

It is important to note that although Decoded is designed to inspire the purchase and consumption of food in the Green category, no product is off limits. The intention instead is to educate and skew behavior towards healthier choices.

In breaking down the basket size by category, Decoded helps demystify the food labels and nutritional messaging, simplifying the decision-making process for many consumers. Over time, the consumer becomes more familiar with product categories, helping them form healthy habits and bring more balance into their diet.

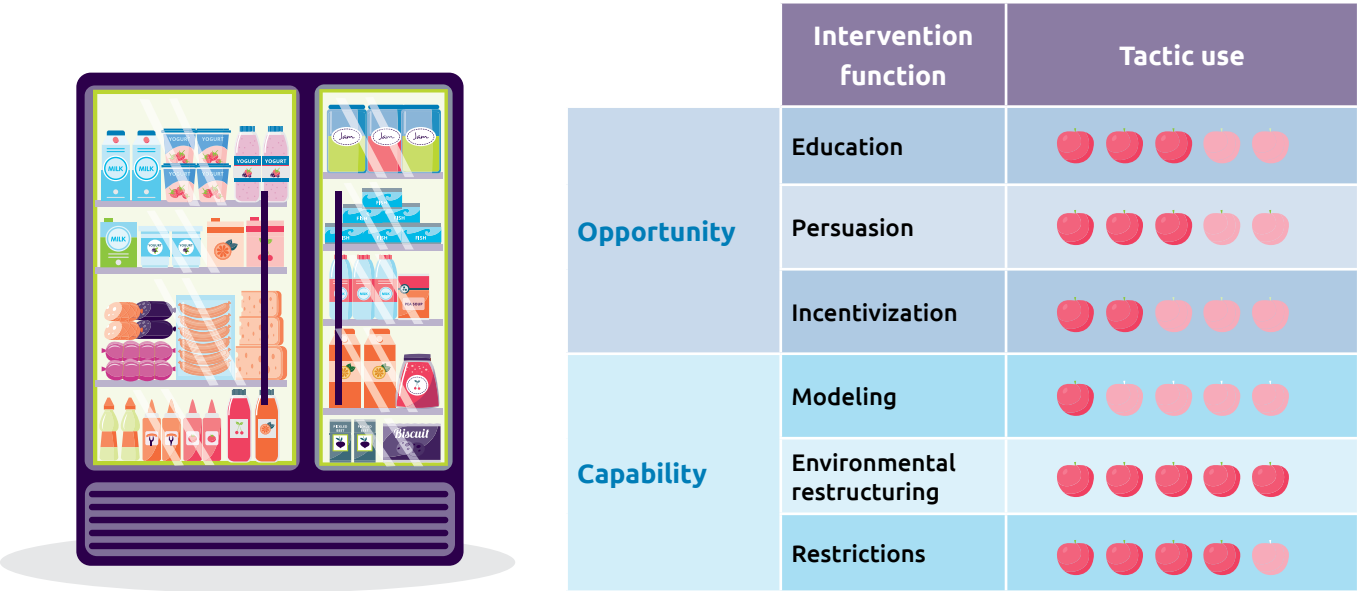
*“In COVID-19 we see a catalyst for change, driving the conversation about healthier living and encouraging the behaviors that support it.”*

#### Kees Jacobs

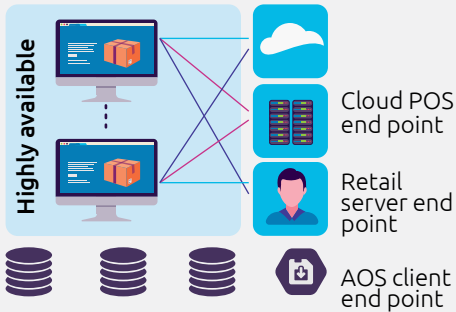
Vice-President for Global Consumer Products & Retail  
at Capgemini



# Model for behavioral change



## Enabling technologies: Bringing Decoded to life



### HES Digital Platform + Smart Cart (online)

Add characteristic intelligence into existing POS (in-store and online) shelf tag system



### Color Code Visualization (in-store)

- Electronic shelf edge/ digital shelf tags with characteristic intelligence
- Barcode scanners on shopping carts/baskets
- Retailer app integration/ new program app



### Haptics Integration (in-store)

- Carts/baskets with built-in haptics and sounds
  - Veeve smart carts
  - Casper smart carts
  - Vibrating cart handle
- Barcode/QR code scanner with haptics casting added to existing carts
- Badges/alerts built into the app

## Regional Spotlight: Latin America

### Collaboration for Healthier Lives in Mexico, Colombia, Central America, and Chile

**México Ponte Bien**, or Mexico Get Well, is a multi-city wellness campaign that teaches consumers about the importance of making conscious purchasing decisions as part of a healthy and balanced lifestyle. Now in its second year, Ponte Bien brings together more than a dozen leading CP brands and retailers to drive change through in-store programs and digital content.

Due to COVID-19, this year's campaign will be digitally-led, with brands and retailers leveraging social media channels to reach consumers with educational materials focused on nutrition, healthy habits, lifestyle change and cleaning techniques.

In Colombia, similar programming is underway with **Se Siente Bien**, or It Feels Good, a campaign that focuses on helping consumers form healthier nutrition, lifestyle, and hygiene habits. As in Mexico, this year's campaign is largely digital, leveraging social media to reach consumers with helpful tips related to cleaning, exercise, and diet concerns during the COVID era.

The Collaboration for Healthier Lives Coalition has already expanded in the Central American countries to include Costa Rica, Nicaragua, Honduras, El Salvador, and Guatemala. The program will also expand to Chile in due course. The CGF LATAM Board will review progress in October 2020 and we look forward to an update on these initiatives, as well as the latest results from Mexico and Colombia, in the months to come.

CHL Mexico Co-Chairs: Grupo Bimbo & Walmart  
 CHL Colombia: Grupo Exito & Clorox  
 CHL Central America: Automercado & Mars  
 CHL Chile: Cencosud Nestlé

## Concept 2

# Better Together: The social shopping platform powered by collective wellness expertise

In the past, the individual's social and cultural sphere of influence could limit access to healthy behavioral models. Today, a new wave of social commerce is widening the aperture, enabling direct exposure to a variety of healthy lifestyle models and importantly, the ability to purchase into those lifestyles.

## Program overview

Better Together is social commerce platform that invites micro-influencers to host recorded or live-streamed videos focused on reviewing, recommending, and using health and wellness products. The user community can actively participate by asking questions and commenting via live chat to video hosts as they use the products.

The live-streamed videos are also shoppable, enabling users to either check out directly if the program is housed on a retailer app, or link out to the various brand and retailer websites if the event is taking place on a social media platform.

For example, a micro-influencer host could log in to do a live grocery shop and meal prep event for their viewers. Livestream participants can engage directly with the host by asking questions or adding comments.

In creating an on-demand network of social support and expertise, Better Together builds confidence in decision-making, bolsters accountability, creates a sense of community, and increases knowledge around wellness products and healthy lifestyle changes.



# Model for behavioral change



	Intervention function	Tactic use
Opportunity	Education	🍎 🍎 🍎 🍎 🍎
	Persuasion	🍎 🍎 🍎 🍎 🍎
	Incentivization	🍎 🍎 🍎 🍎 🍎
Capability	Modeling	🍎 🍎 🍎 🍎 🍎
	Environmental restructuring	🍎 🍎 🍎 🍎 🍎
	Restrictions	🍎 🍎 🍎 🍎 🍎



“The present landscape underscores the role that digital will play in establishing our health and wellness agenda, as well as our ability to create lasting, sustainable change. In designing each of these concepts, we considered technology a critical enabler, helping organizations build their digital maturity to advance their goals and the mission of the Collaboration for Healthier Lives.”

**Jamie Podhaizer**  
 Strategy Director, Fahrenheit 212, a Capgemini company

## Enabling technologies: Bringing Better Together to life

### Owned shopping platform

- Brand and retailers can leverage existing apps to host events or integration through cloud

### Infrastructure

- Micro-influencer network
- Existing shopping/fulfilment platforms

### Existing social media platforms

- Enable "Deep Link" to purchase
- Enable hashtag to purchase

For example, as part of the program, Carrefour simplified the shopping experience on e-commerce channels, enabling customers to improve the nutritional value of their order without spending time or energy on product research. On S'y Met also focused on increasing fresh fruit and vegetable consumption, leveraging recipe boxes, product bundles and other offers to encourage shoppers to incorporate more fresh ingredients into their meals. Finally, the program offered content, such as recipes with a good nutritional profile (Nutriscore A or B) and tutorials, to help customers learn healthy habits through cooking techniques, shopping recommendations and recipe suggestions.

## Regional spotlight: France

### Collaboration for Healthier Lives with Carrefour, Danone, Mars and Nestlé, and Savencia

Launched and Co-Chaired by Carrefour and Danone, "On s'y met Digital" is the French chapter of the Collaboration for Healthier Lives initiative. Designed to nudge consumers towards healthier baskets and increase awareness around healthy lifestyles, On S'y Met brought together a coalition of 30+ industry players, including retailers, manufacturers, and other partners to inspire positive behavior change.

A true collaboration between the Carrefour e-commerce website and four major brands, Danone, Mars, Nestlé, and Savencia, On S'y met leveraged product recommendations, content and offers as a way to start the health dialogue with consumers and inspire them to make incremental changes in their shopping habits.

### Program results

- **60%** increase in purchases for participating brands (on average)
- **20%** increase in fresh produce sales
- Media campaign generated a click rate of **X2 to X10** vs market benchmark

*"On S'y Met demonstrates our commitment to adopting business models that create economic value and drive positive outcomes for society. This is the first collaborative, geolocalized digital campaign that has demonstrated positive results in both areas. Our success presents a strong incentive to go further."*

### Thomas Kyriaco

Customer Alimentation Initiatives Director, Danone

A common banner

Adapted to each brand

With promotion of fresh produce

[https://www.theconsumergoodsforum.com/news\\_updates/on-sy-met-the-collaboration-for-healthier-lives-chl-initiative-in-france-shares-learning-from-its-very-first-geotargeted-collaborative-digital-campaign/](https://www.theconsumergoodsforum.com/news_updates/on-sy-met-the-collaboration-for-healthier-lives-chl-initiative-in-france-shares-learning-from-its-very-first-geotargeted-collaborative-digital-campaign/)

<https://www.theconsumergoodsforum.com/global-learning-mechanism-resources/collaboration-for-healthier-lives-on-sy-met-goes-digital/>

CHL France  
Co-Chairs: Carrefour & Danone

### Concept 3

## Contextual Cart: The data-driven basket builder enabling individualized guidance

Across categories, consumers have come to expect brands to proactively customize and curate experiences based on their unique preferences, educating them along the way. However, when it comes to the most individualized category of all – health and wellness – consumers are largely left to navigate a sea of generic options on their own.

### Program overview

Contextual Cart is a predictive system that uses contextual environmental data, historical purchase data, and personal wellness goals to proactively create customized shopping recommendations for consumers.

When a consumer begins a physical or online shopping experience, an app presents personalized recommendations for healthy swaps, new product/categories, and replacement alerts based on an analysis of their needs, shopping history and external environmental factors.

Each recommended category or product comes with an incentive to purchase. These incentives could be benefits

based (e.g., suggesting the purchase of vitamins or supplements during flu season) or financial (e.g., discounts, rewards points or bundles). Over time, as more data is incorporated into the platform, the predictions will become more relevant and precise, creating an even richer experience for the consumer and more value for the business.

In aligning food and personal care purchase choices with environmental needs, individual health goals, and household needs, Contextual Cart creates a personalized shopping experience and adds an educational component to the activity, actively promoting knowledge building to improve habits over time.

### Model for behavioral change



	Intervention function	Tactic use
Opportunity	Education	5 red apples
	Persuasion	5 red apples, 1 pink apple
	Incentivization	5 red apples, 1 pink apple
Capability	Modeling	5 red apples, 1 pink apple
	Environmental restructuring	5 red apples, 1 pink apple
	Restrictions	5 red apples, 1 pink apple

## Enabling technologies: Bringing Contextual Cart to life



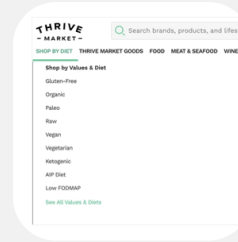
### Personalization Engine

- Personalization Engine
- External API plug-in
- Personal profile
- Back-end intelligence for personalization (complexity depends on existing systems)



### Personalized List Exchange

- Existing retailer App integration push alerts
- geolocation text/email platform
- In-Store kiosk or display wall



### Temptation Blocker

- Filtering System add-on to existing E-Comm platform

## Regional spotlight: Turkey

### Collaboration for Healthier Lives with Migros

The Migros WellBeing Journey was one of the first activations of the Collaboration for Healthier Lives. This multi-phase program leveraged collaborations with more than 50 local and global brands, such as Danone and Colgate, as well as the Anadolu Medical Center and Turkish Dental Association, to help consumers make healthier choices with regards to nutrition, self-care, and lifestyle. Leveraging a partnership with KPMG Turkey, Migros also created a measurement and reporting methodology, the Balanced Nutrition Index (BNI), to gauge program effectiveness and participant outcomes.

#### Program elements:

The WellBeing Journey within the Migros mobile app leverages data from the Turkish Ministry of Health data and an advanced algorithm to compare customers' three-month food purchases with ideal daily food nutrition goals. The app then offers tailor-made recommendations and discounts to create a more balanced basket. The program is an omni channel approach with a digital application, in-store activities with dietitians and continuous shelf messages. Additional program elements include:

- An ideal consumption table for vegans and vegetarians in collaboration with Anadolu Medical Center; videos prepared by dietitians promoting balanced nutrition.
- A robust dental health program hosted in partnership with the Turkish Dental Association that offers training on proper brushing, flossing, and mouthwash techniques; the mobile app also leverages historical shopping data to create customized offers for oral care products absent from customers' shopping lists.
- Push notifications from the WellBeing Journey app remind consumers to drink water, track physical activity, brush their teeth, or take other incremental steps towards a healthier lifestyle.

**CHL Turkey Co-Chairs:**  
Danone & Migros



## Program results

Cited as the most effective next-generation retail application by the world's leading retailers and manufacturers, this program accomplished in a matter of months what usually takes years:

- **Approximately 2 million** consumers reached through Q2 2020.
- Balanced Nutrition Index (BNI) scores increased from **70.5 to 77.3** on average
- **320,000 WellBeing Journey Action Takers** took steps toward a healthier lifestyle through personalized offers and interactive digital advice
- Action Takers generated **YOY sales growth of 23%** as compared to non-participants



## Phases



Concept 4

Simul-ate: The gamified shopping experience that teaches healthy habit formation

Despite consumers’ understanding of the long-term benefits of healthier behavior, in the moment, committing to a better-for-you decision can feel like a restriction – leaving room for a default to instant gratification.

Program overview

Simul-ate is a gamified shopping experience that teaches healthier lifestyle habits over time. The program leverages retailers’ existing apps to create a customized shopping journey that aims to drive incremental behavior changes week over week. Challenges are personalized to each household and based on purchase history from loyalty card data.

Upon entering the store, consumers receive a notification outlining the current week’s goals. As they shop, people can scan product barcodes with their phone or through an integrated barcode scanner on the cart. This activity triggers sounds/haptics that reinforce their choices.

Consumers earn badges and coupons as rewards for incremental and sustained behavior change. Consumers are encouraged to create motivation groups with friends and family, where they can celebrate, nudge, and hold one another accountable.

Simul-ate can also factor in contextual data, such as weather, local events, holidays or public health events. The program can then create localized and personalized shopping recommendations based on these inputs. For example, when cities or regions experience heat waves, the app can remind users to wear sunscreen and drink water on a regular basis. When in-store, the app can also recommend adding these products to the shopping list.

The benefit of Simul-ate is two-fold: It breaks down the potentially overwhelming process of healthier living into small, manageable steps; and it teaches and reinforces healthy habits over time. This helps make change more tangible and attainable, as well as sustainable.

Model for behavioral change



	Intervention function	Tactic use
Opportunity	Education	🍏🍏🍏🍏🍏
	Persuasion	🍏🍏🍏🍏🍏
	Incentivization	🍏🍏🍏🍏🍏
Capability	Modeling	🍏🍏🍏🍏🍏
	Environmental restructuring	🍏🍏🍏🍏🍏
	Restrictions	🍏🍏🍏🍏🍏

## Enabling technologies: Bringing Simul-ate to life

### Existing app integration



- Intelligence platform to serve up challenges



- Push alerts



- Badges/rewards system

### How Walmart promotes health and wellness from within

Collaboration for Healthier Lives efforts recognize the importance of workforce health initiatives. Employees are the very foundation of our organizations, serving as the backbone of our business and advocates for our brands. What we invest in our people often comes back to our companies in the form of loyalty, energy, and passion.

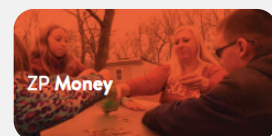
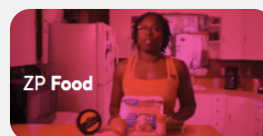
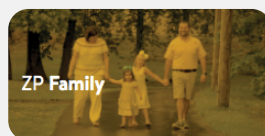
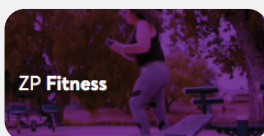
One Coalition member that has a strong success story with respect to employees is Walmart. Their ZP Challenge (short for zero pressure) is an app-based lifestyle trainer and storytelling platform that encourages employees to make incremental behavior changes and share their progress with other users. While the program is not officially about weight loss, the app has proven extremely effective on this front, with more users losing

100 pounds or more through this app than through all major diet and weight management models combined.

Walmart notes that the success of ZP Challenge has to do with its design – namely that program taps into the basic human desire to be heard and to share their success with others. The app leverages these emotions as a way to motivate, encourage, and celebrate the healthy choices of users.

Walmart's ZP Challenge, which is in the process of expanding and relaunching, supports the ambition of the the Coalition's broader Workforce Nutrition Alliance (WNA) initiative with the Global Alliance for Improved Nutrition (GAIN). The goal of this alliance is to improve the nutrition of three million employees globally by 2025 – a mission that is especially important now that COVID-19 has destabilized food supply chains.

### ZP Challenge Platforms



## Regional spotlight: China

### Collaboration for Healthier Lives with Freshippo

Launched in May 2020, Freshippo's "Zero Series" is a new offering featuring more than 80 products including vegetables, dairy, meat, and others that include zero chemicals and antibiotics. The initiative took place in over 70 stores across Beijing and Shanghai and included media partnerships and online programming to help maximize the reach and engagement.

More broadly speaking, the Collaboration for Healthier Lives initiative in China brings together key stakeholders, including the Chinese Nutrition Society, to test innovative ways to reach the consumer with virtual, healthy shelves, live streaming with nutritionists and digital activations. In particular, these trials aim to address the increasingly aging population and the current lifestyle of Chinese people that continues to pose health issues, such as cardiovascular disease and diabetes.

*"The COVID-19 outbreak has highlighted the changing nature of the world. This event has accelerated digital behaviors, prompting organizations to develop and deploy new services such as live broadcasting and delivery at scale. In this environment, health and nutrition are at the forefront and every company must strive to help consumers live healthier lives."*

### Yangying XU

China General Manager, The Consumer Goods Forum

CHL China Co-Chairs:  
Carrefour China & Nestlé



# Scaling the Collaboration for Healthier Lives Coalition through digital

Capgemini is proud to serve as a digital partner for The Consumer Goods Forum's Collaboration for Healthier Lives Coalition. Our goal is to help members design, build, and launch initiatives that leverage digital technologies, intelligent automation, and data to advance the Healthier Baskets movement.

We offer these ideas as a blueprint, helping brands, retailers, manufacturers, and their partners imagine how they can influence behavior to help consumers live healthier lives and create a shared business value.

In reviewing these concepts, it is important to remember that digital is an enabler, but not the solution itself. We leverage technology as a way to simplify the journey, improve access, and inspire a sense of fun. In applying technology to these solutions, we adhere to the same intellectual rigor and scientific awareness of this initiative, applying digital not in a promotional way, but as a programmatic element meant to create a lasting effect.

CGF will gather digital experts at an Accelerated Solutions Experience in Q4 2020 to further develop solutions and report to the Global Board of Directors meeting in December.





## Conclusion

The consumer goods and retail industry faces unprecedented disruption in the form of COVID-19. While this event has devastated many regions around the world, we see in it a powerful motivator for change. Brands, retailers, and manufacturers have a unique opportunity to positively impact lives in a time that is inherently complex and stressful. This is precisely the mission of the Collaboration for Healthier Lives Coalition.

In this paper, we demonstrate how the Coalition aims to leverage digital technology and data to enable positive change at scale. We believe that identifying insights, learnings, and best practices from existing Collaboration for Healthier Lives initiatives and programs can help accelerate the rate of transformation and deliver on our dual mission to help people live healthier lives and drive business impact for our industry. Looking to the future, we hope to expand our focus to include sustainability, helping stakeholders and consumers around the world become responsible and mindful stewards to earth's finite resources and caretakers of our planet.

Capgemini looks forward to working with CP and retail brands to bring these ideas to life on shelves and screens around the world – helping people live healthier lives and drive business value one click, one color, one haptic at a time.



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## 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 55 manufacturer and retailer CEOs.

For more information, please visit:

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