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## **The Consumer Goods Forum and Capgemini publish new paper on digital solutions to support access to healthier living**

***Report highlights four concepts to advance the work of the CGF's Collaboration for Healthier Lives Coalition of Action, which empowers people to live healthier lives and drive shared value***

Paris, September 8 2020 –[The Consumer Goods Forum](#) (CGF) and [Capgemini](#) today publish a new paper highlighting four digital concepts aimed at advancing the agenda of the CGF's [Collaboration for Healthier Lives \(CHL\) Coalition of Action](#), by simplifying the customer journey and improving access to healthier options. Entitled '[Building healthier baskets to impact at scale](#)', the paper aims to leverage digital technology and data to enable widespread positive change.

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.

"With COVID-19, we see how quickly and fundamentally the world can change. The Consumer Goods Forum members need to be at the forefront of this transformation, driving positive outcomes for people," said Sharon Bligh, Healthier Lives Director at The Consumer Goods Forum.

The design and implementation of the digital concepts highlighted in the report are based on the key learnings resulting from local CHL initiatives in China, France, Japan, Latin America, the United Kingdom, the United States and Turkey, and are aimed at simplifying the complex world of "healthy living". The concepts include:

1. **Decoded**, a color-coded system that helps consumers visualize healthy choices and navigate purchases throughout the customer journey;
2. **Better Together**, a 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;
3. **Contextual Cart**, a predictive system that uses contextual environmental data, historical purchase data, and personal wellness goals to proactively create customized shopping recommendations for consumers; and
4. **Simul-ate**: the gamified shopping experience that teaches healthy habit formation. It 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.

*"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 Collaboration for Healthier Lives",* said Kees Jacobs, Vice President, Consumer Goods and Retail at Capgemini.

The concepts are aimed to be used as enablers to healthier baskets, rather than solutions in themselves. They have been developed as a way to simplify the journey and improve access to healthier consumption options.

For more information on the digital concepts, download the full paper, which is also available via the CGF's Global Learning Mechanism.

### **About Capgemini**

Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year+ heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of €17billion.

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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.