

# ON S'Y MET LET'S DO IT



Empower healthier people globally

The Collaboration for Healthier Lives (CHL) coalition in France drives collective action of retailers, manufacturers and partners online and instore to address the growing expectations of consumers in terms of **healthier and more sustainable lives through flexitarian and plant-based recipes with the "On S'y Met – Let's do it" initiative.**

Collective Action in Carrefour. **Co-Chaired by**



## Digital (nationwide) Healthy Bundles

Digital innovation & boosters developed to increase consumer awareness (healthy **recipes**, cooking **inspiration**, **tips** and special **discounts**)

**1.7m**  
**people reached**  
(progression from 1.5m in first phase)

**58,000**  
**people connected**  
via website generating

**1.02m€** sales  
**97,000€** additional net sales

**+12% sales Nutriscore A**  
**+8% sales Nutriscore B**  
(Compared with total e-shopper sales)

Return On Ad Spend  
**1,78**

## In-store pilots (Lyon)

**LE LUNDI C'EST VEGGIE**

Collaborative instore activations including promotional offers, multi-brand flexitarian recipes and ideas to inspire change

Pilot developed in collaboration with consumers

**189% sales**  
increase

**+70%** consumers who engaged with the operation increased baskets

## Key Learnings

- Excellent consumer engagement and raising of awareness
- Behaviour change is complex and long-term change requires real commitment to change habits
- Increased recurrence of activations needed instore and online to inspire change towards a healthier and more sustainable diet
- Instore activation helps customers to go beyond taste preconceptions



Collaboration with:



Evaluators:

