

#CatManNetwork



How sustainability can act as a driver for growth in Category Management



ECR in France
Françoise Acca
Institut du Commerce

"How to practice real Sustainable Category Management ?"

The 5 pillars of sustainable promotion.
A guideline drawn up to screen and produce more sustainable promotions. This guide is becoming standard practice. We will share the 5 keys to Sustainable promotion.

#CatManNetwork



How sustainability can act as a driver for growth in Category Management



Carrefour
Stéphane Pierrefeu
Director of Supplier CSR

"Category Management Sustainability:
Carrefour point of view"

Carrefour's CSR ambitions & how they impact Category Management – examples & key takeaways.



Illustration : Anna Lentzner

HOW TO PRACTICE REAL SUSTAINABLE CATEGORY MANAGEMENT

FROM

Make Retailers and Suppliers
work together to better answer
Shoppers need and better
perform



TO

Work for a prosperous, fair and
sober trade, sustainable, and
regenerative.

Retail

HR

Supply Chain

CSR

Sustainable Promotion Guidebook



Sustainable Category Management



Contributors





" Sustainable promotion

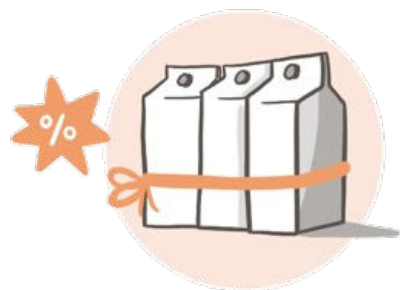
*generates less waste of resources,
encourages healthier and more sustainable
consumption patterns*

and

*better meets consumer expectations while
creating value for all. "*



PILAR 1 : Encouraging the fair (re)use of materials



PILAR 2 : Facilitate access to products while encouraging balanced consumption behaviours

PILAR 5 : Anchor your promotional offer approach in your ecosystem



PILAR 3 : Encouraging responsible product purchases



PILAR 4 : Be a catalyst for solidarity



Les 5 axes stratégiques d'une promotion responsable



Une **promotion responsable** permet de générer moins de gaspillage de ressources, d'encourager des comportements de consommation plus sains et plus durables et de mieux répondre aux attentes des consommateurs tout en créant de la valeur pour tous.

L'ESSENTIEL
N° 6 - SEPTEMBRE 2020

Institut du
COMMERCE
PARTAGE • PROSPÉCITÉ

Contexte



L'attente des consommateurs est forte sur les produits responsables (frais, locaux, bruts,...)



Le cadre réglementaire se durcit, de nouveaux standards émanent des agences nationales.



La pandémie de Covid-19 accentue le besoin de revoir la construction des plans promotionnels.

Axe 1: Encourager la juste (ré)utilisation des matières



- Proposer des promotions sur des conditionnements et supports de communication recyclables, recyclés, voire ré-employables. Éviter le suremballage et la démultiplication des formats.

- Proposer des mécaniques promotionnelles qui limitent le gaspillage tout en maintenant une équité entre toutes les tailles de foyers
- S'assurer que la promotion ne génère pas de complexité inutile sur la supply chain

Axe 2: Faciliter l'accès aux produits tout en encourageant des comportements équilibrés de consommation



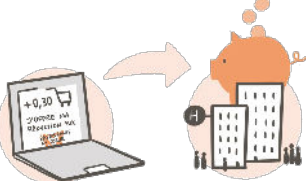
- Rendre accessible par rotation des produits pour tous.
- Proposer une juste quantité d'achat, adaptée à la trésorerie des foyers français, sans pousser à la surconsommation

Axe 3: Encourager les achats de produits responsables

- Orienter l'offre promotionnelle vers des produits à meilleur profil nutritionnel, santé, sociétal et environnemental.
- Donner des repères.



Axe 4: Être un catalyseur de solidarités



Proposer des promotions incitatives et attractives qui bénéficient à des tiers (associations, filières, énergies renouvelables, etc.)

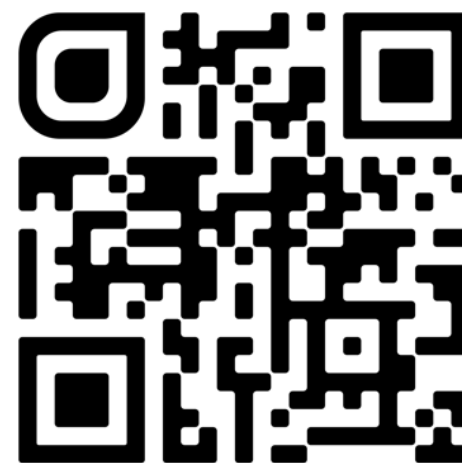
Axe 5: Ancrer sa démarche d'offre promotionnelle dans son écosystème



- S'assurer que ses partenaires sont en phase avec ses propres valeurs et les sélectionner au filtre de leurs engagements RSE.
- Valoriser ses engagements auprès du consommateur final.

L'ESSENTIEL

FULL GUIDE



SCAN ME



SCAN ME

How do you make a promotion Sustainable?

TYPES OF PROMOTION

PRODUCT OFFER

DISCOUNT

GAMES

TYPES OF PROMOTIONAL COMMUNICATION MATERIALS

BRAND WEBSITE/APP

MEDIA

How do you make a promotion Sustainable?

List of types of promotions and types of media studied

TYPES OF PROMOTION

[PRODUCT OFFER]

How can we make special formats (not sold at the back of the shelf) responsible?

How to make samples, bonuses, gifts, and personalized products accountable?

[DISCOUNT]

How to make real or virtual prizes and cross-bids responsible?

How to make immediate, deferred, cross-category discount vouchers accountable?

[GAMES]

How can we make promotional games, contests and lotteries responsible?

TYPES OF PROMOTIONAL COMMUNICATION MATERIALS

How to make the paper catalog responsible?

[BRAND WEBSITE/APP]:

How to make on-site activation (highlighted on the brand's website with or without a discount) responsible?

How to make the site's promo page responsible?

How to make the pop-up shop responsible?

How to make the online catalog responsible?

How to make pushes/notifications (site and app) responsible?

[MEDIA]:

How to make promotions on social networks (apps, platforms) responsible?

How can traditional media campaigns (TV, radio, billboards, press) be made responsible?

How to make digital media campaigns (SEA and retargeting) responsible? DirectM Marketing, Loyalty Programs

How to Make Direct Marketing/CRM and Loyalty Programs Accountable (Digital and Non-Digital Personalized Promotions)

How to make the on-pack coupon and promos responsible?

How can we make POS responsibly?

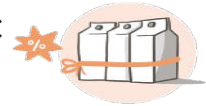
How can the facilitator's behavior be held accountable?

TYPE OF PROMOTION

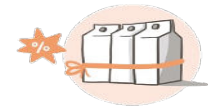
How can we make special formats sustainable?

ACTIONS

1. Limit the use of special and specific formats that are sometimes produced in too large quantities and that impact costs (production, transport, marketing, etc.) and then require destocking



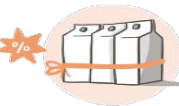
2. Prefer the new EAN to the ephemeral format when possible



3. Be careful not to encourage overconsumption and waste for the consumer via giraffe products



4. Do not encourage overconsumption and waste for the consumer



POINTS OF ATTENTION

FRONT CASHIER

« ON S'Y MET »



Produits sélectionnés
pour leur qualité nutritionnelle :

Nutri-Score A ou B

Ou

Nutri-Score C

meilleur que la moyenne de leur catégorie.



DISPLAYS « ON S'Y MET »

THEME : « COOKING WITH VEGETABLES »



DEDICATED AREA « ON S'Y MET »



THEME-SPECIFIC OFFERS
RECIPES PRODUCTS + VEGETABLES - BR PAIRS PRODUCTS + VEGETABLES



Sustainable Promotion Guidebook

L'ESSENTIEL

N° 6 - SEPTEMBRE 2020



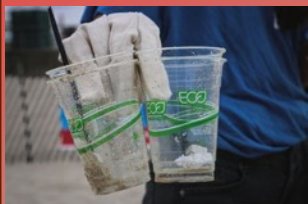
Institut du
COMMERCE
PARTAGE & PROSPECTIVE

Sustainable Category Management

SUSTAINABLE CATMAN



GREEN WASHING



BUSINESS AS USUAL

I change the display

I change the promotion

I change the product/process

REGENERATIVE



BUSINESS AS USUAL

- › Focussed on continuity and maximum profit generation
- › Adapting to a capitalist and liberal economy
- › Mere compliance with legal requirements

RESPONSABLE

- › Incorporating CSR principles
- › Seeking to reduce negative impacts
- › Complying with regulations
- › Aiming for ISO standards
- › A CSR department with limited powers

CONTRIBUTORY

- › Global performance
- › Societal ambition
- › CSR strategy at the heart of the business model (ExCom)
- › Exceeding legal obligations

REGENERATIVE

- › Transformation of the business model: net positive, with positive contributions to the ecosystem. Seeking to strike the right balance between the performance and the robustness of the model.
- › Repairing, restoring and regenerating the living world.
- › Breaking down the "silo" mentality: by seeking to incorporate resilience at regional level, a logic of enhanced cooperation is required to achieve the regeneration of the ecosystems.
- › The search for prosperity precedes the search for growth

GREENWASHING BUSINESS AS USUAL



I change the
display

I change the
promotion

I change the
product/process

SUSTAINABLE CATEGORY MANAGEMENT



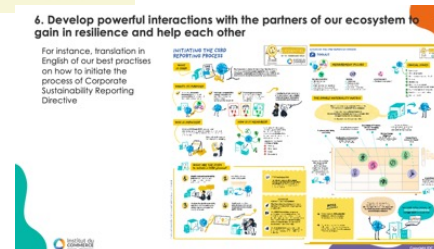
REGENERATIVE



AWARENESS

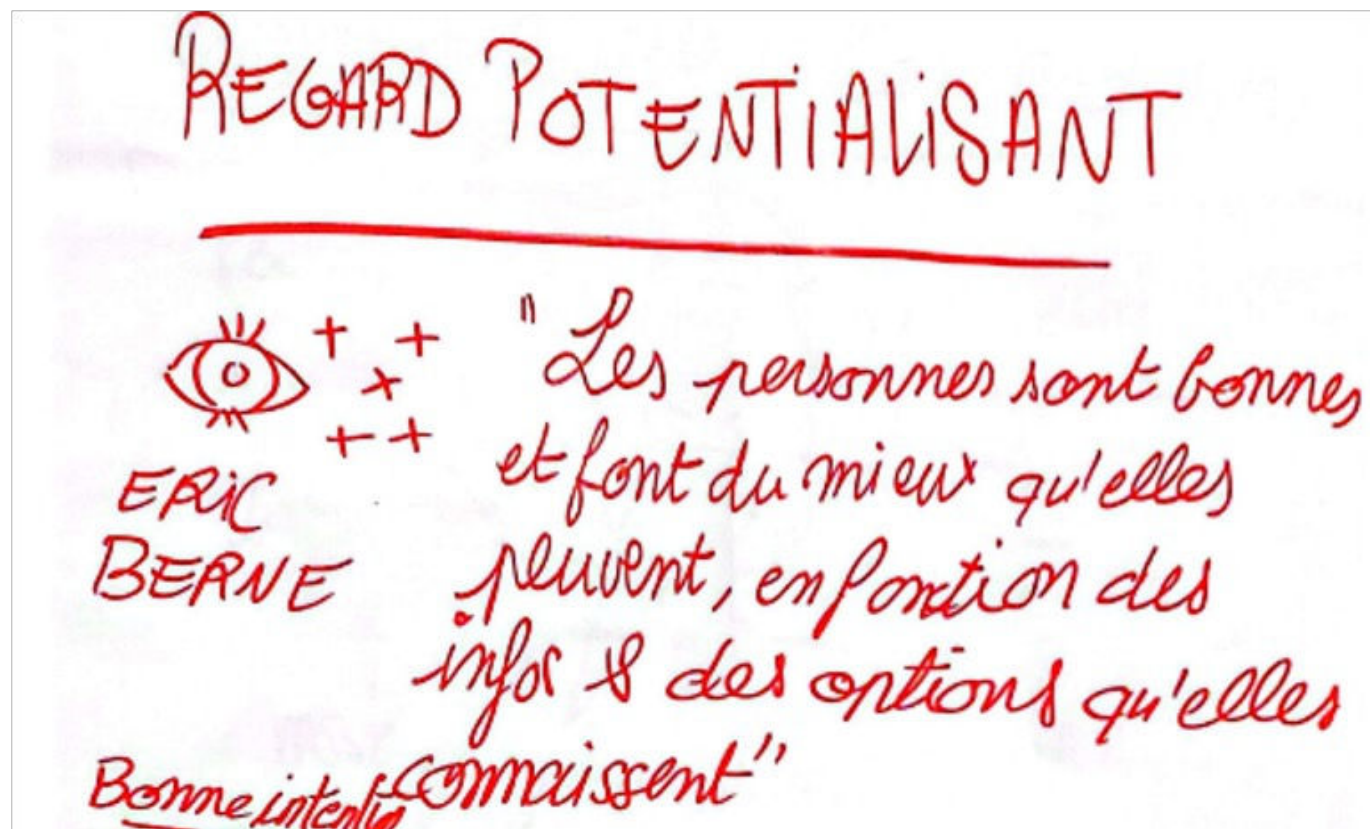


ACTION



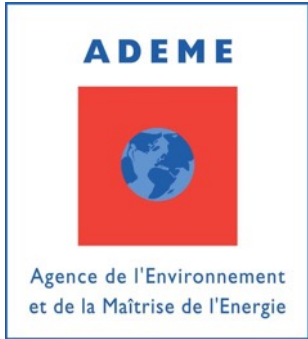
Participants

- **Suppliers** : Lucie Boutie (**Andros**), Alix Menguy et Anne Muganguzy (**Barilla**), Mylène Cellier (**Bel**), Alix Mongrolle (**Coca Cola**), Sonia Mancy (**Dim**), Katell Baudry et Stéphanie Contini (**Eureden**), Michèle Coly (**Henkel**), Solange Motte (**Hipp**), Delphine Gonthier (**Intersnack**), Valérie Monteiro (**Jacquet Brossard**), Clément Sutter (**Nestlé Waters**), Elise de Muret (**Solinest**), Elise Escot (**Teisseire**)
- **Retailers** : Audrey Aimon (**Carrefour**), Sandrine Israel, Marion Ouzilleau, Karine Mathieu (**Nocibé**), Constance Verger (**Nutrition et Santé**), Carole Brisard et Richard Tamagno (**Galec**), Alix Arthaud (**Système U**),
- **Partners** : Billa Laveus (**Agence Cross**), Olivier Adda (**AMKC**), Gégory Paget (**Cameleon**), Julien Chesneau et Emmanuel Degrion (**Externis**), Emmanuel Ansoud (**Growing Ideas**), Hugues Rousseau et Florence Guittet (**IMPP**), Cyrille Delavaud (**Kantar Xtel**), Arnaud De Saint Riquier (**Klee Commerce**), Karine Olivotti (**Retail & Detail**), Maélise Tesson (**Sogec Marketing**), Paul Clément (**Triple Win**), Christophe Beaufils (**Via Appia**)
- **Institut du Commerce** : Françoise Acca, Emilie Chavignac, Xavier Hua et Sylvie Guingois (**Institut du Commerce**)
- **Business Academics - TBS Education** : Karine Villeneuve et ses étudiants : Tara Marine Besson (Altavia), Thomas Boussuge (Oé), Yohann Carvalho Ribeiro (SB Bâtiment), Rémi Faurie (La Fournée Dorée), Ngouille Fama Guisse (Reine Mère), Gabriel Lacaza (Le village François), Emma Le Roux (Rians), Lucas Montessuit (Toyota), Dilan Mutlu (Lidl), Mattéo Nata (Auchan Sète), Tim Partington (Vital Aîné), Franck Perrin (Auchan Sète), Laura Piquet (Linnea Lund), Alexandra Poirier (Hartford), Stéphane Raphaël (Helios Team), Tom Tonelli (Monoprix), Coline Tybaert (Atida Santé Discount).



People are good and do the best they can with the information and options they have.

Taking ownership of the 9 planetary limits and social issues



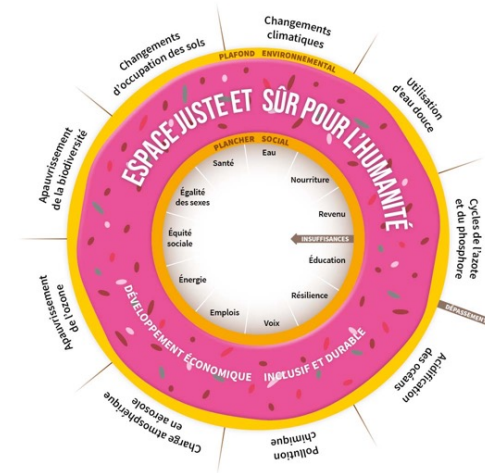
4 scenari for 2050



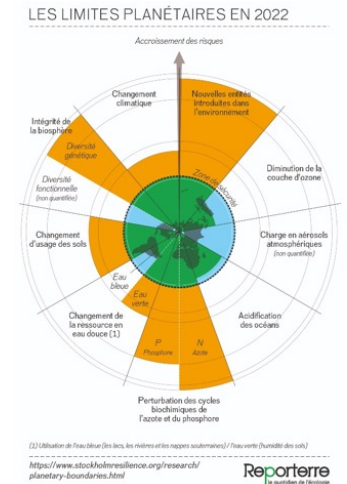
State of France



500 solutions to plastic pollution
and 12 recommendations
to speed up



Donuts Theory



The 9 planetary limits



Retail
assessment grid



Social Research

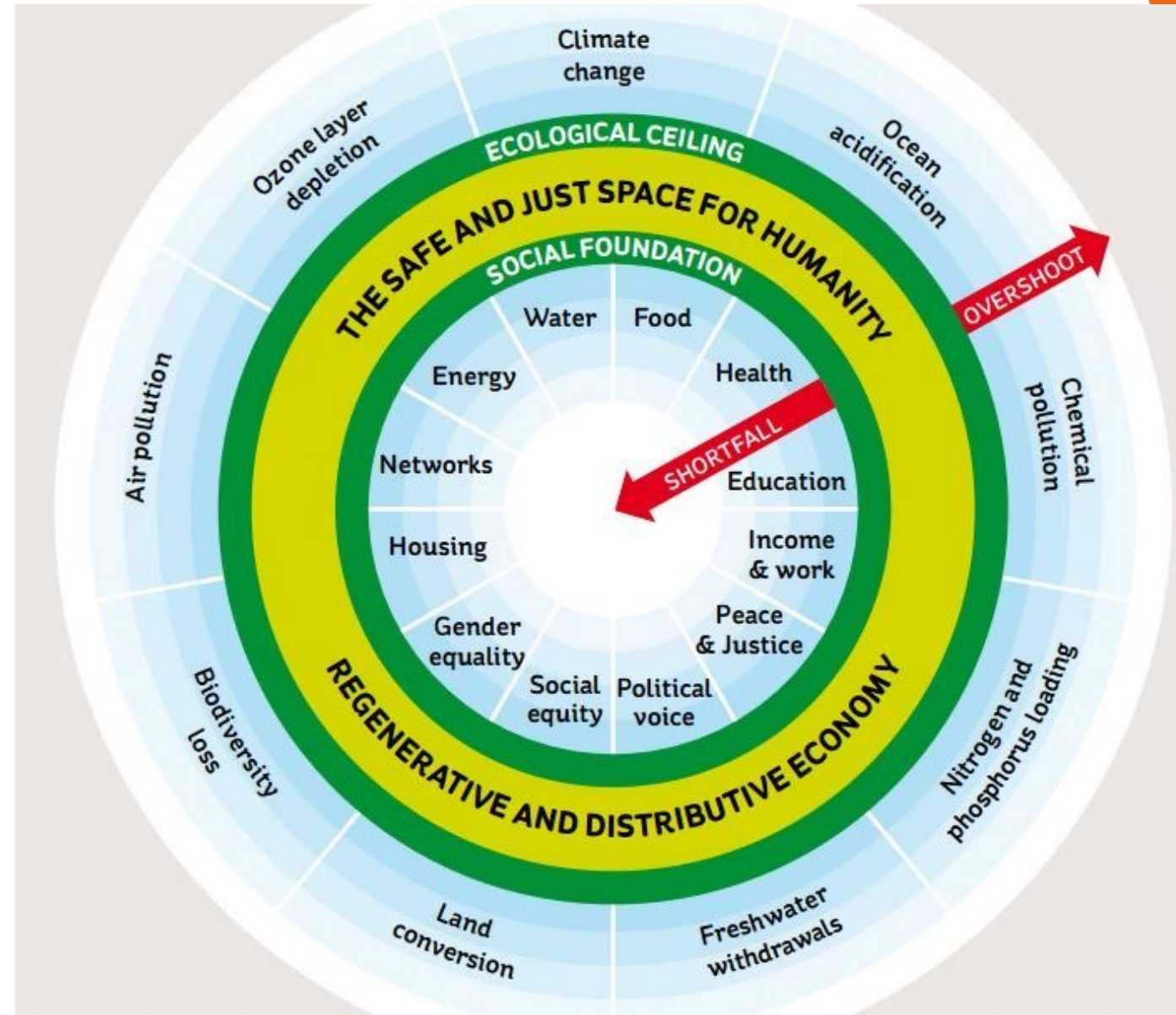


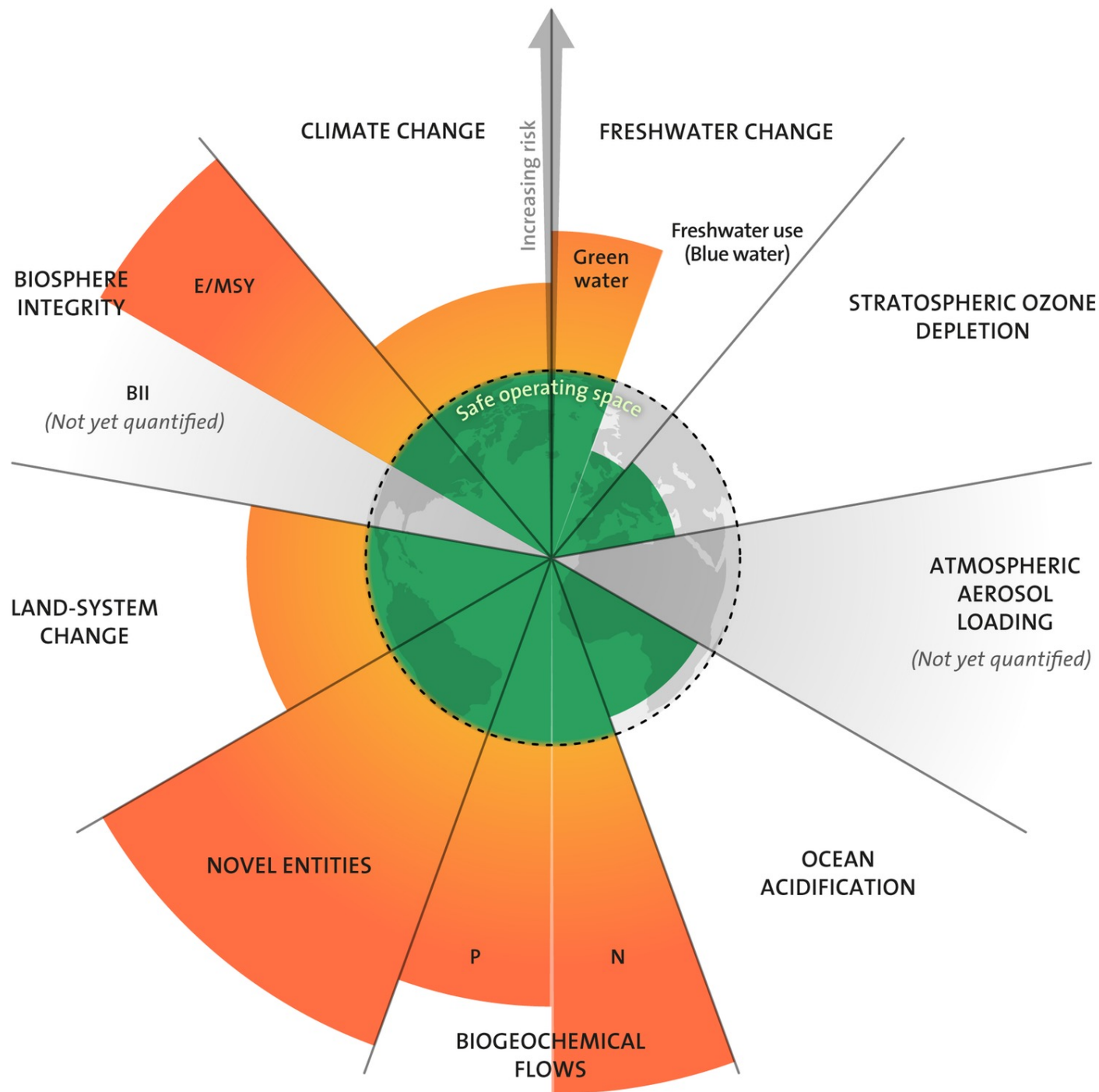
National health
plan



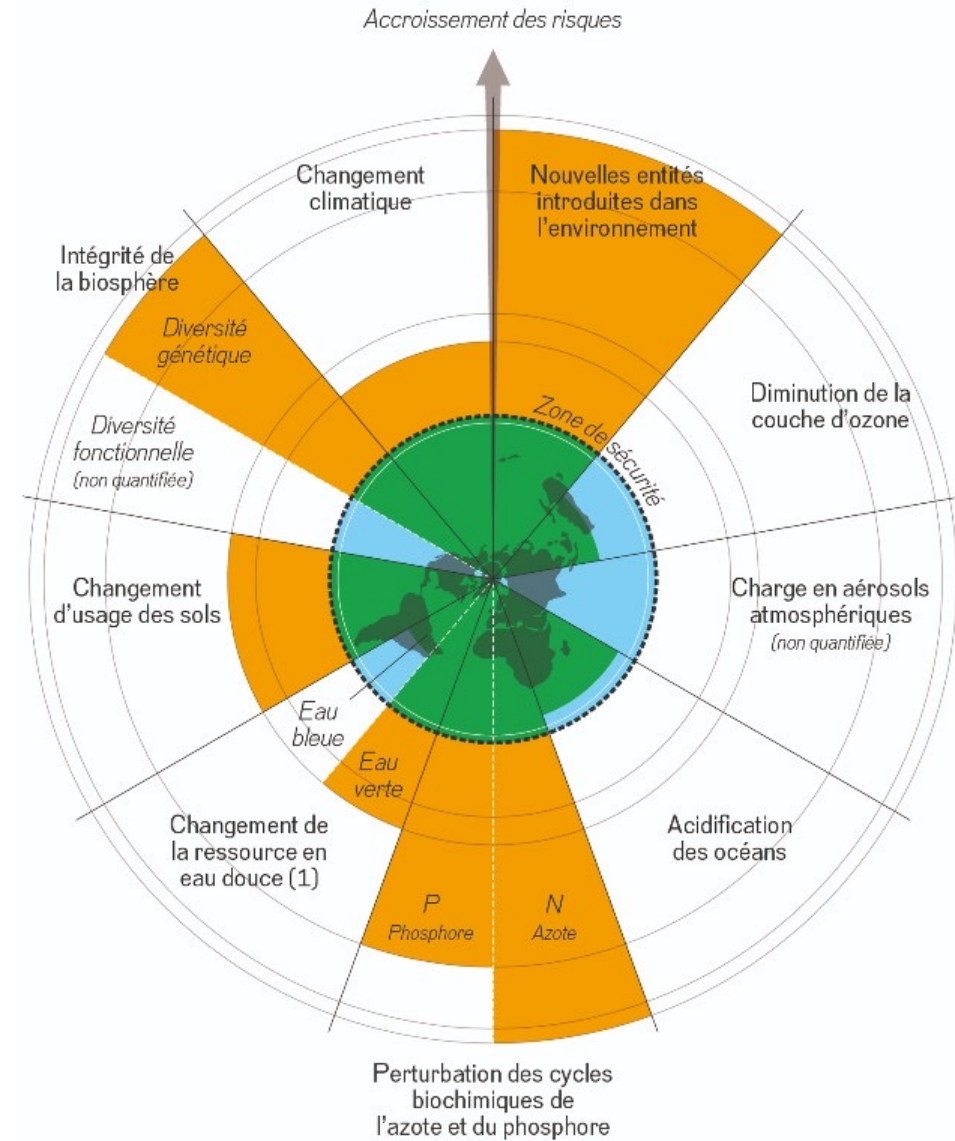
Can we save the planet by
fighting obesity and pollution?

Donut Theory de Kate Raworth





LES LIMITES PLANÉTAIRES EN 2022



(1) Utilisation de l'eau bleue (les lacs, les rivières et les nappes souterraines) / l'eau verte (humidité des sols)

OUTPUT

SHARING

- ▲ *Subject*
- ▲ *What you learned*
- ▲ *How has this affected you?*
- ▲ *How does this affect your job today?*
- ▲ *How does this inspire me for the future?*

DÉFINITION

- ▲ *Sustainable Category Management improves sales AND the environmental, societal and economic impact of a Category*
- ▲ *It is based on quantified, measurable, neutral indicators that are managed over the long term by all stakeholders, individually and collectively, as with traditional indicators that have been filtered through the...*
 - *The environmental score (in particular carbon impact)*
 - *The new nutriscore*
 - *Clean beauty*
 - *Reducing the impact of packaging and packaging*
 - *Origin/Transparency*

NEXT STEPS

Sustainable
Catman Pillars

How Institut du Commerce has changed its mission and onboarded its members?

27

1. Training programme for the team to create awareness, new knowledges and perfect conditions to change
2. Change our mission
3. Change the working environment
4. Onboard gradually our members and governance
5. **Be pragmatic and impact oriented** : put emphasis on the topics with impacts that needs cooperation.
6. Develop powerful interactions with the partners of your ecosystem to gain efficiency
7. Pave the way to the necessary changes

#CatManNetwork



How sustainability can act as a driver for growth in Category Management



ECR in France
Françoise Acca
Institut du Commerce

"How to practice real Sustainable Category Management ?"

The 5 pillars of sustainable promotion.
A guideline drawn up to screen and produce more sustainable promotions. This guide is becoming standard practice. We will share the 5 keys to Sustainable promotion.

#CatManNetwork



How sustainability can act as a driver for growth in Category Management



Carrefour
Stéphane Pierrefeu
Director of Supplier CSR

"Category Management Sustainability:
Carrefour point of view"

Carrefour's CSR ambitions & how they impact Category Management – examples & key takeaways.



Illustration : Anna Lentzner

HOW TO PRACTICE REAL SUSTAINABLE CATEGORY MANAGEMENT