Driving Growth: Category Management's Sustainable Approach and the Four Winners

Webinar: How sustainability can act as a driver for growth in category management

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Leading Companies' involved from both retailers and manufacturers side

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The objective and the scope

Environmental as a CPG value chain issue

Building a common language

Building know how of the key stakeholders

Key objective:
Penetration in day by day business of environmental actions to reduce impacts of full CPG value chain

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The approach

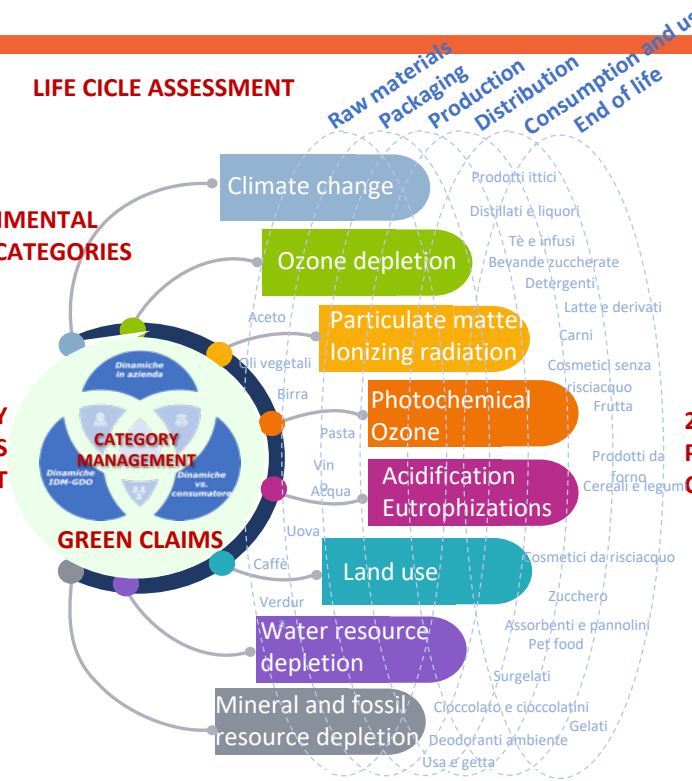
UNDERSTAND ISSUES

ENVIRONMENTAL IMPACT CATEGORIES

THANKS TO

KEY STAKEHOLDERS COMMITMENT

DEFINE ACTIONABLE MODEL TO IMPROVE SUSTAINABILITY



IDENTIFY IMPROVEMENT AREAS AND HYPOTETICAL SOLUTIONS

29 PRODUCT CATEGORIES

FOCUS CPG

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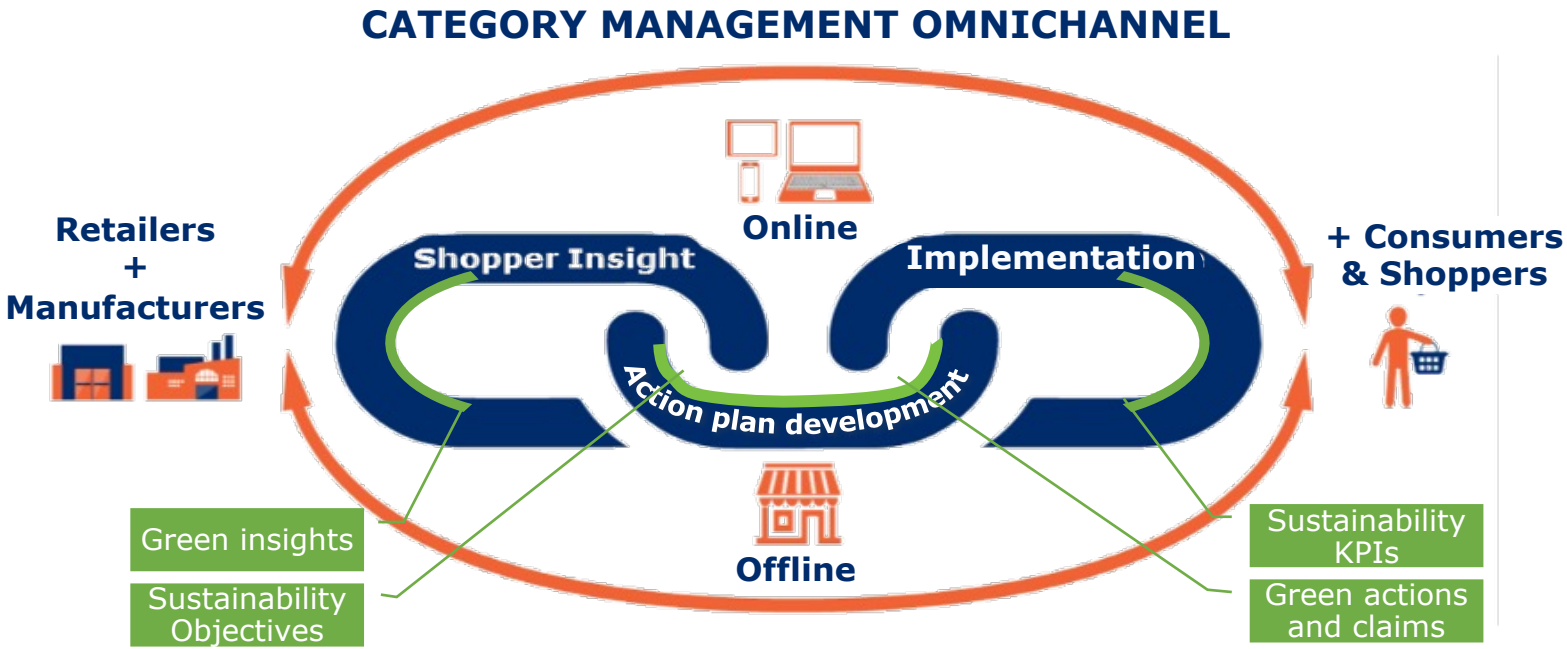
CM is the framework for actionable initiaves on environmental impact areas



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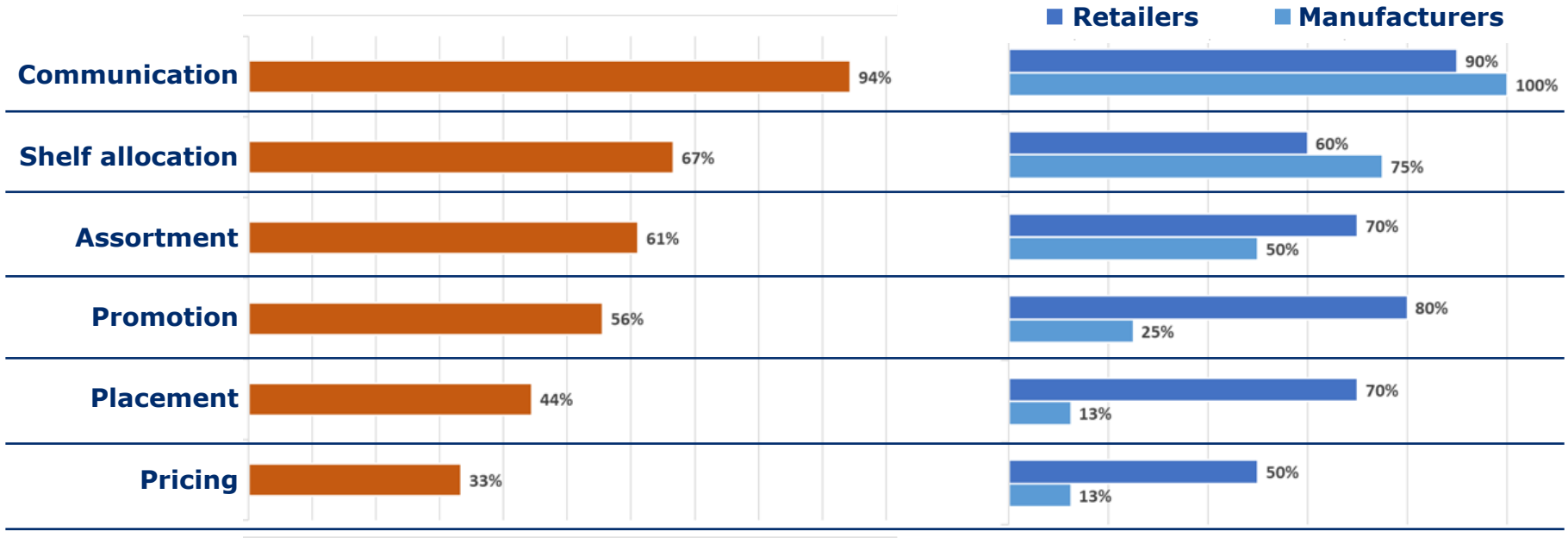
All levers are suitable for sustainability but differently for manufacturers and retailers

The levers to improve environmental sustainability of categories



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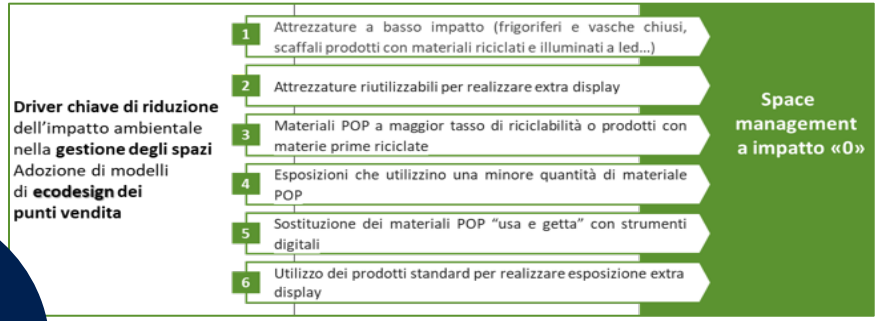
Some examples of tools to manage levers and reduce environmental impact

ASSORTMENT

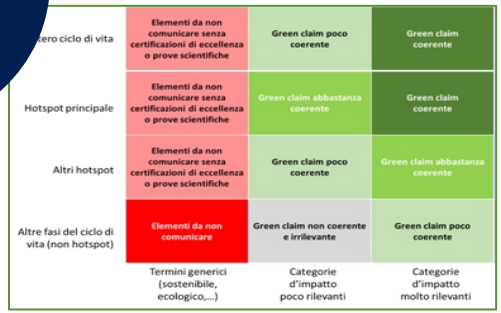
PLACEMENT AND SHELF ALLOCATION



Tools to design initiatives on categories environmental beneficially

PROMOTION

COMMUNICATION



Processo per la costruzione di un green claim corretto	
Step 1	Descrizione caratteristica concreta
Step 2	Identificazione vantaggi ambientali del prodotto/categoria derivanti dalla caratteristica concreta
Step 3	Quantificazione e comparazione dei vantaggi
Step 4	Scelta di un'equivalenza intuitiva
Step 5	Descrizione fonti dei dati e delle equivalenze utilizzati nel claim

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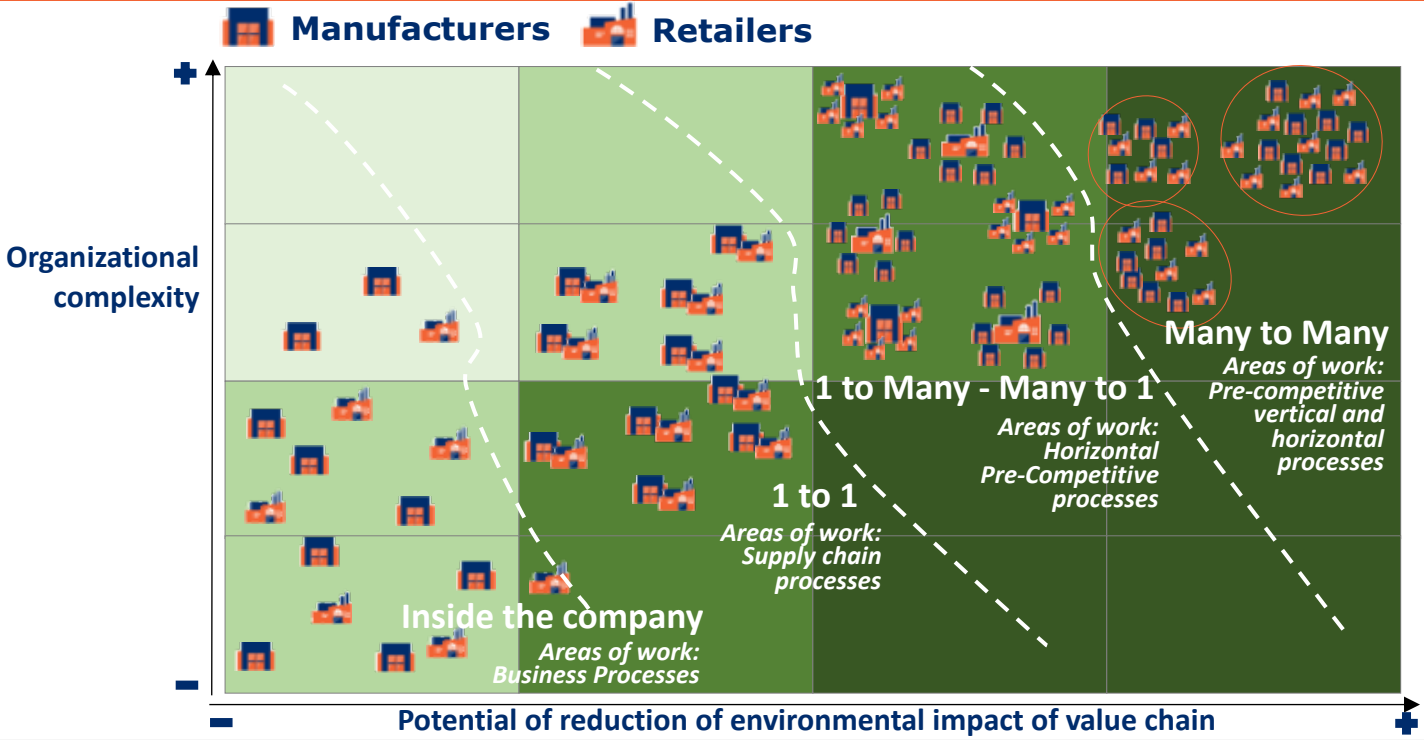
Different collaboration models for different level of impacts and complexity



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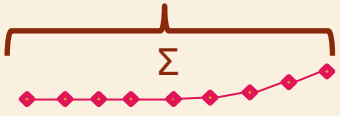
The goal for brands and banners conquers additional consumers' «*trust*»

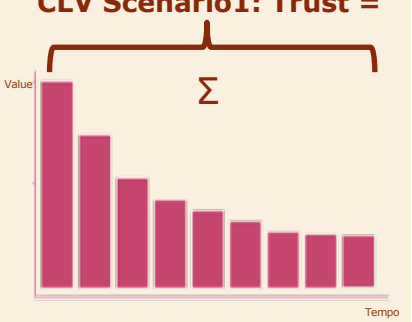
CLV = $\sum_{n=years}$ Frequency * Average expenditure * Profit Margin

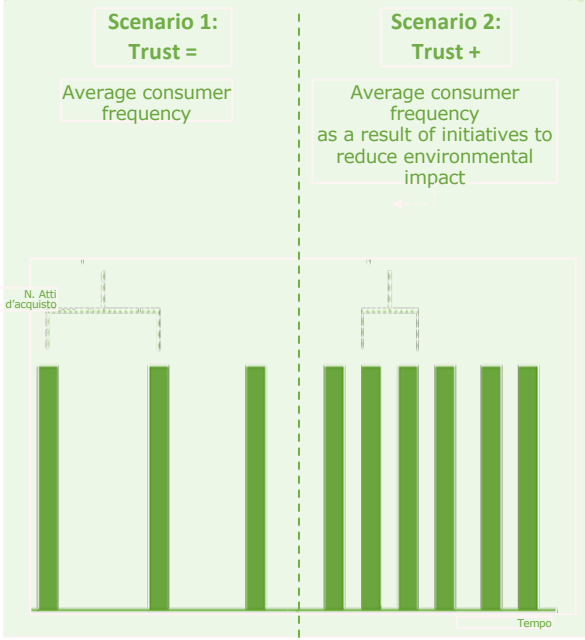
***C**ustomer **L**ifetime **V**alue per BRAND or BANNER*

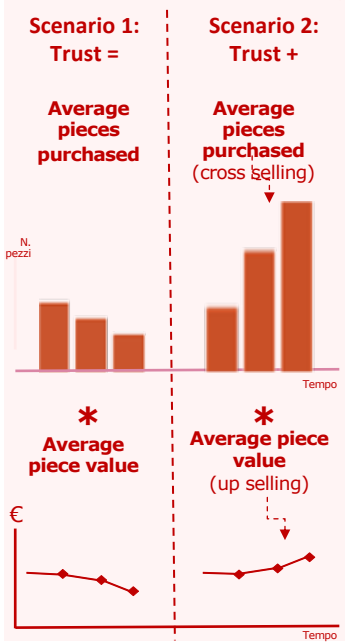
CLV Scenario 2: Trust +

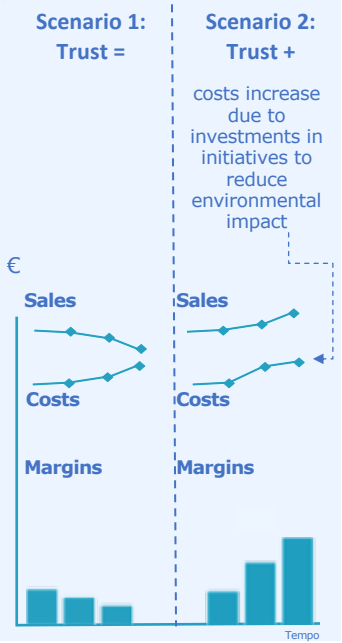


CLV Scenario1: Trust =









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From 3 winners to 4 winners

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Thanks

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