

We welcomed...

150+
delegates

36
brands/retailers represented

4 Speakers
3 Sessions
1 Live Q&A

SESSION 1

'Who Cares, Who Does' Study - A global overview on consumer trends

"Despite the Covid-19 pandemic, 49% of shoppers think sustainability is more important. This issue is a growing one, it is driving choice and despite the pandemic it is becoming even more important... The Eco-Active consumers represent 22% of the global population. This group is also important in terms of spend, they spend 5% more than the average - sustainability pays... The top 10 brands that over-index with Eco-Actives outperform the market, brands that do a good job will be rewarded."*

Richard Herbert - Global Business Insight Director at Europanel (powered by GfK and Kantar)

SESSION 2

'Who Cares, Who Does' Study - A deep dive into the world's most sustainable market; Germany

"Germany is firmly ahead of other countries in having the highest number of Eco-Actives, almost one in two consumers... They are worth €43 billion in spend across FMCG in Germany. German shoppers are expecting their retailer to go greener and act... Less than half of shoppers are satisfied with the way retailers help people to be sustainable.... Findability, ease of shopping and affordability together are really key in making behavioural change work towards a more sustainable shopping experience."

Lenneke Schils, Global Insights Director, FMCG at GfK

SESSION 3

The Business Case for Implementing the Water Unite Model

"In the beverage category, consumers don't feel they can make a difference through what they buy, you need to feed the understanding of how they can make a difference in the category... One discount retailer in Germany analysed is undertrading amongst Eco-Actives and Eco-Considerers in mineral water, if you can encourage these two groups this could be worth an additional revenue opportunity of €40 million euros. How could this be achieved? Category conversion with help of a micro-contribution partnership."*

Simone Päch, Senior Consultant, Consumer Panels & Services at GfK

CLOSING REMARKS

"Water Unite is about partnering, it's about bringing a simple turn-key solution to retailers that allows them to work together and collaborate, both locally and globally, in ways that can make a huge difference."

Chris Sellers - Chief Executive Officer at Water Unite

ON DEMAND

NEXT STEPS

* Consumer segments are defined as: Eco-Actives (consistently work to reduce their environmental footprint), Eco-Considerers (take easily available actions), Eco-Dismissers (do not consider the planet in their purchasing decisions).



Simone Päch
Senior Consultant,
Consumer Panels &
Services at GfK



Lenneke Schils
Global Insights Director,
FMCG at GfK



Richard Herbert
Global Business Insight
Director at Europanel
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Chris Sellers
Chief Executive Officer
at Water Unite

VIEW SESSION

The full session is available to view on demand via the link above. Simply fill in the registration form and the video will appear.

NEXT STEPS

Water Unite is expanding the micro-contribution model into more retailers and brands as we look to fund more programmes in water, sanitation and plastics globally. Please reach out if you would like to access data for your market or to discuss how Water Unite can collaborate with your organisation.

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