

# From Sustainability to Purpose: Realigning Corporate Priorities in Food and Nutrition

November 2020

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Scope

Key findings

#### KEY SUSTAINABILITY THEMES

In-home eating surges; health concerns grow amidst COVID-19
Food manufacturers adapt sustainability efforts to the "new normal"
Immediate business needs and health overshadowing sustainability
PHG Lock redirects tech to create rice ATMs amidst food shortages
Restaurant supplier New Covent Garden Market embraces e-commerce
Immediate business needs and health are overshadowing sustainability
Four out of five sustainability themes set to accelerate post-pandemic
Sustainability themes: what should businesses focus on?

## **NEW CONSUMER VALUES**

Younger consumers drive interest in brand sustainability online
Employee welfare prioritised in purpose-led agenda
COVID-19 re-orients consumer sustainability values in the short-term
Employee welfare prioritised in purpose-led agenda
Five key areas for purpose-led innovation
Neolix offers contact-free green deliveries in China
Danone moves to become a purpose-orientated company
Global food players quick to restate sustainability agenda
New consumer values: What should businesses focus on?

### DIGITAL INNOVATIONS

E-commerce accelerates digitalisation of consumer shopping habits
Three emerging purpose-led digital innovation areas
Ninjacart tracks fresh produce using RFID tech in India
Passporting food as COVID-19-free through blockchain
Singapore's vertical farms: a glimpse into the future of food security
Traceability and food security for now, climate action for the future
Climate-friendly innovations pause as desire for traceability front-lines
Digital innovations: what should businesses focus on?

## CONCLUSIONS

Purpose-led trends set to accelerate in the future

How to interpret the impact of COVID-19 on purpose-led trends

Sustainability efforts to remain largely intact

More corporate sustainability investment expected by 2025

What to focus on in Q3 2020 and beyond?

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