



Hello! Hola! Bonjour!

We are excited you are thinking about taking part in Kantar's iLab first global innovation challenge.

Below is further information about the challenge, while you also have access to several reference links.

REFERENCE LINKS

[Kantar Sustainability Offers](#)

[Consumer Categories definitions](#)

[Evaluation Criteria](#)

[Access to Additional Data](#)

[Submission Instructions](#)

What is this challenge all about?

Partnering with Subak, this challenge is focused on identifying **data and technology-led solutions** that marketers can use to **empower people to act more sustainably** on climate and environmental issues.

92% of people say they want to live a sustainable life, but only 16% are actively changing their behaviours ([white paper](#)). This discrepancy between stated values and actions is known as the "value-action gap". **Reducing this gap is "the Holy Grail", according to the UN.**

People can't effect change on their own; influences related to society, business, and government limit individual action. **Companies need to do more.** 67% of people see companies' greatest responsibility as fighting climate change, more so than any other sustainability or societal issue (Kantar's Global Issues Barometer 2022). But they need help to understand how to encourage the adoption of the more sustainable solutions they create. This requires an understanding of current behaviours, as well as factors that prevent people from acting differently:

- **SITUATIONAL FACTORS:** things that impact people in specific moments or situations
- **MOTIVATIONAL FACTORS:** perceptions (positive or negative) that motivate people
- **COGNITIVE FACTORS:** things that make it mentally hard or easy to change behaviour
- **SOCIAL & CULTURAL FACTOR:** the impact of local cultural and societal norms

Truly solving this requires open collaboration beyond our borders to unlock the power of marketing and effect change the planet needs to see.

What do we aim to achieve with your ideas & solutions?

Leveraging data, AI, and technology, we want solutions that can help marketers with:

- **INNOVATION:** Create more sustainable products that are easy for people to choose, and that make it easy for people to make long-lasting changes to their behaviour.
- **BRAND STRATEGY & BRAND GUIDANCE:** Develop a brand purpose in line with people's vision of tomorrow's world. Measure performance against sustainability targets.
- **MEDIA & CREATIVE:** Create and measure advertising effectiveness that is sustainable and/or that promotes sustainability causes.

We need solutions that can influence consumers to buy more sustainable products and act more sustainably. For an optimal submission, you need some awareness of Kantar's existing sustainability solutions. [Click for more.](#)

Which consumer categories are in focus?

The focus is on influencing climate-related issues specifically in these categories: Mobility, Consumer technology, Fast-moving consumer goods (FMCG), Financial services, Fashion & apparel, Retail, Energy.

Your solution must demonstrate clear relevance to climate issues within at least one of these categories. [Refer to this downloadable document](#) to familiarise yourself with each category.

What criteria will be used to assess your submission?

All submissions will be evaluated by a panel of Kantar and Subak experts, looking for solutions that are:

- **MEANINGFUL:** Relevant to marketers and categories; understands barriers and enablers of sustainable behaviour.
- **DIFFERENTIATED:** Insights are not widely available; connects data in new ways, links to actual / potential behaviour.
- **DISRUPTIVE:** Has potential to be automated and scaled; has potential to drive change through media activation.

[Click here](#) to see and download the evaluation criteria.

What data should you consider in your submission?

Your solution needs to be based on / include at least one data source that is not survey data (survey data can be part of the solution). Examples of non-survey data include, but are not limited to, social media, news, conversational AI, Internet of Things (IoT) devices, neuroscience techniques, mobile and in-app data, audio, video, AR or VR, wearables, smart home devices, weather observations and forecasts, climate projection data, and satellite imagery.

Kantar and Subak are also making data available to you:

- **Kantar:** 2-year samples of FMCG purchase data, linked to survey-derived sustainability segments.
- **Subak:** Climate-related datasets you could consider from their extensive data catalogue.
- **Social media:** we will give guidance on how to easily access sources such as Twitter data.

[Click here](#) for more detailed guidance and links to the data.

Submit and get rewarded!

This only works with your participation, which is why we have great prizes to encourage the best ideas! [See more.](#) You can [click here](#) to begin your entry when ready. **Good luck! Buena suerte! Bonne chance!**

For any queries, reach out to us on Challenges.iLab@Kantar.com.