# KANTAR



## Using data to change the world!

## As part of your submission, you will need to include a practical demonstration of your solution

**Remember that your solution needs to be based on / include at least one data source that is non 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.

To help you, Kantar and Subak are also making data available. You are not obliged to use this data, and of course you are free to use any other data that you have compliant access to.

Important: **you must anonymise any data you share** as part of your submission. Do not share any personally sensitive data with us, or data that can be used to identify an individual.

## Data made available by Kantar: purchase behaviour linked to consumer attitudes (segments)

Kantar is providing 2 years of anonymised purchase data in the dairy alternatives category. This includes 200 respondents, each linked to a survey-derived sustainability segment.

The segments come from Who Cares, Who Does? (WCWD), Kantar Worldpanel's survey to understand **sustainability attitudes / actions and their impact on point-of-sale decisions.**

WCWD covers more than 88,000 respondents from across Asia, Europe, Latin America, the Middle East, and the US. **Click here to find out more**.

The file contains a codebook explaining what is covered in the purchase and survey data respectively.

The following product types are covered: Cheese, Milk, Fresh Cream, Margarine, Fromage Frais, Yogurt

**Click here to access the dairy alternatives data**.

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## Data made available by Subak: a collection of climate and energy data resources through its Data Catalogue

The Subak Data Catalogue is a community and collection of climate and energy data resources. It is a metadata catalogue – i.e., data about data. Subak don't create data, they catalogue, signpost, increase visibility and the quality of what is already being shared by others.

The catalogue contains open and restricted licence datasets. Each dataset displays a reference to the licence under which their owner has released them. If no licence is mentioned, you should consult any licence conditions that are available on the original portal page or publishing page for the dataset.

**Click here to begin exploring the Data Catalogue**.

## Data available through other data sources: social and search

Social media and search are great sources of organic digital data, giving insight into what people think and what they will potentially do.

You may already have your own access, but if not, you could start with the below data sources:

- **Twitter data can be freely accessed via its API**. You can get step-by-step guidance on how to do this by **clicking here**.

- **Google Trends search data is freely available.** You can access it by **clicking here**.

- **Meta's** provides data for independent research. **Click here** to see free Meta / Facebook datasets.

**Ready to submit? Click here to begin your challenge entry.**

**Good luck! For any queries, reach out to us on: Challenges.iLab@Kantar.com.**

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