

Opportunity Statement 1



How might we help people get started on a journey to reset their health?

Insights:

Value Seekers

Healthy and sustainable food choices are often more expensive than food bought on the run. Fast food is always available, usually cheap but often nutritionally inferior, undermining the health of our communities.

How might we help people plan value-for-money and sustainable meals without sacrificing nutritional quality, taste and convenience?

Behavioral Nudges

Busy lifestyles increase the tendencies to takeaway or opt for easy-to-prepare processed food as a quick and easy option, which is typically higher in calories. Process food usually contain more calories due to the amount of fat, sugar or salt to make it tastier. An idea can be a time-bound journey.

How might we encourage you to kickstart your healthy eating habits?

Individuals at risk

Poor eating habits and food choices, along with physical inactivity, increases the risk of diabetes and obesity. Helping people develop healthier habits using enabling and supportive tools such as shopping, meal planning and activity buddies will reduce disease risk.

How might we help people with pre-diabetes or who are at risk of obesity adopt healthier food habits?