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# Consumer Insights Cocreate Workshop Report

Philips Design  
May 21<sup>st</sup> 2019

innovation  you



WAKATU  
INCORPORATION



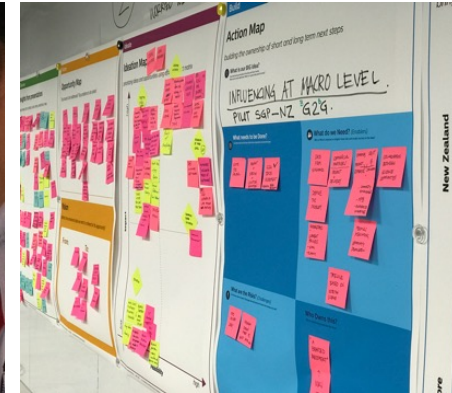
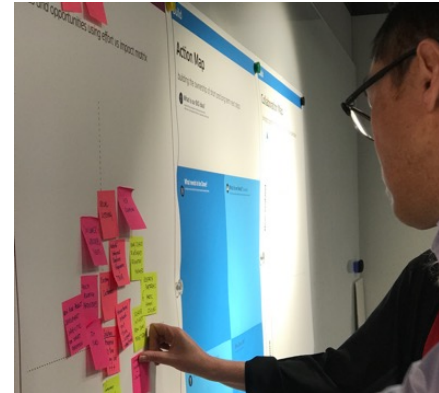
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# Workshop **agenda**

10:50 – 11:00	INTRO	Cocreate Introduction Sachin, Vivienne/Miriana
11:00 – 12:40	DISCOVERY	<b>Discovery Presentations</b>  Dr. Grillo Kantar Health Steve Saunders Wayne Mulligan/Elizabeth Tay Dr Lu Zhang/Karena Chai
12:40 – 13:30		Lunch (50mins)
13:30 – 14:30	FRAME	<b>Opportunity mapping</b>
14:30 – 15:30	IDEATE	<b>ideation and prioritization</b>
15:30 – 16:00		Afternoon Tea Break
16:00 – 17:00	BUILD	<b>Building action and collaboration map</b>
17:00 – 17:15	WRAP UP	Closing and departure

# Workshop activities





# Participants | **Grouping**

## GROUP 1

### Subject Matter Experts:

Ms Louise Weiwei Lu (University of Auckland)/  
Dr Meika Foster (Edible Research Ltd)

**Cocreate Facilitator:** Dr. Vivienne Hunt (Formana)

Mr Wayne Mulligan	Formana Capital
Mr Steve Saunders	RPL USA
Mr Andy Elliot	Wakatū Incorporation
Dr Vivienne Hunt	Formana Capital
Ms Elizabeth Tay	Anagenix Ltd
Dr Yukio Hayashi	Taiho Pharmaceutical Co., Ltd.
Ms Louise Weiwei Lu	University of Auckland
Dr Denise M Conroy	Plant and Food Research
Ms Amber Milan	AgResearch / University of Auckland Liggins Institute
Dr Meika Foster	Edible Research Ltd
Dr Roger Harker	Plant and Food Research
Karena Chia	Fonterra (Singapore)
Rachel Kerr	NZTE

## GROUP 2

### Subject Matter Experts:

Dr Alejandra Acevedo-Fani (Riddet Institute, Massey University)/  
Prof Sally Poppitt University of Auckland)

**Cocreate Facilitator:** Sachin Behere(Philips)

Ms Miriana Stephens	Wakatū Incorporation, AuOra Limited, NUKU ki te Puku™
Mr Paul Morgan	Formana Capital, Wakatu Inc
Mr Shigeaki Ejima	Taiho Pharmaceutical Co., Ltd.
Dr Karin Schofield	Intwood Consulting Ltd
Ms Joanne Todd	High-Value Nutrition National Science Challenge
Nick Van Der Kolk	Interfoods
Dr Ian Scott	Plant & Food Research
Dr Alejandra Acevedo-Fani	Riddet Institute, Massey University
Prof Sally Poppitt	University of Auckland
Ms Stacey Whitiora	Plant and Food Research
Dr Lu Zhang	Fonterra (Singapore)
Ley Ling How	Zespri
Fatima Alnubbad	NZTE

Cocreate objective 1

## Discovery of insights and potential partnerships

1. **Discover the Asian consumer markets** – health/wellness insights driving consumption patterns.
2. **Develop the shared understanding of the process** for testing product formats, formulations and packaging for food applications
3. **Discover potential partners in this space in Singapore**
4. **Discover insights around metabolic, digestive, inflammation, immunity and cognitive disorders** and target consumers elderly and millennials in China, Japan and Singapore.

Cocreate objective 2

## Exploration of collaboration and next steps

1. **Narrowing down the market opportunities and consumer insights** to design and commercialize health and wellness solutions using NZ ingredients
2. **Creating a planned approach** for testing formats and packaging for Asian consumers with potential partners identified.
3. **Co-design** of products and solutions using consumer insights about specific health concerns.
4. **Discussion about potential partnerships and next steps**, How might NZ and aligned businesses co-develop, co-invest in joint projects together in Singapore

## Focus topics

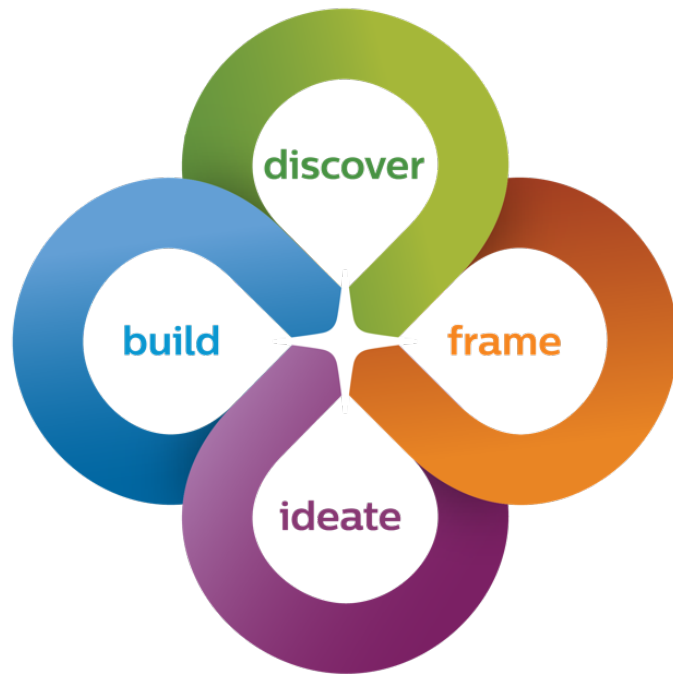
A large teal circle containing the text "Managing Pre-Diabetes".

Managing  
Pre-Diabetes

A large teal circle containing the text "Worried Well/  
Aging Consumers".

Worried Well/  
Aging Consumers

# Cocreate Approach



**Cocreate is a flexible, iterative phased approach\***

to innovation and problem solving  
in a people centric way

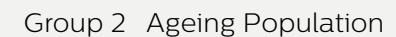
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# Breakout Activity

2 Groups

# Discover Insights from presentations





## Activity 02

# Frame the Opportunities

**Frame**

### Opportunity Map

Top issues to be addressed/ Top problems to be solved

- Education (Schools) - role of Govt as stakeholder - food as nutrition
- Replacing eating to eat
- Self Identification - prevention/diagnosis
- Children
- Perception of healthy food (negative) - differences in region (China)
- Experience - when/how/ context

Untapped Opportunities

- Sandwich population - parents/ children
- Helpers/ Parents
- Tu Ora (wellbeing focus)
- Literacy linking - meal planning/ cooking workshops

Language

Brand - influencers

Snacking

only healthy

Nutrition for total wellness

Nutritious Life Style

My food - my wellness?

Trust with Singapore - govt.

Simplifying source - (commercialisation).

**Vision**

What is the envisioned state we want to achieve for this opportunity?

**From:**

- ① Producer Driven
- ② Science
- ③ F&B
- ④ Exporting

**To:**

In Market Designed/led

Tech/esp - Partnerships

Nutritional Wellness

Singapore made

Design with Consumers

Design for Consumer

Group 1 Pre-Diabetes

**Frame**

### Opportunity Map

Top issues to be addressed/ Top problems to be solved

EDUCATION

TARGETING INFLUENCERS

MARKET BASED STRATEGY

WORKING ON 'ACCEPTANCE OF AGE'

TCM CONSUMPTION

TARGETING

MODELING THE RESPONSIBILITY OF SUSTAINABILITY

CONSENT TO CLEAR BUSINESS STRATEGY

PROVIDING TRAINING INFLUENCERS

DEFINING SUSTAINABILITY

TARGET HEALTHY PEOPLE TO BUY HEALTHY FOOD FOR SUSTAINABILITY

HEALTHY NUTRITION PROGRAM

↑ CUSTOMISED SUBSIDISED INDIVIDUALISED

KIWI SHOT FOR ELDERLY

HEALTHY MEALS/DESSERTS DELIVERY TO ELDERLY/ CHILDREN

INTERVENING AT MACRO LEVEL

CONSUMER ACQUISITION

FEED BACK MECHANISM

UNDERSTANDING FORUMS, NETWORKS

COMMUNITY AS A CONSUMER

SUBSCRIPTION MODEL

RETIREMENT PREPARATION PROGRAM

ACQUISITION WITH OTHERS

SOCIAL ASPECTS

LONGER LIVES - HEALTHY PEOPLE

**Vision**

What is the envisioned state we want to achieve for this opportunity?

**From:**

FRAGMENTED

OLIVE FOOTPRINT

FOCUS ON TREATMENT

**To:**

INTEGRATED

MIXED ENVIRONMENT ENGAGEMENT

FOCUS ON PREVENTION

INTEGRATED SOLUTION HOLISTIC

TARGETING ALL GENERATIONS

Consumer Insights Cocreate Workshop MAY 2019 Co-facilitated by Phillips Design Singapore

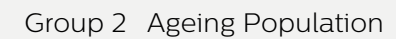
Group 2 Ageing Population





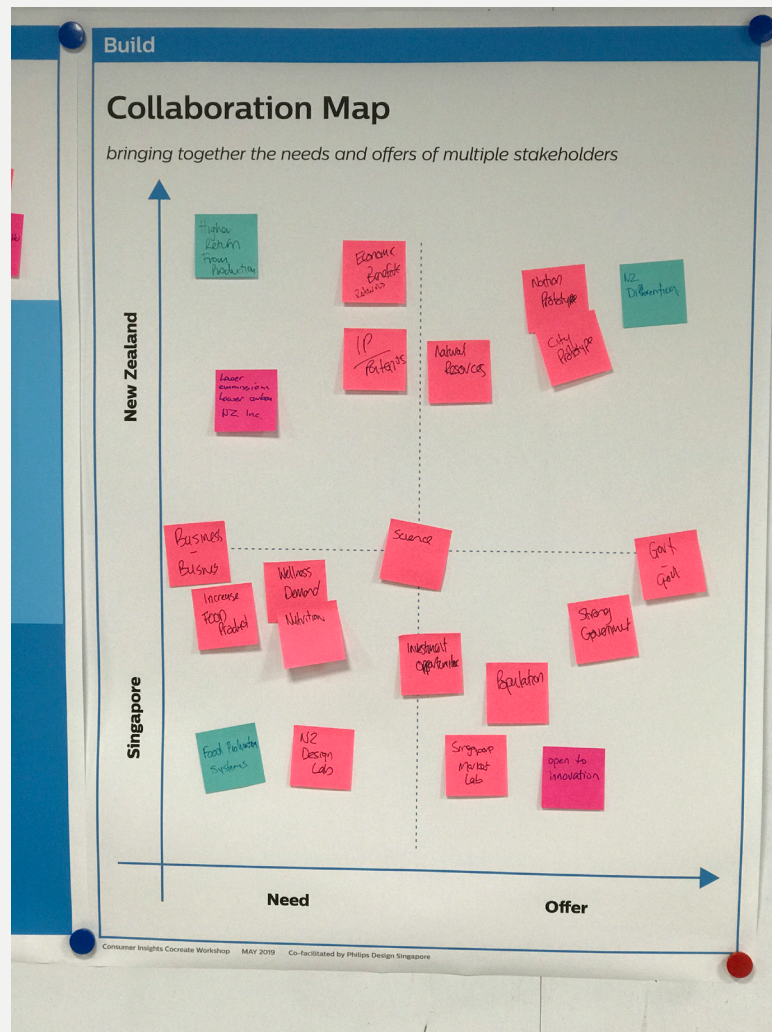


# Build an action plan



## Activity 05

# Build Collaboration



Group 1 Pre-Diabetes

# Summary Group 1 Pre-Diabetes

## **What's our big idea?**

Co-design nutritional foods for wellness in market with Singaporean stakeholders (industry consumers and govt)

## **What needs to be done? (Actions)**

Business Case NZ-SGP Fund, Identifying key partners, Universal framework as foundation, Region/ problem specific solution

## **What do we need? (Enablers)**

NZ govt vision, Engagement with govt on both sides, Science Focus, Using what we have (e.g. IP)

## **Any Risks? (Challenges)**

Current IP Assets, NZ Govt Policy, Hub applicability limited to Singapore

## **Who owns this? (Challenges)**

NZ Partnerships, Nuku

# Summary

## Group 2 Ageing Population/ Worried Well

### What's our big idea?

Influencing at Macro level through a NZ-SGP Pilot (BG2BG)

### What needs to be done? (Actions)

Scope the proposal, Define Product, service, solution, G2G trade agreement in health and food security

### What do we need? (Enablers)

1) Data from SGP, Definition of problems, 2) Understanding of current policies, 3) Commercial partners for products and delivery, 4) Company to focus on the products and expertise but govt must facilitate the community engagement through HPB, Enterprise SGP and through People's associations, 5) Timeline based on nutrition science

### Any Risks? (Challenges)

Food industry lobby, Program may not meet NZ govt criteria/ priority

### Who owns this? (Challenges)

Nuku led 'branded movement'



