



VivisSmart

NUTRIRSI, MUOVERSI, VIVERE. MEGLIO.

Sostenibilità e innovazione
nell'industria di Marca

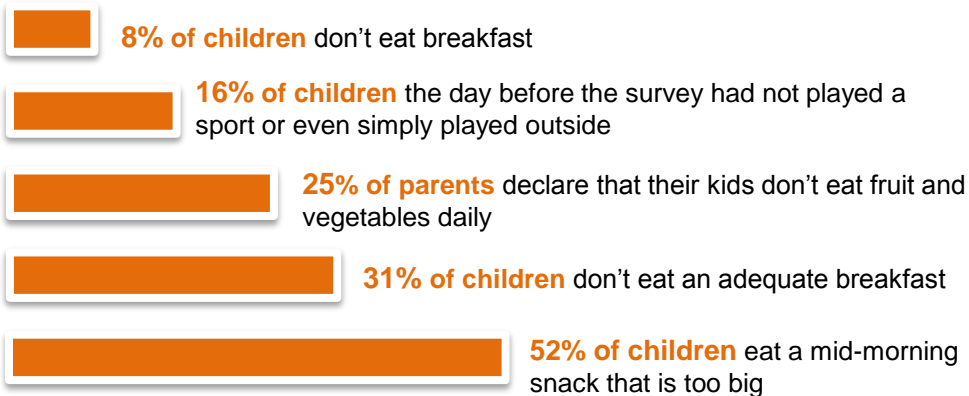


Allianza Barilla Coop Danone



THE BACKGROUND

In Italy, children are often overweight or obese due to bad eating habits and lack of exercise



ITALIAN CHILDREN:

2 IN 10
ARE
OVERWEIGHT

1 IN 10
IS
OBESE



Obesity prevention strategies based on changing the habits of parents are among the most successful.

Furthermore, the variety and the number of strategies included in a project at family level influence the effectiveness of the project itself.

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Alleanza Barilla Coop Danone

THE ALLIANCE



Alleanza Barilla Coop Danone

The companies **Barilla**, **Coop Italia** and **Danone** together with **Fondazione BCFN**, **Fondazione Istituto Danone** and **Associazione Nazionale delle Cooperative di Consumatori ANCC-Coop**



joined forces



to identify and promote an effective strategy to **intervene on the lifestyle of Italian children and their families**, in order to improve their awareness regarding **alimentation** and their **health**.



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#abcdpervivismart

www.progettovivismart.it

THE PROJECT

A program that aims at impacting positively food behaviors in Italy to encourage a healthier lifestyle and help fight growing overweight issues, by promoting the Mediterranean diet and physical activity with a holistic approach.

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NUTRIRSI, MUOVERSI, VIVERE. MEGLIO.

(EATING, MOVING, LIVING. BETTER.)



THE LANGUAGE OF THE CAMPAIGN



SELFIES!



A universal way to share
**Moments, Happenings,
Feelings...**



... a modern language
to easily communicate
personal choices.



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TWO TARGET GROUPS

P100 TARGET

- Pilot project involving **100 families** in 4 selected Italian cities (Milan, Parma, Genoa and Bari)
- Aim: **test** the intervention strategy model and measure

WIDER TARGET

- **4 CITIES**: specific activities communicated through ATL and BTL initiatives
- **AT NATIONAL LEVEL**: dissemination of the campaign messages to a broader audience thanks to digital channels

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THE ACTIVITIES PLANNED FOR THE TWO TARGETS

P100 TARGET



NUTRITIONAL
EDUCATION
(with SIMG)



MOTIVATIONAL
ACTIVITIES



SPORTS
EDUCATION
(with CONI and
local partners)



PUBLICATIONS AND
LECTURES AT
CONGRESSES



CREATION of
VIDEO STORIES



PLATFORM/APP
supporting the
P100 project



PR & PA

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WIDER TARGET

4 CITIES



16 COOP POS



EDUCATION
@16 SCHOOLS



PROJECT
PLACEMENT



LOCAL
AMBASSADORS



MEDIA
PARTNERSHIP



LOCAL EVENTS
AND ACTIVITIES

NATIONAL LEVEL



PLATFORM/APP
ADAPTED FOR
NATIONAL USE



PR & PA



VIDEO CONTENTS
ONLINE



MOTIVATIONAL
ACTIVITIES

THE EDUCATIONAL AIMS OF VIVISMART

Promote the comprehension and awareness of:

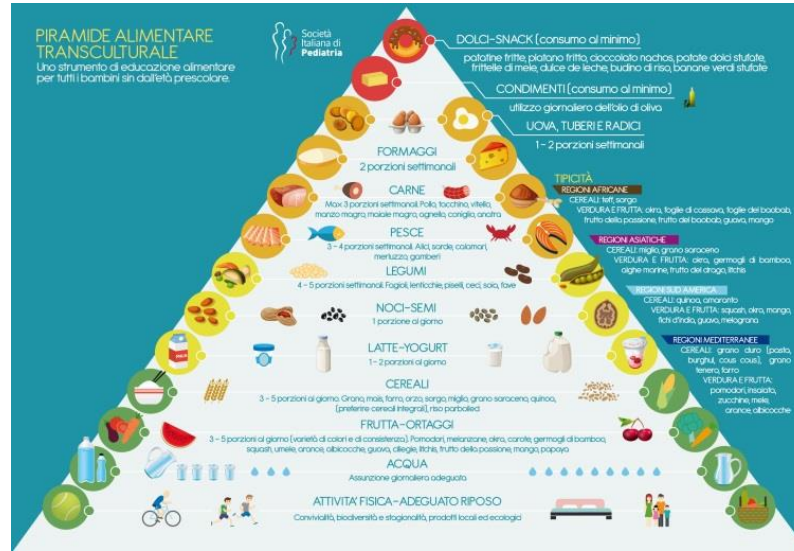
- **Food categories/alimentation quality** in relation to the Mediterranean Diet
 - **Consumption frequency**
 - **Portion sizes**, possibly in relation to gender and age
- by putting the **food pyramid** (in a simplified version) at the center of the education activities.



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THE PROJECT IN A... NUTSHELL

«ViviSmart» is a pilot project that aims to create
a **virtuous circle locally** between



The project will engage approx.:



2.5 million citizens



16 POS



64 classes in **16 schools**
(almost 1500 kids)



25 doctors
of the Italian Society
of General Practitioners



September 19th PRESS CONFERENCE AT THE HEALTH MINISTRY IN ROME



Ministero della Salute



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September 25-29th LOCAL PRESS CONFERENCES IN MILAN, PARMA, GENOA AND BARI



THE PROJECT IN A... VIDEO



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PLAY



Vivismart
NUTRIRSI, MUOVERSI, VIVERE. MEGLIO.

THE END