The Convergent Innovation Webinar Series:

Inventing "One-World" Solutions for Lifelong Wellness and Sustainable Economic Growth

Grocery purchase data using loyalty cards – a novel method for dietary assessment and personalized feedback

Dr. Mikael Fogelholm is the Professor in Public Health Nutrition at the University of Helsinki. His research activities has long been on the inter-relationships between diet, physical activity and obesity. During the recent years, he has mostly done research on the use of grocery purchase data in analyses of food selection and nutrition policies, and on lifestyle and obesity in Sub-Saharan Africa. Mikael has also been in the project groups of the 2004 and 2012 Nordic Nutrition Recommendations. He has more than 220 original publications listed in PubMed. Mikael spends his free time mostly in the forests with his mountain bike.

April 14, 2021

11:00 am EST

(2 hrs in length)

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Chair: Laurette Dubé (Scientific Director of MCCHE)

Co-Chair & Moderator: John G. Keogh (Managing Principal, Shantalla Inc. Toronto)

ABSTRACT: In a joint research project between the University of Helsinki (public health nutrition) and Tampere University (biostatistics, marketing research), we have received consent to use a 2.3-y (Sept 2016 to Dec 2018) grocery purchase data from ca. 47,000 individual loyalty cards from all over Finland. This LoCard data consists of about 1.3 million transactions. About 38,000 cardholders have also answered to one of three questionnaires, with questions related to e.g. food consumption (food-frequency questionnaire), socio-demographic background, nutrition literacy and food-selection motives. The sample is biased in terms of gender (more women than in the general population) and education (better educated), but with the use of the background questionnaire, we have been able to weigh the results to represent the Finnish population. In two studies, we have shown the LoCard data has acceptable validity to describe mild-alcohol consumption and dietary food selection. In submission-phase are also papers on, e.g., transition of meat-dominant food selection to more plant-based selection, CO2 emissions and price of different dietary patterns, and the effects of changed alcohol legislation on mild-alcohol product purchases. Moreover, we have worked with the data owner (S group) to build a personalized "dietary quality of food purchases" feedback system to the card owners.

PANEL DISCUSSION: A panel will follow with scientists, business and policy leaders to advance the design of integrative digital architecture and governance framework to scale up how real-world data generated by individuals, organizations and institutions within and across disciplines, sectors and jurisdictions can contribute to a World reset on convergence economy, while embedding throughout ethical, social and privacy into efficiency, agility and resilience considerations. Capitalizing on digital transformation of science and society, convergence economy takes a person-centered approach to bridging organizations and systems across sectors and jurisdictions, fully acknowledging that developed and developing worlds share the same planet, for world-scale transformation toward sustainable prosperity and affordable nutrition and health. Panelists will discuss how data, models and theories characterizing all multiscale processes involved can inform the design and long-term performance of ecosystems of platforms targeting achievable and time-bound real-world solutions placing human and environmental health and their preservation/remediation/care systems at the core of its wealth and social wellbeing creation engines.

ABOUT THE SERIES: The Convergent Innovation Webinar Series features cutting edge science, technology and innovation in agriculture, food, environment, education, medicine and other domains of everyday life where grand challenges lie at the convergence of health and economics. Powered by data science, artificial intelligence, and other digital technologies, this disciplinary knowledge bridges with behavioural, social, humanities, business, economics, social, engineering, and complexity sciences to accelerate real-world solution at scale, be it in digital or physical contexts. Initiated in the agri-food domain, the series is now encompassing other grand challenges facing modern and traditional economies and societies, such as ensuring lifelong wellness and resilience at both the individual and population levels.

Global Pulse Innovation Platform:

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