



# Enforced diet

There will be a question of freedom of choice ethically but as long as this stays an option, it would be doable and very good for the society.

Virginia - France

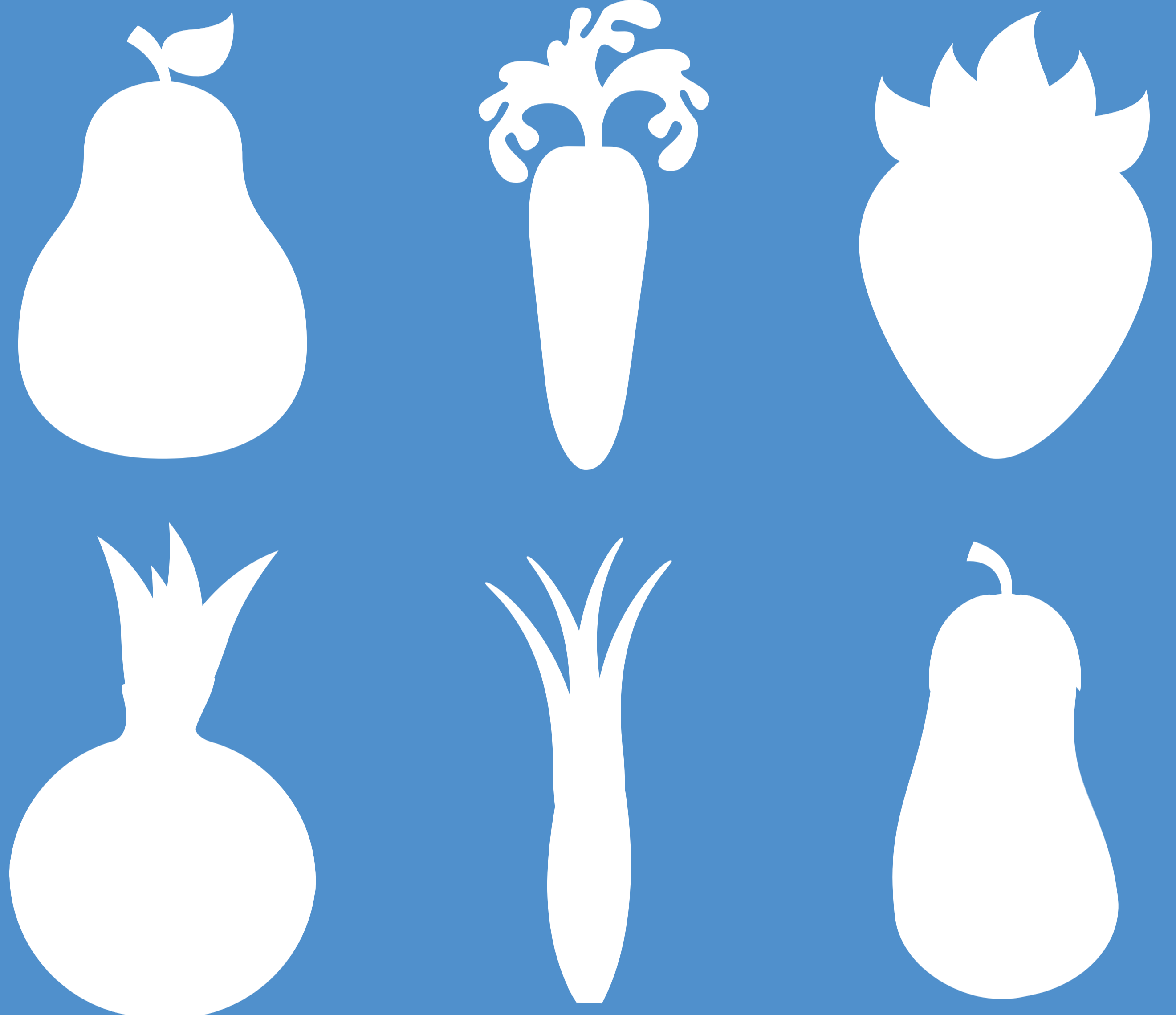
Data is not the solution to that problem. Obesity is directly connected to quality of life, this is what has to change. It will only make people less responsible of their lives.

Elodie - France

Obesity numbers are skyrocketing. The World Health Organisation is pulling the alarm. More than 2 billion adults in the world are overweight, three times more than in 1975, causing heavy health consequences. Good news, it's widely preventable, imposing changes in dietary and physical activity patterns and it looks acceptable, likely and very positive to bring together and merge what already exists to solve this major cause. Retailers have opened fully automated Grab & Go stores, Insurance companies are offering Pay How You Drive, Public Authorities are starting to build individual health profiles to drive population wide programs. But who could we trust to make it work, respecting the utmost privacy, deciding what is good or not, and maintaining the highest independence from industry players? Maybe the simpler answer is each of us individually, with a little help from technology, supervising our own lives, as informed and active consumers, rewarding those making better quality food.

## #Health

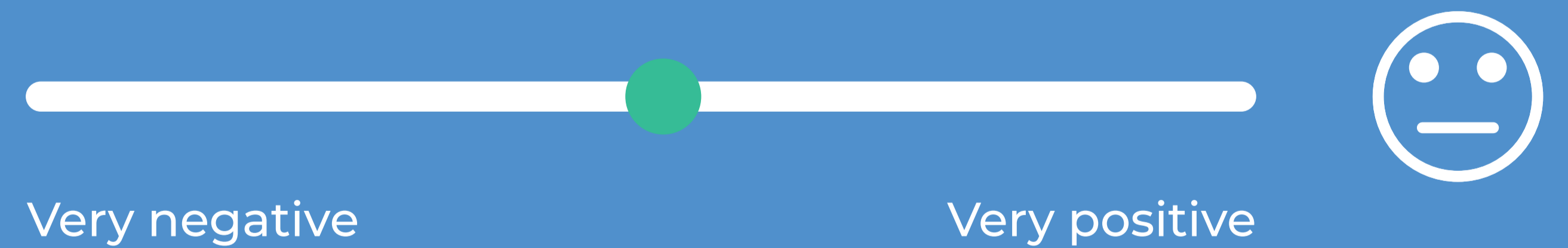
In a world where obesity is increasing, supermarkets automatically tap into consumers' personal data to enforce positive diet choices.



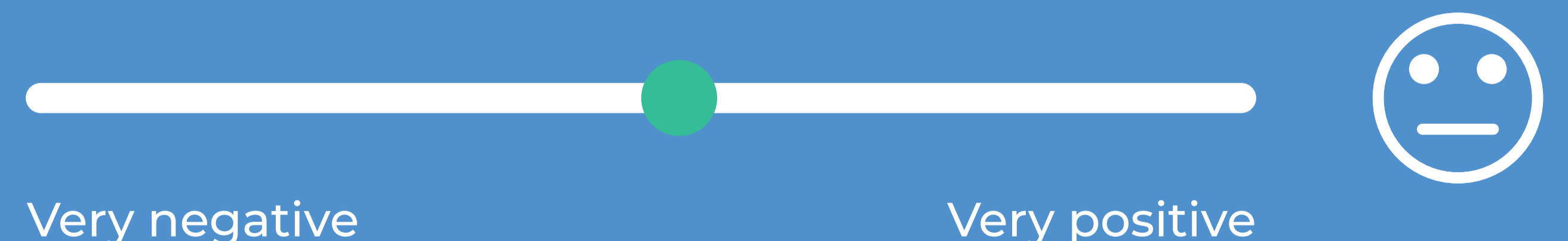
## We believe this will be normal...



## Impact on our society



## Impact on our daily life



Devotopias survey was lead by Devoteam from October, 21st 2019 to December, 18th 2019. 900 people responded on an international scope - mainly European - including 69% of Devoteam employees, 66% men and 34% women.