

Health and Wellness Activities From Around the World

**A global mapping of health and wellness activities and
programmes run by organisations around the world**

Version 1 - July 2014

Brought to you by the Health & Wellness Pillar of The Consumer Goods Forum



Better Lives Through Better Business

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Background

Health and Wellness is one of the strategic priorities of The Consumer Goods Forum (“The Forum”). A Pillar has been established to equip the consumer goods industry with a thought leadership and collaboration platform on non-competitive health and wellness questions among manufacturers, retailers and their common stakeholders. The work of the Pillar is to play a leading role in empowering the world’s population to make healthier product and lifestyle choices. The collaborative work of The Forum members has been framed under industry-wide resolutions on consumer health and wellness. The Health & Wellness Resolutions (the “Resolutions”), approved by the Board of The Consumer Goods Forum in June 2011, are defined around three main areas and contain a sub-set of actions for both food and personal care members of The Forum. They advocate empowering consumers with products and services and meaningful information to help them make informed choices and support a healthier diet and lifestyle, as well as promoting physical activity.

The Health & Wellness Resolutions

1. Specific Resolutions on Access & Availability of Products and Services
Offer consumers and shoppers a range of products and services that supports the goals of healthier diets and lifestyles.
2. Specific Resolutions on Product Information & Responsible Marketing
Provide transparent, fact-based information that will help consumers and shoppers make informed product choices and usages.
3. Specific Resolutions on Communication & Education about Healthier Diets and Lifestyles
Use communication and educational programmes to help raise consumer awareness on health and wellness and energy balance to inspire healthier diets and lifestyles.

View the full set of actions under the Resolutions on page x.

The Health & Wellness Commitments

In June 2014, responding to the increasing importance of health to consumers, the Board has committed to lead the industry on a number of specific actions from the Resolutions, creating a set of Board-approved Commitments. These are:

- By 2016: Make company policies public on nutrition and product formulation;
- By 2016: Implement employee health and wellness programmes;
- By 2018: Industry-wide implementation of consistent product labelling and consumer information to help consumers make informed choices and usages; and
- By 2018: Stop targeted advertising to children under 12 for products that do not fulfil specific nutrition criteria based on scientific evidence and/or applicable national and international dietary guidelines.



Multi-stakeholder Collaboration on Health & Wellness

The Consumer Goods Forum seeks out relationships that enhance and grow The Forum as an organisation. As a collective, The Forum is committed to the enrichment of the shoppers and consumers that the industry serves. The Consumer Goods Forum works closely with regional collaborative platforms and the strategic partners and alliances it has identified. It will continue to build a lean and efficient organisation that minimises duplication with regional bodies while realising its goals at local level. The Forum works with members of The Liaison Group to accomplish these goals. The Health & Wellness Steering Committee, driving the strategy of the Pillar, has established a Stakeholder Engagement Framework and roadmap to equip The Consumer Goods Forum with a strong platform for engagement with key stakeholders as the voluntary industry health and wellness effort and achievements develop overtime.

Purpose

The Stakeholder Engagement Taskforce's mission is to focus on the implementation of the Health & Wellness Resolutions and Commitments. The Taskforce, with the Liaison Group, work collaboratively to shape actions on implementation together to reach companies and offer support. As the Health & Wellness Resolutions are broad, it was acknowledged that not all aspects are relevant for all companies. This mapping document draws on input from our strategic alliance partners, The Forum members and industry initiatives that contribute to the global health and wellness agenda. It is however by no means complete, and we hope it will prompt further ideas and input into the broad spectrum of actions taking place to empower consumers, shoppers and employees to adopt healthier lifestyles.

Expectations

The Consumer Goods Forum, through its collaborative work on health and wellness, will:

- Enable its members to play a leadership role in helping consumers and shoppers make informed product and lifestyle choices to reinforce their health and wellness;
- Contribute to a better life for all by encouraging a culture of prevention, thereby improving health as well as helping to reduce overall healthcare costs; and
- Proactively and voluntarily support and contribute to government and civil society efforts in the area of health and wellness.

Through its wide base of representation (food, personal care, manufacturers, retailers and their common stakeholders), contribute to the alignment of industry efforts to improve the health and wellness of the global population.

This global mapping exercise on health and wellness activities and programmes, showcases the implementation of The Forum's Health & Wellness Resolutions. It serves as a tool for the industry to continue to enhance execution of the Resolutions and Commitments across the globe and throughout the industry. The Steering Committee are now working on strengthening their KPIs and the Commitments to enable The Forum to better measure and report on progress.

The Mapping

The following list of activities and programmes is organised by region. It is not meant to be an exhaustive list, but it is a list that will grow over time. This is the first version of the mapping document, and it will evolve over time.

Activities & Programmes Listing

Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
Global	<p>The Consumer Goods Forum</p> <p>Reach</p> <ul style="list-style-type: none"> • 400 members • 70 countries • 9 million employees • U\$3.3 trillion in sales 	<p>1-3 year horizon</p> <ul style="list-style-type: none"> • Continue to actively engage with the entire membership and its strategic alliances to implement the Resolutions and newly adopted Commitments. • Continue to monitor and report on industry progress on the implementation of the Resolutions and Commitments. <p>5-year horizon</p> <ul style="list-style-type: none"> • Maximise the potential of its membership profile to support the WHO Action Plan on Non-Communicable Diseases at global, regional and community levels. • Be the partner of choice for key stakeholders by bringing together consumer goods manufacturers and retailers and its strategic alliances to drive healthier diets and lifestyles for the benefit of shoppers, consumers and the world. 	<p>To play a key role in enabling consumers and shoppers make informed product and lifestyle choices to reinforce their health and wellness.</p> <ul style="list-style-type: none"> • Stakeholder Engagement: <ul style="list-style-type: none"> • Stakeholder Engagement Framework, including roadmap and set of communication tools; and • Ageing Consumer report and Health & Wellness Glossary. • Work across the industry and with external stakeholders to empower consumers to make the right decisions and adopt healthier lifestyles. • Measurement & Reporting: Implementation of the Health & Wellness Resolutions: (Board members of The Forum): <ul style="list-style-type: none"> • 100% of respondents have established policies and activated programmes on at least one of the Resolutions. • 70% of respondents have established policies and activated programmes on all three of the Resolutions; • 93% of respondents have communicated publicly about their health and wellness initiatives. • 53% of respondents have communicated their health and wellness initiatives as part of a CEO statement and/or Annual Report to shareholders. • Consumer Goods For Better Lives: <ul style="list-style-type: none"> • Empower the world's population to make healthier product and lifestyle choices. • Identify health and wellness best practices responses and spread the knowledge widely. • Set up an online community which is designed to facilitate interaction and knowledge sharing between members of The Forum and the wider stakeholder community interested in harnessing best practices to stimulate health and wellness. 	<ol style="list-style-type: none"> 1. Access and Availability of Products and Services 2. Product Information and Responsible Marketing 3. Communication and Education About Healthier Diets and Lifestyles <p>H&W Commitments:</p> <ul style="list-style-type: none"> • By 2016: Make company policies public on nutrition and product formulation. • By 2016: Implement employee health and wellness programmes. • By 2018: Industry-wide implementation of consistent product labelling and consumer information to help consumers make informed choices and usages. • By 2018: Stop targeted advertising to children under 12 for products that do not fulfil specific nutrition criteria based on scientific evidence and/or applicable national and international dietary guidelines.

Activities & Programmes Listing

Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
Global	The Consumer Goods Forum (cont.)		<ul style="list-style-type: none"> • Enable members to benchmark their position in health and wellness best practice responses. • Establishment of an external scientific advisory council. • Establishment of an external scientific advisory council. • Enhance the position of the Resolutions publicly as the global overarching guidelines for health and wellness, endorsing actions that are driven by regional industry groups or by individual companies. • Lead the industry in the direction stated in the 4 commitments added to the existing Resolutions in June 2014. • Work collectively on a global industry initiative to fight obesity. 	

Activities & Programmes Listing

Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
Global	International Food & Beverage Alliance (IFBA) Reach <ul style="list-style-type: none"> • 11 members: global leaders of the food and non-alcoholic beverage industry • Employs more than 3.5 million people worldwide • Combined annual revenues in 2012 of approximately USD 422 billion 	<ul style="list-style-type: none"> • Continue to reformulate products and develop new products that support the goals of improving diets. • Provide clear and fact-based nutrition information to all consumers. • Extend its initiatives on responsible advertising and marketing to children globally. • Raise awareness on balanced diets and increased levels of physical activity. • Seek and promote public-private partnerships that support the WHO's Global Strategy. 	<ul style="list-style-type: none"> • Fourth year of reporting on progress made towards the five commitments made in support of the WHO 2004 Global Strategy on Diet, Physical Activity and Health. 	<ol style="list-style-type: none"> 1. Supports Resolution 1 with a particular focus on 1.2. 2. Supports Resolution 2 with a particular focus on 2.1 and 2.4. 3. Supports Resolution 3 with a particular focus on 3.2 and 3.5. 4. Supports all H&W Commitments

Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
Global	World Economic Forum (WEF) Reach: <ul style="list-style-type: none"> • 1,000 foundation members • 100 strategic partners • 320 industry partners • 38 communities • 550 staff across 60 countries • 350 global growth companies from 50 countries • 1,500 global experts • 20 industry groups • 80+ initiatives/projects 	<ul style="list-style-type: none"> • The Healthy Living Initiative provides a platform to enable critical dialogues across key stakeholders and facilitate collaborative actions with a positive impact on noncommunicable diseases and the promotion of healthy living. • Charter for Healthy Living. 	<ul style="list-style-type: none"> • Manage process of alignment on common goals and cascading of implementation to the relevant organisations: build awareness for healthy living. • Improve access and availability to products and services that support healthy living. • Continue to develop products and services for healthy living. • Make healthy choices easier. • Promoting health literacy and education. • Build upon existing stakeholder efforts. • Transparent information, measurement and reporting. • Also see "Mapping of The Forum and WEF Health and Wellness Work" on following page. 	<ol style="list-style-type: none"> 1. Supports Resolution 1 with a particular focus on 1.2. 2. Supports Resolution 2 with a particular focus on 2.1 and 2.4. 3. Supports Resolution 3 with a particular focus on 3.2 and 3.5. 4. Supports all H&W Commitments



Mapping of The Forum and WEF Health and Wellness Work

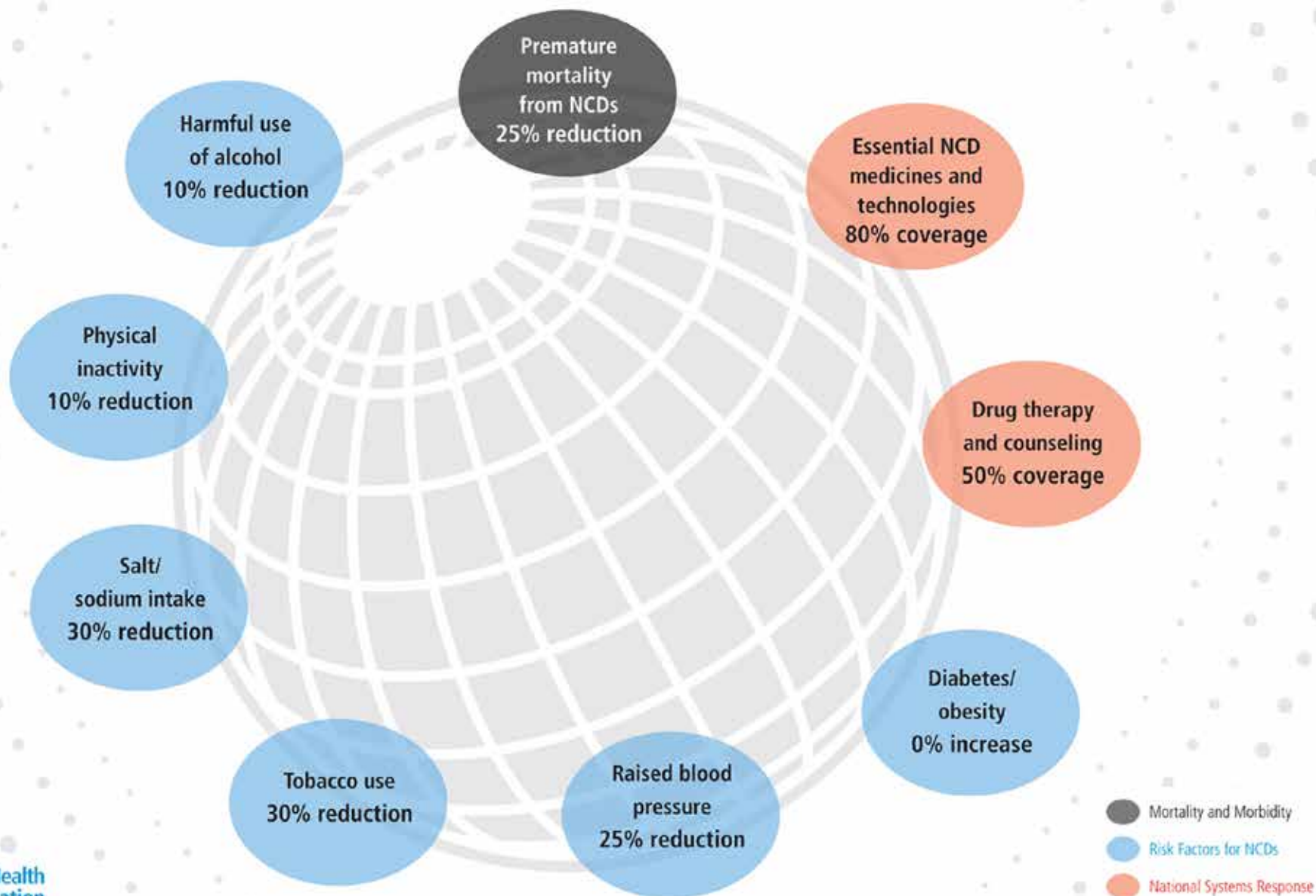
The Forum Health & Wellness Pillar		WEF Charter for Healthy Living	
The Forum Vision	The Forum/WEF Common Vision	WEF Vision	
<ul style="list-style-type: none"> • Enable its members in playing a leadership role in helping consumers and shoppers make informed product and lifestyle choices to reinforce their health and wellness. • Contribute to a better life for all by encouraging a culture of prevention, thereby improving health as well as helping to reduce overall healthcare costs. • Proactively and voluntarily support and contribute to government and civil society efforts in the area of health and wellness. 	<ul style="list-style-type: none"> - Public-Private partnerships - Multi-stakeholder approach - Working together - Global reach - Support healthy living - Support active lifestyles - Working at community level 	<p>Public, Private and Civil society stakeholders working together to deliver a global paradigm shift towards Healthy Living, creating conducive environments and supporting healthy, active lifestyles at individual, community and societal levels.</p>	
The Forum Health & Wellness Resolutions	The Forum/WEF Common Goals	WEF Healthy Living Charter	
<ul style="list-style-type: none"> • Resolution 1 – Access and Availability of Products and Services • Resolution 2 – Product Information and Responsible Marketing • Resolution 3 – Communication and Education about Healthier Diets and Lifestyles 	<ul style="list-style-type: none"> - Build awareness for healthy living - Improve access and availability to products and services that support healthy living - Continue to develop products and services for healthy living - Make healthy choices easier - Promoting health literacy and education - Build upon existing stakeholder efforts - Transparent information, measurement and reporting 	<ul style="list-style-type: none"> • Stakeholders take joint, concrete and evidence based multi-stakeholder action to promote healthy living and prevent and control NCDs. • Multiple stakeholders work together effectively, transparently and respectfully • All organisations advance their own approach to healthy living • Healthy living actions are regulatory monitored and evaluated 	
A Broader Industry Vision – Multi-stakeholder Approach			
<p>The Charter for Healthy Living offers an umbrella under which The Forum’s Health & Wellness Pillar and the World Economic Forum Healthy Living Initiative can mutually reach, and work collaboratively on, multi-stakeholder actions for healthy living.</p>			
The Forum Resources		WEF Resources	
<ul style="list-style-type: none"> • Industry network of H&W ambassadors among The Forum membership • H&W Glossary • H&W Measurement & Reporting – performance assessment • Stakeholder Engagement Platform • http://www.tcgfhealthandwellness.com 		<ul style="list-style-type: none"> • Charter for Healthy Living • Multi-stakeholder collaboration for healthy living - toolkit for joint action • Stakeholder Engagement Platform • http://www.weforum.org/issues/healthy-living 	

Activities & Programmes Listing

Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
Global	<p>World Health Organisation (WHO)</p> <p>Reach:</p> <ul style="list-style-type: none"> 194 member states 	<ul style="list-style-type: none"> To raise the priority accorded to the prevention and control of noncommunicable diseases in global, regional and national agendas and internationally agreed development goals, through strengthened international cooperation and advocacy. To strengthen national capacity, leadership, governance, multi-sectoral action and partnerships to accelerate country response for the prevention and control of noncommunicable diseases. To reduce modifiable risk factors for noncommunicable diseases and underlying social determinants through creation of health-promoting environments. To strengthen and orient health systems to address the prevention and control of noncommunicable diseases and the underlying social determinants through people-centred primary health care and universal health coverage. To promote and support national capacity for high-quality research and development for the prevention and control of noncommunicable diseases. To monitor the trends and determinants of noncommunicable diseases and evaluate progress in their prevention and control. 	<ul style="list-style-type: none"> Following the Political Declaration on Noncommunicable Diseases (NCDs) adopted by the UN General Assembly in 2011, WHO developed a global monitoring framework to enable global tracking of progress in preventing and controlling major noncommunicable diseases - cardiovascular disease, cancer, chronic lung diseases and diabetes - and their key risk factors. Also see “Set of Nine Voluntary Global NCD Targets for 2025” and “Global Monitoring Framework” on following two pages. 	<ol style="list-style-type: none"> The Forum’s H&W Resolutions and Commitments support the objectives set in the WHO Action Plan.



Set of Nine Voluntary Global NCD Targets for 2025



Global Monitoring Framework

Mortality & Morbidity

Unconditional probability of dying between ages 30 and 70 years from cardiovascular diseases, cancer, diabetes or chronic respiratory diseases

Cancer incidence by type of cancer

Risk Factors

Harmful use of alcohol (3)
 Low fruit and vegetable intake
 Physical inactivity (2)
 Salt intake
 Saturated fat intake
 Tobacco use (2)
 Raised blood glucose/diabetes
 Raised blood pressure
 Overweight and obesity (2)
 Raised total cholesterol

National Systems Response

Cervical cancer screening
 Drug therapy and counseling
 Essential NCD medicines & technologies
 Hepatitis B vaccine
 Human Papilloma Virus vaccine
 Marketing to children
 Access to palliative care
 Policies to limit saturated fats and virtually eliminate *trans* fats

Total number of related indicators in brackets

25 Indicators

Activities & Programmes Listing

Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
Global	United Nations (UN)		<ul style="list-style-type: none"> Leverage company relationships with the UN to share information about The Forum Health & Wellness Resolutions. 	

Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
Global	NGOs		<ul style="list-style-type: none"> Work with Liaison Group members 	

Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
Global	Public Health Care Authorities		<ul style="list-style-type: none"> Work with Liaison Group members 	



Activities & Programmes Listing

Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
Global	Scaling Up Nutrition (SUN) Reach • 46 countries	<ul style="list-style-type: none"> • SUN is a global movement led by 46 countries. • Working together to scale up nutrition in SUN countries, SUN is achieving what no one of us can do alone. • The SUN Business Network aims to harness business expertise and apply its strengths and comparative advantages to improve nutrition. • The Network works to advance opportunities for the business community to support efforts around agriculture, product development, infrastructure systems, distribution channels, or research and innovation. 	<ul style="list-style-type: none"> • Rapid scaling up of specific nutrition interventions of proven effectiveness. • Implementation of sectoral strategies that are nutrition-sensitive (i.e. responsive to the nutritional needs of individuals, households and societies). • Targets 2013 – 2014: <ul style="list-style-type: none"> • At least 15 SUN countries at Stage 3 progress for scaling up nutrition; • Doubling of resources for nutrition – government and external – in at least 15 SUN countries with increase in resources across the board; and • Evidence of more rapid improvement in nutritional outcomes within SUN countries from 2010 to 2014 compared with 2006 to 2010. • Targets 2014 – 2015: <ul style="list-style-type: none"> • Substantial progress in nutrition outcomes (underlying causal factors, child growth, micronutrient status and nutrition behaviours) achieved in at least 15 SUN countries; and • Independent evaluation of the SUN Movement's achievements conducted. 	<ol style="list-style-type: none"> 1. Supports Resolution 1 with a particular focus on 1.3. 2. Supports Commitments on making company policies public on nutrition and product formulation.



Activities & Programmes Listing

Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
North America (USA)	<p>Food Marketing Institute (FMI)</p> <p>Reach</p> <ul style="list-style-type: none"> 1,225 food retail and wholesale member companies in the United States U.S. members operate 40,000 retail food stores and 25,000 pharmacies \$770 billion combined annual sales 	<ul style="list-style-type: none"> Nutrition Obesity Pharmacy Promote the Importance of Family Meals Implementing Wellness Programmes Nutrition labelling – Facts up Front Healthy Weight Commitment Foundation 	<p>FMI: Measurement and Reporting on Health and Wellness:</p> <ul style="list-style-type: none"> 98% of retailers reported that they have health and wellness information on their websites This information covers: <ul style="list-style-type: none"> Healthy Recipes 85.7% Nutrition Q&A 76.2% Health Articles 81% Customer Question Area 52.4% Area for parents 28.6% Area for Children 33.3% Area for Seniors 9.5% 39% of shoppers say they have searched online for healthy recipe ideas. 79% offer store tours . Supermarkets Providing In-Store Classes. Over half of retailers are displaying “healthy-for-you” items on their aisle end caps. 59% of companies provide nutrition counselling. 43% have online question submission to dietitians. 	<ol style="list-style-type: none"> Supports Resolution 1 with a particular focus on 1.2. Supports Resolution 2 with a particular focus on 2.1 and 2.4. Supports Resolution 3 with a particular focus on 3.2 and 3.5. Supports direction of all H&W Commitments.

Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
North America (USA)	<p>National Association of Chain Drugstores (NACDS)</p> <p>Reach</p> <ul style="list-style-type: none"> Represents 41,000 pharmacies 3.8 million employees, including 132,000 pharmacists. 2.7 billion prescriptions annually 72% of annual prescriptions in the USA 	<ul style="list-style-type: none"> Medication adherence & therapy management. Face of neighbourhood healthcare globally. Incorporate into wellness messages. 	<ul style="list-style-type: none"> Medication therapy management (MTM) is a professional service offered by pharmacists and other qualified health practitioners that helps ensure medications are taken appropriately to help reduce the risk of adverse events, and help control healthcare costs. Helped introduce new federal legislation that encourages MTM for Medicare-eligible population with goal to improve lives and save health care system money. Working with State & Federal governments to allow pharmacists to administer flu shots and other vaccines with goal to improve access to vaccines and save health care system money. 	<ol style="list-style-type: none"> Supports Resolution 3 with focus on 3.8 and 3.9.

Activities & Programmes Listing

<p>North America (USA)</p>	<p>National Association of Chain Drugstores (NACDS) (cont.)</p>	<ul style="list-style-type: none"> Obtaining healthcare provider status for pharmacists: recognising the role of pharmacists with respect to medication management, immunisations and health and wellness care (e.g. cardiac & diabetic screenings). NACDS Foundation Sponsors Heart to Heart Community Health Fairs with members that include: <ul style="list-style-type: none"> Aspirin education; Blood Pressure Screening & Education; Cholesterol Screening & Education; and Smoking Cessation Education. NACDS-sponsored webinar for members entitled "Winning the Battle for Consumer Healthcare". 	<ol style="list-style-type: none"> Supports Resolution 1 with a particular focus on 1.2. Supports Resolution 2 with a particular focus on 2.1 and 2.4. Supports Resolution 3 with a particular focus on 3.2 and 3.5.
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Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
<p>North America (USA)</p>	<p>Grocery Manufacturers Association (GMA)</p> <p>Reach</p> <ul style="list-style-type: none"> 300 members \$2.1 trillion food, beverage and consumer packaged goods industry - 14 million U.S. workers Contributes over \$1 trillion in added value to the nation's economy 	<ul style="list-style-type: none"> Providing innovative and healthy choices. Responsible marketing. Facts up Front - front of pack - labelling initiative. Preserving consumer choice for all Americans. <p>Areas Surveyed:</p> <ul style="list-style-type: none"> Product development. Product package improvements. Promoting improved products and healthy lifestyles. Measuring effectiveness of health promotion. 	<ul style="list-style-type: none"> Voluntary, uniform and fact-based front of pack nutrition labelling system. Advertising & Marketing to Children. Industry voluntary measures on sodium reduction; research project to quantify changes in sodium in GMA member company products 2008-2012, weighted by sales. Oppose discriminatory taxes on foods, beverages and consumer products. Advocate for science based, approach to US dietary guidelines' 2010 revisions and revisions to U.S. Nutrition Facts Panel, including serving sizes. Communicate industry's support to combat obesity. <p>Measurement & Reporting: 2014 Update of 2010 Survey.</p> <ul style="list-style-type: none"> 57 companies participated in GMA's surveys on industry health and wellness initiatives in 2004, 2005, 2006 and 2010. Representing about \$315 billion in annual U.S. sales -- approximately half of the U.S. food and beverage industry sales. 	<ol style="list-style-type: none"> Supports Resolution 1 with a particular focus on 1.1. Supports Resolution 2 with a particular focus on 2.3 and 2.4. Supports Resolution 3 with a particular focus on 3.1. Supports direction of all H&W Commitments.

Activities & Programmes Listing

<p>North America (USA)</p>	<p>Grocery Manufacturers Association (GMA) (cont.)</p>	<ul style="list-style-type: none"> • Providing consumer information resources. • Public health initiatives. • Employee wellness initiatives. 	<ul style="list-style-type: none"> • 93% of companies are reformulating and introducing new products. • Respondents have introduced nutritional improvements in over 20,000 new product choices and sizes since 2002. • 32% are new products. • 68% reformulated products. <p>Major Change:</p> <ul style="list-style-type: none"> • Saturated fat reduced or eliminated in 6,638 products and sizes. • Trans-fat reduced or eliminated in 10,132 products and sizes. • Calorie reduction in 3,599 products and sizes. • Sugar and carb reduction in 3,758 products and sizes • Sodium reduction in 3,112 products and sizes. • Vitamin and mineral fortification in 2,861 products and sizes. <p>Companies Are Promoting Nutrition and Health in Many Ways:</p> <ul style="list-style-type: none"> • 96% of respondents are marketing improved products. • 91% of respondents are conducting healthy lifestyle promotions. • 75% of respondents are conducting customer health promotions in communities. • 55% of respondents belong to industry pledge programmes. • 75% of respondents are partnering with public health organisations. • 98% of companies provide employee wellness programmes. • 84% of respondents provide on-site weight loss programmes and/or nutritional counselling. • 73% offer on-site fitness centres and/or recreation areas. • 71% offer financial support for employees' memberships in exercise or activities. 	<ol style="list-style-type: none"> 1. Supports Resolution 1 with a particular focus on 1.2. 2. Supports Resolution 2 with a particular focus on 2.1 and 2.4. 3. Supports Resolution 3 with a particular focus on 3.2 and 3.5.
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Activities & Programmes Listing

North America (USA)	Grocery Manufacturers Association (GMA) (cont.)	<ul style="list-style-type: none"> • 82% offer wellness newsletters. • 85% ensure a work environment conducive to regular, daily activity. • 71% offer healthy foods catering for company meetings.
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Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
North America (USA)	GMA & FMI	<ul style="list-style-type: none"> • Facts Up Front consumer education campaign. 	<p>GMA-FMI Facts Up Front: Industry Adoption</p> <ul style="list-style-type: none"> • 36 GMA companies representing over 75% of branded food and beverage. • 18 FMI companies representing almost 80% of private label products. • GMA Board goal to complete implementation by end of 2013. • Launched consumer website in April 2013 and media campaign January 2014. • Programme “Benchmark” Survey completed May 2012. Two tracking polls in 2014. <p>GMA-FMI Facts Up Front Consumer Education Campaign:</p> <ul style="list-style-type: none"> • Build awareness, understanding and use of Facts Up Front icons to help drive informed purchasing decisions. • Provide nutrition education so consumers have the knowledge to effectively use nutrition information featured in FUF: <ul style="list-style-type: none"> • Primary target = women 25-49 with children 2-17; • Secondary target = Hispanic & African American women; and • Multiple Platforms <ul style="list-style-type: none"> • English language site • Spanish language site • Mobile versions in English & Spanish to reach moms on-the-go, minority moms. 	



Activities & Programmes Listing

<p>North America (USA)</p>	<p>GMA & FMI (cont.)</p>		<ul style="list-style-type: none"> Comprehensive campaign includes: paid advertising, in-store marketing, public relations, public health community & policymaker outreach. <p>Stakeholder Outreach:</p> <ul style="list-style-type: none"> Government : FDA, USDA. Third parties : Academy of Nutrition and Dietetics. American Public Health Association. ASN. WIC (Women Infants & Children). Consumer Federation of America. Partnership for a Healthier America. <p>Social Media:</p> <ul style="list-style-type: none"> Launch FUF-branded YouTube & Twitter channel. Leverage robust online consumer networks of GMA member companies. 	
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Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
<p>North America (USA)</p>	<p>Healthy Weight Commitment Foundation</p>	<ul style="list-style-type: none"> Designed to help reduce obesity—especially childhood obesity—by 2015. Promotes ways to help people achieve a healthy weight through energy balance—calories in and calories out. Focuses efforts on two critical areas—families and schools. 	<ul style="list-style-type: none"> Sixteen of the nation’s leading food and beverage companies sold 6.4 trillion fewer calories in the United States in 2012 than they did in 2007. The companies, acting together as part of the Healthy Weight Commitment Foundation (HWCF), pledged to remove one trillion calories from the marketplace by 2012, and 1.5 trillion by 2015. 2015 pledge exceeded by more than 400 percent: <ul style="list-style-type: none"> Baseline: 60.4 trillion calories in 2007; 54 trillion calories in 2012; and 6.4 trillion calorie decline translates into a reduction of 78 calories per person in the United States per day. 	<ol style="list-style-type: none"> Supports Resolution 1 with particular focus on 1.2. Supports Resolution 2 with particular focus on 2.6. Supports Resolution 3 with particular focus on 3.2 and 3.4.

Activities & Programmes Listing

Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
North America (Canada)	<p>Food & Consumer Products of Canada (FCPC)</p> <p>Reach</p> <ul style="list-style-type: none"> Industry employs 300,000 \$86 billion in yearly shipment 	<ul style="list-style-type: none"> Promoting healthy active living. Enhancing food & beverages Reducing sodium. Eliminating trans-fat. Nutrition facts education campaign. Responsible advertising and marketing. Health claims. 	<ul style="list-style-type: none"> Consumer education on Nutrition Facts Panel in partnership with government and NGOs – advocating against mandatory front of pack. Communicate industry’s support to combat obesity Oppose discriminatory taxes on foods. Advocate for science based, whole food & diet approach to all proposed legislation. Advocate for voluntary trans fat and sodium reductions in foods. <p>Nutrition Labelling, Education and Awareness</p> <ul style="list-style-type: none"> Nutrition Facts Education Campaign in partnership with Health Canada. Goal to increase recognition and use of the Nutrition Facts Table (% Daily Value). Results: <ul style="list-style-type: none"> 33 food manufacturers, McDonald’s Restaurants of Canada, major and independent retailers and NGOs supporting; \$6.6 million value media buy; 570 million units with on-pack support - across 30 categories; 54% of Canadians reported seeing the campaign; and 62% of those now look for the % Daily Value. <p>Responsible Marketing and Advertising to Children:</p> <ul style="list-style-type: none"> Children’s Food & Beverage Advertising Initiative (since ‘07). 19 participants represent 92% of the products advertised on child-directed programming. Promote “Long Live Kids”, through Concerned Children’s Advertisers – social media campaigns on issues facing Canadian children. Help develop and support nutrition guidelines in Canada’s schools. 	<ol style="list-style-type: none"> Supports Resolution 1 with a focus on 1.2 and 1.3. Specific programmes to support Resolution 2.1 and 2.4. Supports Resolution 3 with focus on specific campaigns with Canadian government. Supports direction of all H&W Commitments.

Activities & Programmes Listing

North America (Canada)	Food & Consumer Products of Canada (FCPC) (cont.)		Supporting Innovation and Reformulation: <ul style="list-style-type: none"> • Drove a structured, voluntary, industry/government partnership to eliminate trans fats (over 80% compliance). • Leading role on Health Canada’s “Sodium Working Group” – resulted in a voluntary approach to sodium reduction. 	
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Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
North America (Canada)	Retail Council of Canada (RCC) Reach <ul style="list-style-type: none"> • Representing more than 45,000 store fronts of all retail formats 	<ul style="list-style-type: none"> • Health and safety focus (workplace wellness). 	<ul style="list-style-type: none"> • Retailers continue to share the common goal of eliminating workplace injuries. To achieve this goal, RCC has taken a leadership role by promoting and assisting our industry in the development of a strong health and safety culture. Through strategic partnerships, RCC has developed this section to include information, programs, and services to ensure our members have the necessary resources for a safe working environment. 	<ol style="list-style-type: none"> 1. Supports Resolution 3 with a particular focus on 3.1. 2. Supports H&W Commitment on implementing employee health and wellness programmes;

Activities & Programmes Listing

Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
Europe	<p>European Brands Association (AIM)</p> <p>Reach</p> <ul style="list-style-type: none"> • 1,800 companies • 21 countries • Represents consumer spend of 640 billion Euro in the EU in 2012 	<p>Charter on Brands for Health & Well-Being includes:</p> <ul style="list-style-type: none"> • Enabling choice. • Knowledge, tools to make informed decisions. • Healthy habits in children. • Good values – community & employee initiatives. • TBA – knowledge sharing to raise standards industry wide. 	<ul style="list-style-type: none"> • Reporting on implementation of AIM Charter has been discontinued with a view to integrate reporting into global survey approach under The Forum’s Health & Wellness Pillar (currently being discussed at The Forum level). • Health & Wellbeing lunch debate took place with Members of the European Parliament 30 May 2013: <ul style="list-style-type: none"> • Sponsored by MEPs Anna-Maria Corazza-Bildt/ Toine Manders • With guest speakers from industry, EU Commission and NGOs/academia. • Objectives: <ul style="list-style-type: none"> • Mark 5 years of the AIM Health & Well-Being Charter and confirm our engagement; • Demonstrate that consumer & employee health & well-being is central to the industry’s strategies and future success; • Show how branded goods manufacturers can “nudge” consumers towards healthier behaviour through our research, consumer insights, marketing skills, and consumer trust in our brands; thereby contributing to EU health policy objective of advocating healthier lifestyles to combat non-communicable diseases; and • Engage MEPs in a dialogue and advocate a balance between effective, evidence-based legislation and meaningful self-regulation. • With the election of the new European Parliament in May 2014 and the constitution of a new European Commission, AIM is planning an outreach programme to policy makers which will also cover the branded goods industry’s role in consumer health & wellbeing. <ul style="list-style-type: none"> • Objectives: <ul style="list-style-type: none"> • Provide thought leadership on successful communication strategies to inspire sustainable and healthier consumer behaviour; 	<ol style="list-style-type: none"> 1. AIM’s activities support all three Resolutions. 2. Supports H&W Commitment on stopping targeted advertising to children under 12 for products that do not fulfil specific nutrition criteria based on scientific evidence and/or applicable national and international dietary guidelines.



Activities & Programmes Listing

Europe	European Brands Association (AIM) (cont.)		<ul style="list-style-type: none"> • Create a knowledge hub on consumer insights, stakeholder experience and practical tools for all who are interested in smart ways to influence consumer behaviour; and • Position AIM as a key industry partner in the ongoing policy debate at the Health & Consumer department of the European Commission on behavioural economics. <ul style="list-style-type: none"> • Status: <ul style="list-style-type: none"> • Final adoption by Board expected on 29 April 2014. • Research on existing initiatives under way. 	
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Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
Europe	FoodDrinkEurope Reach <ul style="list-style-type: none"> • 25 National Federations; 25 Sectoral Associations; and 19 Companies • Reflects an overall reach of around 200,000 companies, most of which are small and medium size (less than 250 employees) 	<ul style="list-style-type: none"> • Encouraging balanced diets and healthy lifestyles. • Providing information to consumers. • Harmonising nutrition and health claims. • Working in partnership. • FDE Action on Diet , Physical Activity & Health Commitments: <ul style="list-style-type: none"> • Reformulation/Innovation; • Greater choice & product size; • Common Nutrition Labelling scheme (voluntary); • Encouraging physical activity; • Responsible marketing/communications – ICC framework; • Advertising to children – WHO recommendations; and • Health claims - transparency. 	EU Strategy on Nutrition, Overweight and Obesity: <ul style="list-style-type: none"> • Active participation in the review of the EU Strategy on Nutrition, Overweight and Obesity. • European ‘implementation’ of the WHO Global Strategy. • Important role of the (self-regulatory, stakeholder) EU Platform for Action on Diet, Physical Activity and Health highlighted in areas such as: <ul style="list-style-type: none"> • responsible marketing and advertising; • reformulation and innovation; • consumer information; and • promoting healthy lifestyles through public-private partnerships. • Consumer Information: <ul style="list-style-type: none"> • Renewed European industry commitment on fact-based front-of-pack nutrition labelling according to the FoodDrinkEurope GDA Scheme (November 2012); • Aligned to the new requirements under the EU Regulation on food information to consumers; 	<ol style="list-style-type: none"> 1. Supports Resolution 1 – specific focus on 1.2 and 1.3. 2. Supports Resolution 2 – specific focus on 2.1 and 2.4. 3. Supports Resolution 3 – specific focus on 3.1 and 3.2.

Activities & Programmes Listing

<p>Europe</p>	<p>FoodDrinkEurope (cont.)</p>		<ul style="list-style-type: none"> • 12 company signatories (11 major food manufacturers + 1 retailer – see below), national federations and European sector associations joining; • Common goal: providing simple, factual, consistent nutrition information to help consumers make informed choices and build balanced diets; and • Welcomed by European Commission and stakeholders, including NGOs, in the EU Platform for Action on Diet, Health and Physical Activity. <p>Reformulation and Innovation:</p> <ul style="list-style-type: none"> • Reformulation activities ongoing, looking into harmonised monitoring. • High Level Group on Nutrition and Physical Activity (EU Member States and the European Commission) set targets for salt and saturated fat (discussions ongoing on other nutrients, portion sizes and school meals, amongst others). • European industry activities ongoing at company level and national level (e.g. UK “Responsibility Deal”). • FoodDrinkEurope working on improving the monitoring of reformulation and innovation efforts. <p>Nutrition Monitoring:</p> <ul style="list-style-type: none"> • FoodDrinkEurope undertook Independent Monitoring Surveys (carried out by APCO Insight) covering industry actions over 4 years between 2004-2007 and subsequently during 2008, showing encouraging results: <ul style="list-style-type: none"> • 3% of those companies surveyed and 83% of the FoodDrinkEurope core companies had innovated the nutrient composition of their foodstuffs over a 4-year period (2004-2007) regarding saturated fat, sodium/salt or sugars; • More than one in five companies reported they reformulated or innovated over the course of 2008 to reduce saturated fat, salt or sugars; and 	
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Activities & Programmes Listing

Europe	FoodDrinkEurope (cont.)		<ul style="list-style-type: none"> • More than one in four of those companies who participated in the FoodDrinkEurope survey in 2008 and 42% of the large companies said that they had increased the range of choice in product and portion size, and most costs, to introduce smaller pack sizes. • Total sample size for the study was 1548 (weighted). The pool from which the sample was drawn included all food and beverage companies from a variety of sectors in France, Italy, the Netherlands, Spain, and the UK. These markets were chosen as they include five of the top six EU markets in terms of food and drink industry sales. • FoodDrinkEurope understands the need for (continued) monitoring of these results and is for this reason in the process of developing a standardised approach to monitor the progress made over the past years (e.g. by developing a uniform Nutrition Monitoring Survey based on IFBA work). It is deemed important to have meaningful outcomes that can be credibly communicated. 	
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Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
Europe	European Retail Round Table (ERRT) Reach <ul style="list-style-type: none"> • Voice of Europe's leading retailers • 18 member companies • Food and non-food retail 	<ul style="list-style-type: none"> • Informing policy makers about supply chain collaboration in the context of the broader policy debate. 	<ul style="list-style-type: none"> • Informing individual policy makers of The Forum's activities, where applicable. • Informing other supply chain representatives of The Forum's activities, where relevant. 	<ol style="list-style-type: none"> 1. Supports all H&W Resolutions and Commitments.

Activities & Programmes Listing

Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
Europe	EuroCommerce Reach <ul style="list-style-type: none"> Voice of 5.5m retail companies National commerce federations in 31 countries 27 retail/wholesale companies Reaching 500 million consumers every day 29 million European employees 	<ul style="list-style-type: none"> Monitor upcoming EU policies, legislation and trends in the field of food safety, food quality, nutrition & health, alcohol, fisheries and sustainable food. Advocate for workable legislation with enough flexibility to respond to consumers' changing demands for products and information, and in support of good commercial practices. Consumer information: The sector provides consumers with clear, understandable and reliable information through product labels, leaflets and websites. Healthy choices: The sector helps consumers by making healthy and balanced choices easier. Initiatives include offering a wide range of food products, improving consumer information, altering portion sizes and product re-formulation. Consumer education: Education rather than regulation is needed to change lifestyle habits and behaviours. Publicly funded education campaigns enhance the effectiveness of business initiatives to support these changes. Retailers are committed to promoting healthy lifestyles. 	<ul style="list-style-type: none"> Advocate against complex, rigid mandatory labelling on food – promote simple and flexible labelling rules. Promote consumer education for healthy lifestyle. As founding member of the EU Platform for diet, physical activity and health support the Commission's strategy to promote healthier habits and reduce obesity. Founding member of the Alcohol and Health Forum. Ensure effective information in view of the EU strategy to support member states in their efforts to reduce alcohol-related harm. Promote responsible distribution of alcohol and raise consumer awareness and understanding of the harmful effects of irresponsible drinking. Provide information to its members on food regulation, food issues, diet and health, and food safety via the food policy committee, internal briefings, newsletters and position papers. Joint communication of the Stakeholder Dialogue Group on Food Sustainability on Actions towards a more sustainable European food chain. <p>Local Actions:</p> <p>The Netherlands:</p> <ul style="list-style-type: none"> The Dutch Food Retail Association (CBL) and the Dutch Food Industry Organisation National Action implement "Covenant Healthy Weight" to nutritionally improve specific products => In 2012 a partnership with the meat industry to reduce the salt and saturated fat in processed meat products; SuperShopper: Educational programmes for children 11-12 years old; and More than tasteful: New retail lessons with Netherlands Nutrition Centre: programme about healthy and sustainable products in the supermarket => Intended for retail employees. 	<ol style="list-style-type: none"> Supports Resolution 1 with particular focus on 1.1. Supports Resolution 2 with particular focus on 2.1, 2.2 and 2.3. Supports Resolution 3 with particular focus on 3.1, 3.4 and 3.5. Supports direction of all H&W Commitments.

Activities & Programmes Listing

Europe	EuroCommerce (cont.)		<p>United Kingdom:</p> <ul style="list-style-type: none"> The Responsibility Deal targets for salt reduction; FDF & the British Retail Consortium (BRC) jointly commissioned Research to conduct a comprehensive overview of salt reduction technologies under development in support of Responsibility deal; Report available on: www.brc.org.uk/downloads/Leatherhead_Salt_Research.pdf. Challenge 25: Approach to prevent under age sales. If the customer appears to be 25 or under they are asked for ID, no ID no sale. <p>Finland:</p> <ul style="list-style-type: none"> The retail sector is a responsible seller of products with legal age limits: Starting in 2013, age verification of all customers, who appear 30 or younger, and purchasing alcohol or tobacco products. The goal is to completely prevent the sale of alcohol and tobacco products to underage customers. This strict objective requires that age verification be performed more frequently, also on customers of legal age. Age verification and displaying identification documents will become an everyday routine for both cashiers and customers. This change follows an amendment to the Finnish Grocery Trade Association's guidelines on monitoring age limits. The legal minimum age for the products has not changed. 	
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Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
Europe	EU platform for diet, physical activity and health Reach <ul style="list-style-type: none"> 8 member states Over 730 million people 	<ul style="list-style-type: none"> Consumer information, including labelling. Education. Physical activity promotion. Marketing and advertising. Composition of foods, availability of healthy food options, portion sizes. 	<ul style="list-style-type: none"> Since starting in 2005, these platform members have more than 300 commitments: http://ec.europa.eu/health/nutrition_physical_activity/platform/platform_db_en.htm. 	<ol style="list-style-type: none"> Supports Resolution 1 with particular focus on 1.1 and 1.5. Supports Resolution 2 with particular focus on 2.4. Supports Resolution 3 with particular focus on 3.3. H&W Commitments reflect direction of EU platform.

Activities & Programmes Listing

Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
Australia	<p>Australian Food and Grocery Council</p> <p>Reach</p> <ul style="list-style-type: none"> \$108 billion food, drink and grocery manufacturing industry. The industry employs more than 312,000 people across Australia including half in rural and regional areas. 	<ul style="list-style-type: none"> AFGC advocates a positive role for the food, beverage and grocery industry in helping Australians make better diet and lifestyle choices, leading to health and wellness. Promoting the valuable role industry plays in health and nutrition through a range of partnerships with key stakeholders, programmes and engagement in public debate. Promoting the scientific facts about food and good nutrition. Advocate sound nutrition principles based on a whole-of-diet approach rather than focusing on particular types of food. This includes correcting misinformation about food, nutrition and health. Provide information on food regulation, food issues, diet and health, and food safety. 	<ul style="list-style-type: none"> In October 2012 the Australian Food and Grocery Council (AFGC) launched the Healthier Australia Commitment (HAC), an industry led, multi-year strategy to assist Australians improve their health and wellbeing. The HAC focuses on 3 key areas: <ul style="list-style-type: none"> Marketplace; Product reformulation and innovation; and Targets established for saturated fat, sodium and energy. Workplaces: <ul style="list-style-type: none"> Building employee wellness; and Resources for employers to engage employees to increase activity and decrease sedentary behaviour. Community: <ul style="list-style-type: none"> Building knowledge of energy balance with a focus on families; Online information platform focused on energy balance Together Counts; The Together Counts consumer website went live in February 2013 (based on US HWCF programme); Key concept is to promote energy balance, with the website featuring useful information, tips, meal and exercise ideas; and Australians are asked to take the “Together Counts” pledge, to make a healthier commitment in 2013. Campaign ambassador is former Olympic champion swimmer Susie O’Neill. Social media engagement and building a following is critical to ensuring continued engagement with consumers. Good uptake to date with promotion in Australian print, online and broadcast media. Website hits, pledges and Facebook friends continue to increase. 	<ol style="list-style-type: none"> Supports Resolution 3 with particular focus on 3.1. Supports Resolution 2 with particular focus on 2.1 and 2.4. Supports Resolution 3 with particular focus on 3.1. Supports direction of all H&W Commitments.



Activities & Programmes Listing

<p>Australia</p>	<p>Australian Food and Grocery Council (cont.)</p>		<ul style="list-style-type: none"> • Expand the HAC and Together Counts • Grow the HAC within the food and grocery industry as well as other industry sectors (e.g. fitness, health insurers). • Enhance Together Counts social media engagement to build following. • Work with the Australian Government and various non-government organisations to develop consistent consumer health messages. • Develop a Front of Pack labelling system for processed food products to further enhance consumers ability to make informed food choices (in partnership with Government and NGOs). <p>Marketing to Children</p> <ul style="list-style-type: none"> • The AFGC continues to support the Responsible Childrens Marketing Initiative (RCMI) and the Quick Service Restaurant Initiative for the Responsible Marketing to Children (QSRI). These voluntary industry initiatives are now in their 5th year of operation and have successfully moderated the marketing of food products high in energy, saturated fat, sodium and sugar to children. They have been independently reviewed and recognised as world's best practice in their management, which includes monitoring of compliance, and the independent, community based, complaints handling procedures. <p>Product Labelling</p> <ul style="list-style-type: none"> • The AFGC's voluntary Code of Practice for Food Labelling and Promotion provides guidance to industry across the areas of: <ul style="list-style-type: none"> • allergen labelling - the Voluntary Incidental Trace Allergen Labelling (VITAL) systems described in the Code provides a risk-based methodology for food producers to use in assessing the impacts of allergen cross contact and for identifying appropriate allergen precautionary labelling; 	
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Activities & Programmes Listing

<p>Australia</p>	<p>Australian Food and Grocery Council (cont.)</p>		<ul style="list-style-type: none"> • date-marking - providing an aid to industry in deciding whether packaged food should be labelled with a “best-before” or “use-by” date; and • front of pack nutrition labelling - the AFGC Daily Intake Guide labelling scheme is now on over 7,200 products in the Australian market being found on most major brands in most major categories. • The AFGC in partnership with GS1 Australia has launched a smartphone app, GoScan, which provides nutrition and allergen information to consumers directly to their smartphone when a product’s barcode is scanned. Over 6,500 products are in the database after 18 months of operation, with plans underway for a substantial expansion. <p>Reformulation</p> <ul style="list-style-type: none"> • The Food and Health Dialogue partnership between the Australian Government, the AFGC and public health organisations continues a voluntary programme of food reformulation reducing the levels of risk-associated nutrients, with a strong focus on sodium. Most major food categories have been addressed and work is ongoing in minor categories. • The F&HD has also completed work allowing real-time updates of food composition values into the Government’s food composition database to assist in dietary modelling for food policy and food regulation development. 	
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Activities & Programmes Listing

Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
Asia	<p>Food Industry Asia (FIA)</p> <p>Reach</p> <ul style="list-style-type: none"> 21 members 	<ul style="list-style-type: none"> FIA advocates a multi-stakeholder approach to addressing the dual burden of over-consumption and under-nutrition. FIA works to raise awareness of the steps the industry is taking in Asia to help address this complex challenge, and are building effective partnerships between the private sector and governments throughout the region to meet specific public health goals. Encouraging Nutrition Literacy Addressing Food Security. Responsible Marketing and Communications. The Role of Partnership in Addressing Regional Challenges. 	<p>Activities on:</p> <ul style="list-style-type: none"> Impact Assessment in Asia. Food Taxes. Marketing Restrictions. FOP labelling. <p>Marketing to Children Initiatives:</p> <ul style="list-style-type: none"> FIA supported the launch of industry-led M2K pledges in Singapore and Malaysia based on IFBA Commitments. This follows ongoing support for existing Pledges in India, Thailand and the Philippines and is part of the wider industry dialogue with regional stakeholders such as WHO and FAO to address the growing NCD debate in Asia. <p>Nutrition Labelling:</p> <ul style="list-style-type: none"> Nutrition labelling workshops. <ul style="list-style-type: none"> Tailored self-regulation workshops in each market Supported voluntary FOP GDA outcomes in Malaysia, Singapore and The Philippines. <p>FIA GDA Penetration Survey</p> <ul style="list-style-type: none"> FIA members were consulted on their GDA roll out in Asia. Survey results form the basis for further study/out-reach. Demonstrates significant increase in GDA penetration. 	<ol style="list-style-type: none"> Supports Resolution 3 with particular focus on 3.3. Supports direction of all H&W Commitments.

Activities & Programmes Listing

Region	Organisation	Main Focus Areas	Activities/Programmes	Relevant H&W Resolution
Latin America (Mexico)	<p>ConMexico</p> <p>Reach</p> <ul style="list-style-type: none"> • 47 members • Generate 400 thousand direct jobs and a million six hundred thousand indirect. • 5% of GDP • 45,000 products in FMCG, grouped into 700 leading brands. 	<ul style="list-style-type: none"> • Adoption of healthy lifestyles. • Reformulation. • Responsible marketing . • Education and information. 	<p>Alliance for a Healthy Lifestyle:</p> <ul style="list-style-type: none"> • Formed in 2005, the major food and non-alcoholic beverages leading companies launched Alianza por una Vida Saludable (Alliance for a Healthy Life) with the purpose of joining efforts, to generate and support actions that promote the adoption of healthy lifestyles in the population. <p>Commitments of the industry:</p> <ul style="list-style-type: none"> • Continue with the innovation process and development of new products. Around 1,750 food and non-alcoholic beverages have been developed and reformulated in their nutritional contents of calories, sugars, saturate fats, trans fats and sodium, as well the incorporation or new ingredients as fibre, whole grains, fruits and functional ingredients. • Adopt, as done already, voluntary measures in the marketing and publicity of food and non-alcoholic beverages, especially those addressed to children. The PABI (Self-Regulation Code of Publicity o Food and Beverages Addressed to the Child Audience) entered into force in 2009, which is administered in an autonomous manner by the Consejo de Autorregulación y Etica Publicitaria (CONAR). The level of compliance has been satisfactory, showing a positive evolutionary trend from its publication, until reaching 98% of compliance, in accordance with the last report corresponding to 2013. • Keep promoting physical activity, sport and healthy lifestyles between the Mexican population, in the family environment as well as the workplace. The associate companies continuously implement health nutritional and physical activity programs in the work environment, in benefit of their employees and their families, such as nutritional consultations, incentives for the practice of physical education and diversification of menus in the institutional dining areas. 	<ol style="list-style-type: none"> 1. Supports Resolution 1 with particular focus on 1.1, 1.2 and 1.3. 2. Supports Resolution 2 with particular focus on 2.1 and 2.4. 3. Supports Resolution 3 with particular focus on 3.1 and 3.2. 4. Supports direction of all H&W Commitments.



Activities & Programmes Listing

<p>Latin America (Mexico)</p>	<p>ConMexico (cont.)</p>		<ul style="list-style-type: none"> • Also the consumers have benefited through sales, recreational activities and creation and maintenance of infrastructure for the practice of physical education in specific localities. • In 2011, 20 food and non-alcoholic producer members and more than 50 small and medium F&B companies - with ConMexico's support - adopted, on a voluntary basis, FOP nutritional labelling, founded on the FoodDrinkEurope GDA Scheme. The FOP labeling programme - "Checa y Elige, claves de nutrición" - was supported by a massive multimedia communication campaign for two periods: September-December 2012 and June-December 2013, encouraging consumers to read and identify the new FOP nutritional labelling. The campaign was successful, obtaining 77% consumer awareness and 75% of interviewees declared that the campaign encouraged their intention to read nutritional information and consider it relevant. • In 2013, the Mexican Government proposed and approved a mandatory FOP labelling scheme, 85% founded on "Checa y Elige, claves de nutrición", becoming the first country in the world that recognise an homogeneous FOP labelling scheme on a factual basis, being part of the framework of the National Strategy to Tackle Obesity, Diabetes and NCDs. 	
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APPENDICES

I. Liaison Group - Health & Wellness Stakeholders

Country/Region	Liaison Group Member	Stakeholders by Category
Australia	Australian Food and Grocery Council	Commonwealth Government of Australia and Ministries. Departments of: Health and Aging; Agriculture Fisheries and Forestry; Innovation, Industry, Science and Research; Finance and Deregulation. Commonwealth Agencies: Food Standards Australia New Zealand (FSANZ); Australian Preventive Health Agency (ANPHA); National Health and Medical Research Council (NH&MRC). Commonwealth Science and Industry Research Organisation (CSIRO); State and Territory governments and Departments of Health; State Development; Primary Industry. NGOs: Choice (Consumers Association); National Heart Foundation; Public Health Association of Australia. State Cancer Councils. Professional Associations: Australian Institute of Food Science and Technology; Dietitians Association of Australia. Academia. Trade and Business Associations.
United States	FMI, GMA, NACDS	US Congress, US Executive Branch departments/agencies, Governors, State government agencies, State Legislators, academia, health professional organisations, technical organisations, foundations, non-governmental organisations, allied trade, key media and business associations, health insurance industry and associations, and multi-lateral organisations (UN, WHO, FAO, Codex, WTO, WIPO, APEC, PAHO, OECD).
Europe	AIM (European brands association); Euro-Commerce; FoodDrinkEurope; European Retail Round Table (ERRT)	European Commission (Commissioners and key directorates in enterprise & industry, agriculture, consumer protection, social affairs & employment, internal market & services, trade), European Parliament (with focus on relevant committees as in the European Commission), Council and National Ministries for health, consumer protection, agriculture, services, industry, European Consumer Organisation (BEUC), allied European and national business organisations, such as WFA (World Federation of Advertisers), farmers organisations, national (member) associations representing branded goods, food manufacturers, retailers, academics and researchers from across EU member states and beyond, and the media.
Canada	Food & Consumer Products of Canada (FCPC); Retail Council of Canada (RCC)	Health Canada, Public Health Agency of Canada, Provincial and territorial governments, PAHO, Retail Council of Canada and other retailer/manufacturer organisations, key academic institutions, key health non-governmental organisations, independent dietitians, key media, allied trade, business and manufacturing coalitions, farm and primary production organisations.
Mexico	ConMexico	Mexico Executive Branch departments/agencies Health Minister, COFEPRIS (FDA equivalent), PROFECO (FTC equivalent), INSP (CDC equivalent), governors, state legislators, media (TV networks), PAHO, academia, health professional organisations, Nutrition/Dietetic Associations, technical organisations, foundations, non-governmental organisations, allied trade and business associations, self-regulation organisms.
Asia	Food Industry Asia (FIA)	UN Regional Offices (WTO, FAO, WHO, UNDP, WFP); Regional Trade Bodies (APEC, TPP, ASEAN); Governments: Heads of State; Ministers (Health, Agri, Trade, Industry, Finance, Planning); Departments & Agencies (regulatory/Enforcement); Embassies; Commercial Attachés; Trade delegations; High Net Wealth Individuals; Banks; Policy Think Tanks; Business Schools; Universities; Academics; Consultants; Nutrition/Dietetic Associations; NGOs; Regional Industry Associations; National Trade Associations; Affiliated industries (manufacturing, pharma, biotech, agriculture); Chambers of Commerce; FIA members; potential members and regional media.

APPENDICES

II. The Liaison Group Members



AIM is the European Brands Association. It represents brand manufacturers in Europe on key issues which affect their ability to design, distribute and market their brands. AIM's membership groups some 1800 companies of all sizes through corporate members and national associations in 21 countries. Visit: <http://www.aim.be>.



The ERRT is a network of business leaders established to express the views of large retailers on a range of issues of common interest. Their businesses operate worldwide and represent a cross-section of the retail sector. The combined turnover of the ERRT members is over 400 billion EUR. Visit: <http://www.errt.org>.



EuroCommerce is the voice for six million retail, wholesale and other trading companies. Its members include national commerce federations in 31 countries, Europe's 27 leading retail and wholesale companies, and federations representing specific sectors of commerce. Visit: <http://www.eurocommerce.eu>.



FCPC is Canada's largest industry association representing the companies that manufacture and distribute the vast majority of food, beverage and consumer goods found on grocery store shelves. Its members provide jobs to almost 300,000 Canadians and include small and large; multi-national and Canadian-owned companies. Visit: <http://www.fcpc.ca>.



As a non-profit society based in Singapore, Food Industry Asia represents and promotes the views of the food and drink industry throughout the region, using science-based advocacy to help shape public policy. With both eyes on the future, it aims to be the primary think tank for the food industry in Asia. Visit: <https://foodindustry.asia>.



Food Marketing Institute proudly advocates on behalf of the food retail industry. FMI's U.S. members operate nearly 40,000 retail food stores and 25,000 pharmacies. FMI offers resources and provides valuable benefits to more than 1,225 food retail and wholesale member companies in the United States and around the world. Visit: <http://www.fmi.org>.



FoodDrinkEurope's mission is to facilitate the development of an environment in which all European food and drink companies, whatever their size, can meet the needs of consumers and society, while competing effectively for sustainable growth. Visit: <http://www.fooddrinkeurope.eu>.

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II. The Liaison Group Members



The Grocery Manufacturers Association is the voice of more than 300 leading food, beverage and consumer product companies that sustain and enhance the quality of life for hundreds of millions of people in the United States and around the globe. Visit: <http://www.gmaonline.org>.



The mission of NACDS is to advance the interests and objectives of the chain community pharmacy industry, by fostering its growth and promoting its role as a provider of healthcare services and consumer products. Visit: <http://www.nacds.org>.



Retail Council of Canada (RCC) has been the Voice of Retail in Canada since 1963. RCC is a not-for-profit, industry-funded association representing more than 45,000 store fronts of all retail formats across Canada, including department, specialty, discount, and independent stores, and online merchants. Visit: <http://www.retailcouncil.org>.



APPENDICES

III. Health & Wellness Resolutions

1. Specific Resolutions on Access & Availability of Products and Services

We will offer consumers and shoppers a range of products and services that supports the goals of healthier diets and lifestyles.

For the Food sector, this includes:

- 1.1 Continuing to develop / improve affordability and availability of existing products and services that support the goal of healthier diets and lifestyles
- 1.2 Reducing the overall energy, salt/sodium, sugars, saturated and trans-fat content of our foods and beverages to help address public health priorities
- 1.3 Enhancing our products with respect to ingredients and nutrients which should be encouraged in the diet
- 1.4 Seeking opportunities to address nutritional deficiencies of vulnerable populations
- 1.5 Providing healthier choices of products and services for a range of budgets
- 1.6 Developing product sizes for a range of consumer needs
- 1.7 Promoting consumption of fruits and vegetables.

For the Non-Food sector, this includes:

- 1.8 Continuing to develop / improve affordability of existing products that support the goal of healthier lifestyles
- 1.9 Developing product sizes for a range of consumer needs and budgets
- 1.10 Providing better access to personal care through public and private channels.

2. Specific Resolutions on Product Information & Responsible Marketing

We will provide transparent, fact-based information that will help consumers and shoppers make informed product choices and usages.

For the Food sector, this includes:

- 2.1 Providing globally, wherever feasible, on-pack nutrition information on products – for at least seven (7) parameters: energy, carbohydrates, total sugars, protein, fat, saturated fats, sodium, and also for nutrients on which a nutrition or health claim is made. This will include per serving/portion and per 100 g/ml, if required, and may include the contribution to the diet as a percentage of the official daily intake guidance, where such values are available.
- 2.2 Displaying energy information (at minimum) on the front of pack in markets, where there is currently no specific recommendation for Front of Pack nutrition information
- 2.3 Acknowledging that there are other existing Front of Pack labelling systems in various parts of the world – particularly those supported by local governments – we will work synergistically with other on-pack information.
- 2.4 Committing to voluntary, company-specific measures to ensure that any advertising to children under the age of 12 years is only for products which fulfil specific nutrition criteria based on scientific evidence and /or applicable national and international dietary guidelines or that we do not advertise at all on media directed to children under the age of 12 years.

For the Non-Food sector, this includes:

- 2.5 Displaying clear product usages on packaging
- 2.6 Partnering with school communities, including parents and educators, to provide information consistent with developing habits of safe product usage
- 2.7 Partnering with healthcare professionals to develop holistic solutions for managing the health and wellness of their patients throughout the various life stages

APPENDICES

III. Health & Wellness Resolutions (cont.)

3. Specific Resolutions on Communication & Education about Healthier Diets and Lifestyles

We will use communication and educational programs to help raise consumer awareness on health & wellness and energy balance to inspire healthier diets and lifestyles.

For both the Food and the Non-Food sectors, this includes:

- 3.1 Providing opportunities for our consumers and employees to lead healthier lives, including smoke free environments and employee wellness programmes
- 3.2 Encouraging and supporting our consumers of all ages to make informed choices and become more physically active
- 3.3 Promoting overall physical and mental health (both cognitive and emotional)
- 3.4 Partnering with school communities, on request, including parents, educators and authorities to provide information that support developing habits of sensible, balanced diets, good hygiene, and regular physical activity
- 3.5 Supporting public health and civil society initiatives which promote active, healthy living, particularly those which inform consumers about good hygiene as well as achieving energy balance through healthier diets and lifestyles and increased physical activity

For the Non-Food sector, this also includes:

- 3.6 Promoting healthy skin through UV protection (sunscreen and practices)
- 3.7 Encouraging self-confidence through healthful practices and positive body image
- 3.8 Partnering with healthcare professionals to encourage prevention
- 3.9 Advance community wellness thorough health literacy, education and promotional initiatives that increase public understanding of basic health indicators and how to effectively access health resources



About the Health & Wellness Pillar

The Health & Wellness Pillar is one of the four strategic pillars of The Consumer Goods Forum. Its purpose is working together to empower consumers, shoppers and the communities the industry serves to make informed decisions for themselves and their families to help adopt healthier lifestyles. The Pillar does this primarily by seeking to drive implementation of the Health & Wellness Resolutions that were approved in June 2011 and, more recently, the new Health & Wellness Commitments that were approved in June 2014.

The Resolutions and Commitments are designed to build upon and leverage existing industry initiatives. They encourage retailers and manufacturers, food and personal care, to further develop and implement self-regulatory tools to support healthier diets and lifestyles. The Resolutions are framed around three main areas and contain a sub-set of actions for both food and personal care members of The Forum. They advocate empowering consumers with products and services and meaningful information to help them make informed choices and support a healthier diet and lifestyle, as well as promoting physical activity.

The work of the Pillar is led by its Steering Committee, which is Co-Chaired by Royal Ahold and Nestlé. Current Steering Committee member companies are: Aeon Co. Ltd; Ajinomoto; Alliance Boots; Barilla; Carrefour; Coca-Cola; Delhaize Group; General Mills Inc.; GlaxoSmithKline; Johnson & Johnson; Kao Corporation; Kellogg Company; L'Oréal; Mars Inc.; Metro Group; Mondelez International; Nestlé; PepsiCo; Royal Ahold; Sobeys; Tesco; The Procter & Gamble Company; Unilever; Walgreens; and Walmart.

More information on the work of the Pillar is available on the Health & Wellness website: <http://www.tcgfhealthandwellness.com>.

About The Consumer Goods Forum

The Consumer Goods Forum is a global, parity-based industry network that is driven by its members. It brings together the CEOs and senior management of some 400 retailers, manufacturers, service providers, and other stakeholders across 70 countries, and it reflects the diversity of the industry in geography, size, product category and format. Its member companies have combined sales of EUR 2.5 trillion and directly employ nearly 10 million people, with a further 90 million related jobs estimated along the value chain. It is governed by its Board of Directors, which comprises 50 manufacturer and retailer CEOs.

The Forum's mission is, "Bringing together consumer goods manufacturers and retailers in pursuit of business practices for efficiency and positive change across our industry benefiting shoppers, consumers and the world without impeding competition". It provides a unique global platform for the development of global industry processes and standards as well as sharing best practices. Its activities are organised around the following strategic priorities: Sustainability, Product Safety, Health & Wellness, and End-to-End Value Chain & Standards, each of which is central to better serving consumers.

The Forum's success is driven by the active participation of its members who together develop and lead the implementation of best practices along the value chain. With its headquarters in Paris and its regional offices in Washington, D.C. and Tokyo, The Forum serves its members throughout the world.

For more information, please visit: www.theconsumergoodsforum.com.



For Further Information

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