

The Health & Wellness Pillar

The Consumer Goods Forum



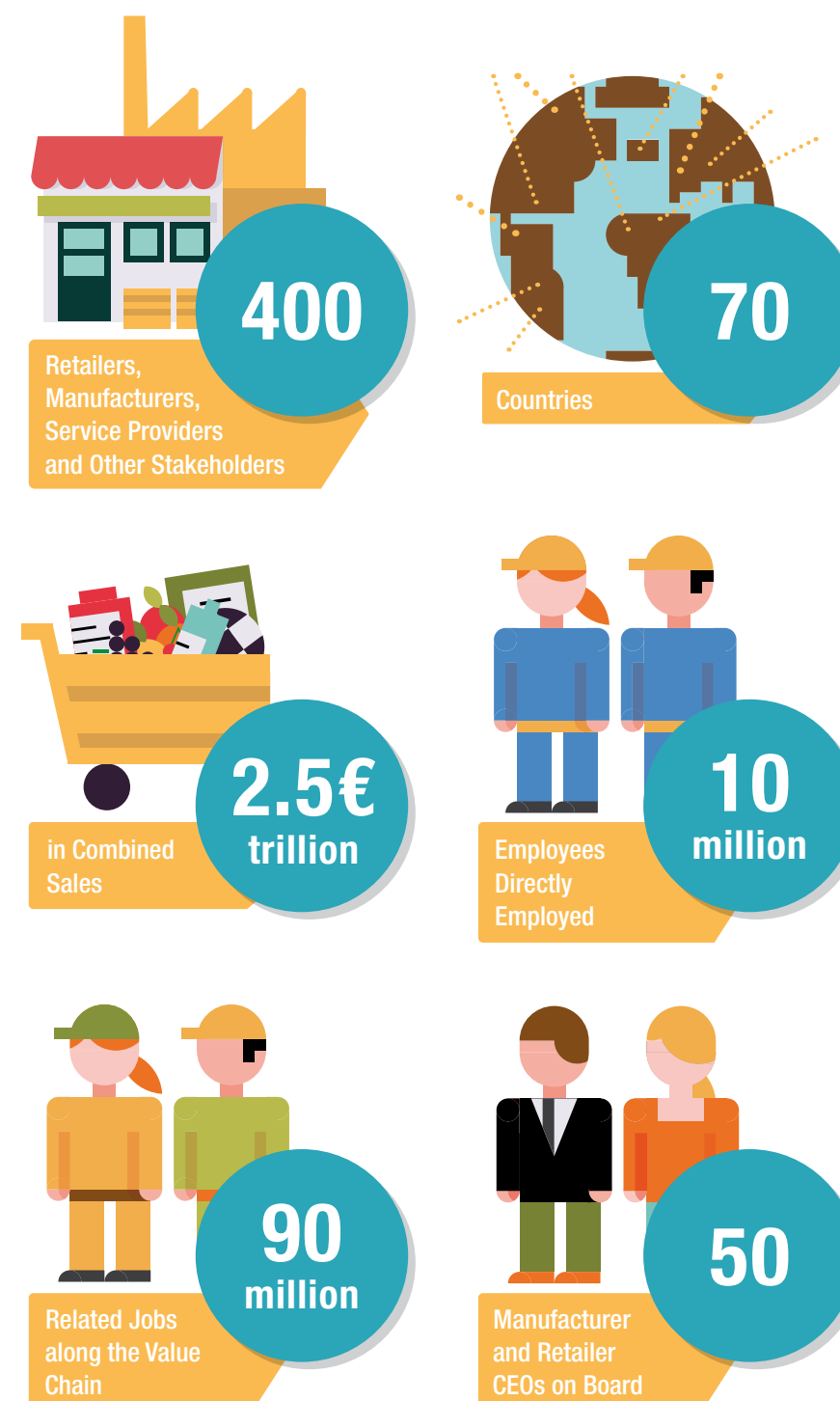
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About The Consumer Goods Forum

The Consumer Goods Forum (“CGF”) is a global, parity-based industry network that is driven by its members to encourage the global adoption of practices and standards that serves the consumer goods industry worldwide. 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.

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



1 Why

Vision:

Empowered, healthy consumers globally

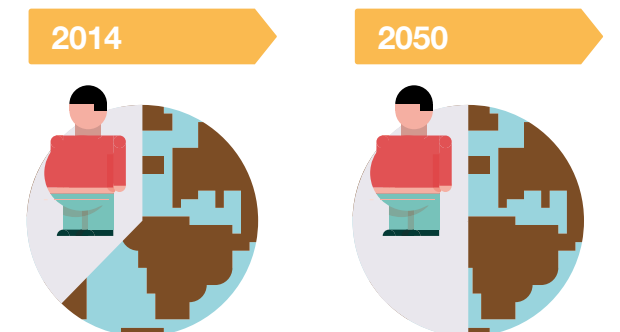
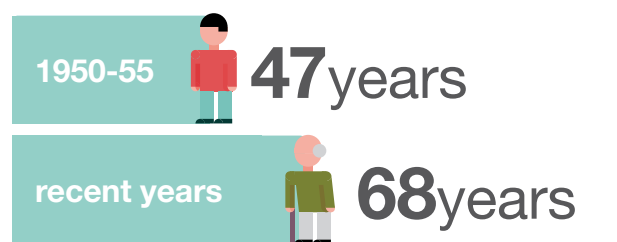


The Challenge

The world faces a critical increase in Non-communicable Diseases (NCDs). This increase is directly related to the changing lifestyles of the world's population, including those to diets and physical activity.

The Facts

- People are living longer. Global life expectancy has increased sharply from 47 years in 1950-55 to 68 years in recent years
- Worldwide obesity had nearly doubled since 1980. Half the world is expected to be obese by 2050
- Globally, around 39% of adults aged 18 and over were overweight in 2014
- More than 36 million people die annually from various Non-communicable Diseases (63% of global deaths)



The Opportunity

While the industry agrees the issues are complex and multi-causal - no single solution can stimulate the adoption of healthier lifestyles - it also agrees that manufacturers and retailers, by working together, have a key role to play. The consumer goods industry wants to be part of the solution.

36 million people
die annually from
various NCDs

2Who

Health & Wellness is one of four strategic pillars of The Consumer Goods Forum.

The Pillar drives positive and collaborative change on the global health agenda.

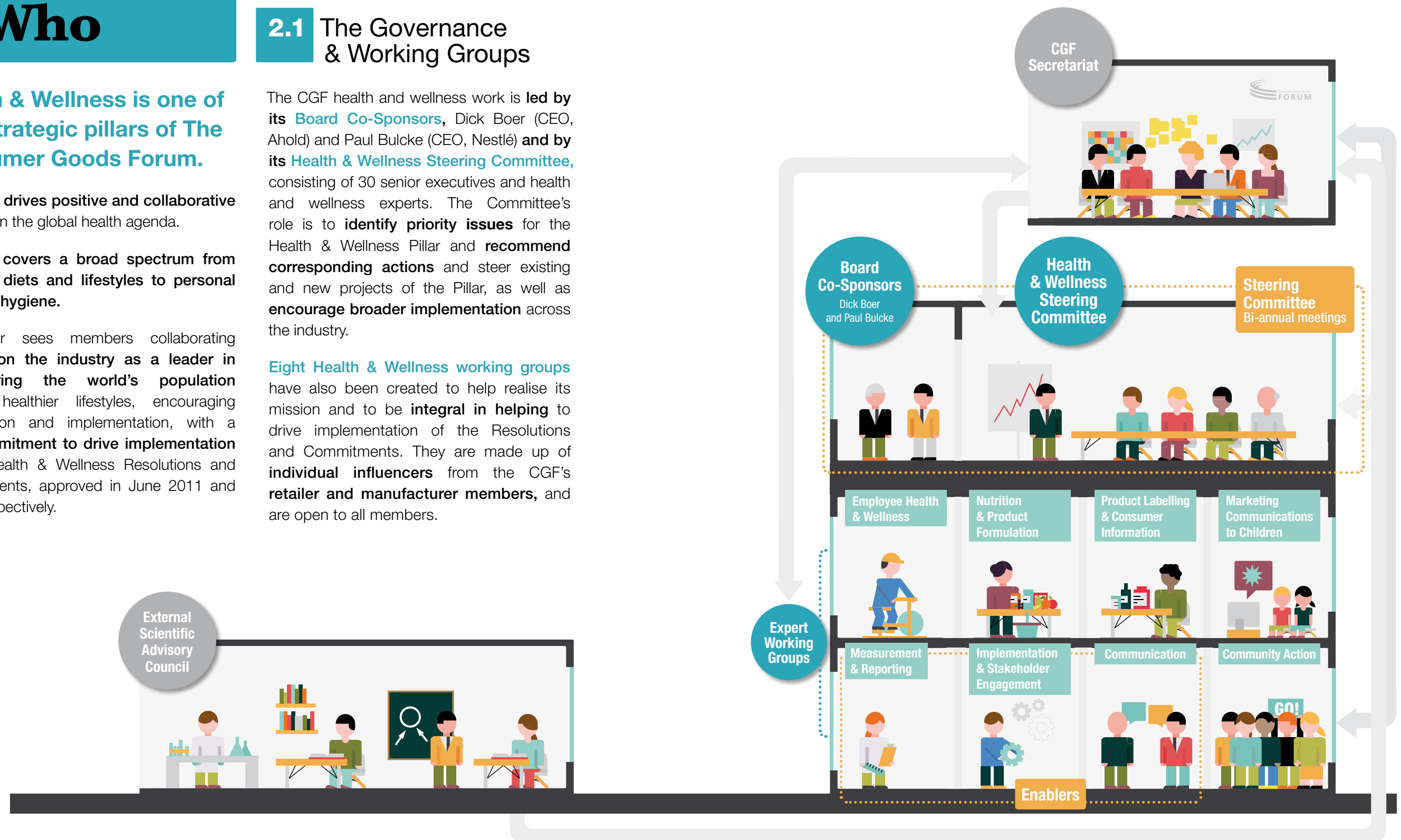
Its work covers a broad spectrum from healthier diets and lifestyles to personal care and hygiene.

The Pillar sees members collaborating to position the industry as a leader in empowering the world's population to live healthier lifestyles, encouraging participation and implementation, with a firm commitment to drive implementation of the Health & Wellness Resolutions and Commitments, approved in June 2011 and 2014, respectively.

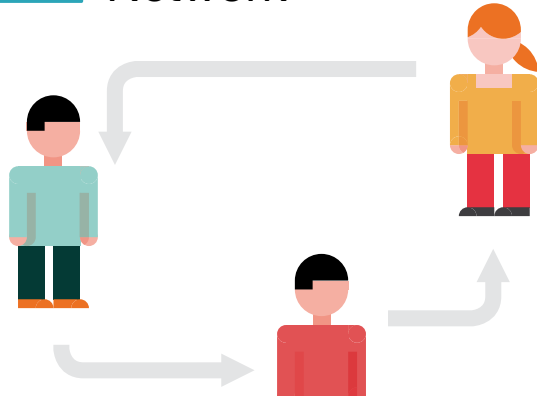
2.1 The Governance & Working Groups

The CGF health and wellness work is led by its **Board Co-Sponsors**, Dick Boer (CEO, Ahold) and Paul Bulcke (CEO, Nestlé) and by its **Health & Wellness Steering Committee**, consisting of 30 senior executives and health and wellness experts. The Committee's role is to **identify priority issues** for the Health & Wellness Pillar and **recommend corresponding actions** and steer existing and new projects of the Pillar, as well as **encourage broader implementation** across the industry.

Eight Health & Wellness working groups have also been created to help realise its mission and to be **integral in helping** to drive implementation of the Resolutions and Commitments. They are made up of **individual influencers** from the CGF's **retailer and manufacturer members**, and are open to all members.



2.2 The Collaborative Network



From the **Steering Committee and working groups...** (who look to develop collaborative industry actions to better promote health and wellness)

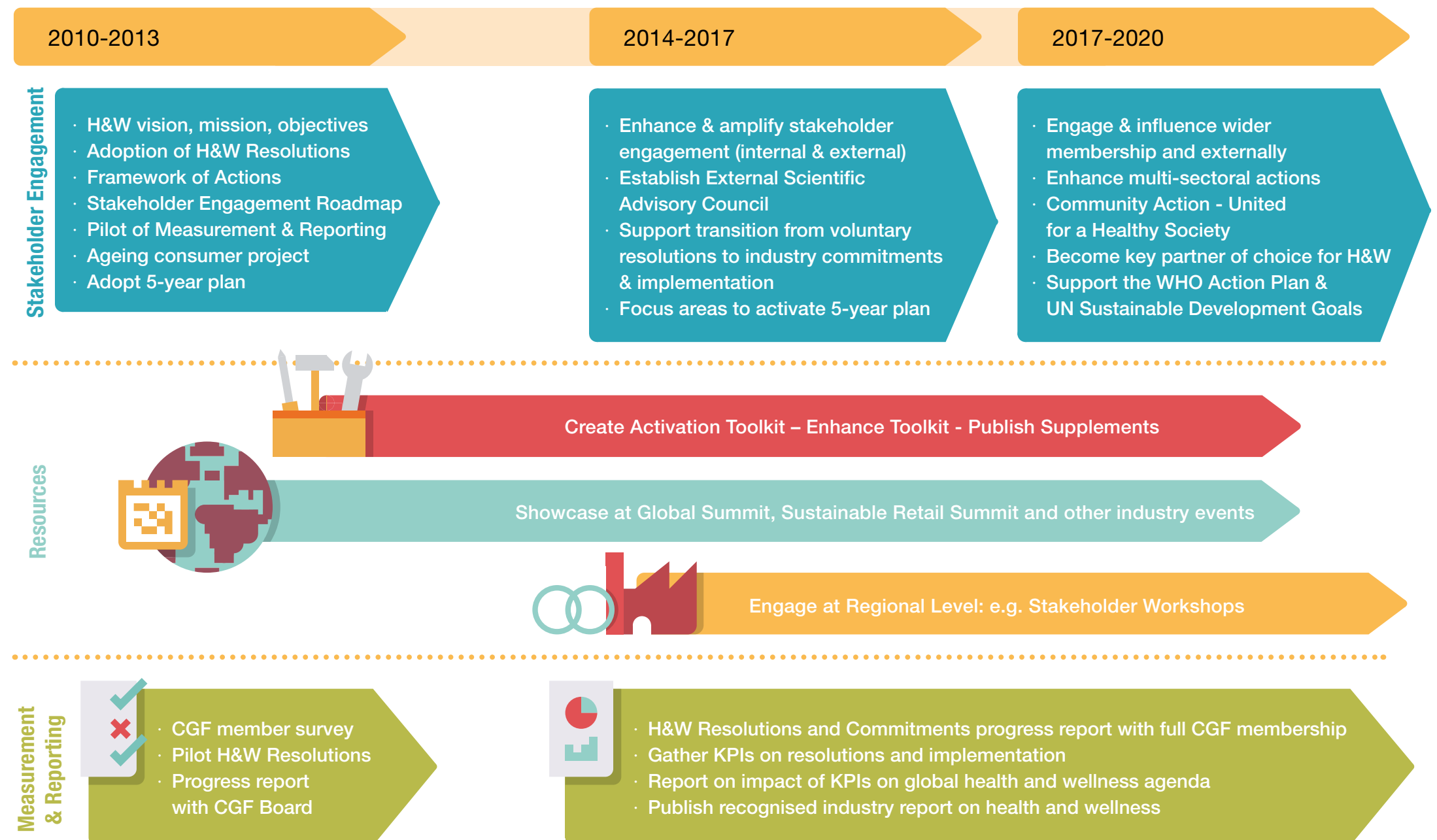
to the External Scientific Advisory Council... (who provide guidance and further expertise to the Steering Committee and their decision making process)

to its global and regional partners... (with whom the Pillar shares information and best practices)

the work of the Pillar is built upon these collaborative, multi-stakeholder partnerships and positive actions.

The actions should also support the five-year plan and corresponding roadmap of the Health & Wellness Pillar and support finding ways to ensure the Health & Wellness Resolutions and Commitments are implemented across the wider membership.

2.3 The Roadmap



3What

3.1 The Mission

The mission of the Health & Wellness Pillar is to support healthier lifestyles and a culture of prevention with multi-stakeholder collaborations and partnerships; earning consumer trust and business growth through the empowerment of consumers and positive change.

1. The Pillar is uniquely positioned to empower consumers to adopt healthier lifestyles.

2. The Pillar secures consumer trust through positive business actions and by meeting the needs of consumers.

3. The Pillar aims to be the partner of choice to enable collaborative engagement.

4. The Pillar helps members get ahead of the curve by driving positive change and supporting community actions.

It's About **Having a Positive Impact**

It's About **a Collaborative Approach**

It's About **Making Informed Choices**



3.2 The Commitments

These industry commitments, approved by the CGF Board in June 2014, are fundamentally important to bring focus and accelerate the positive impact on the global health and wellness agenda, with all key stakeholders, in the health ecosystem.

These commitments enable the Pillar to enhance stakeholder engagement and give a public position with transparent targets and timelines. The Pillar also measures progress and reports on the implementation of its commitments.

Members have been asked for increased alignment and engagement on four key areas.



These are SMART Commitments.

3.3 The Resolutions

The Commitments represent the Board's reaffirmation of the 2010 Board-approved Health & Wellness Resolutions.

"As Members of the Board of The Consumer Goods Forum, we believe that manufacturers and retailers, by working together, have a key role to play in improving the health and wellness of consumers, employees, their families and the communities we serve".

All work of the Pillar has since been set around an agenda that seeks to ensure implementation of these resolutions across the CGF membership.

1

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

PRODUCT INFORMATION & RESPONSIBLE MARKETING
Provide transparent, fact-based information that will help consumers and shoppers make informed product choices and usages.

3

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.

4How

4.1 How It Drives Positive Change

To help members get from A to B, the Pillar has eight dedicated working groups.

Employee Health & Wellness

Leading industry action and potentially reaching 100 million people along the value chain; and creating a blueprint for retailer and manufacturer collaboration.

Nutrition & Product Formulation

Defining nutrition and formulation policies; providing thought-leadership on policy implementation and best practice; and supporting the WHO Action Plan on Non-communicable Diseases.

Consumer Information & Product Labelling

Finalising a draft framework of good practices in consumer information; creating a practical and easy-to-use overview of current industry

practices; and providing thought-leadership on the future of transparent information beyond the label.

Marketing Communications to Children

Identifying markets for priority implementation; being the platform for collaboration (possibly extending coverage to point-of-sale); and evaluating the case for the power of positive marketing.

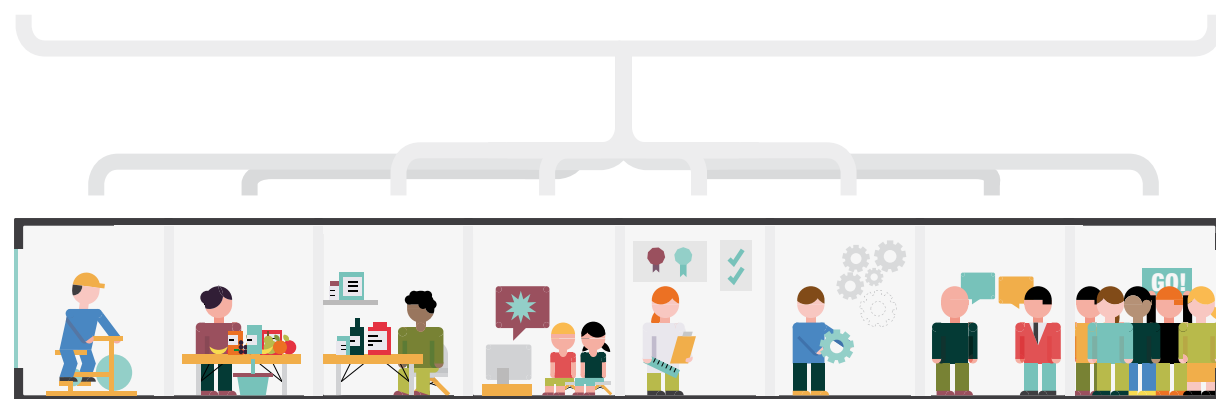
Community Action

Contributing to healthier lifestyles by translating our resolutions and commitments into action at the community level, through retailer and manufacturer collaborations, and to work towards providing opportunities for long-term behaviour change.

Health & Wellness Enablers

The three sets of enabler working groups - Stakeholder Engagement, Communications and Measurement & Reporting - help promote the Resolutions and Commitments around the world, creating a strong platform for engaging the wider CGF membership and our strategic alliances.

The Pillar, of course, welcomes new members to join working groups of interest and to help support its mission.



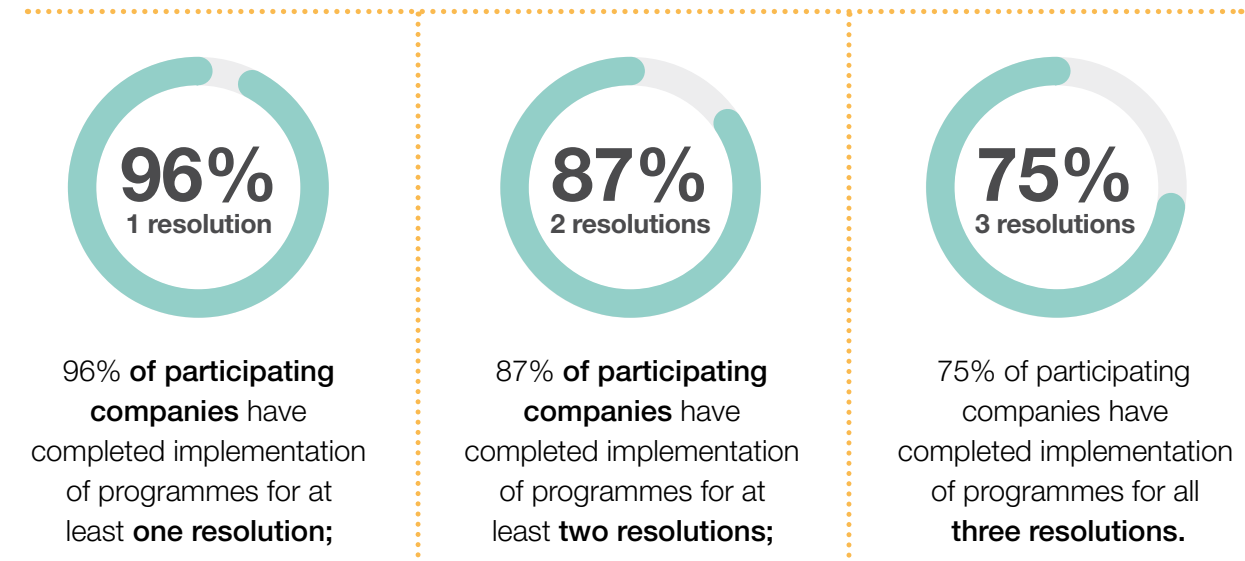
4.2 How It Works in Numbers

To-date, CGF members have been involved in numerous activities around the world to help support the collective vision of empowered, healthy consumers globally. This is because members of the CGF's Health & Wellness Pillar understand the health and wellness

challenges facing the world's population and are committed to being part of the solution. In 2015 alone, those members who took part in the annual Health & Wellness survey reported reaching:



The Commitments are currently seeing a maximum implementation rate of 55%. And, with regards to the Health & Wellness Resolutions:



4.3 How It Supports Industry-wide Actions

The Health & Wellness Steering Committee and working groups are also behind a number of resources and publications that are helping the consumer goods industry move forwards with its commitments and resolutions.

From best-practice sharing through workshops, member-led webinars and insightful blog posts to publications such as the annual Measurement & Reporting results, Health and Wellness Activities Around the World and the Health and Wellness Glossary, the CGF provides the perfect platform for members to come together, share ideas and create practical solutions to today's biggest health and wellness challenges.

ConsumerGoodsForBetterLives.com

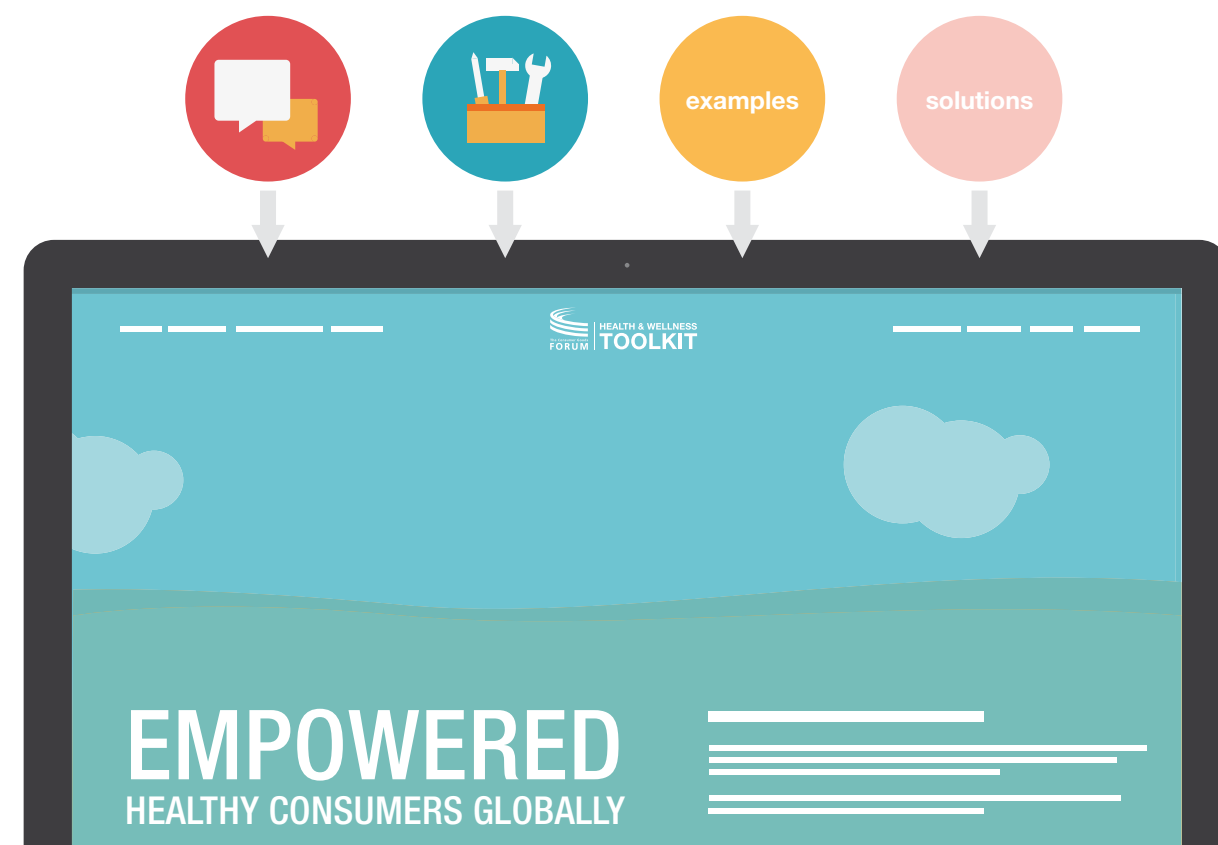
New Digital Health & Wellness Toolkit

It's the view of CGF members that the consumer goods industry must be a **trusted partner for multi-stakeholder dialogue and utilise its knowledge and expertise** to advance the global health and wellness agenda.

It was with this in mind that the team developed the Health & Wellness Toolkit;

complete with the "why" behind the working groups, how to get started, suggested KPIs and more than 40 **examples of how member companies are working individually and collaboratively** to help consumers make informed decisions and adopt healthier lifestyles.

The all-new, open-source toolkit has been designed to give any company access to these **tangible, actionable solutions** to today's health and wellness challenges, no matter their size or location.

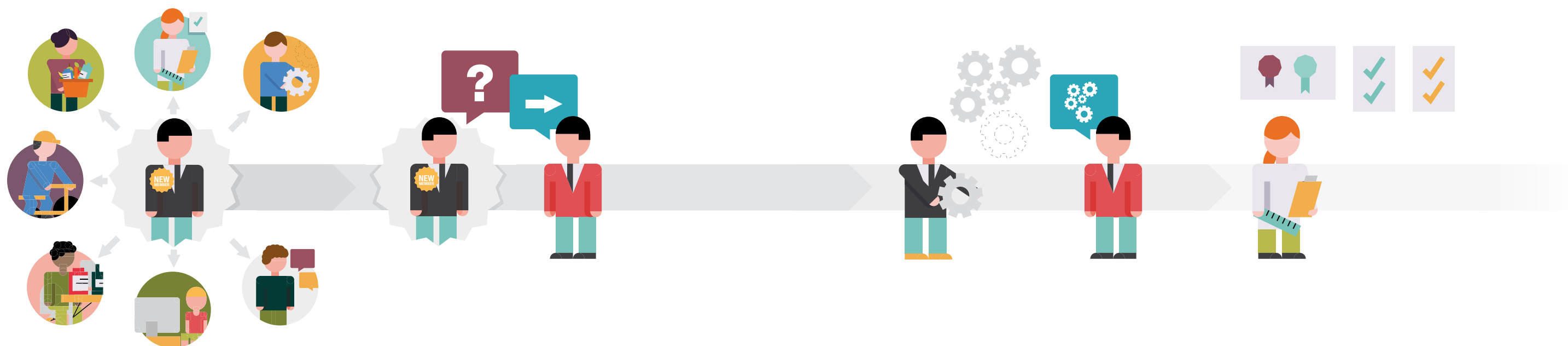


4.4 Of course, positive change is about benefits for you too!

Company involvement in the Health & Wellness Pillar brings positive change and business efficiencies to both retailers and manufacturers.



5 Next Steps



Participate

Get involved in one of the eight working groups

focused on supporting implementation of the Resolutions and Commitments. The CGF is also forming new groups to reflect the evolving interests of its membership. These groups are open to all members who want to participate, and experience shows that participation in one of these groups really helps accelerate practical knowledge and the ability to implement.

Engage

Engagement is core to the CGF's mission.

When members want a powerful industry voice, they can count on the CGF. When they want privileged access to other leading industry organisations, they know the CGF can help. When specialised or topic-specific groups need support, members know they can rely on the CGF. Please go to www.theconsumergoodsforum.com for more information.

Implement

The CGF Board and staff can help share good ideas, organise working groups and networking opportunities, and keep the digital platform fresh and vibrant, but

only CGF members have the power to implement the health and wellness recommendations

that have been put together collectively by the membership. The CGF stands ready to assist in any way that makes sense.

Measure

Clear and concise measurement is the foundation for good communication,

so the CGF is an industry leader in this area. Members of the CGF, through the Health & Wellness Pillar, are involved in the industry's only global survey on health and wellness. The 2015 report is now available online and all CGF members are encouraged to participate in the next edition in 2016.

Where to Find Us



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Be Part of a Global Industry Movement

Join the Health & Wellness Pillar at The Consumer Goods Forum and your company can help contribute to the consumer goods industry's vision of empowered healthy consumers globally.

