



COLLABORATION FOR HEALTHIER LIVES

Nudging people towards healthier behaviours

Collaborative Industry Leadership

We want to go beyond the basics of compliance and build flagship moments for the industry, by focusing on topics where we can have the greatest positive impact and use our industry strengths to collaborate and innovate to help people live healthier lives.

With our flagship initiative 'Collaboration for Healthier Lives' (CHL), the CGF is creating a collective movement, with players sharing three common convictions:

1. ACTING TOGETHER

By acting together, retailers and manufacturers can engage towards healthier baskets

2. BEING A KEY PARTNER OR CHOICE

Experimenting together with local stakeholders, public health authorities and academics leaders, is the best way to learn and to impact at scale

3. MOVING AS AN INCUBATOR

Business, innovations and new business models will emerge from these initiatives as a force of good



Our Value Proposition

Who we are. A global movement led by manufacturers, retailers, public health authorities and local communities.

What we do. Act at the origin of healthy decisions to empower people to live healthier lives and drive shared value.

How we do it. Experimenting, innovating, evolving business models, and sharing data at-scale, cross-industry.

Why it matters. Healthier decisions become easy and habitual for people in every community around the world.

Our Framework of Action

Employees



- Employess as a force for good
- Employees training programmes

Stores in Action



- Categories on H&W
- Healthier swaps
- Healthier checkouts
- Promotions in store
- Advice & education
- Services and screenings
- Incentives programs

**In-store activation not exclusive of other activation modes*

Digital



- On-line conversion of healthier swaps
- Info based on QR codes app, visual recognition, H&W content
- Use of digital tools: voice control, augmented reality at point of sales
- Social based support, loyalty and reward





COLLABORATION FOR HEALTHIER LIVES

It's just the beginning of the journey!



THEY HAVE ALREADY JOINED THE MOVEMENT, CONTACT US TO GET INVOLVED!



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Health & Wellness Pillar