



A collective business movement to empower people to live healthier lives and drive shared business value

What We Do

Led by consumer goods manufacturers and retailers, and with the support of public health authorities and local communities, we are a global movement acting at the origins of healthier decisions. We experiment, innovate and evolve business models, sharing data at-scale so that healthier decisions become easy and habitual for people in every community around the world.

Why We Do It

Our industry is facing a clear call to action. People want to live healthier lives and expect our industry to play a role in helping them meet their health and wellbeing needs.

The private sector can, and should, help people adopt healthier lifestyles. There is a clear opportunity for business to really make a contribution to public health and a culture of prevention, and members of the CGF acknowledge this fact as part of a shared responsibility.

Our Five-Year Plan: 2018-2023

Through collaboration we will test new approaches and share best practices in nudging people's behaviour to healthier practices. Leveraging our industry-driven resolutions and commitments and ongoing efforts to help drive positive change and raise awareness across the industry, CGF

members are recognising the immense potential of community-based initiatives to deliver meaningful behaviour change.

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

- **By acting together** retailers, manufacturers and local stakeholders can engage towards healthier behaviours.
- **Being a convening platform** for stakeholders, public health authorities to learn and impact at scale.
- **Driving shared value** to support society in a sustainable manner through good business.

How We Do it

To bring to life our vision of a collective business movement to empower people to live healthier lives and drive shared business value, and to build on the success of our resolutions and commitments, our strategy today consists of three strategic pillars:

Employees

Driving health and wellness programmes for the 10 million employees of the CGF member companies.

Stores in Action

Leading business innovation in-store to make healthier choices easy.

Digital

Nudging behavioural change and encouraging community participation with digital tools.



CEO-led from Start to Finish

Everything that we do here at the CGF is CEO-led. It is, therefore important that our members' CEOs are behind us all the way. Here are some examples of how our work is interpreted by our Board members.

Frans Muller, President and CEO, Ahold Delhaize

"Now is the time for us to empower our customers, employees and communities to thrive. Together, we can improve the health of the entire world starting right here in your neighbourhood".

Emmanuel Faber, Chairman & CEO, Danone

"We believe that each time we eat and drink, we can vote for the world we want. With healthier choices, education, and care for the wellness of both people and the planet for present and future generations, we can be a catalyst for change: of course it will take a collective effort from all of us as an industry, and CGF is the platform we have to create a better world together".

Doug McMillon, President and CEO, Walmart:

"Our customers want to feel good about our social and environmental impact every day and trust that the products we sell are good for the health of their kids and the planet. They expect us to do the right things and we welcome that. Together we can use the strengths of our business to create shared value for them and the communities we serve".

Mark Schneider, CEO, Nestlé

"One of the ambitions of the CGF is to empower people to lead healthier lives. The Health & Wellness pillar helps us to achieve this by offering an open platform for collaboration and best practice. I invite all companies, small and large, to join us in this collective effort. Every contribution counts".

Aligning with Global Goals

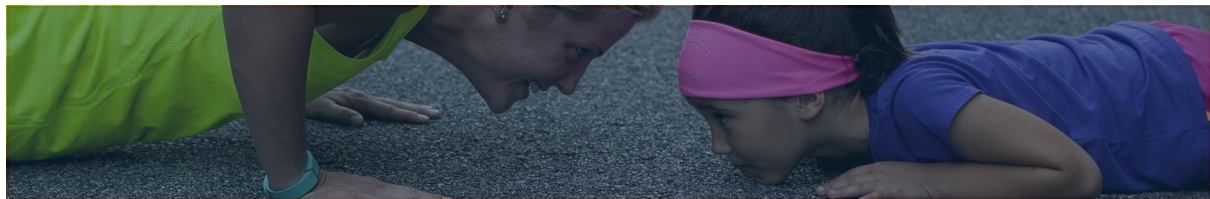
Our work on Health & Wellness is also supporting the broader UN goals for sustainable development.

More specifically, we are playing our part to end hunger, promote good health and well-being and build effective partnerships.



Empowered, Healthy Consumers Globally

Join the Movement!



www.tcgfhealthandwellness.com



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