



# Driving multi-level impact through workforce nutrition

*Introduction deck by The Workforce Nutrition Alliance*



**supported by New Foresight**

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*Good nutrition is key to the success of many of the Sustainable Development Goals (SDGs) and is essential to driving inclusive and sustainable economic growth...As governments and businesses alike look to 'build back better' in the wake of the COVID-19 pandemic, improving the nutrition of vulnerable communities will be a critical step in mitigating the risk of future economic destabilization on the scale of today's crisis.*

The Business Case for Investment in Nutrition, Chatham House Report, 2020

# Malnourishment impacts individuals, businesses and economies; and workplace is an optimal point of intervention

## Context setting

### Current scenario

- 1 in 3 people are malnourished
- Malnutrition impacts individuals, businesses and economies significantly. *For example, A study across 19 countries estimates businesses experience a significant loss due to malnutrition. It is estimated \$8–38 billion per year are lost from reduced worker productivity due to employees being underweight, and \$4–27 billion per year due to obesity*
- 58% of the global population will spend at least 1/3 of their adult lives at work

**Workplace is an optimal point of intervention to contribute to improved health and well being of individuals**

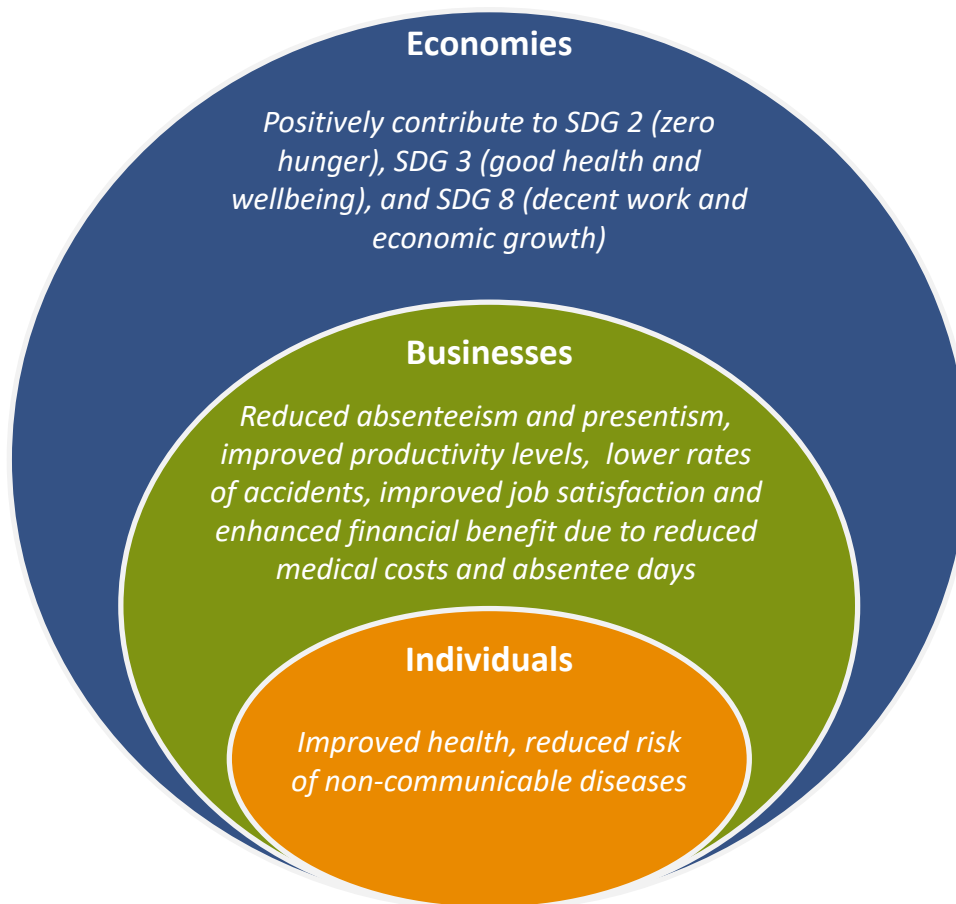
### Current issue

- Currently, a small percent of global workforce in corporate offices in high-income countries have access to healthy food options at work
- Many employers in supply chains who provide food to meet a regulatory requirement are not necessarily offering nutritionally balanced meals and snacks
- Most employers do not implement effective workforce nutrition programs due to lack of awareness, perceived issues related to limited incentives, high resource requirement, and complex implementation

**This is a lost opportunity as improving access to nutrition and health programs can have significant benefits for individuals, businesses & economies**

Workforce nutrition and health promotion interventions can have positive impact across levels; including positive business outcomes

## Benefits of workforce nutrition programs



Success in tackling malnutrition in all its forms can have a multiplier effect at both household and economy level, improving health, boosting consumer incomes and stimulating economic development. A recent World Bank analysis estimated that every \$1 invested in interventions to meet the World Health Assembly nutrition targets would yield an economic return of between \$4 and \$35<sup>1</sup>

**The scientific evidence of the present systematic review shows that it is possible to influence work-related outcomes, especially absenteeism, positively through health promotion efforts<sup>2</sup>**

When employers can help their employees make wiser food choices, as part of a workplace health program, it can influence the person's long-term and short-term health. This means greater wellbeing, lower risks of non-communicable diseases such as diabetes or micronutrient deficiencies, greater job satisfaction, and reduced sick days among other reported benefits<sup>3</sup>

Source:

1 The Business Case for Investment in Nutrition, Chatham House Report, 2020; 2 The effectiveness of workplace nutrition and physical activity interventions in improving productivity, work performance and workability: a systematic review, BMC Public Health, 2019; 3 Evidence for Workforce Nutrition programmes GAIN 2019

# CGF & GAIN have set up the Workforce Nutrition Alliance to support employers adopt/strengthen workforce nutrition programmes

## About the Workforce Nutrition Alliance

The Workforce Nutrition Alliance (WNA) is conceptualized and set up by the Consumer Goods Forum (CGF) and Global Alliance for Improved Nutrition (GAIN). The alliance is a group of business associations and technical experts committed to improving health and wellbeing of employees, driving nutrition, and engaging the dialogue in their supply chains. The Workforce Nutrition Alliance aims to support employers to adopt and expand workforce nutrition programmes and impact 3 million employees in their organizations and supply chains by 2025.

The Workforce Nutrition Alliance supports employers overcome existing challenges by simplifying the design, implementation and monitoring of the workforce nutrition programs

### 4 programs to be implemented...



### ...through 6 easy steps...



### ..to progress across 4 levels



The WNA focuses on 4 programs: Healthy food at work, nutrition education, nutrition focused health checks & breastfeeding support

## 4 Programmes outlined by the Workforce Nutrition Alliance

Workforce nutrition programmes are a set of interventions that work through the existing structures of the workplace to address fundamental aspects of health amongst employees and/or supply chain workers. Ideally, these programmes aim to create improved access to – and demand for – safe and nutritious food, with the aim of changing employees’ behaviours around food consumption, and to improve their health and wellbeing. Breastfeeding support programmes are included in this definition.



**Healthy food at work**

Healthy food at work focuses on increasing employees’ access to healthy and safe foods at work



**Nutrition education**

Nutrition education aims to change the nutrition and/or lifestyle behaviours of employees through increasing employees’ knowledge of beneficial health habits



**Nutrition-focused health checks**

Nutrition-focused health checks: periodic one-to-one meetings with a health or nutrition professional to assess, and usually discuss, the employee’s nutritional health



**Breastfeeding support**

Breastfeeding support: programmes or company policies which enable working mothers to breastfeed exclusively for 6 months and continually up to 2 years

WNA supports the employers across the journey to help them adopt/strengthen the programs and simplifies the process

## 6 easy steps of the employer journey



**Self  
assessment of  
current  
situation**

WNA is developing an **Online self assessment tool** to support you assess your current performance and enable you to identify the most relevant pathway for you to strengthen your performance



**Set target and  
make  
commitments**

WNA provides you with **one free consultation with a WNA expert**



**Develop a plan  
to meet the  
target**



**Access  
implementation  
support**

WNA has curated **implementation programs** (with three levels basic, advanced and advanced+) to suit your needs and provide you with the required handholding support in designing, implementing and monitoring your workforce nutrition programs



**Monitor and  
report impact**







WNA provides you with pre-defined KPIs (through the online scorecard) to **track and report performance and assess progress**



**Reap rewards**

WNA supports organizations across levels to strengthen their workforce nutrition programs and benefit from them

## 4 levels of performance & level of benefit

Category		Description	Benefits	
Gold		Employer is a frontrunner and wants to focus on continuous improvement	 <p>Happy, healthier &amp; resilient workforce</p>  <p>Positive business outcomes including reduced absenteeism &amp; presentism, improved productivity, reduced medical costs</p>	
Silver		Employer with a few interventions that wants to scale up their interventions		
Bronze		Employer that has limited interventions/scale currently but is willing to provide workforce nutrition programmes to employees		
Beginner		Employer is on its way but has no or limited interventions to take part in the workforce nutrition programmes		



WNA is inviting employers to sign up as signatories to our ambition and benefit from being a part of the Alliance

## Call to action



### Roles of signatories

- **Assess current performance** through the self-assessment tool
- **Outline a SMART commitment** in consultation with Workforce Nutrition Alliance
- **Deploy interventions** to realize the commitment- become a champion and lead by example
- **Track and report progress** by 3rd quarter each year
- Engage in **continuous improvement**



### Benefits from being a part of the Workforce Nutrition Alliance

- Access to **networks** of like minded employers
- Access to **technical experts** to simplify your journey
- **Visibility** on WNA website and at milestone events such as UN Food Systems Summit 2021 and Nutrition for Growth Summit 2021

*Note: There must be approval from organization CEO/head*

*Now, more than ever a collective effort is needed across the industry as well as with the public sector and civil society, to truly impact global nutrition. As an Asian company we want to contribute our nutrition perspective to ensure a global approach to global problems. There are many opportunities to continue the momentum in 2021, including the Nutrition for Growth Summit here in Tokyo where the CGF is a member of the Business Constituency Group and is working with GAIN to lead on the Workforce Nutrition Alliance. Business has an important role to play in improving global nutrition.*

Takaaki Nishii,  
Representative Director, President & CEO of Ajinomoto Co., Inc.  
At the Sustainable Retail Summit 2020

*Improving the health of the farmers in our value chain is a moral responsibility, but it also secures essential supplies, expands the market for our products and increases the resilience of our business model. Without a healthy workforce, we can't have a healthy business.*

Abdallah Hamadi,  
Operations Excellence Manager, Unilever Tea Tanzania

*The evidence for private sector action is so compelling, yet for many it remains an obscure topic or too complicated. So it is very important to demystify nutrition and communicate how important it is for supply chain resilience.*

Sarah Rawson,  
Senior strategist, Corporate Social Responsibility & Sustainability, Olam International

Get in touch with us to know more:



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**The Workforce Nutrition Alliance**