



Collaboration for  
Healthier Lives



# Employee Experts Conversation Series

Executive Summary

# Introduction



Driving actions in support of employee wellbeing is a key part of the Consumer Goods Forum (CGF) Collaboration for Healthier Lives (CHL) Coalition's leadership agenda.

The Coalition works towards looking into ways to make progress within the industry to collectively help employees around the world pursue healthier lifestyles through three key pillars: health & safety first, workforce nutrition, and wellbeing.

As part of these efforts, the CHL Coalition launched an Employee Experts Conversation Series for HR professionals to share learnings on employee wellbeing, along with practical steps to implement in the workplace.

While there is no holy grail to wellbeing, the series was created to try improve the impact and effectiveness of the Coalition's actions.

Throughout the four-episode series, experts from Danone, Grupo Bimbo, Bimbo Canada, Johnson & Johnson, Ahold Delhaize, Barilla Group, and Wisdom Works Group shared their insights on topics ranging from Covid-19 and wellbeing at work, employee mental health, leadership training, and more.

This executive summary provides a global recap of all four episodes with links to the full session recordings and slides for further reading.

For more information on the CHL Employee Experts Conversation Series, please reach out to the CGF Healthier Lives team:  
[hw@theconsumergoodsforum.com](mailto:hw@theconsumergoodsforum.com)

# Employee Health & Wellbeing Framework



A person is shown in profile, looking at a laptop. The laptop screen displays a video conference with three participants. The background is a soft, out-of-focus office setting.

**1**

# **Prioritising Employee Health in Leadership Training: What COVID Taught Us**

**Danone & Grupo Bimbo**

# 1. Prioritising Employee Health in Leadership Training: What COVID Taught Us



During this first interactive session kicking off the series, Danone's Global Safety, Health and Working Conditions Director, Bruno Vercken, unpacked leadership and wellbeing at work, and shared how COVID helped the company achieve in four months what they hadn't achieved in four years. He described how the drivers of wellbeing at work were heavily impacted by COVID and presented a strategy on how to address these critical challenges.

Questions surrounding company responsibility when it comes to employee health and wellbeing were explored, and he concluded by highlighting leadership's responsibility to rescue, monitor and equip their employees in the midst of the pandemic.

Rocío Flores Torres, Global Wellness Manager at Grupo Bimbo, and Joanna D. Gomes, Manager, Health and Wellness Programs at Bimbo Canada, shared their company's wellness journey as they recognise the workplace as a central environment for promoting a culture of self-care.

In doing so, they highlighted their company's objectives to ensure healthy work environments and to facilitate self-management of healthy lifestyles for their employees. They went on to showcase their company's most common global actions in addressing employee mental health during the pandemic, and spotlighted Canada to present their Healthy Minds People Leader Training.

## Expert Speakers



**Bruno Vercken**  
Danone



**Rocío Flores Torres**  
Grupo Bimbo



**Joanna D. Gomes**  
Bimbo Canada

# 1. Prioritising Employee Health in Leadership Training: What COVID Taught Us



*What to remember from the session...*

## 3 KEY POINTS

1. The drivers of wellbeing at work are strongly impacted by the Covid-19 pandemic.
2. The workplace is a fundamental environment for promoting a culture of self-care.
3. Awareness, communication and training around employee wellbeing is critical.

## 3 KEY ACTIONS

1. Companies need to work towards implementing meaningful employee assistance programmes.
2. Leadership needs to rescue, monitor and equip employees during the pandemic.
3. HR needs to actively involve senior leaders in mental health and wellbeing trainings.

[Watch the Full Session](#)

[Access the Danone Slides](#)

[Access the Grupo Bimbo Slides](#)



A person is seen from the side, sitting at a desk and working on a laptop. The person is wearing a light-colored long-sleeved shirt and glasses. The background is a large window with a view of green trees and a building. The scene is brightly lit, suggesting daytime. The text is overlaid on the left side of the image.

**2**

**Enabling a Culture of  
Wellbeing:  
COVID-19 and Employee  
Mental Health**  
**Johnson & Johnson**

# 2. Enabling a Culture of Wellbeing: COVID-19 and Employee Mental Health



The second instalment of the CHL Employee Experts Conversation Series, in partnership with Johnson & Johnson, took place on 25 February 2021.

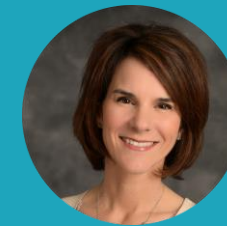
Johnson & Johnson's Jennifer Posa, Global Head of Employee Mental Well-Being & Workplace Effectiveness, and Sean Chai, Global Head of Employee Health Innovation CoE, presented their company's mission to support the total health and wellbeing of their employees and their families.

While spotlighting mental health and wellbeing, they shared their company's efforts towards becoming the healthiest workforce in turbulent COVID times.

Mental health is a critical part people's overall wellbeing, and the CHL Coalition's work highlights the role that the workplace has to support employees in dealing with mental health issues.

In this light, the Johnson & Johnson team explored the critical employee health issues facing the industry today and illustrated how the company works towards addressing these challenges, thrusting mental health and wellbeing to the top of the business agenda to drive positive change.

## Expert Speakers



**Jennifer Posa**  
Johnson & Johnson



**Sean Chai**  
Johnson & Johnson



## 2. Enabling a Culture of Wellbeing: COVID-19 and Employee Mental Health



*What to remember from the session...*

*“**Mental wellbeing** is not a ‘nice-to-have,’ but a **‘must-have.’** And we all need to take care of our mental health the same way we take care of our physical health.*

**Jennifer Bruno**

Vice President, Global Health Services  
Johnson & Johnson

[Watch the Full Session](#)

[Access the Slides](#)

3

# Driving Associate Wellbeing in the Retail Landscape

Ahold Delhaize



# 3. Driving Associate Wellbeing in the Retail Landscape



The third instalment in the CHL Employee Experts Conversation Series, in partnership with Ahold Delhaize, took place on 25 March 2021.

Hellen de Leeuw – Jansen, Program Director Benefits at Ahold Delhaize, outlined the company’s global framework used to drive associate health and wellbeing across each of their brands, and how the brands collaborate and focus on common wellbeing goals.

She unpacked associate wellbeing from different angles, highlighting its importance and why it is worth placing at the top of business agendas, while

addressing how COVID has shaped the workforce of the future.

Hellen shared practical tips and tools for attendees to take away and implement in their own companies, on ways that wellbeing can be driven across organisations to reach different types of workers, as well as how to deal with decentralised structures and multi-site environments.

In addition, she offered insights and advice into various ways to make wellbeing programmes truly effective within companies, and how to make employees health and wellbeing ambassadors.

## Expert Speaker



**Hellen de Leeuw  
Jansen**  
Ahold Delhaize

# 3. Driving Associate Wellbeing in the Retail Landscape



*What to remember from the session...*

**Top tips to drive associate wellbeing include:**

**1**

**Target and personalise your approach**

**2**

**Align with what you do for the customer**

**3**

**Increase awareness and encouragement**

[Watch the Full Session](#)

[Access the Slides](#)



A smiling woman with long brown hair, wearing a white lab coat, is looking at a laptop screen. The background is a bright, slightly blurred outdoor setting with trees and a building. The text is overlaid on the left side of the image.

**4**

# **Evolving Self, Team & Brand Through the Art & Science of Wellbeing**

**Barilla Group & Wisdom Works Group**



# 4. Evolving Self, Team & Brand Through the Art & Science of Wellbeing



In the final episode of the CHL Employee Experts Conversation Series, CHL Director Sharon Bligh was joined by CGF member Julia Schwoerer, VP of Marketing, Mulino Bianco, Barilla Group, and Renee Moorefield, CEO, and Dianne Culhane, Brand Strategist & Executive Wellbeing Coach, at Wisdom Works Group.

The session focused on Julia's work at Barilla and dove into the company's transformational journey to evolve the self, team and brand through the art & science of wellbeing, a journey that was made more challenging by the COVID pandemic.

And, as part of the work to co-create this journey, Julia worked with Renee and Dianne, who following Julia's introduction

about COVID-19, introduced how their company helped support Barilla.

They said it was important for employees to engage with each other and for consumers to engage with the brand, so the journey started with the team first. To help succeed, they also worked on a science-backed framework to help raise awareness and drive positive change in ourselves and the brand.

This was a five-month journey that started with the group kick-off in November 2020 and ended with a group appreciation for the progress made for "me, team and brand" in March 2021.

## Expert Speakers



**Julia Schwoerer**  
Barilla Group



**Renee Moorefield**  
Wisdom Works  
Group



**Dianne Culhane**  
Wisdom Works  
Group

# 4. Evolving Self, Team & Brand Through the Art & Science of Wellbeing



*What to remember from the session...*

**1**

Understand the dimensions of wellbeing to grow individually.

**2**

Use wellbeing principles and practices to build a cohesive team.

**3**

Create a wellbeing manifesto for your brand.

[Watch the Full Session](#)

[Access the Slides](#)

# Conclusion

The Employee Experts Conversation Series marked a key milestone in the CHL Coalition's work on enabling a holistic culture of health and wellbeing in the workplace, to drive healthier lives for employees around the world.

With the collaboration of the members involved who shared their insights, tools and learnings, the strategic and practical value provided through the series to the wider CGF membership and their 10 million employees is critical to the overall goal of driving positive change.

As workers continue spending most of their waking time performing their duties, whether remotely or on site, the workplace remains a critical environment in which to support positive behavioural change. The CHL Coalition looks forward to the continued road ahead to amplify action in addressing health and wellbeing challenges for employees on a local and global scale.

## About Collaboration for Healthier Lives Coalition

The Consumer Goods Forum (CGF)'s CEO-led Coalition of Action on Collaboration for Healthier Lives (CHL) is about making it easier for people around the world to adopt healthier lives for themselves and their families. It's about making healthier decisions easier and habitual for people in every community around the world. CHL is a global movement led by manufacturers, retailers, public health authorities and local communities, delivering local movements in communities worldwide. There are currently nine CHL initiatives running across 14 countries and involving over 100 organisations. As a collective, members of the CGF, and their partners, are exploring, experimenting, innovating and evolving business models to support positive change, while sharing data and knowledge at scale, cross industry. Health is not a competitive advantage; it's a basic necessity. And, it's clear no company can solve this issue alone. Collaboration is needed at scale and across sectors if the consumer goods industry is to play the necessary role in the health and wellbeing of people.



Healthier  
Lives

To learn more, visit:  
[www.tcgfhealthierlives.com](http://www.tcgfhealthierlives.com)