

Collaboration for Healthier Lives CoA Key Messages

Updated: 3rd June 2021



MESSAGE #1

[State who we are, what's at stake, and why we are coming together]

We are joining forces to support healthier behaviours and drive healthier lives for people in communities across the globe.

We are facing a global challenge, with existing health care structures facing increasing challenges and economic burdens. One in three people worldwide are malnourished¹, there are over two billion people overweight or obese in the world², we can expect a near 50% increase in the prevalence of diabetes from 2017 to 2045³, and the number of people over 60 years of age is set to triple by 2100 to almost three billion⁴. The urgency with which we need to act to address these global health challenges has been heightened by the COVID-19 pandemic.

The Consumer Goods Forum's (CGF) Collaboration for Healthier Lives Coalition was formed to support healthier behaviours in stores, online and throughout communities around the world, building on the work done over the last decade by CGF members through its Health & Wellness initiative.

Bringing together 39 retailers and manufacturers, and working in partnership with public health authorities, local communities, academia and other stakeholders, the Coalition recognises the critical role of the industry in driving action at scale for healthier lives globally. The CHL Coalition is committed to constantly seek ways to help people make healthier easier for consumers and their families, while driving shared value for businesses.

2021 is a critical year for the Coalition to drive their agenda to support healthier consumers globally as it marks the halfway point in the United Nations (UN) Decade of Action on Nutrition, and as the world prepares for the UN Food Systems Summit and Nutrition for Growth Summit.

¹ United Nations, <https://news.un.org/en/story/2016/12/546702-one-three-people-suffers-malnutrition-global-cost-35-trillion-year-un>

² United Nations, <https://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight>

³ IDF Diabetes Atlas, <https://pubmed.ncbi.nlm.nih.gov/29496507/>

⁴ United Nations, <https://population.un.org/wpp/>

MESSAGE #2

[Acknowledge where we are now and the vision for our work]

Building on the last decade of efforts and action, our ambition is for a more holistic and sustainable approach to creating healthier lives, globally and locally.

Supporting healthier consumers globally, while driving shared business value, is the core of CHL. Globally, we are focused on driving healthier baskets and increasing awareness on how to live healthier lives. And regionally, we address the needs of the local community, tackling issues such as diet-related concerns, smoking, mental health or aging, etc.

To drive positive action and healthier lives within communities around the world, we lead and support initiatives and test strategies to impact at scale. Currently, we have activities taking place around the world supporting healthier choices and lifestyles, from the Americas to Europe to Asia, and look forward to amplifying and expanding our work to more geographies.

Our work on health and wellbeing supports the broader UN goals for sustainable development. More specifically, we are playing our part on SDGs 2,3,8 and 17. We recognise the critical role our industry has to play in contributing to achieving these global goals.

Backed by a Charter adopted by all Coalition members, our common vision and objectives are to:

- Support healthier behaviours in stores, online and in communities.
- Build upon digital innovations and data sharing to enable new business models.
- Enable healthy workforces by implementing Employee Health & Wellbeing programmes and through the Workforce Nutrition Alliance, co-created with the Global Alliance for Improved Nutrition.
- Be a convening platform for business and stakeholders such as public health authorities, civil society organisations and academia.

Furthermore, by tapping into the parallels between healthier and more sustainable behaviours and diets, the CHL Coalition seeks to explore potential ways to strengthen our collaborations to guide and support consumers' lifestyle choices – for not only their own benefit, but also for the benefit of the environment.

MESSAGE #3

[Provide information on our new strategy and actions to be taken]

Placing our own employees at the core of our agenda, we are driving increased efforts to elevate the topics of nutrition and wellbeing (including mental health) - mobilising support, building engagement, and encouraging commitment.

The global workforce has never been in greater need of health and wellbeing support. Most of the world's 3.4 billion workers are unwell⁵, with 76% reporting they are struggling with their wellbeing.

As part of our CHL Coalition leadership agenda, caring for our employees is key. It is focused on enabling a culture of health and wellbeing through health and wellbeing programmes for our people, looking into ways to help drive the industry forward in a collective effort to help employees around the world pursue healthier lifestyle choices and diets. Our work goes beyond simply meeting the foundational Employee Health & Wellbeing Commitment to covering a holistic view on health and wellbeing and providing strategic and practical value to the wider CGF membership and their 10 million employees.

We recognise the workplace is an optimal point of intervention to contribute to the improved health and wellbeing of individuals. The CGF joined forces with the Global Alliance for Improved Nutrition to launch the Workforce Nutrition Alliance to support employers to adopt workforce nutrition programmes. Through the Alliance, we aim to positively impact three million employees in their organisations and along supply chains by 2025.

And as we enter a new phase for employee health and wellbeing with emerging issues and key learnings from the COVID-19 crisis, the CHL Coalition hopes to continue the work started before the pandemic. This is guided by our Employee Wellbeing Framework that covers access, culture and impact.

⁵ Global Wellness Institute, <https://globalwellnessinstitute.org/industry-research/the-future-of-wellness-at-work/>

MESSAGE #4

[Reinforce the message of leadership and collaboration]

Our industry has a crucial role to play in driving healthier lifestyles for consumers across the globe – an ambition for which collaboration is key.

The challenge at hand is tremendous and complex, and no one company or organisation can tackle this alone. Working together to share our knowledge, insights and learnings, leveraging our collective resources is critical to driving positive change as we work to support healthier lives by making healthier decisions easier and habitual for people in every community around the world.

The premise of our work is collaboration, which 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. As a collective, CHL members along with our partners, are committed to exploring, experimenting, innovating and evolving business models to support positive change, while sharing data and knowledge at scale, cross industry.

We are CEO-led and have strong Co-Chairs, Steering Committee members⁶ and local working groups continually championing our agenda and implementing our multi-stakeholder global strategy, regionally.

⁶ CHL Governance, <https://www.theconsumergoodsforum.com/health-wellness/healthier-lives/governance/>

MESSAGE #5

[Outline need for collective action & collaboration]

Now more than ever, collective action is critical to addressing some of the most urgent health and wellbeing challenges facing the world today.

Now more than ever, health and wellbeing has been thrust to the top of public and private agendas. The COVID-19 pandemic has not only put an increased spotlight on global health challenges, it has also accelerated the health consciousness as consumers come face-to-face with the consequences of lifestyle risks.

Health is not a competitive advantage, it's a basic necessity. Our industry has a critical role to play in safeguarding health and wellbeing across the globe, and consumers and employees expect us to take action. Together, we as the CHL Coalition are committed to putting in the work alongside our partners and other key stakeholders to support healthier consumers globally, while driving shared business value.