

**CGF CHL China  
Employee Wellbeing  
Case Studies Booklet**







# C CONTENTS

<b>1</b>	<b>Foreword</b>	<b>02</b>
<b>2</b>	<b>Beijing Hualian Group</b>	<b>05</b>
<b>3</b>	<b>RT-Mart</b>	<b>07</b>
<b>4</b>	<b>Danone</b>	<b>09</b>
<b>5</b>	<b>METRO Commerce Group</b>	<b>11</b>
<b>6</b>	<b>Nestle China</b>	<b>12</b>
<b>7</b>	<b>New Hope Liuhe</b>	<b>13</b>
<b>8</b>	<b>Mondelēz International</b>	<b>15</b>

# FOREWORD



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Employees are central to the work of our CEO-led Coalition of Action, Collaboration for Healthier Lives (CHL). At The Consumer Goods Forum (GGF), we understand that healthy employees not only benefit the business, but they also make stronger advocates and help build healthier communities. Employees are a business' first customer and looking after their health and wellbeing should be the foundation of any successful business.

In China, this work connects nicely to President Xi's "Healthy China 2030", where he has stated health is a prerequisite for people's all-round development and a precondition for economic and social development. This is aligned perfectly with our own ambitions to promote health for consumers and employees alike, to ensure people are able to make healthier choices and get the support they need, while also creating shared business value.

As such, we hope you enjoy this collection of case studies that highlight many of the actions taken by CGF members who are committed to supporting employee health. My sincere thanks to all those companies who have participated in the booklet, and for their leadership on this topic. Only through the sharing of best practices can we achieve the necessary impact at scale to change people's lives for the better.

Of course, CHL is a global movement, and we hope other regions can learn from the many great examples now being shared from our Chinese members. Globally, there are currently nine CHL initiatives running across 10 countries and involving over 160 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.

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

# FOREWORD



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The Consumer Goods Forum (CGF)



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At present, employee health is a common concern of enterprises within our society. The Healthy China 2030 Plan clearly puts in focus the health development priorities of popularising healthy life, improving health protection, and building an all-round healthy environment

At the same time, the goal of improving the health status of employees is also highly in line with the direction of the Healthy China 2030 plan.

The Consumer Goods Forum is committed to promoting CHL as a platform for sharing and exchanging employee health topics among member companies in China. We are very pleased to see that the first batch of seven member companies have shared 10 practice cases in a booklet. We hope that more member companies will join to share and contribute cases in the future to support the further development of CHL China on the topic of employee health.



## Employee Health & Wellbeing Framework



Putting employees  
at the core of our agenda



### Sharing Leading Edge Strategies

Building best practices and learnings through the Global Learning Mechanism



### Workforce Nutrition

Shaping evidence-based KPIs and implementation with the Workforce Nutrition Alliance (CGF & GAIN) on

- I) Healthy food at work
- II) Nutrition education
- III) Nutrition focused health checks
- IV) Breastfeeding support



### Wellbeing

Developing measurable KPIs to track progress of wellbeing (incl. mental health) efforts to implement and track across CGF members



## ACCELERATE THE LEARNING PROCESS

Raise the Industry Standards/ Development of KPIs/ Showcase Implementation

## Employee Health & Wellbeing Workstream objectives

01

Accelerate **CGF member companies'** efforts to improve the lives of employees, families and communities they serve.

02

Provide **expert guidance and credible insights** to accelerate collective action.

03

Help CGF companies **construct /evolve their platforms** and provide a forum for discussion on common issues.

04

Enable **pioneering efforts** and celebrate/-feature key findings.





## Beijing Hualian Group (BHG)

### Beijing Hualian Group (BHG) Employee Health and Wellbeing Practise

#### Basic Information

**Corporate name:** Beijing Hualian Group (BHG)

**Case review:** Since the outbreak of the pandemic, Beijing Hualian Group, as a retail enterprise, has undertaken the arduous task of ensuring people's livelihood, and the supply of goods, which has been commended by governments at all levels and the general public. In order to reduce the psychological pressure on employees, prevent and reduce the occurrence of chronic diseases, and devote themselves to the epidemic prevention and protection work with full enthusiasm, our company organized "Chronic disease management" health lectures, "Caring for employees' mental health amid COVID-19" activities, and provided front-line employees with safety equipment and support. We also organized outdoor activities to train employees' physique and established "staff home" and "warm station" to let employees feel the care from the company and the warmth of home.

## Introduction

### 1 Target

The goal is to prioritise employees' physical and mental health, strengthen employees' physique, and enhance team cohesion through sports activities and expansion training. This provides convenient services for employees by upgrading the activity and dining environment in the office, creating a sense of home atmosphere and belonging, and effectively ensuring the physical and mental health of employees.

## Case Briefs

### 1 Background Information

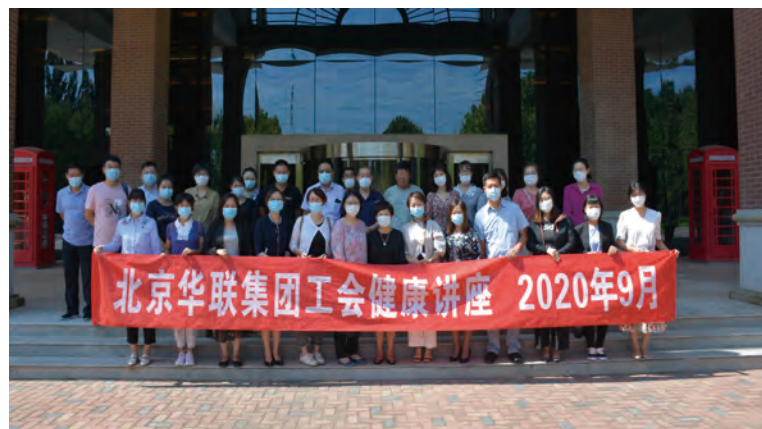
Since the COVID-19 erupted in 2020, as a retail enterprise, BHG has implemented epidemic prevention, and control, as well as guaranteed people's livelihood. The cadres and employees of the Group actively responded to the call of the government, devoted themselves to the front line of COVID-19 prevention, control, and necessity supply, and insisted on normal business activities and delivery. During this period, all employees have experienced great mental and physical pressure. The company's labor union has specially formulated and organised a series of activities that aim to care for employees' health.

## 2

### Specific Details of Process

#### (1) Organised the activities

- ① On September 5, 2020, the trade union of the group organised all staff to participate in the health lecture on "chronic disease management";
- ② On the 18th to 21st October 2021, the group labor union organised online consultation activities, namely "Caring for employees' mental health amid COVID-19".
- ③ Encourage employees to participate in sports activities. In the 8th "Harmony Cup" table tennis competition in Xicheng District, Beijing, the employees of the Beijing Management Department of Zongchao company won the championship of women's group B in the competition



#### (2) Collaboration and Support Amid COVID-19

In total, 65100 masks and other personal protective equipment were delivered to Chengdu, Harbin, Dalian, and Beijing immediately. From July to August 2020, the Zongchao labor union purchased heatstroke prevention and cooling supplies (including mung beans, rock sugar, and related drugs), as well as milk and eggs to enhance physical fitness for employees in Beijing stores, and sent all these to 20 stores in Beijing and distributed to each employee.

#### (3) Help the Poor and Comfort Sick Employees

- ① Apply Hardship Allowance for Employees  
For employees or their family members who fell ill during the pandemic and employees with difficulties in life, our company applied subsidies for them to the labor union in Xicheng District. So far, eight employees have received support.

#### (4) Care for Employees' Health and Deliver Welfare to Employees

- ① Physical Examinations: More than 1700 employees of the Beijing management department and headquarters were offered a physical examination. The actual expenditure on this item alone was more than 600,000 yuan.
- ② Door-to-Door Benefits: Set up and continuously improve the on-site service environment of the Beijing staff barbershop.

#### (5) Outdoor Exercise to Strengthen Cohesion

The labor union of Zongchao organized outdoor activities for multiple departments and multiple teams to enhance the physical health of employees and team cohesion.

#### (6) Establish Employee Home and Warm Stations

Beijing stores proposed the "employee home" and "warm station" projects, the latter aiming to serve consumers. Up till now, "employee homes" have been approved for 10 stores and received a subsidy of 2 million yuan; 21 stores and innovation parks received a subsidy of 44,000 yuan for the "warm station" project. Subsidies have been allocated to local community stores to create reading corners, thus providing leisurely spaces for employees to unwind; to provide necessary fitness equipment, increasing the opportunities for employees to exercise; to upgrade the employee dining environment and other infrastructure.



#### (7) Care for Employees' Mental Health Amid COVID-19

On 10th August 2021, we organised the activities of "caring for employees' mental health amid the pressure of COVID-19", guiding the employees to care for themselves with the help of psychological counselors provide by the company.



#### (8) Broadcast Gymnastics for All

In order to pay close attention to the physical and mental health of employees and enrich the cultural life of the Zongchao company, we promoted the national fitness campaign, and comprehensively improve the physical fitness of employees. At the same time, the Zhongchao union organised lunch break gymnastics activities at the waterfront area nearby the company available to all staff members

### 3

#### Results and Review

Since the launch of broadcast gymnastics activities, All employees have participated at the gymnastics activities, increasing the daily exercise rate at more than 80%. The exercise activities not only make employees healthier, but also enhanced the team consciousness and organizational discipline, as well as the office efficiency, thus was greatly praised by the company's leaders and employees; The psychological counseling activities helped employees to care for themselves, and create a relaxed and pleasant working atmosphere.

The company plans to retain this activity and carry out a series of evaluation, competition, and reward activities, to improve work efficiency and enhance employees' physical health.

Overall objectives: Assist in attracting employees; Assist in retaining employees; Improve the image of the company in the eyes of employees and other companies; Improve employees' job satisfaction.

## Balance Between Diet and Exercise: RT-Mart Square Dancing Competition

### Basic Information

**Corporate Name:** RT-Mart / Concord Investment (China) Co., Ltd.

**Case Review:** RT-Mart takes the popularisation of food safety and nutritional health knowledge and the promotion of a healthy diet and exercise and balanced lifestyle as one of its corporate social responsibilities. Together with CGF, RT-Mart recommends to its employees and consumers to follow a balanced diet and exercise regime and advocates for the 'national exercise movement'.

In October, RT-Mart launched the "square dance competition for the Double Ninth Festival" in more than 400 stores across the country, encouraging employees and consumers to achieve a balance between diet and exercise, and to create a nutritious and healthy lifestyle.

As of October 20, more than 3000 teams from all over the country have joined the competition and nearly 1000 competition videos have been uploaded by stores and square dance lovers.

### Currently

Companies began to pay attention to employees' health problems. Physical examination, insurance, and sports have become the top three employees' health projects. Under the upsurge of national fitness, employees' fitness awareness is gradually increasing. RT-Mart always cares about the health of employees from multiple perspectives, it carries out health education programmes and advocates the concept of healthy life. These measures, in turn, improve employees' sense of belonging and work enthusiasm and advocate work efficiency.

### Case Briefs

#### 1 Background Information

Data showed that 160 million people in China are suffering from hypertension, 260 million are overweight or obese, 80% of adults are in poor health, and the number of deaths caused by cancer, cerebrovascular disease, heart disease, and respiratory diseases is also increasing year by year. These diseases are likely due to unhealthy eating habits and unhealthy lifestyles like sedentary lifestyles.



Due to the high work pressure, the office workers are prone to anxiety, depression, and other negative emotions, which makes the psychological burden heavy. This, together with a sedentary lifestyle has a high impact on both mental and physical health.

#### 2 Specific Details of Process

In October, RT-Mart launched the "square dance competition for the Double Ninth Festival" in more than 400 stores across the country, encourages consumers to follow a balanced diet and exercise lifestyle, and create a nutritious and healthy lifestyle. RT-Mart cares for its employees and consumers, and sees the action of popularising the knowledge of food safety, nutrition, and health and promoting a healthy lifestyle as one of its corporate social responsibilities. Together with CGF, RT-Mart suggests employees and customers adhere to reasonable and scientific eating and exercising habits, and advocate the national movement of exercising.

#### 3 Results and Review

As of October 20th, more than 3000 dance teams have joined the competition and uploaded nearly 1000 videos. RT-Mart hopes that employees and consumers can strengthen their health and live a healthy life after intense work, and gradually form a healthier lifestyle. In this process, enterprises improve the quality of human capital by carrying out employee health training and management, enhance the core competitiveness of enterprises and work towards the sustainable development goals.



## Clean Your Plate Campaign

### Basic Information

**Corporate Name:** RT-Mart / Concord Investment (China) Co., Ltd.

**Case Review:** "Clean Your Plate Campaign" is a conscious practice of the traditional Chinese virtues of "respecting the labor and cherishing food". At the same time, it is also the company's responsibility to "build an energy-saving society and advocate green and low-carbon life" in the post-pandemic era. On the occasion of World Food Day on October 16, RT-Mart and CGF jointly advocated the "Clean Your Plate Campaign", with 250000 employees and their family members participating, in implementing more sustainable lifestyle choices, resolutely stopping catering waste, saving resources, protecting the environment and promoting healthy and sustainable economic and social development.

### Case Briefs

#### 1 Background Information

Relevant data show that millions still suffer from hunger globally. Every six seconds a child dies of hunger, and an average of 10 million people die of hunger annually. There are still more than 100 million poor people in China. In contrast, according to the statistics from the Chinese Academy of Social Sciences, the total amount of food wasted in China is equivalent to about 50 billion kilograms of grain every year, accounting for 10% of the total China grain output. Even if it is conservatively calculated, at least 200 million people could survive for a year with the wasted food. If we recycle 5% of the wasted grain every day, we can feed more than four million hungry people. Being thrifty and less wasteful with food is a virtue, a pearl of wisdom, as well as an action and a habit.

#### 2 Specific Details of Process

October 16, 2021 marks the 41st World Food Day and China's food security promotion week. RT-Mart, together with the CGF, advocated the 'Clean Your Plate Campaign' to 250,000 employees and their families, advising to practice economy, stop food waste, save resources, protect the environment and promote the healthy and sustainable development of the economy and society.

In order to encourage everyone to participate in the Clean Your Plate Campaign, RT-Mart not only posted the slogan and poster of the "Clean Your Plate Campaign" in the dining area of the company but also sent the proposal announcement to every employee. With that, it formed a good atmosphere of valuing saving in the company. RT-Mart invited everyone to bring this behaviour to their home and communities, sharing the message of the 'Clean Your Plate' campaign.



#### 3 Results and Review

After the "Clean Your Plate Campaign" started, the canteen staff always say "don't leave any food" to everyone who entered the canteen. This is also an order recently implemented by enterprises: take the amount you can eat.

In the past, people didn't care. If they could not eat everything, we would throw it away. Now, with the 'Clean Your Plate' campaign, we advocate that people take as much as they can eat and try not to waste. The person in charge of the canteen said that in the past, many people were used to asking the canteen staff to give more rice, which has almost disappeared since the campaign started. Compared with the past, the kitchen waste bin was almost empty now, except for some soup and bones. The leftovers are almost invisible.

## Serious Illness Insurance for Employees

### Basic Information

**Corporate Name:** RT-Mart / Concord Investment (China) Co., Ltd.

**Case Review:** Since 2016, RT-Mart has started the serious illness insurance program for employees and adopted an insurance scheme with different insurance amounts for different ages. In addition, the insurance has also been extended to the employees' relatives, so as to ensure the health and social stability of employees. The serious illness insurance issued by RT-Mart for employees has saved several employees and their families who have suffered from serious illnesses with a low premium per capita. From 2020 to 2021, RT-Mart has reimbursed for 34 cases of serious illness.

### Currently

The medical insurance under the social security system adopts the method of payment before treatment. Patients must pay in advance for treatment, and reimburse the expenses incurred according to the category and proportion of medication. The serious disease insurance adopts the method of payment upon diagnosis so that employees can use the insurance claim to pay the treatment expenses in case of serious disease.

### Case Briefs

#### 1 Background Information

In addition to the endowment, medical, unemployment, work-related injury, childbirth insurance, and housing accumulation funds, which are legal employee benefits, RT-Mart has added additional health benefits related to insurance and medical management for employees. Among them, insurance is mainly based on enterprises and uniformly configured commercial group insurance (also known as "group insurance") for employees, which generally includes medical insurance, personal insurance, accident insurance, serious illness insurance, etc. Health management benefits generally include physical examination, medical services, medical expenses, etc.

#### 2 Specific Details of Process

Since 2016, RT-Mart has started a serious illness insurance program for employees of different ages and different amounts. In addition, it has also been extended to employees' relatives. From 2020 to 2021, RT-Mart assisted in reimbursement for 34 cases of serious diseases.

#### 3 Results and Review

**For enterprises:**

1. Retain talents and enhance the competitiveness of enterprises
2. Improve employee productivity
3. In case of accidents, provide guarantee and assistance to employees on time

**For employees:**

1. Provide inner security and guarantee employees' health
2. Provide an additional guarantee for employees' life insurance and financial planning



Danone

## Comprehensive Breastfeeding Support

### Digital Tools & Innovative Products & Nursing Room

### Basic Information

**Corporate Name :** Danone ELN China

**Case Review :** Improving the breastfeeding rate and cultivating scientific feeding behavior is one of the six major factions of the National Nutrition Plan (2017-2030). According to this plan, the first 1000 days of life are the most important, thus nutrition and health action in this period is essential. Danone encourages and supports employee breastfeeding, distributing gift packs including breast pumps and probiotics to lactating mothers, formulating policies on additional rest time and providing private spaces for lactation.

Aiming to address the difficulties of lactating, an AI lactation education programme was developed to correct posture and provide health information. This tool was offered to expectant and breastfeeding mothers in the second half of the year, boosting the confidence of 95% of the breastfeeding mothers.

### Introduction

#### 1 Target

In response to the National Nutrition Plan (2017-2030), our company continues to use digital empowerment to provide practical support and services for employee health.

#### 2 Currently

Cite the breastfeeding as an example:



## Case Briefs

### 1 Background Information

In the first 1000 days of life, nutrition intake not only plays a great role in the short-term health of the human body but also has a far-reaching impact on long-term health. Improving the breastfeeding rate and cultivating scientific feeding behavior is one of the six major parts of the National Nutrition Plan (2017-2030). Danone China is committed to the research, education, product development, and services of the first 1000-days nutrition, and advocates for ethical marketing to breastfeeding mothers.

### 2 Specific Details of Process

Danone encourages and supports employees to breastfeed by providing breastfeeding mothers with gift packs, including breast pumps and probiotics; formulating additional rest time policies, and providing private spaces, including a breastfeeding room.

In 2021, Danone continued to use digital tools to solve breastfeeding problems effectively. Danone opened a scientific research center and worked with Byte dance, to develop a digital breastfeeding gadget, an AI breastfeeding personal trainer. The AI can accurately correct posture, provide regular breast health knowledge, and improve employees' breastfeeding confidence. Combined with the gift bags, policies, and environment, we provide practical and innovative solutions for new mothers, further support breastfeeding, and protect the health of employees and the next generation.



### 3 Results and Review

In the second half of 2021, a pilot was conducted among Danone's 60 employees who are expectant or nursing mothers. 95% of them (57 out of 60 employees) had increased their breastfeeding confidence to a full score.

[1] de Andres J, Jimenez E, Chico-Calero I, et al. Physiological translocation of lactic acid bacteria during pregnancy contributes to the composition of the milk microbiota in mice [J]. *Nutrients*, 2018, 10: 14.

[2] a. Fernandez L, Cardenas N, Arroyo R, et al. Prevention of infectious mastitis by oral administration of *Lactobacillus salivarius* PS2 during late pregnancy [J]. *Clinical Infectious Diseases*, 2016, 62 (5): 568-73.

b. Rodriguez JM, Jimenez E, Schlembach D, et al. Prevention of mastitis by oral administration of *Lactobacillus salivarius* PS2 during late pregnancy and early lactation [C/OL]. Milan: World of Microbiome: Pregnancy, Birth & Infancy Conference, 2019 [2020-04-13].

c. Proven in clinical trials, continuous daily intake of 109CFU *Lactobacillus salivarius* PS2 can effectively help the balance of breast milk flora.

[3] World Health Organization. Breastfeeding [EB/OL]. (2020) [2020-06-09].



Aptamama Probiotic



Aptamama AI Breastfeeding  
Personal Training



WeChat Version



TikTok Version



# METRO Commerce Group

## Commercial Insurance for Employee

### Basic Information

**Corporate Name :** METRO Commerce Group

**Case Review :** The company provides commercial insurance to all employees (headquarters employees and retail employees), including supplementary medical insurance, major illness, accidental death or disability, traffic accident death or disability, and accidental medical treatment, which provides comprehensive medical security for employees. Also, Supplementary Medicare includes employees' children. Every year we analyze claims with insurance suppliers to understand the current market situation so that we can develop a better plan. Especially in the spread of COVID-19, we timely contacted suppliers to confirm that the commercial insurance purchased by the company for employees has covered COVID-19 within the scope of claim settlement. At the same time, for employees who have been diagnosed with COVID-19, we have opened a green channel to simplify the claims settlement process and procedures and speed up the limitation of claim settlement.

### 员工商业保险福利手册



### Introduction

#### 1 Target

As an internationally renowned retail company, Metro has always been committed to constantly improving the physical and mental health of employees and optimizing employee welfare security. Metro believes that health and welfare security are critical to every employee and their family. Our firm idea is that healthy and happy employees can help Metro to achieve sustainable development and personal career.

#### 2 Currently

We provide employees with all aspects of welfare guarantee in terms of health management, risk guarantee, company allowance, and benefits.  
Health management: supplementary medical insurance, major medical insurance, and annual physical examination;  
Risk guarantee: disease death, accidental death or accidental disability, traffic accident death or traffic accident disability, accidental medical treatment; Company allowance: employee special shopping discount, only child fee, child care fee, holiday gifts, birthday gifts, wedding gift, birth gift, education subsidy, death compensation; benefits like: paid annual leave, birthday leave, long-term service awards, work meals, family day, employee fitness, group outreach activities, Glory Retirement Award, new mothers room.

### Case Briefs

#### 1 Background Information

Metro has long been purchasing supplemental commercial insurance for employees as an effective supplement to the state-offered medical insurance and industrial injury insurance, providing as perfect as possible medical care for employees and children and eliminating their worries.

#### 2 Specific Details of Process

First, the company conducts bidding projects for insurance suppliers every year, aiming to select suppliers that can cover all retail stores and headquarters insurance services across the country. Then review the current insurance content according to the annual claims of employees. In the end, we communicated the specific insurance plan and insurance settlement process to employees through full email and by issuing special insurance manuals. Employees can inquire about the progress of claim settlement through online methods such as WeChat.

During the outbreak of COVID-19, in order to respond to the government and ensure people's livelihood, all retailers continued their operations to ensure the stability of commodity supply and prices. In this case, the most important thing for the company is to ensure the health and safety of the employees. So during the outbreak, "providing a safe and healthy working environment to employees" was the top priority, we immediately communicate with the insurance company, confirmed that supplementary commercial insurance has covered COVID-19 within the scope of claims, and for COVID-19 compensation, and added some special rules, such as 1. open hospital scope (including level one / medical point / public-private) 2. open self-paid medicine, open self-treatment, examination and other items 3. cancel the observation period, waiting period 4. foreign social security personnel can also make compensation. At the same time, a green line has been opened for COVID-19 employees and their families, to simplify the claim settlement process and procedures, and to speed up the limitation of claim settlement. This move provides a strong guarantee for employees.

#### 3 Results and Review

The company provides commercial insurance for employees, can solve the secondary compensation that cannot be covered by basic medical insurance, and provides the perfect guarantee for employees and families. Employees are the most valuable wealth of the company, and the company is willing to spend additional budget to provide more competitive benefits for employees.

## 2021 Employee Physical Examination

### Basic Information

**Corporate Name :** METRO Commerce Group

**Case Review :** From January 15, 2021, to April 30, 2021, our company organized a health checks for employees at the headquarters. Affected by the COVID-19 pandemic, employees paid special attention to respiratory diseases. In view of this situation, in order to meet your needs, we have upgraded the content of the physical examination package to offer lung CT screenings. In addition, in view of the high incidence of thyroid diseases in coastal cities, we have added a thyroid examination, which has received unanimous praise.



## Case Briefs

### 1 Background Information

Metro's philosophy has always been to seek safer, healthier food for its customers. Similarly, we believe that health and welfare security are very critical for each employee and their family, so every year we will choose high-quality physical examination institutions and formulate corresponding physical examination packages according to the characteristics of employees. Considering the needs of different ages, there are different upgrade plus packages.

员工是公司最宝贵的财富：您的健康，麦德龙时刻关注！

### 2 Specific Details of Process

First of all, before the physical examination project begins, we invite high-quality physical examination institutions or health service providers in the market to propose, and finally decide on our physical examination supplier through bidding. Then in accordance with different ages and different genders, we will provide the targeted examination packages, for example, thyroid disease, lung CT, and so on. We strive to give employees multiple choices of physical examination packages and let them choose the most suitable one. Finally, we will also record in detail the physical examination, including details pre and post examination. Relevant information will be communicated via email on the company's public account to bring awareness. In addition, we will also provide a relatively long physical examination time, employees can arrange an appointment, so that the whole physical examination project has higher flexibility, and employees can also actively schedule their participation.

### 3 Results and Review

Health check-ups have always been loved by employees, and the overall participation rate can reach more than 70% every year. Our benefit is also made available to the families of the employees. Health examination, as a welfare project that the company focuses on, we are willing to spend the energy required to design a physical examination package so that employees can appreciate the best possible care. Employees are most valued asset of the company, and their health is the utmost priority.



## Nestle China

## 21-Day Nutritious Breakfast Challenge

### Introduction

#### 1 Target

**Our vision:** encourage employees to choose a healthier future for themselves, their families, and our company. Through "Learning, Feeling and Choosing", we provide corresponding projects and solutions to better employees' health and well-being. We scientifically carry out specific actions, including physical exercise, healthy diets, mental health counsel, and comprehensive health examination, to make the project more accessible. In September 2021, the "Nutrition, Health and Wellness Club" was officially established and launched online to promote Nestle employees' healthy lifestyle through nutrition courses, health challenges, and other activities.



## Case Briefs

### 1 Background Information

A year's plan depends on spring, and a day's plan is in the morning. Thus, breakfast matters; it should not just aim to fill the stomach, but more importantly, to ensure human health, maintain physical fitness and improve learning and work efficiency. However, more than 80% of Chinese people's breakfast is of poor nutrition. Office workers often neglect breakfast because of long-term work pressure, and they usually have a hurried breakfast. The worse is that the majority even don't eat breakfast. Research showed that people who eat breakfast often have higher learning and work efficiency in the morning than those who don't eat breakfast or eat breakfast of poor nutrition. Guided by Nestle's global employee health and well-being strategy, Nestle (China) launched the "21-Day Nutritious Breakfast Challenge" within the company. This activity lasted from August to September 2021 and aimed to encourage employees to value breakfast, eat nutritious breakfast, and form good habits.

## 2 Specific Details of Process

Content: According to the 2016 Dietary Guidelines, a nutritious breakfast should consist of various nutrients and of a balanced diet. It should include starchy foods, high-quality protein, fruits and vegetables that are full of dietary fiber and vitamin C, nuts, and should be cooked healthily.

Activity: Set a specific theme every week, complete the task and record every day to accumulate "vitality value" by taking the team as a unit. Through online WeCom, it is designed to cover about 40000 employees nationwide and promote in 17 branches.



## 3 Results and Review

Nestle's board has always support employees adopt a healthy lifestyle. In 2019, the "Boss Buys You Breakfast" activity won great attention within the company and became a hot topic of health. After that, we successively carried out other similar activities, such as "Care for Your Spine", "Diet and Exercise, Double Health" and so on. We hope that every Nestle employee can be responsible for their own and their family members' health, learn about nutrition and health, choose to start with a simple action to establish a good health habit and benefit from it.



## New Hope Liuhe

### A Series of Lectures on Epidemic Prevention and Mental

### Health Counseling for Overseas Employees Amid COVID-19

#### Basic Information

**Corporate Name:** New Hope Liuhe Co., Ltd

**Case Review:** On the night of January 30, 2020, the WHO announced that the pandemic of New Coronavirus should be listed as an international public health emergency. During the pandemic period, the New Hope group not only donated materials to society and participated in temporary hospital construction, but also distributed protective equipment and training to all employees at home and abroad. Overseas employees also held a series of lectures on epidemic prevention and mental health counseling named "guarding safety and fighting the pandemic jointly". The lecture covered virus protection, vaccine injection, a healthy diet, psychological counseling, and stress relief in the process of epidemic prevention, which effectively ensures the physical safety and mental health of employees at home and abroad, especially overseas employees.

#### Introduction

##### 1 Target

Adhering to the "people-oriented" concept, the company safeguards the basic rights and interests of employees, ensures their physical and mental health, improves their working skills, and enhances their sense of acquisition, happiness, and belonging.

##### 2 Currently

##### (1) Health of employees

Carry out a routine physical examination and occupational health examination, on-site occupational health inspection on the working environment; Distribute occupational health protection equipment that meets national standards as needed; Continue to carry out the training for preventing COVID-19, carry out the development and application of new technologies such as epidemic prevention and control molecular iodine, and invite the domestic CDC to provide psychological health counseling for employees. Carry out exercise activities for all employees and improve the physical health of all employees.



## (2) Benefits of employees

- ① Vacation: the company establishes a reasonable and perfect vacation system according to relevant policies, so as to protect employees' vacation rights and promote the balance between work and life. Employees can enjoy statutory holidays and other paid holidays.
- ② Insurance: the company handles five social insurance for employees according to government regulations, including endowment insurance, medical insurance, unemployment insurance, industrial injury insurance, and maternity insurance, so as to maximize the benefits of employees.
- ③ Daily: provide employees with catering subsidies, transportation subsidies, communication subsidies, team-building expenses, team meals expenses, birthday gifts, traditional holiday gifts, etc., and irregularly supply fruit and snacks to improve employees' working conditions and improve employees' sense of belonging.
- ④ Entertainment: organize fitness, encourage everyone to exercise and make friends, and enrich their spare time life.
- ⑤ Incentive: set up a variety of awards to motivate individuals and encourage employees to pursue personal development, including quarterly best employee honor, annual excellence honor, annual progress honor, Performance Excellence Award, outstanding contribution honor, etc.
- ⑥ Assistance: since 2014, the "mutual aid fund" has been established to aid members and their parents, spouses, and children in case of serious diseases, accidental injuries, natural disasters, and other difficulties. At present, 1040 employee families have been assisted, and the reimbursement expenditure exceeds more than 7.76 million yuan.

## Case Briefs

### 1 Background Information

Since the outbreak of COVID-19 in 2020, the pandemic has spread rapidly all over the world. China's strict epidemic prevention policy and vaccination controlled the spread effectively, but the overseas situation is still serious. Some overseas countries are still poor in epidemic prevention, their high population density and fast transmission speed made these areas suffer greatly.

As a multinational enterprise, New Hope has built dozens of factories and stationed more than 3000 employees in Vietnam, Bangladesh, India, Egypt, and other countries. Facing the continuous outbreak of the epidemic and long-term quarantine management, overseas employees are facing multiple physical and psychological pressures. Health disinfection, epidemic prevention, and vaccine injection need scientific guidance, and the psychological pressure on employees needs to be effectively relieved.

### 2 Specific Details of Process

In order to ensure the physical and mental health of overseas employees, in addition to providing sufficient materials and vaccine supply, we specially organized and carried out a series of lectures on epidemic prevention and mental health counseling called "guarding safety and fighting epidemic jointly".

## The specific measures are listed as follows:

### (1) Health disinfection and personal protective guidance amid COVID-19

At the beginning of the outbreak, we invited Tian Jiang, the director of the Center for Disease Control and Prevention in Liaoning Province, to carry out COVID-19 protection lectures for more than 3000 employees in Vietnam, Bangladesh, India, and other overseas countries. The speeches introduce the pathogenesis, transmission routes, and prevention and control measures of COVID-19. We also answered questions about the use of masks, the way of handwashing, the transaction of goods, and the management of closure in the lectures.

### (2) Vaccination and dietary guidance amid COVID-19

After the vaccine came out, in order to ensure the safety of overseas employees, our company timely communicated with Beijing biology and other vaccine manufacturers, and organized employees who would be sent abroad to vaccinate first, so as to improve their immunity to coronavirus and ensure their personal safety.

Before vaccination, our company invited Zhang Meimei, the director of CDC of Liaoning Province, and Tian Jiang, the director of CDC of Liaoning Province, to give guidance on the safety and requirements of vaccine injection, diet, hygiene, outdoor activities, and on-site work, so as to reduce the psychological burden and vaccination risk of employees.

### (3) Mental health counseling amid COVID-19

On the basis of completing the guidance of epidemic prevention training, our company has specially established a mental health care team, with the overseas employees of the safety and environmental protection department as the leader, to regularly carry out on-site group building or game activities. At the same time, Wang Lu, a psychological counseling expert, was invited to provide professional guidance on the stress relief and psychological construction of employees who remained in a closed environment.

## 3 Results and Review

Since the launch of the series of lectures on epidemic prevention and mental health counseling, it has been accessible to all overseas factories, and all overseas employees. Its scope has covered epidemic prevention knowledge and physical and mental practice. Our company has successively carried out epidemic prevention guidance and psychological counseling for more than 12000 people, carried out more than 330 Q&A work, assisted the factory to store related materials and drugs. We have vaccinated more than 6000 overseas employees effectively guaranteed the physical safety and physical and mental health of overseas employees, eliminated worries for employees and their families, and provided the most solid support and guarantee for employees.



## Mondelēz International

### Employee Flexible Welfare Program

#### Basic Information

**Corporate Name:** Mondelēz International

**Case Review:** Adhering to the corporate culture of "caring for employees", Mondelēz has officially launched the flexible welfare program, namely the Mondelēz flexible welfare program, starting from January 1, 2020. The flexible welfare plan gives employees a choice to choose or buy welfare programs that are more suitable according to their diversified needs.

#### Introduction

##### 1 Target

The flexible welfare system launched by Mondelēz is to better meet the personalized needs of employees for health welfare and risk protection. The company provides "welfare points" to each employee and each employee has his or her own flexible welfare account. They can freely choose the required welfare items according to personal needs (family situation and living habits, etc.), so as to maximize the effectiveness of welfare.

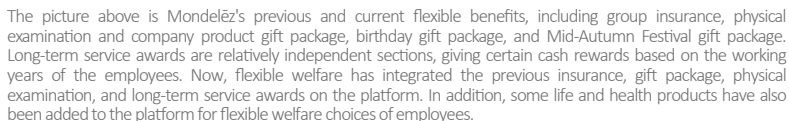
##### 2 Currently

2021 is the second year of the implementation of the flexible welfare project. All employees actively participated and formulated a whole year's welfare plan for themselves in 2021 at the beginning of the year. The company set up a "core welfare project" in the composition structure of the flexible welfare project so that each employee can have a basic welfare guarantee. Employees could also choose to downgrade or upgrade their welfare plan by matching the "welfare points" on the basis of the core welfare project. At the same time, in order to thank the employees for their long-term efforts, our company provided long-term "welfare points" according to each employee's length of service. Flexible points can choose a more suitable combination of health and welfare items for employees and their families.



## 1 Background Information

## 亿滋弹性福利计划



## 2 Specific Details of Process

**弹性积分**

**默认福利**  
员工 + 子女

**自选福利**  
员工 + 子女 + 配偶 + 父母 + 配偶父母

**风险与医疗保障**

- 风险保障**  
默认: 寿险 + 意外险 + 重疾险  
自选: 商业保险
- 医疗保险**  
默认: 员工 + 子女医疗险  
自选: 商业保险
- 体检**

**健康与生活**

- 公司产品礼包**
- 节日礼包**  
春节、中秋、生日
- 休闲娱乐/健康产品**  
电子卡券、实物产品

**优选商城**  
商城商品

**积分不足**  
积分不足? 直接关联员工工资扣减

**扣减工资**

**剩余积分**  
剩余积分到优选商城 提供更多样化产品选择

In addition to the basic insurance program, we have specially launched four additional insurances, considering the individual needs of employees. The first one is covered for the lifespan of the employee and includes 105 major and 50 mild serious diseases. The second one is a consumer medical reimbursement product, mainly for cancer. The third one has four plans to choose from, and can protect cancer or carcinoma in situ. The final additional insurance is a one-year consumer in-patient medical insurance plan. If the insured employee is hospitalised, they can send the invoice and will be reimbursed 100%. The social security catalogue, drugs and imported drugs are fully compensated for through an exclusive customer service channel. If the employees have issues with the four insurance or needs to submit claims, they can consult relevant colleagues on the flexible welfare platform, by phone or email and will receive assistance for their subsequent settlement process.

## 亿滋弹性福利计划

**福利流程图**

1. 年度注册

春节

若员工在年度注册期选择春节礼包、生日礼包或公司产品礼包，则可分别在春节前、生日当月或每季度末收到公司发放的礼包

生日 (每月)

公司产品礼包 (每季度末)

2. 年度体检

3. 中秋礼包







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