

CGF 2023 Year of Employee Wellbeing

Why it matters more than ever,
and how to make it work for your
business



Healthier
Lives

2023: Your year of wellbeing

A message from the Board Co-Sponsors of Collaboration for Healthier Lives.

Employee health and wellbeing is crucial to creating businesses that are fit for the future.

We all know people are our most valuable asset and that supporting our people's health and wellbeing is a key enabler of a thriving, sustainable and successful business.

The challenges facing us all have brought this into even sharper focus in recent times – from the pandemic and its impact on physical and mental health, to the stresses of the current impact on cost of living resulting from high inflation. In response, as business leaders, many of us have stepped up our efforts to support our people's health and wellbeing. We are working together to develop new ways of doing this as we adapt to a new normal, which includes hybrid working.

Smart businesses are developing a genuine culture of health and wellbeing.

Creating a workplace culture which actively promotes and supports wellbeing and makes it part of people's everyday experience at work is crucial to delivering the outcomes our businesses and people need. That's a key learning from the [CGF's Collaboration for Healthier Lives](#).

Wherever you are on your journey, the CGF wants to collaborate with you to create a workplace wellbeing culture. We all have the power to transform our businesses for the better.

And that, individually and collectively, is something to feel excited about.

Our Coalition is asking you to be an active advocate, to share your experience and learnings and to join our alliance to support people's health and wellbeing – boosting retention, productivity and performance.

Frans Muller, President & CEO, Ahold Delhaize

Brian McNamara, CEO, Haleon

Mark Schneider, CEO, Nestlé

Board Co-Sponsors, Collaboration for Healthier Lives



Thriving workforces mean successful businesses



Healthy, happy employees are the foundation for every responsible business. As a member of The Consumer Goods Forum, you and your company understand that.

Employees' physical and mental health impacts their morale, performance and interactions with colleagues, customers, and clients. Thriving workforces mean successful, sustainable businesses.

That's why wellbeing has been a particular focus of many CGF members for some time, through our Collaboration for Healthier Lives (CHL) Coalition of Action.

CHL goes beyond the foundational Employee Health & Wellness commitment, by providing additional strategic and practical value to all CGF members.

Because it's part of all our leadership agendas to care for our employees. To promote company cultures of health and wellbeing for our people. And to look into ways to help drive ourselves and our industries forward.



People spend around **ONE-THIRD** of their time at work, so, every company has a responsibility to positively shape the wellbeing of their workforce



Poor health costs an estimated **15%** of global GDP



Together we can make a real difference to wellbeing: CGF members collectively employ 10 MILLION people around the world



On a macro level, our efforts can help achieve the UN Sustainable Development Goal 2 (zero hunger), SDG 3 (good health and wellbeing) and SDG 8 (decent work and economic growth)

Turning challenges into opportunities



Our workforces have never been in greater need of health and wellbeing support. This is a pivotal time.

The COVID-19 pandemic has brought losses, uncertainties, changes and hardships. The global economic downturn and cost-of-living crisis has compounded them and is set to continue.

And after years of growing awareness, mental health and wellbeing issues have become part of our local, national and global conversations and concerns.

Employee's needs and expectations for support – and the costs of failing to meet them – have risen dramatically.

Supporting employee wellbeing is no longer simply the right thing to do, or a means of building a sustainable and competitive advantage. It is now core to business.

Whatever the size of our company, how we tackle the challenges we face is both a responsibility and an opportunity.



According to our **recent report** on employee health, 76% of workers say they are struggling with their wellbeing



71% of employees now feel employers should play a greater role in their wellbeing and happiness



COVID-19 triggered a **25%** increase in general anxiety and depression worldwide



An estimated 12 billion **workdays are lost** annually due to depression and anxiety, costing the global economy nearly \$ 1 trillion

The time is now



Make 2023 your Year of Wellbeing. It can only help your business navigate a volatile world – and we're here with knowledge and support.

It's an understatement to say the effects of the pandemic and economic uncertainty have been challenging for our industry. Yet CGF members have continued to make progress on employee wellbeing, creating inspiring best practices and generating learnings that can help us all move forward.

As the [CGF Wellbeing Framework](#) identifies, culture is key to doing this successfully – moving away from one-off wellbeing initiatives in favour of embedding wellbeing in an organisation's DNA, and changing the attitudes and behaviour of leaders, managers and cultural influencers.

Change is coming. The time to make your positive and significant impact is now. And wherever you are on your journey, we can offer practical help and advice.

What can you do?

Spread the word and be an active advocate: Work with your HR teams to understand what you are already doing around employee wellbeing – and share that in your blogs, LinkedIn posts and speaking engagements using [#WellbeingAtWork](#). This could include:

- Creating and sharing content to coincide with relevant awareness dates – such as [World Health Day](#) (7 April), International Workers' Day (1 May) or [World Mental Health Day](#) (10 October) which will be shareable to other members
- Speaking about the importance of employee wellbeing at relevant [CGF events](#), such as the [Global Summit, Kyoto](#) (6 - 8 June).
- Sharing [learnings and insights with CGF colleagues](#), to help inspire change
- Advice on what you can do inside your company and how to share knowledge, insights, lessons with other organisations.
- Provide insight on driving more concrete actions for the benefit of employees

Find out more via our [Global Learning Mechanism](#): the CHL knowledge platform provides the latest health and wellbeing insights, case studies and research.

Read and share [Creating a Culture of Health](#), our report with behavioural change experts, exploring the role business can play in improving employee health and wellbeing in the consumer goods industry.

Join us in the [Workforce Nutrition Alliance](#), because nutrition is a key component of wellbeing. It is a joint initiative set up by the CGF and the Global Alliance for Improved Nutrition (GAIN), supporting employers to adopt workforce nutrition programmes.



Please contact the CHL
team for further
support

Thank you



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