

# The Consumer Goods Forum – Employee Wellbeing Expert Sessions

Prep document for CEOs, experts & their teams

2024



# Contents

## Intro to CEO & expert sessions

Run of the show and template agenda

Checklist & timeline

# Purpose of this document



## What this document is...

Designed for those presenting and their teams supporting them

Intro to what CEO & expert sessions are and what they aim to do

High level guidance as to the typical run of the show

Template agenda



## What this document does is not....

Rigid template agenda that has to be stuck to— it is up to the CEO & expert to shape the content as they would like

# Background

With the implementation of the Acceleration Areas, CEOs and C-Suite level executives have volunteered to share their tips, tricks and insights with the industry on how they are prioritising people and planet.

→ *So, what's the difference?*

CEO Expert Session:	“Ask the Expert” Session:
<ul style="list-style-type: none"><li>• An exclusive conversation with CEO</li><li>• CGF Members only</li></ul>	<ul style="list-style-type: none"><li>• C-suite level expert conversation</li><li>• Available to public</li></ul>

# What are 'Ask the Expert' Sessions?



## CEO & senior experts

**Presented by:** CEOs, C-suite leaders & other senior experts. Typically 1-3 speakers.



## Raise ambitions & share knowledge

**Aim:** Raise ambitions & show what is possible, share knowledge and best practices, share mistakes and lessons learnt

Encourage prospective Coalition members to join



## Coalitions of Action

**Content & format :** Each session is focused on one of CGF's 9 Coalitions of Action (and so therefore also covers CGF's Acceleration Areas)

30 mins (incl. 15 mins Q&A)



## CGF members

**Audience:** CGF members (both coalition and non-coalition)

Typically 100+ live online and 100+ recording views post-event



## Chatham House Rules

**Privacy:** Chatham House Rules

Sessions recorded and shared with members but kept unlisted so not widely available publicly



## Started in 2023

**Background:** Series started in 2023 and was kicked-off by CGF co-chairs, Frans Muller, CEO of Ahold Delhaize, and Dirk Van de Put, Chairman and CEO of Mondelēz International

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# Run of the show – 30 mins total


→ Please note, pioneer expert can be a single leader, or it can be a leader with 1-2 members of their team, e.g. CEO plus Chief Sustainability Officer



CGF lead presents




Pioneer / expert presents



## 1. Splash Screen

Upon start, view all panelists and then show splash screen when ready to begin



**1 minute**



## 2. Antitrust & Chatham house rules

CGF lead to remind all CGF members that antitrust and chatham house rules applies to this meeting.



**1 minute**



## 3. Agenda

CGF lead runs through the agenda and shares how additional questions can be asked.



**2 minutes**



## 4. Speakers

CGF lead intros the CEO/expert(s)



**1 minute**

Deep dive to follow



## 5. Pioneer expert content

CEO/expert(s) lead discussion and present their slides

*Slides to come from Pioneer expert side*

**15 minutes**




## 6. Q&A

Q&A part with CEO/expert(s) with moderation from CGF lead


**No Slides**

**10 minutes**




## 7. Closing

Reminder on future CGF events & how to sign-up

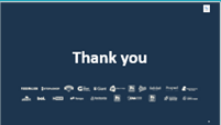


**2 minutes**



## 8. Thank you

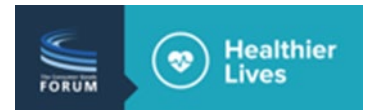
Close out of CEO/expert session



**1 minute**

# Template agenda for pioneer expert(s) and their teams

→ *Suggestions – not a rigid expectation*



5.1. Intro to CEO/expert company, what their ambitions are in the employee wellbeing space being discussed & why employee wellbeing ambitions matter to them & their company	5 mins
5.2. What has the company achieved so far, what are the success stories showing what is possible if we raise our ambitions	5 mins
5.3. Challenges & learnings from set-backs	5 mins
5.4. Future of the debate – what is next on the agenda for the employee wellbeing space being discussed	3 mins
5.5. Sources of insight, helpful reference points, advice on how to be plugged into the wider employee wellbeing space	1 min
5.6. Recap of Coalition ambitions	1 min
6. Q&A	10 mins



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Intro to Pioneer expert sessions

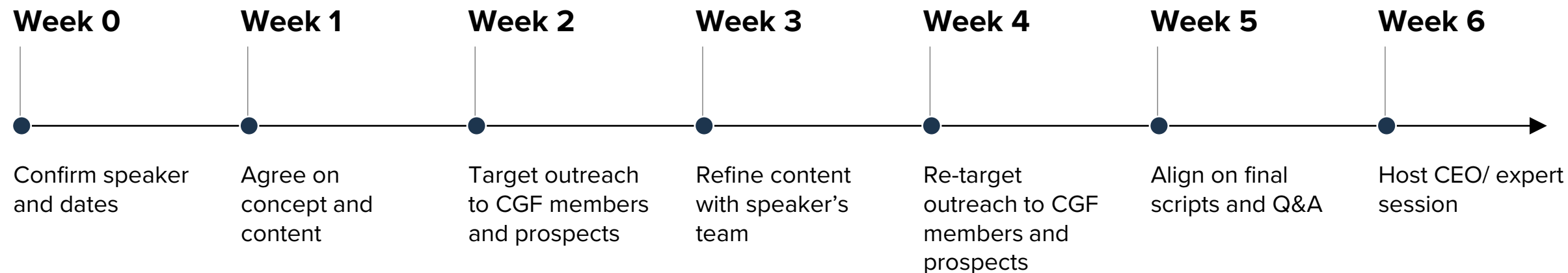
Run of the show and template agenda

**Checklist & timeline**

# Checklist for CEO/expert(s) and their teams

	<b>CGF</b>	<b>Pioneer expert(s) &amp; their team</b>
<b>Before</b>	<ul style="list-style-type: none"> <li>Promote &amp; get CGF member sign-ups</li> <li>Help CEO /expert teams prep &amp; get content ready</li> <li>Set-up tech (Zoom webinar)</li> </ul>	<ul style="list-style-type: none"> <li>Prep session content &amp; slides needed</li> <li>Brief &amp; run through with CEO/expert</li> </ul>
<b>During</b>	<ul style="list-style-type: none"> <li>Session logistics (entering webinar, muting, recording, allowing attendees to talk, managing questions)</li> <li>Ad hoc support – communicated through backstage group chat</li> <li>In addition, see run of the show slide</li> </ul>	<ul style="list-style-type: none"> <li>Team will have additional Zoom meeting rights</li> <li>Ad hoc support – communicated through backstage group chat</li> <li>In addition, see run of the show slide</li> </ul>
<b>After</b>	<ul style="list-style-type: none"> <li>Session logistics (stop recording)</li> <li>Share lessons learned</li> <li>Follow-up on unanswered questions</li> <li>Distribute recording to CGF members</li> </ul>	<ul style="list-style-type: none"> <li>Provide feedback to CGF team</li> </ul>

# Setting up a successful expert/CEO session requires 6-weeks lead time



COALITIONS

WORKING GROUPS

GLOBAL CONFERENCES

MEMBER ENGAGEMENT

	PRODUCT DATA	HEALTHIER LIVES	FOOD WASTE	PLASTIC WASTE	FOREST POSITIVE	NET ZERO	HUMAN RIGHTS	SUSTAINABLE SUPPLY CHAIN INITIATIVE	GLOBAL FOOD SAFETY INITIATIVE	
	Enhancing data exchange and improving accuracy	Empowering people to lead healthier and more sustainable lives while creating shared value for business and communities	Halving per capita global food waste at the retail and consumer levels	Playing a leading role in eliminating plastic waste on land and sea	Mobilising resources to build a forest positive future	Accelerating consumer industry progress towards net zero	Making human rights due diligence the industry norm	Building trust in social and environmental standards worldwide	Securing safe food for people everywhere	
	<ul style="list-style-type: none"> <li>2D Barcode</li> <li>ESG Data Reporting</li> <li>Global Data Model</li> <li>New Ways Pilot</li> <li>DataPorts</li> <li>TrueCode</li> </ul>	<ul style="list-style-type: none"> <li><b>Better Options:</b> Improving the accessibility of healthier &amp; more sustainable products for consumers</li> <li><b>Better Choices:</b> Influencing consumer behaviour to encourage &amp; enable healthier, more sustainable habits</li> <li><b>Better Communities:</b> Empowering our employees' health &amp; well-being</li> </ul>	<ul style="list-style-type: none"> <li>Public Reporting</li> <li>Scaling Up the 10x20x30 Initiative</li> <li>Alignment on Post-Harvest Losses</li> <li>Consumer Engagement</li> <li>Regional Working Groups (LatAm, N. America, China &amp; Japan)</li> </ul>	<ul style="list-style-type: none"> <li>Golden Design Rules of Packaging Design</li> <li>Extended Producer Responsibility</li> <li>Refill/Reuse City Program</li> <li>Flexibles</li> <li>Chemical Recycling</li> </ul>	<ul style="list-style-type: none"> <li>Soy</li> <li>Palm Oil</li> <li>Paper</li> <li>Pulp and Fibre Based Packaging</li> <li>Beef</li> <li>Forest Positive Landscapes</li> <li>Supplier &amp; Trader Engagement</li> <li>Transparency &amp; Accountability</li> </ul>	Under Development	<ul style="list-style-type: none"> <li>Own Operations &amp; Supply Chains</li> <li>Industry &amp; Policy Enablers</li> <li>Connecting People &amp; Planet on forest, circularity, climate change &amp; health</li> </ul>	<ul style="list-style-type: none"> <li>Manufacturing &amp; Processing</li> <li>Primary Production</li> <li>Forestry</li> <li>At-Sea Operations</li> </ul>	<ul style="list-style-type: none"> <li>Hygienic Design</li> <li>Managing Risk In Produce &amp; Leafy Greens</li> <li>Services Provisions</li> <li>GFSI Codex Committee</li> <li>Stakeholder Advisory Forum</li> <li>Global Markets Committee</li> <li>GFSI Local Groups (Aus-NZ, China, EMEA, Japan, Mexico, South LatAm, US-Canada)</li> </ul>	
	<b>GLOBAL SUMMIT</b>									
	<b>SUSTAINABLE RETAIL SUMMIT</b>							<b>GFSI CONFERENCE</b>		
	<b>SPRINGBOARDS</b>									
	<b>SUPPLY CHAIN CONFERENCE</b>								<b>FLP</b>	
	EMEA	NA	JP/APAC			LATAM	CHINA			

# Get in Touch

Sharon Bligh

Director, Health & Sustainability

The Consumer Goods Forum

[hs@theconsumergoodsforum.com](mailto:hs@theconsumergoodsforum.com)