

**Deloitte.**



The Consumer Goods Forum  
Health & Wellness Progress  
Report 2016



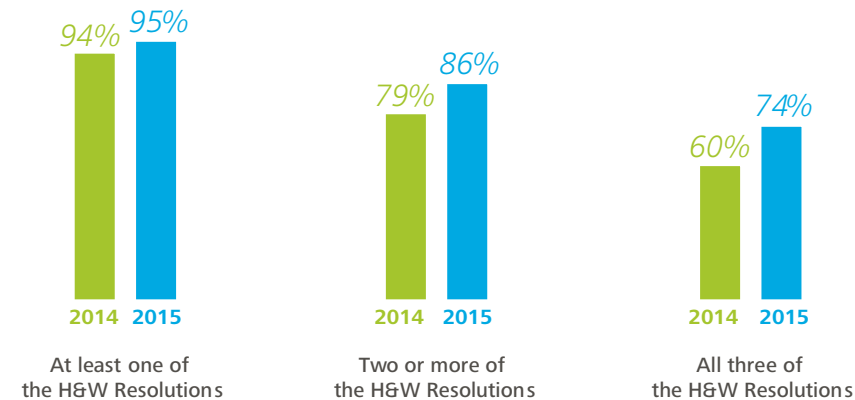


# Health & Wellness at The Consumer Goods Forum

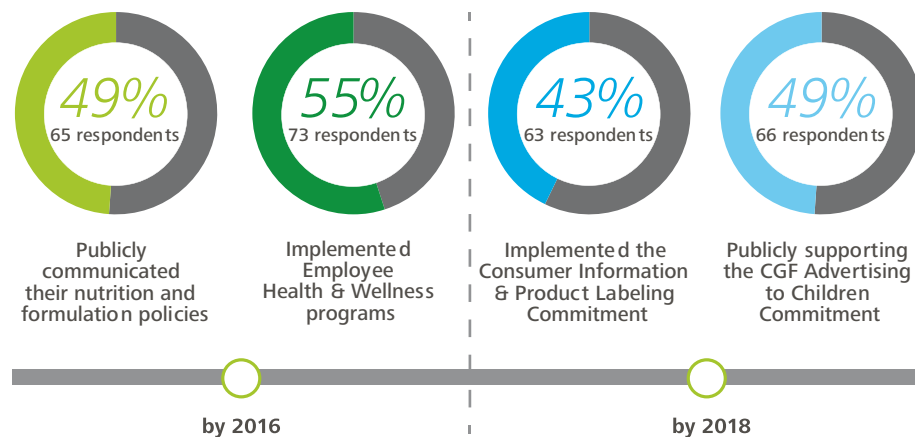
## How members are empowering consumers to make healthy choices

### Progress against Resolutions

Out of a survey base of 78 companies in 2015 and 63 companies in 2014, respondents that established policies and activated programs on:



### Progress against Commitments



### What's new

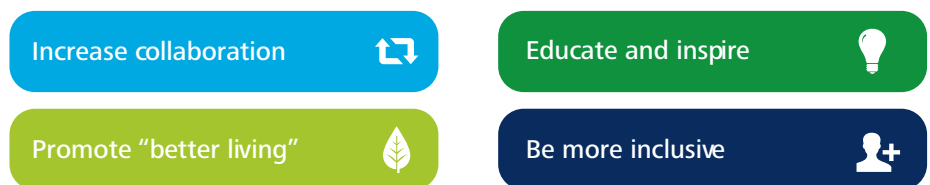


### Rising collaboration

Health & Wellness programs have reached and impacted:



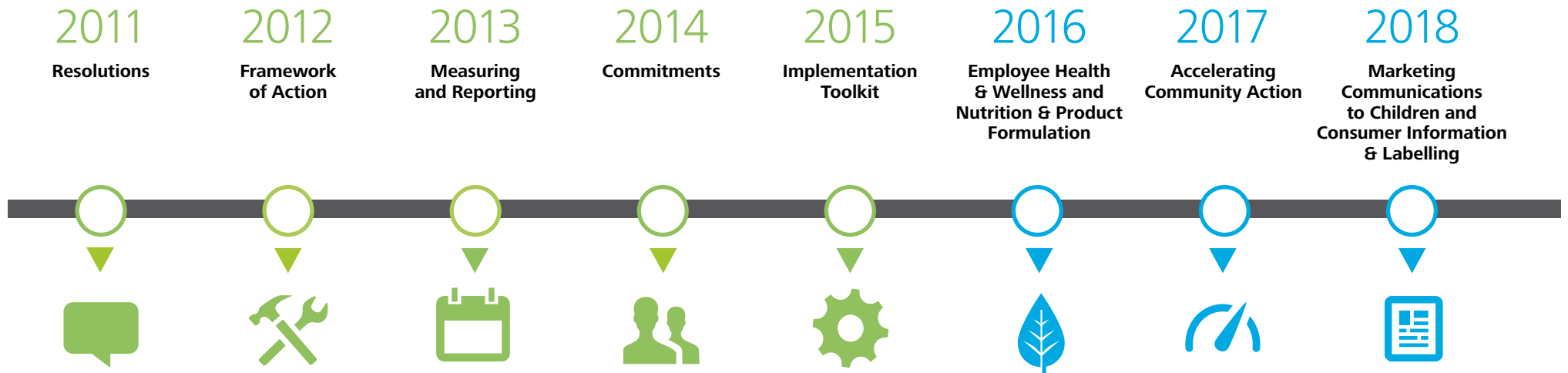
### Continuing our journey



# Survey participants



# Health & Wellness timeline



# Foreword

By Paul Bulcke and Dick Boer (Board Co-Sponsors, Health & Wellness Pillar)

The CGF has long recognized how critical health and wellness are to the stability and prosperity of nations. Our goal in establishing the Health & Wellness Resolutions and Commitments was to provide a platform for industry collaboration – a means of harnessing the collective power of our members to help them provide solutions for healthier consumers, employees, and communities around the world. We know that our members, from manufacturers to personal care companies, to retailers, can make a transformational difference. This is why it is so critical that we continue measuring industry progress on implementing our Resolutions and meeting our Commitments.

This is the third consecutive year we are reporting on the implementation and progress of the Health & Wellness Resolutions. This report is crucial to achieving our goals and also provides a way to share what our members are learning and uncovering the challenges they face. We want to thank the members who participated in this report for the leadership shown in their efforts to achieve the goals defined by the Health & Wellness Resolutions and Commitments.

This year's findings reveal that while there has been clear progress in a number of areas, many challenges remain. We are still looking to achieve maximum participation. However, this year's survey shows that many more of our members are leading the way and moving the industry in a collaborative effort to effect positive change benefitting consumers around the world. Since our pilot two years ago with 50 CGF Board companies, we now have input from 78 companies around the

world. It was also particularly encouraging to see that 74% of reporting companies have established policies and implemented programs for all three Resolutions. This is a significant increase over last year. At the same time, much work remains on the four Commitments established in June 2014, particularly two that we aim to achieve by the end of 2016: 55% of respondents say they have implemented employee health and wellness programs, and 49% report that they are publicly communicating their nutrition and formulation policies. Clearly we must make significant progress in these two areas before the end of the year.

We understand this is an ongoing process and strongly encourage our members to do all they can to achieve the Resolutions and Commitments. This is why, last year, we launched our digital toolkit, which includes more than 40 practical examples of how companies got started on

implementing the Health & Wellness Commitments. The toolkit is an extension of our commitment to support our members and help them move ahead in the journey of offering consumers, their families and the communities we serve, products and services that can help them adopt sustainable health and wellness behaviors.

The scope, depth, and geographic coverage of this report is unique for the industry and provides a rich source of learning on how CGF members are engaging with multiple stakeholders to support healthy diets and lifestyles among consumers. We trust that the efforts discussed in the following pages will help and inspire you in your own journeys. And if you haven't yet joined the effort, we urge you to do so. The momentum is growing every year.



**Paul Bulcke**

Chief Executive Officer, Nestlé S.A.  
Board Co-Sponsor, the CGF Health & Wellness Pillar



**Dick Boer**

President & Chief Executive Officer, Royal Ahold  
Board Co-Sponsor, the CGF Health & Wellness Pillar

# Executive summary

## The journey

This third report provides up-to-date information to help us understand the progress we are making toward positively affecting consumer health and wellness on a global scale. The issue is enormous, and each report should be considered as a point in time on a five-year journey. As the survey results show, progress has been made in a number of areas over the last year. While challenges remain, the good momentum we are building will help us move forward and address them. This Health & Wellness survey is one tool we have to help share what we have learned and how we can improve.

Given the global, multi-faceted nature of the problem, our approach is aligned with two of the world's most significant non-industry bodies: the UN and the World Health Organization (WHO). The Health & Wellness Pillar supports the WHO Action Plan, while the UN Sustainable Development Goals provide an overall framework for action. Two UN goals in particular – improving nutrition and ensuring healthy lives and wellbeing – clearly align with our Health & Wellness Pillar. This report shows our efforts to bring these goals into a business context, developing solutions and tools to help companies implement actions that positively affect consumer health and wellness.

## The focus

Each year's report has specifically tracked progress against the CGF Health & Wellness Resolutions.<sup>1</sup> Adopted in 2011, these three Resolutions were designed to improve the “physical, emotional, spiritual, intellectual, and sustainable well-being” of consumers, shoppers, employees, their families, and the communities the industry serves:

- 1 Access and availability of products and services
- 2 Product information and responsible marketing
- 3 Communication and education about healthier diets and lifestyles

This report also provides the first full-year progress on our four Commitments<sup>2</sup> adopted in 2014. These Commitments were agreed upon by the CGF Board of Directors to increase alignment for our members and deepen engagement on our five-year plan to help consumers make healthier product and lifestyle choices. For this reason the Commitments have clear due dates:

- A By 2016: Make company policies public on nutrition and product formulation
- B By 2016: Implement employee health and wellness programs
- C By 2018: Industry-wide implementation of consistent product labeling and consumer information to help consumers make informed choices and usages
- D By 2018: Stop targeted advertising\* to children under 12 for products that do not fulfill specific nutrition criteria based on scientific evidence and/or applicable national and international dietary guidelines

Consumer health and wellness is a complex issue because of the many regional, cultural, and socio-economic factors involved, and it requires a systemic, sustained portfolio of initiatives, delivered at scale to address it. Today's consumers are increasingly health conscious, and personal care and hygiene have played a great role in contributing to longevity. And yet, the level of consumer trust in industry has never been lower. The health and wellness initiative is therefore also an enormous opportunity for our industry to re-engage their trust.

1. CGF H&W Resolutions: <http://www.theconsumergoodsforum.com/health-and-wellness-strategic-focus/resolutions>

2. CGF H&W Commitments: <http://www.theconsumergoodsforum.com/health-and-wellness-strategic-focus/commitments>

\* Commitment modified to marketing communications in 2016

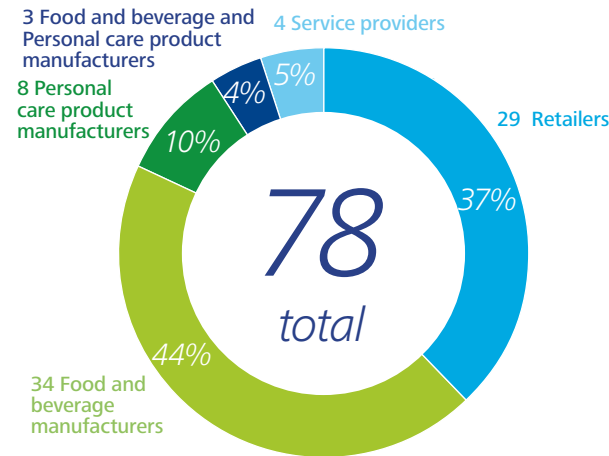
# Summary of findings

## Level of participation

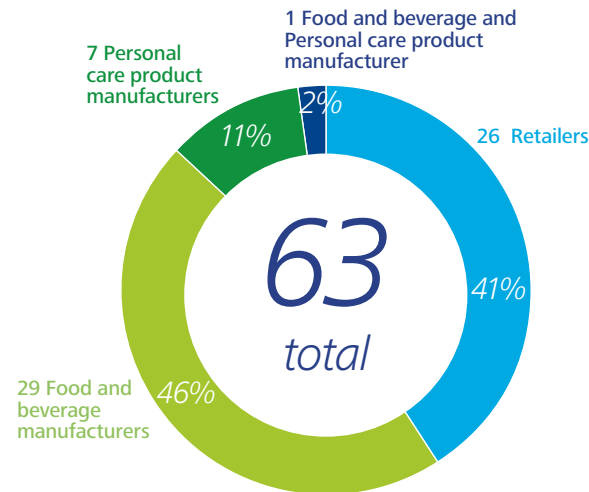
Participation continues to increase each year, although many companies have yet to join the process. This year shows results for 78 companies, compared with 63 last year, when the survey was first opened to the entire CGF membership. As indicated in the chart, while food and beverage manufacturers still represent the majority of respondents, there has been an increase in the number of retailers.

This year, for the first time, this report tracks responses by region. Respondents are diverse geographically, but more are headquartered in Asia Pacific than any other region: 30 companies are headquartered in Asia Pacific (39%), 25 in Europe, Middle East and Africa (32%), and 23 in the Americas (29%). While it is too early to make observations about what is “representative” of each region, we hope to do so as regional responses grow in subsequent years.

## 2015



## 2014



Note: this is the first year service providers were included in the survey

## Progress against Resolutions and Commitments

Steady progress is being made with the Resolutions—companies report implementing programs in two or all three of the Resolutions. In addition, compared with last year, a much higher percentage of respondents have set targets.

In 2015, 86% of companies reported setting targets or goals for at least one Resolution, compared to 79% in 2014

There are also strong signs of increasing transparency, with 79% of companies sharing their policies publicly

Given that this is the first measurement conducted after the creation of the Commitments, it is to be expected that the rate of progress against the Commitments (55%) is not as high as it is for the Resolutions (80%).

- 49% of relevant respondents have publicly communicated their nutrition and formulation policies
- 55% of respondents have implemented Employee Health & Wellness programs
- 43% of respondents report that they have implemented the Consumer Information & Product Labeling Commitment
- 49% of relevant respondents report that they are publicly supporting the CGF Advertising to Children Commitment

For the few companies that did not act on a Resolution or Commitment, the most common reason provided was that it was not seen as a priority.



# Summary of findings

## Collaboration on the rise

This year's results show a significant rise in collaboration over the last year: many more companies are partnering with schools to provide information that supports developing habits of sensible, balanced diets, good hygiene, and regular physical activity: In 2015, companies reported reaching 484,000 schools, compared with 47,000 in 2014. This dramatic increase is largely the result of major school outreach programs by several companies.

## Next steps

Given the complexities inherent in the global health and wellness problem, it is clear that to have the most impact on the health and wellness agenda members must continue to collaborate – both across the industry and with external stakeholders – to reach more consumers. This is particularly important with regard to the two Commitments due at the end of 2016.

This year's survey results highlight several ways that CGF can continue to spur progress and drive even more collaboration.

Continue serving as a catalyst for multi-stakeholder collaborations to support healthier diets and lifestyles.



Work closely with companies that have already responded to help them implement the resolutions and commitments.



Follow up with respondents who indicated their interest in joining one or more working groups to help drive implementation of the Resolutions and Commitments.



Broaden the scope of this survey so that it more fully reflects the diversity of what CGF members do, for example by including more personal care and hygiene companies.



Continue to educate and inspire those yet to meet our commitments by increasing the number of practical examples on ConsumerGoodsForBetterLives.com, which showcases how our members are taking positive actions to help empower healthier consumers worldwide.



Provide more detailed regional reporting.



# Context: the consumer engagement opportunity

The Health & Wellness Pillar of The Consumer Goods Forum addresses a fundamental need of consumers worldwide: wherever they live, whatever their economic level, they want their families to be healthy and well. While the global rise in non-communicable diseases continues to be a threat, the good news is that consumers around the world are increasingly trying to take charge of their own health, including those in emerging markets.<sup>3</sup>

With its global reach, the CGF serves as the platform for industry to find good business solutions that can help these consumers make informed choices about health and wellness. Through its focus areas on consumer education, employee health and wellness, responsible marketing to children, nutrition, and product formulation the Health & Wellness Pillar supports industry efforts to take the lead and drive positive change. While pressure on consumer goods companies is coming from a variety of areas, the need for change is fundamentally being driven by consumers themselves.<sup>4</sup> The Health & Wellness initiative provides an opportunity for companies to engage with consumers without prompting from regulation and address their best interests.

Moreover, at a time when the level of consumer trust in business is faltering, the health and wellness sphere offers an ideal opportunity for industry to engage consumers and rebuild that trust.<sup>5</sup> The CGF has been deeply engaged in this issue, recognizing that consumer trust is a foundation for growth and as such is relevant across all our strategic pillars. In February 2015, the CGF Board of Directors agreed to a set of the **Consumer Engagement Principles (CEP)**<sup>6</sup> to act as a framework for how companies engage with their consumers. These principles are designed to promote an environment of trust and pro-active consumer communication, with an emphasis on transparency as the key to fostering consumer trust. Indeed, when it comes to the Health & Wellness Resolutions, the CEP focus on simple communications – communicating in a clear, simple and easy to understand language – is very relevant for labeling, marketing, and education.

At the same time, as discussed in detail in last year's report, engaging consumers globally on health and wellness is complex and requires broad collaboration between industry sectors, NGOs, and governmental bodies. Given the global, multi-faceted nature of the issue, we have aligned our Health & Wellness approach with two of the world's most significant non-industry bodies: the UN and the World Health Organization (WHO). The Health & Wellness Pillar supports the WHO Action Plan, while the UN Sustainable Development Goals provide an overall framework for action. Two UN goals in particular – improving nutrition and ensuring healthy lives and wellbeing – clearly align with our Health & Wellness Pillar.<sup>7</sup> We will continue to seek out additional frameworks that will increase alignment and sharpen our focus on the appropriate priorities.

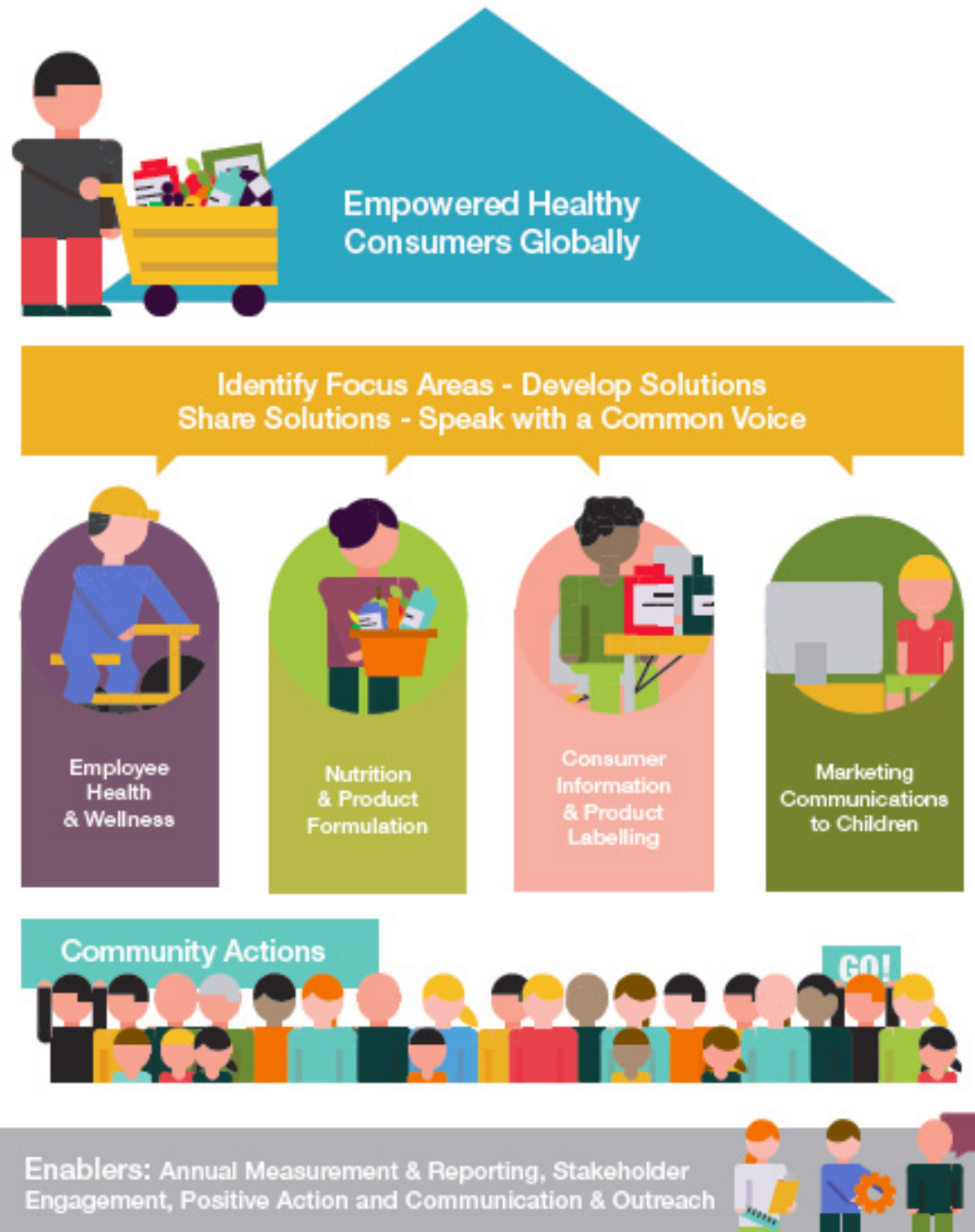
3. Nielsen, Global Health and Wellness Report, January 2015

4. Deloitte, Food and Product 2020, August 2014

5. 2015 Edelman Trust Barometer

6. <http://www.theconsumergoodsforum.com/consumer-goods-industry-commits-to-new-guidelines-on-consumer-engagement-and-data-privacy>

7. For the WHO plan, see [http://www.who.int/nmh/events/ncd\\_action\\_plan/en/](http://www.who.int/nmh/events/ncd_action_plan/en/). For the UN goals see <https://sustainabledevelopment.un.org/?menu=1300>



# Key findings

Each successive year of this survey helps the CGF build a broader and more detailed picture of the efforts its members are undertaking to support healthier consumer lifestyles and to gauge their progress against the CGF Health & Wellness Resolutions and Commitments. This year's results are based on responses from 78 companies and show that CGF members continue to make progress in a number of areas. At the same time, they disclose several challenges that will require close attention and further action.

## Regional responses

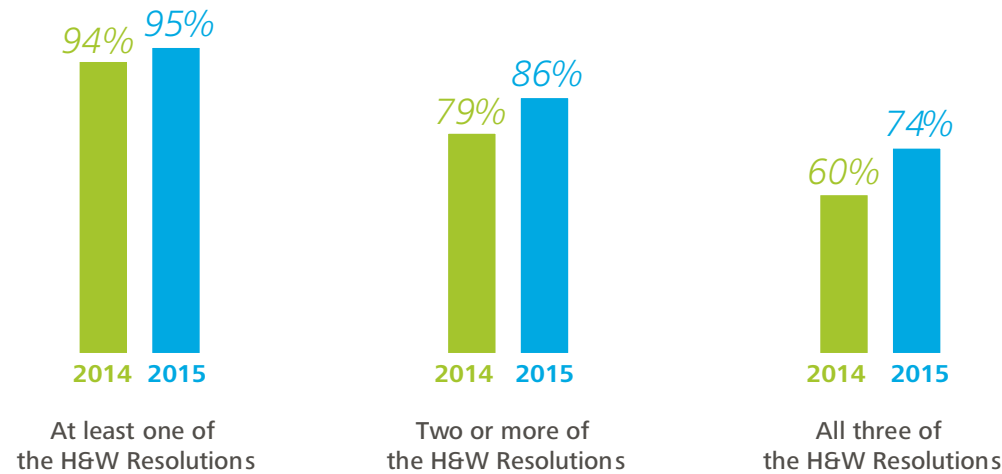
This year, for the first time, measurement was piloted to track responses by region. Responding companies are diverse geographically, but more are headquartered in Asia Pacific than any other region: 30 companies are headquartered in Asia Pacific (39%), 25 in Europe, Middle East and Africa (32%), and 23 in the Americas (29%). We will continue to build regional reporting and measurement that will help analyze regional differences and similarities related to actions taken on the Resolutions and Commitments.

## Summary of results

In general, the most recent results show that steady progress is being made with the Resolutions – companies report implementing programs in two or all three of the Resolutions. In addition, compared with last year, a much higher percentage of companies have set targets for completing them.

## Steady progress is being made with the Resolutions

Out of a survey base of 78 companies in 2015 and 63 companies in 2014, respondents that established policies and activated programs on:



- 1 Access and availability of products and services
- 2 Product information and responsible marketing
- 3 Communication and education about healthier diets and lifestyles

More companies are also setting targets or goals than in 2014. In 2015, 86% of companies reported setting targets or goals for at least one resolution, compared with 79% in 2014.

Companies are communicating publicly at about the same rate as in 2014. In 2015, 79% of companies reported communicating their policy about at least one resolution publicly, compared to 78% in 2014.

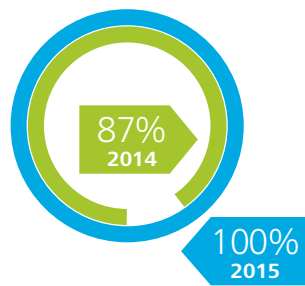
This year's responses also show a variety of partnerships across all the Resolutions – between manufacturers and retailers; between industry and local government; between industry and NGOs; and often between three or more entities. The Health & Wellness Pillar has long emphasized the importance of collaboration to achieving our goals with consumers, and these many examples, some of which are highlighted in this report, are both valuable and encouraging.

# Progress against Resolutions and Commitments

Given that this is the first measurement conducted after the creation of the Commitments, it is to be expected that implementation rates for the Commitments (55%) are lower than those for the Resolutions (80%).<sup>5</sup>

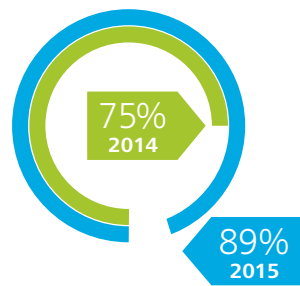
## Resolution #1: Offer consumers and shoppers a range of products and services that supports the goals of healthier diets and lifestyles

**Companies have made great progress in implementing programs that offer consumers a range of healthier products and services and are also making strides in setting targets/goals aligned with this Resolution**



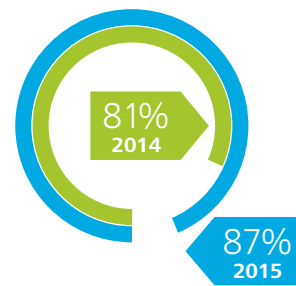
Companies implementing programs that offer consumers a range of healthier products

2015: 71 respondents  
2014: 63 respondents



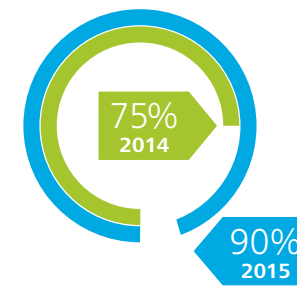
Companies setting targets/goals aligned with this Resolution

2015: 70 respondents  
2014: 55 respondents



Companies that have a policy or corporate statement aligned with this Resolution

2015: 71 respondents  
2014: 63 respondents



Companies disclosing their policies to the public

2015: 60 respondents  
2014: 63 respondents

5. In some cases a small number of companies indicated that when they did not act on a Resolution or Commitment it was because this was "Not seen as a priority." However, this does not necessarily indicate a lack of progress, as there is a great deal of nuance from company to company. For example, one indicated that while action on Resolutions hadn't been taken consistently across the entire company, it had in fact been taken at the local level.

## Commitment A: By 2016, make company policies public on nutrition and product formulation

### There has been a significant increase in the number of products that were formulated or reformulated to align with company policies on health and nutrition

Progress is nearly four times what it was last year, but the products reformulated this year still represent a small part of the companies' portfolios:

Companies reported formulating and reformulating

84,000 products in 2015  
22,500 products in 2014

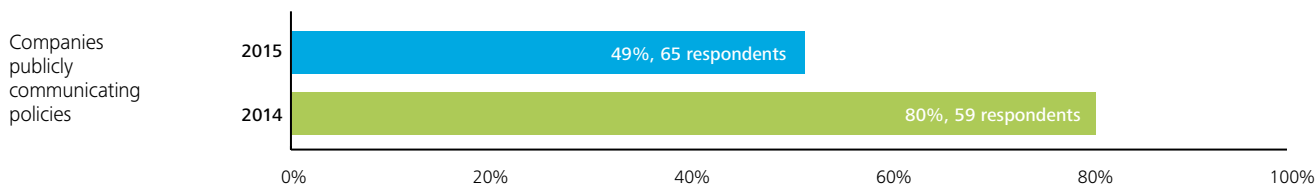
55% of companies responded that these products represent 20% or less of their relevant product portfolios, while 6% responded that the products represent at least 61% of their relevant portfolios

### Collaborations include:

- A retailer partnering with the local department of health to offer free in-store screening for NCDs at different occasions throughout the year.
- A food manufacturer creating a global network of social entrepreneurs and technical experts to work with small family businesses and farmers in impoverished regions to address malnutrition.

## Commitment A: By 2016, make company policies public on nutrition and product formulation

While progress appears to lag behind last year's estimates, improved precision in measurement may account for the gap<sup>6</sup>



There is a gap between publicizing corporate statements and policies that align with Resolution #1, versus publicizing company policies on Commitment A (nutrition and product formulation)

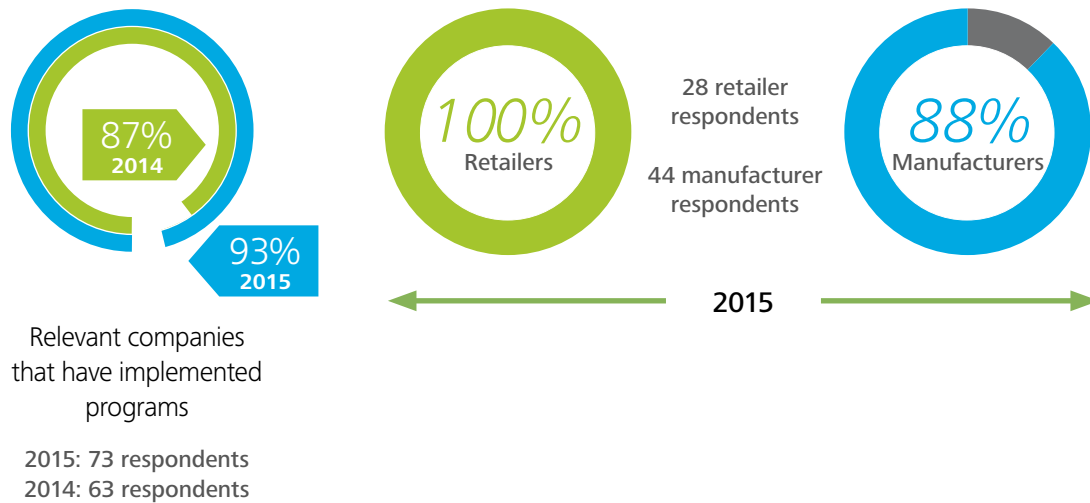
While 90% of companies disclose their policies or corporate statements that align with Resolution #1 to the public, only 69% are on track to make company policies on nutrition and product formulation public by 2016.

59% of manufacturers have publicly communicated policies (another 19% expect to by 2016), while only 36% of retailers have done so (another 21% expect to by 2016)

6. In 2014, companies were not directly asked to report on their progress against implementing Commitment A. Rather, if companies had a policy to support Resolution #1 and communicated publicly about their health and wellness initiatives, they were estimated to have completed Commitment A. If the same methodology were used in 2015, 77% of companies would be estimated to have completed Commitment A in 2015.

**Resolution #2: Provide transparent, fact-based information that will help consumers and shoppers make informed product choices and usages**

**Progress has been strong, with retailers further along than manufacturers**



**Most companies have a policy or corporate statement aligned with Resolution #2**

86% of companies responded that they have policies aligned with this resolution. Because some companies participating this year did not take the survey last year it is not possible to determine whether companies that did not have policies in 2014 have implemented them this year. Of the nine companies that do not have such policies, four indicated that they do not see it as a priority. However, as discussed earlier, this may be because the company already values labeling or already meets all required standards without an explicit policy.

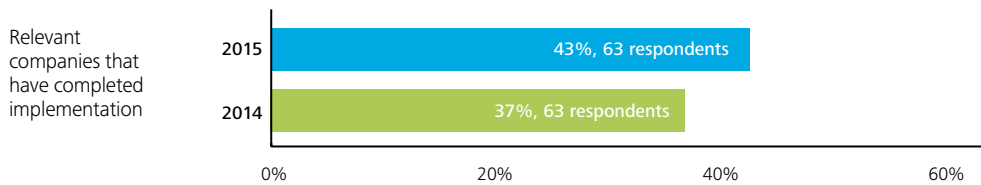
“The verbal commitment from the CGF to help people in their quest to improve their wellness and well-being is impressive. I challenge this group to now begin to deliver—to begin to identify and implement the specific ways they can do this. CGF needs to show concrete examples of how this industry can be a crucial player in helping improve the wellness of the population. CGF also needs to measure success. Consumers are open to help from CGF companies – you need to begin giving it to them now.”

James O. Hill, Ph.D., Anschutz Professor, University of Colorado School of Medicine Executive Director, University of Colorado Anschutz Health and Wellness Center  
Member of the CGF External Scientific Advisory Council



## Commitment C: By 2018, implement industry-wide consistent product labeling and consumer information

### There has been substantial progress<sup>7</sup>



Companies are showing progress in displaying eight key nutrients on product packaging and in displaying product usage for personal care and hygiene products. However, significantly fewer are including GDA for energy on front of pack labeling.

71% of companies report including eight key nutrients on at least 81% of products.

63% report displaying product usages on packaging at least 81% of the time.

42% report including GDA for energy front of pack labeling. It should be noted that the survey did not ask how many use other systems.

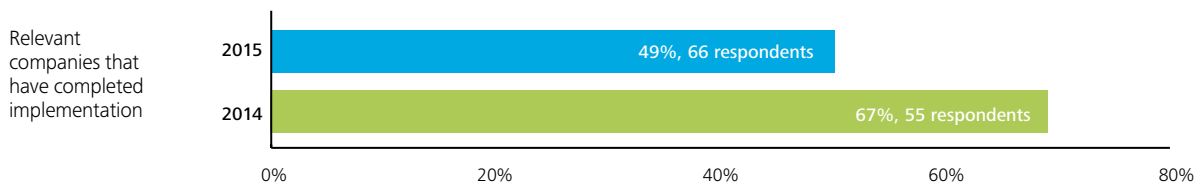
### Collaborations include:

- A personal care company bringing together its internal research and development scientists with its experts from its safety, regulatory affairs, and legal departments to review and approve product information, including product labels.
- A retailer partnering with a national government program to communicate with consumers on healthy product choices.

7. In 2014, Companies were not asked to report directly on their progress against completing Commitment C. Rather, they were estimated to have completed the Commitment if 100% of their company's product portfolio clearly displayed product nutritional information or product uses on packaging. In 2015, companies were only asked what range of their product portfolio (e.g. 1-20%, 21-40%, etc.) displayed such information. In 2015, 71% of companies responded that 81-100% of their product portfolio clearly displayed eight key nutrients on product packaging, while 63% responded that 81-100% of their personal care and hygiene product portfolio clearly displayed product use on packaging.

## Commitment D: By 2018, stop targeted advertising to children under 12 for products that do not meet specific nutrition criteria

While progress appears to lag behind last year's estimates, improved precision in measurement may account for the gap<sup>8</sup>



### More companies are monitoring their compliance to stop targeted advertising to children under 12 for products that do not meet specific nutrition criteria

In 2015, 87% of companies responded “Yes,” compared with 56% in 2014.

Of the companies that monitor compliance, all but one (96%) reached compliance rates of at least 81-100%.

### Personal care product and food and beverage manufacturers have made substantially more progress than retailers

67% of manufacturers responded “complete” compared with 14% of retailers. While the data does not explain this discrepancy, another 36% of companies have begun implementation and expect it to be complete by 2018.

“ I do like the new language on the marketing to children commitment and I am impressed with the range of media venues covered. I do believe however that a strong commitment to marketing healthy foods to children in stores is needed as well. ”

Ellen Wartella, Al Thani Professor of Communication, Professor of Psychology, Professor of Human Development and Social Policy, Northwestern University  
Member of the CGF External Scientific Advisory Council

8. In 2014, companies were considered to have completed Commitment D if they answered “No” to the question, “Does your company advertise to using any media outlets directed at Children under the age of 12 years?” That question was not asked in 2015.

**Resolution #3: Use communication and educational programs to help raise consumer awareness on health & wellness and energy balance to inspire healthier diets and lifestyles**

**There has been further progress, with retailers implementing more programs than manufacturers**



“

The obesity epidemic is largely driven by ever-increasing food portion sizes. Yet, our efforts to fight obesity have focused on trying to influence what people eat instead of how much they eat. Traditional policy solutions (warnings, labels, taxes, bans) are bad for business and freedom of choice and traditional industry responses (food reformulation) are perceived as detrimental to eating enjoyment limit.

Perhaps it's time to consider another approach, one focused on fighting obesity by making people happier to spend more for less food, a triple win for public health, business, and eating enjoyment. My research at INSEAD has explored these two ideas:

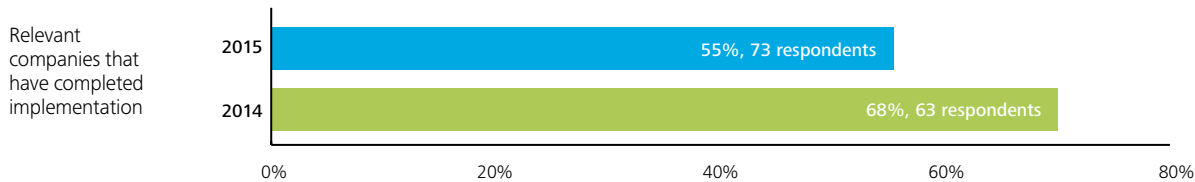
- Less size (smart portion downsizing). There is a lot of evidence that visual biases make us strongly underestimate today's supersized portions and resist downsizing. Drawing on our knowledge of these biases, we can increase acceptance of portion downsizing, by bringing original small sizes back to lunchroom menus (to reframe perceptions of and preferences for a "normal" size), or by using "stealth" downsizing that elongates, instead of shortening, packages in supermarkets.
- More pleasure (refocus on the sensory pleasure of eating, rather than on value for money or abstract health). My research shows that highlighting sensory pleasure (which peaks with the first mouthful) leads school kids and fast-food patrons to choose, prefer, and pay more for smaller portions. This can be done easily in schools through sensory imagery training and in restaurants with more vivid menu descriptions.

Pierre Chandon, The L'Oréal Chaired Professor of Marketing – Innovation and Creativity, INSEAD Director, INSEAD-Sorbonne Behavioural Lab  
Member of the CGF External Scientific Advisory Council

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## Commitment B: By 2016, implement employee health and wellness programs

**While progress appears to lag behind last year's estimates, improved precision in measurement may account for the gap<sup>9</sup>**



59% of manufacturers have completed implementation of programs, compared with 52% of retailers

**While total employee participation numbers appear down from 2014, companies still report high employee participation rates, particularly among manufacturers**

In 2015, companies reported 2.3 million participants, compared with 2.7 million in 2014

71% of manufacturing companies report at least 61% participation in employee health and wellness programs (another 15% report 41-60% participation)

21% of retailers report 81% or higher (another 7% report 61-80%)

## Employee participation in company health and wellness programs is still high

While total employee participation numbers appear down from 2014, companies still report high employee participation rates, particularly among manufacturers.

## Partnerships with schools are much more common than last year

In 2015, companies reported that they reached 484,000 schools compared with 47,000 in 2014. This large increase is primarily due to major school outreach programs by several companies: of the top five to report, one indicated it had reached more than 300,000, another 73,000, and still another 48,000 with two others reporting they had reached approximately 10,000 each.

9. In 2014, companies were considered to have completed Commitment B if they recorded having any employees participate in their Health & Wellness initiatives. If that same methodology were used in 2015, 75% of companies would be estimated to have completed Commitment B in 2015.

## Health and wellness partnerships continue to reach more people

1.8 billion people in 2015      89 million people in 2014

Companies contributing to this increase represented a range of industries, with one indicating it reached 800 million people, another 547 million, and another 490 million.

It is important to note that the survey did not specifically ask how many people were reached by the partnerships in the reporting period, so companies may have responded with “total people reached since program inception” or with “total people reached in 2014,” which may have led to higher totals. The question will be refined for more precision in the next iteration of the survey.

### Collaborations include:

- A six-month collaboration between a food manufacturer, a global retailer, and a national foundation to encourage consumers to lead active, healthy lifestyles with their children.
- A retailer partnering with an education media company to provide resources and curriculum to schools, communities, and parents to help encourage active, healthy lifestyles.

“

To prevent the Diabesity (= diabetes and obesity) epidemic and to treat people with diabetes, a good life style with healthy eating together with regular physical activity is the best way to go. The manufacturers and retailers of the CGF can play an important role to help all of these efforts.

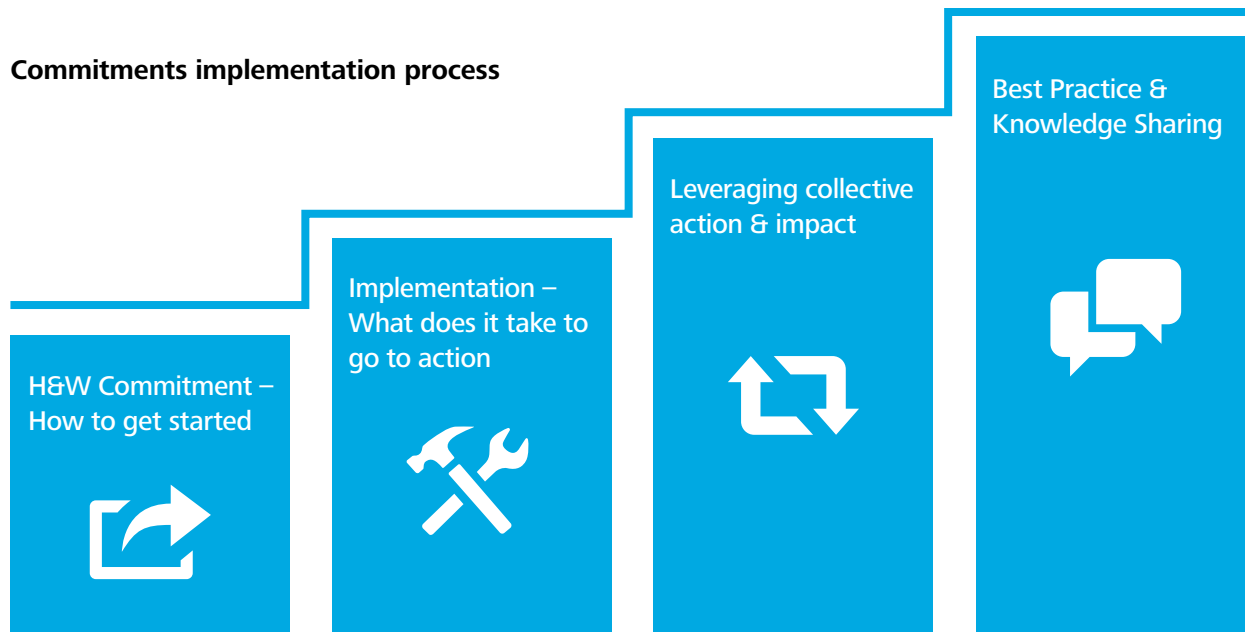
Stephan Jacob, PhD, Professor and Endocrinologist & Diabetologist, Cardiometabolic Institute, Villingen Schwenningen & TÜBINGEN University

Member of the CGF External Scientific Advisory Council

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# Recommended next steps

The CGF will continue to serve as a catalyst for multi-stakeholder collaborations that aim to support healthier consumer diets and lifestyles and will work closely with companies that have not yet fully implemented the Resolutions and Commitments. **Because 2016 is the year when two of the Commitments come to term, we will focus in particular on helping our members achieve goals around Employee Health & Wellness and Nutrition and Reformulation.** The chart below outlines the step-by-step process to help each of them do so.



Because of the many nuances within each sector and each company not all Commitments will be of equal relevance to our membership; the CGF will work with companies to respect these variations.

This year's survey responses have been invaluable in clarifying additional ways that the CGF can support stakeholder efforts and drive even more collaboration:

Continue to educate and inspire participating companies by increasing the number of practical examples on ConsumerGoodsForBetterLives.com, which showcases how our members are taking positive actions to help empower healthier consumers worldwide.



Enable the leaders who want to drive or accelerate the agenda – whether this is through a pledge or other “opt-in” mechanism.



Follow up with the 30 companies that indicated their interest in joining one or more working groups. These working groups, which are a means for members to collaborate for greater impact, focus on specific areas such as employee health and wellness, marketing to children, and community action.



Drive community action to bring retailers and manufactures together under the banner “CGF for a Healthy Society.” By working together using our unique capabilities we can bring positive impact to the local communities in which we operate.



Broaden the scope of this survey so that it more fully reflects the diversity of what CGF members do. This is the only survey of its kind for the industry, and it is critical that we increase the number of members reporting. Along with food companies, health, beauty, personal care, and household care companies all have an implementation role to play.



Continue efforts to complete a materiality matrix framework. Having this framework will help provide more alignment and determine where our members can make the greatest impact in health and wellness. As part of this process we will be seeking contributions from external stakeholders



Provide more detailed regional reporting. A Regionalization Strategy will bring even further importance to understanding progress in the regions and the need to tailor our approach accordingly. The next iteration of the survey will request company headquarters location to help determine the extent to which companies based in different regions perform differently. It is also likely that the survey will gain more specificity when the "global" category is removed from the regional reporting question, since some companies do not have a presence in every region. It is hoped that this adjustment will increase the number of companies from regions that were underrepresented this year (e.g., Africa) and improve the ability to analyze performance in those regions.



Continue investigating metrics that can help us better understand the impact this initiative is having on consumers.



The Health & Wellness Steering Committee will meet in Santiago in March, and in London in September to continue driving the strategy of the Health & Wellness Pillar. The Global Summit in Cape Town on 15-17 June will enable us to take stock of progress halfway through the year on our 2016 Commitments. On 27-28 October the Pillar will showcase implementation of its Commitments and Resolutions at the CGF's first Sustainable Retail Summit in Paris.

# The journey ahead

This report is an important milestone on our collective journey toward empowering consumers around the world to make healthier product and lifestyle choices. This ambitious goal requires transformational individual and collective action, but it is achievable because of CGF's unique ability to engage multiple stakeholders across industry, government, consumer groups, and NGOs.

Much progress has been made in the last year, with many members proving their willingness to play a role with programs, policies and products. At the same time, we recognize that a number of challenges remain. More members are needed to join this effort and contribute their expertise and innovation. Most urgently, the first two Commitments are due in 2016: making company policies public on nutrition and product formulation; and implementing employee health and wellness programs. This is a challenging deadline, but with the CGF's multi-stakeholder approach, and with the accessible tools we have assembled on tangible health and wellness solutions, these immediate goals can become a reality by the end of this year.

There is so much we can achieve together, and with more member participation the possibilities are truly enormous. Together, we can become part of the health and wellness solution. We urge our members to join the collective movement and share their own stories and successes with The Consumer Goods Forum on [www.tcgfhealthandwellness.com](http://www.tcgfhealthandwellness.com)





# Acknowledgments

## Health & Wellness Measurement and Reporting Taskforce

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## Health & Wellness Steering Committee

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**Manufacturer Co-Chair:** Laurent Chastain, Nestlé

Raymond Mccall, Ahold USA  
Takeshi Kimura, Ajinomoto Co Inc.  
Roberto Ciati, Barilla Group  
Liliana Mejia, Grupo Bimbo  
Hervé Gomichon, Carrefour S.A.  
Tim Lammens, Delhaize Group  
Maha Tahiri, General Mills Inc.  
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Amanda Sibley, Sobeys Inc.  
Tim Smith, Tesco Plc  
Anne Heughan, Unilever  
Gordon Farquhar, Walgreens Boots Alliance  
Jack Pestello, Wal-Mart Stores Inc.

## External Scientific Advisory Council

The council provides directional guidance to the Health & Wellness Pillar. They provide a perspective on trends in public health, macro-economic issues and an eagle view of what issues should be included in the scope of the **Health & Wellness Pillar**. Their views remain independent.

# About The Consumer Goods Forum



The Consumer Goods Forum (“the CGF”) is a global, parity-based industry network that is driven by its members. It brings together the CEOs and senior management of some 400 retailers, manufacturers, service providers, and other stakeholders across 70 countries, and it reflects the diversity of the industry in geography, size, product category and format. Its member companies have combined sales of EUR 2.5 trillion and directly employ nearly 10 million people, with a further 90 million related jobs estimated along the value chain. It is governed by its Board of Directors, which comprises 50 manufacturer and retailer CEOs.

The CGF’s mission is, “Bringing together consumer goods manufacturers and retailers in pursuit of business practices for efficiency and positive change across our industry benefiting shoppers, consumers and the world without impeding competition”. It provides a unique global platform for the development of global industry processes and standards as well as sharing best practices. Its activities are organised around the following strategic priorities: Sustainability, Product Safety, Health & Wellness, and End-to-End Value Chain & Standards, each of which is central to better serving consumers.

The CGF’s success is driven by the active participation of its members who together develop and lead the implementation of best practices along the value chain. With its headquarters in Paris and its regional offices in Washington, D.C. and Tokyo, the CGF serves its members throughout the world.

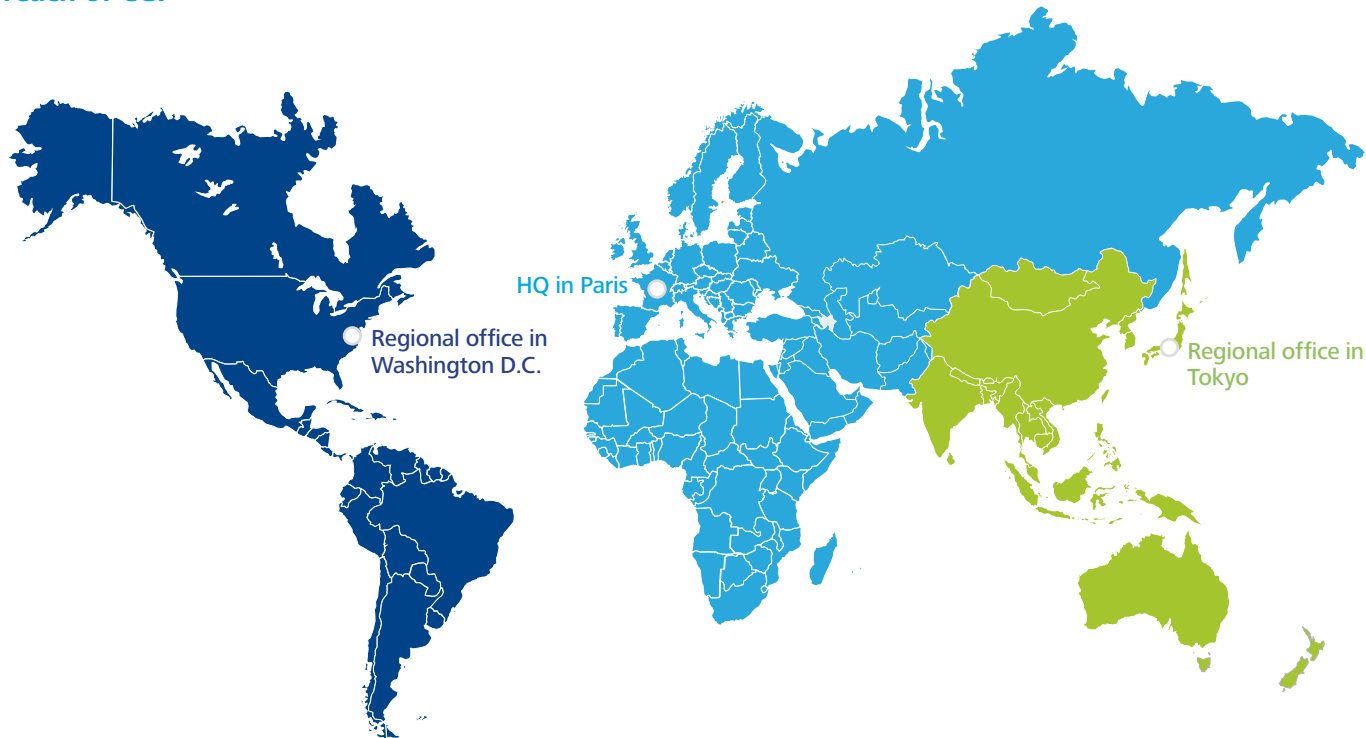
For more information, please visit: [www.theconsumergoodsforum.com](http://www.theconsumergoodsforum.com)

## CGF Strategic priorities



← Better serving customers & driving business efficiencies →

## The reach of CGF



**400** member companies  
Retailers, manufacturers, service providers  
& stakeholders across

**70** countries

**10 million** people  
employed directly by member companies

**50** CEOs govern  
the board of directors

# Contacts

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