

The Health & Wellness Pillar

*working together to improve the health and wellness
of consumers, employees, their families and
the communities the Industry serves*





Better Lives Through Better Business

Introducing...

the Health & Wellness Steering Committee

Our Co-sponsors and Board Directors:

Representing our interests on the Board, and acting as co-sponsors to the work being undertaken by the Health & Wellness Pillar, are Dick Boer, Royal Ahold, and Paul Bulcke, Nestlé.

Our Steering Committee Co-chairs:

Leading the Health & Wellness Steering Committee are our co-chairs, Onno Franse and Sanjay Sehgal of Royal Ahold and Nestlé, respectively.

Our Team:



Dick Boer
Royal Ahold



Paul Bulcke
Nestlé



Onno Franse
Royal Ahold



Sanjay Sehgal
Nestlé



“So what exactly is the Health & Wellness Pillar?”

The Health and Wellness Pillar is one of the key strategic priorities of The Consumer Goods Forum.

The objective is to help develop collaborative industry actions between retailers and manufacturers, as well as public-private partnerships where relevant, by working together to improve the health and wellness of people around the world.

The Health & Wellness Pillar and our members, working together under the CGF umbrella, are able to achieve success through thought leadership and our collaboration platform, tackling non-competitive health and wellness issues among manufacturers, retailers, food and non-food sectors, and their common stakeholders.

In the context of The Consumer Goods Forum, the understanding of health and wellness covers a broad range of aspects, from healthy diets and healthy lifestyles to personal care and hygiene, with the aim of contributing to the physical, emotional, spiritual, intellectual and sustainable well-being of consumers, employees, their families and the communities the Industry serves.

Our Vision

The collaborative work on health and wellness of The Consumer Goods Forum is to:

- Enable its members in playing a leadership role in helping consumers and shoppers make informed product and lifestyle choices to reinforce their health and wellness.
- Contribute to a better life for all by encouraging a culture of prevention, thereby improving health as well as helping to reduce overall healthcare costs.
- Proactively and voluntarily support and contribute to government and civil society efforts in the area of health and wellness.
- Through its wide base of representation (food, non-food, manufacturer, retailer), contribute to the alignment of industry efforts to improve the health and wellness of the global population.

In short...

Improving the health and wellness of world populations is a very desirable end goal and a crucial pre-requisite for the stability and prosperity of nations.



The Board of The Consumer Goods Forum agree that manufacturers and retailers, by working together, have a key role to play in improving the health and wellness of consumers, employees, their families and the communities the industry serves. The collaboration and collective efforts aim at:

-- Providing consumers with choices and information that empower them to make decisions for a healthy life.

-- Further encouraging a culture of prevention, promoting active, healthy living for all and engaging with other stakeholders to accelerate and increase the positive impact of our efforts.

-- Monitoring and learning from the continuous efforts and reporting on progress.

The resolutions are built upon and leverage existing industry initiatives. They encourage retailers and manufacturers, food and non-food, to further develop and implement self-regulatory tools to support healthier diet and lifestyles.

ACT NOW!!!

The Resolutions

In 2011, the Board of Directors of The Consumer Goods Forum approved a set of resolutions on Health and Wellness, as well as a framework of actions. The resolutions are voluntary and non-binding statements. They set our recommendation on how the members of The Consumer Goods Forum can work together to improve the health and wellness of consumers, employees, their families and the communities they serve.

1. Specific Resolutions on Access & Availability of Products and Services

We will offer consumers and shoppers a range of products and services that supports the goals of healthier diets and lifestyles, including:

For the Food sector, this includes:

- 1.1 Continuing to develop / improve affordability and availability of existing products and services that support the goal of healthier diets and lifestyles;
- 1.2 Reducing the overall energy, salt/sodium, sugars, saturated and trans-fat content of our foods and beverages to help address public health priorities;
- 1.3 Enhancing our products with respect to ingredients and nutrients which should be encouraged in the diet;
- 1.4 Seeking opportunities to address nutritional deficiencies of vulnerable populations;
- 1.5 Providing healthier choices of products and services for a range of budgets;
- 1.6 Developing product sizes for a range of consumer needs; and
- 1.7 Promoting consumption of fruits and vegetables.

For the Non-Food sector, this includes:

- 1.8 Continuing to develop / improve affordability of existing products that support the goal of healthier lifestyles;
- 1.9 Developing product sizes for a range of consumer needs and budgets; and
- 1.10 Providing better access to personal care through public and private channels.





2. Specific Resolutions on Product Information & Responsible Marketing

We will provide transparent, fact-based information that will help consumers and shoppers make informed product choices and usages, including:

For the Food sector, this includes:

- 2.1 Providing globally, wherever feasible, on-pack nutrition information on products – for at least seven (7) parameters: energy, carbohydrates, total sugars, protein, fat, saturated fats, sodium, and also for nutrients on which a nutrition or health claim is made. This will include per serving/portion and per 100 g/ml, if required, and may include the contribution to the diet as a percentage of the official daily intake guidance, where such values are available;
- 2.2 Displaying energy information (at minimum) on the front of pack in markets, where there is currently no specific recommendation for Front of Pack nutrition information;
- 2.3 Acknowledging that there are other existing Front of Pack labelling systems in various parts of the world – particularly those supported by local governments – we will work synergistically with other on-pack information; and
- 2.4 Committing to voluntary, company-specific measures to ensure that any advertising to children under the age of 12 years is only for products which fulfill specific nutrition criteria based on scientific evidence and /or applicable national and international dietary guidelines or that we do not advertise at all on media directed to children under the age of 12 years.

For the Non-Food sector, this includes:

- 2.5 Displaying clear product usages on packaging;
- 2.6 Partnering with school communities, including parents and educators, to provide information consistent with developing habits of safe product usage; and
- 2.7 Partnering with healthcare professionals to develop holistic solutions for managing the health and wellness of their patients throughout the various life stages.





3. Specific Resolutions on Communication & Education About Healthier Diets and Lifestyles

We will use communication and educational programs to help raise consumer awareness on health & wellness and energy balance to inspire healthier diets and lifestyles, including:

For the Food sector, this includes:

- 3.1 Providing opportunities for our consumers and employees to lead healthier lives, including smoke free environments and employee wellness programmes;
- 3.2 Encouraging and supporting our consumers of all ages to make informed choices and become more physically active;
- 3.3 Promoting overall physical and mental health (both cognitive and emotional);
- 3.4 Partnering with school communities, on request, including parents, educators and authorities to provide information that support developing habits of sensible, balanced diets, good hygiene, and regular physical activity; and
- 3.5 Supporting public health and civil society initiatives which promote active, healthy living, particularly those which inform consumers about good hygiene as well as achieving energy balance through healthier diets and lifestyles and increased physical activity.

For the Non-Food sector, this includes:

- 3.6 Promoting healthy skin through UV protection (sunscreen and practices);
- 3.7 Encouraging self-confidence through healthful practices and positive body image;
- 3.8 Partnering with healthcare professionals to encourage prevention; and
- 3.9 Advance community wellness thorough health literacy, education and promotional initiatives that increase public understanding of basic health indicators and how to effectively access health resources.



...and Their Implementation

Stakeholder Engagement

The Health and Wellness Pillar comprises a Stakeholder Engagement & Management strategic approach, which includes a roadmap. The purpose and ultimate goal of the roadmap is to equip The Consumer Goods Forum with a strong platform for engagement with key stakeholders, as the voluntary industry health and wellness effort and achievements develop over time. The multi-stakeholder approach, which includes CGF members and CGF strategic alliances, calls for a global, regional and local collaboration to achieve a measurable and positive impact on improving the health and wellness of consumers, employees, their families and the communities the Industry serves by:

- Focusing on issues and opportunities that have a big and global impact, and by driving collaborative actions;
- Building on existing industry initiatives, leveraging their success and incorporating their learning into collective thinking and actions;
- Establishing industry policies that are fact-based and leveraging the best scientific knowledge;
- Developing common programs with global commitments while encouraging local actions;
- Deploying resources behind initiatives that allow measurable results; and
- Engaging in public-private partnerships to contribute to the global effort.

Measurement and Reporting

The Health and Wellness Pillar has developed a measurement and reporting mechanism to enable us to monitor how the Pillar is performing with regards to the implementation of the Health and Wellness Resolutions. The measurement mechanism will leverage company initiatives, collective initiatives and support industry-wide implementation. There will be a distinct set of measures for the different action items, while acknowledging that companies are at different stages in the innovation process. An [annual report](#) is published by The Consumer Goods Forum and is available to all stakeholders on the website.



Now, it's Time to Act!

By joining forces and developing collective voluntary actions to implement the Health and Wellness Resolutions we can accelerate and increase the positive impact of the collective industry efforts. Your participation is very much welcomed and your contribution very much desired. We look forward to your involvement as we begin to take positive strides towards meeting our commitments.

To get involved, please contact your Health & Wellness secretariat:

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