

CHAPTER 5

HEALTH & WELLNESS ENABLERS

The CGF provides support around three enablers : Measurement & Reporting, Stakeholder Engagement and Management, and Communications. This chapter also looks at how the industry is actively exploring strategic initiatives around scaling up community programmes.

MEASUREMENT & REPORTING

The CGF reports annually on our members' progress in implementing Health & Wellness initiatives in order to engage, inspire, activate, and show progress to our stakeholders. The specific aim is to show continuous progress against our five-year plan for implementing the Resolutions and Commitments across all member companies.

The annual report helps to:

BUILD

Build a common understanding of the overall context of Health & Wellness

ENGAGE

Engage companies to get involved in collective action in Health & Wellness

CREATE

Create a global view of health and wellness initiatives for our industry

As set out in the Health & Wellness Pillar's 2014-2019 plan, the annual report will continue to evolve. We aim at making this the leading global report on progress on the implementation of Health & Wellness initiatives in our industries. It should help individual companies to empower their employees to manage and drive progress and to make the efforts visible and valued by external stakeholders

THE CGF HEALTH & WELLNESS PROGRESS REPORT

The CGF encourages you to participate in our next survey, provide your comments to the measurement and reporting taskforce (hw@theconsumergoodsforum.com), and actively contribute to building the next Health & Wellness report. We are aiming to track evolution and learn from implementation 'Best practices'. We realise that many companies are at different stages of innovation and may be at the level of either internal commitment, or published commitments. We encourage the entire CGF membership to move up the ladder on a step by step journey towards 'Best practice'. The KPIs we aim to track across Health & Wellness include:

EMPLOYEE HEALTH & WELLNESS	Publication of employee wellness policy, including quantified company objectives to improve employee Health & Wellness in corporate communications. Percentage of workforce participating in employee Health & Wellness programmes.
NUTRITION AND PRODUCT FORMULATION	Publication of nutrition policies, including quantified company objectives to provide the nutritional composition of products, in mainstream financial reports, CEO statements, or corporate communications. Percentage of sales that are compliant with your company product formulation objectives.
PRODUCT LABELLING AND CONSUMER INFORMATION	Measure the number of companies displaying eight key nutrients on the back-of-product packaging: energy, carbohydrates, total sugars, fibre (except EU), protein, fat, saturated fats, sodium. Measure the number of companies displaying calories front of pack.
ADVERTISING TO CHILDREN	Number of CGF member companies that are publicly endorsing and implementing the World Federation of Advertisers guidelines.

To view our progress take a look at the 2015 edition of the report. (<http://bit.ly/1BjFDUk>). Our initial findings show significant progress, with three of the four commitments completed by more than two-thirds of respondents.

Our CEO's message on the importance of measurement and annual reporting as a critical driver in ensuring our industry takes action and in enabling us, as an industry, to learn from our efforts. (<http://bit.ly/1SkjWmH>). You should tell your story - we'll share it.

STAKEHOLDER ENGAGEMENT AND MANAGEMENT

The CGF has identified the need for proactive stakeholder engagement to build broader support for the CGF programmes and make our industry effort known to a wider public. Stakeholder Engagement and Management efforts will work to:



Promote the resolutions, commitments, and achievements of the CGF and its members, as well as the value delivered to consumers, shoppers, and the communities the consumer goods industry serves



Build on existing good practices and leverage existing knowledge and frameworks.



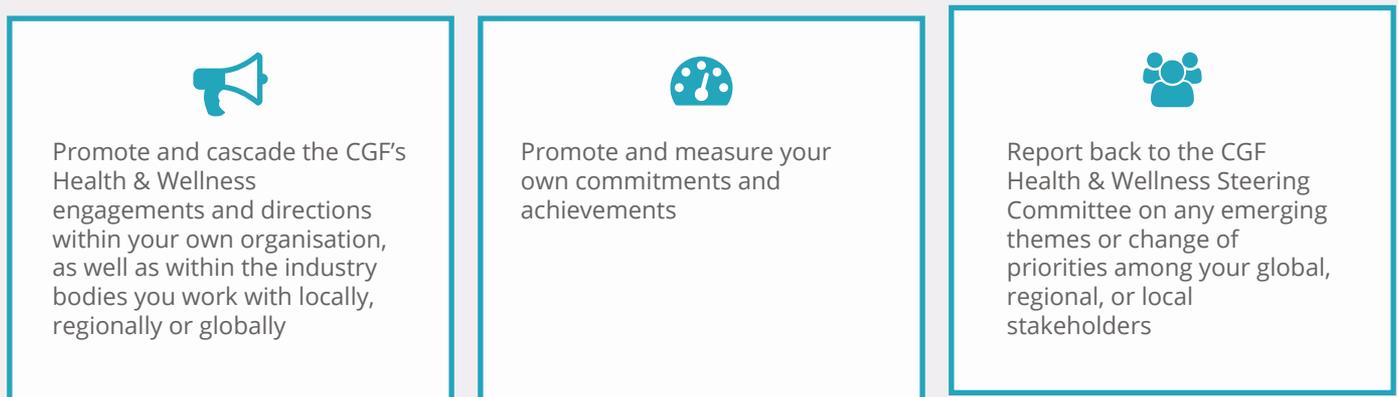
Identify the stakeholders the CGF needs to engage collectively as an organisation or as individual companies, and what makes them tick.

CHAPTER 5 HEALTH & WELLNESS ENABLERS

The CGF Health & Wellness Steering Committee has developed a comprehensive roadmap for internal and external stakeholder engagement and management that includes:

- Mapping the key CGF stakeholders into clusters
- A rationale for engagement, as well as the expected outcome for each cluster
- Strategic alliances to ensure both broad regional and local outreach to businesses and members

In addition to the collective stakeholder engagement driven by the CGF, it is essential for individual member companies to put in place your own stakeholder engagement and management plans so you can:



CGF members and other companies are welcome to build on the CGF Stakeholder Engagement Approach and Roadmap to help structure their own internal approach to stakeholders.

Things successful companies do

- Champion or champions to drive the approach across the organisation
- Single point of contact for external stakeholders, fronting a multidisciplinary team
- Mapping of the internal and external stakeholders per issue/opportunity
- Clear set of goals and a mapping of the goals to a stakeholder engagement roadmap
- Involve the relevant external stakeholders: government and NGOs, trade groups and civil society

COMMUNICATIONS

The CGF is committed to helping our members realise success in Health and Wellness, as we believe that not only is it the right thing to do, but it makes sound business sense to invest in the healthy lives of consumers. We have lots of resources and expertise to help companies along their Health & Wellness journey. For further information or advice, please reach out to us. We are happy to help (<http://bit.ly/1J5LbVa>).

*Take a look at our multimedia section for more member experiences
(<http://bit.ly/1d3NiKZ>)*

LOOKING AHEAD

As we work towards our next CGF summit in Cape Town in June 2016, we are committed to advancing our efforts in health and wellness and engaging members and external stakeholders on the journey. One area that we are actively exploring as a strategic initiative is building our members' involvement in community programmes. Currently the CGF is evaluating how to better scale up community-based programmes using the experience and best practices of multiple stakeholders. We will provide CGF members with an update in summer 2015.

As an example, the CGF identified two possible organisations that are delivering community programmes focused on promoting active and healthy lifestyles: EPODE International Network (EIN) and the Healthy Weight Commitment Foundation (HWCF).



<http://bit.ly/1518TAw>

This programme is focused on preventing childhood obesity and promoting healthy lifestyles. It was started in 1992 in France, where it has demonstrated efficacy, and it is now being implemented in 29 countries. It could be described as working “bottom up” by engaging primarily at the level of cities and local communities, with the objective of changing the environment around the child to ensure better health outcomes.



<http://bit.ly/1feeacT>

The programme is inspired by focusing on active healthy living and is supported through a partnership with global education leader Discovery Communications—engaging over 24M children in the United States through standards based curriculum and community programming with top tier NGOs. HWCF was started in 2009 and launched the first marketplace commitment to reduce calories in the marketplace. It could be described as working “top down” by engaging with both national and local institutions to drive implementation.

COMPANY EXAMPLES

We have also included examples of our members' efforts in community programmes in the practical examples section <http://bit.ly/1BpKuTU>



Good Food. Good Life

