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# The Consumer Goods Forum Health & Wellness Progress Report 2015

Executive summary





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The effort to address health and wellness on a global scale becomes more critical every day. In spite of great strides made in human longevity, we are confronting what the World Health Organization (WHO) identifies as “one of the major challenges for development in the 21st century” – the rise in non-communicable diseases (NCDs). According to the latest WHO estimates, 16 million people are dying prematurely – before the age of 70 – from heart and lung diseases, stroke, cancer, and diabetes<sup>1</sup>. Moreover, the issues of obesity, diabetes, aging populations, stress, and mental health are part of a broader spectrum of concerns that include the long-recognized challenges of under-nutrition, micronutrient deficiencies, and hygiene.

The Consumer Goods Forum (CGF) has long recognized that improving the health and wellness of world populations is crucial to the prosperity and growth of the industry. Health & Wellness is one of the four strategic pillars that the Board of the CGF views as a crucial opportunity for manufacturers and retailers.

<sup>1</sup> World Health Organization, 19 January 2015: <http://www.who.int/mediacentre/news/releases/2015/noncommunicable-diseases/en/>

In 2011, the CGF endorsed a set of Health & Wellness Resolutions designed to improve the “physical, emotional, spiritual, intellectual, and sustainable well-being” of consumers, shoppers, employees, their families, and the communities the industry serves. These three resolutions, discussed in more detail in the appendices, focus on:

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

Given the complexity of the issue, the Health & Wellness Pillar acknowledges the necessity of working across the industry and with external stakeholders to address these resolutions and empower consumers to make decisions that help them adopt healthier lifestyles.

The mission of the Health & Wellness Pillar is to support leading healthier lives and a culture of prevention with multi-stakeholder collaborations and partnerships; earning consumer trust and business growth through the empowerment of consumers and positive change.

The Pillar focuses on positive change and prioritizes actions that require global collaboration across manufacturers and retailers and between food, personal care and hygiene. This is integral to the overall CGF mission of driving solutions that improve global wellbeing for an ever-increasing global population and supporting business efficiencies along the value chain.

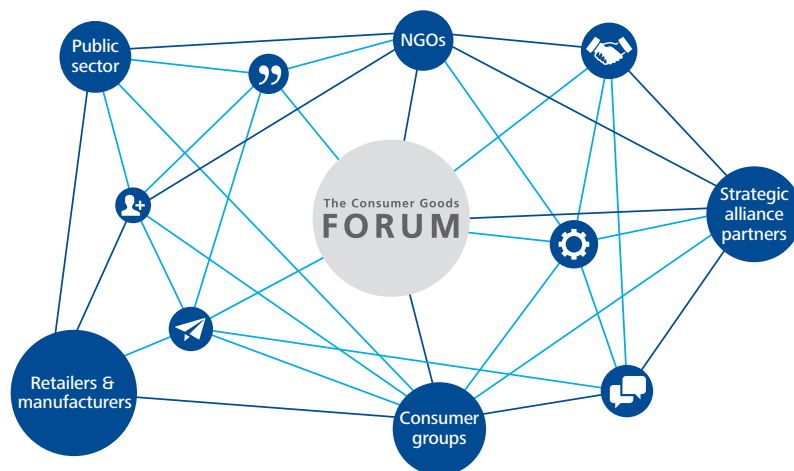
By adopting these Health & Wellness Resolutions in 2011, the CGF Board laid the foundation for a means of collecting information about industry-wide efforts in this area, for communicating the actions of industry, and for motivating and enabling future actions and engagement across the industry. The first phase of this was the pilot survey and report from 2013 that focused on its Board members. The objective was to measure progress of the implementation of the Health & Wellness Resolutions among this segment of the membership. The results of the pilot study were published in January 2014.

This year, participation was broadened to include 63 members of the CGF in order to gather information on the progress these companies are making and collect their lessons learned in addressing the health and wellness recommendations covered by the Resolutions. Participants comprised 29 food and beverage manufacturers, 26 retailers, and 8 personal care product manufacturers.

This is the only effort of its kind in the consumer goods industry and one that has the commitment of such a diverse global group of companies. Beginning with 63 companies, we will be making every effort to include results from our full membership in subsequent reports.

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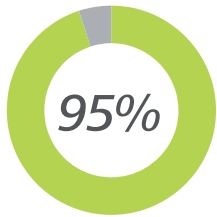
**The Consumer Goods Forum plays a key role**



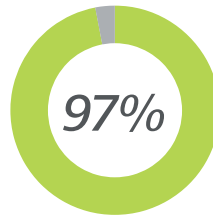
The survey solicited information on the companies' initiatives in relation to the Resolutions across three dimensions:

1	Policies	A stated position, objective, or plan to manage health and wellness issues affecting the company and its stakeholders.
2	Programs	Specific actions undertaken to support Health & Wellness Resolutions.
3	Outcomes	Effects of the programs and policies established to support health and wellness initiatives, including internal and external measures of progress.

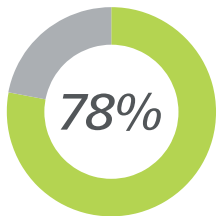
Overall it is clear that health and wellness initiatives remain an important focus area for the CGF's members:



95% of respondents have established policies on at least one of the CGF's three Health & Wellness Resolutions



97% of respondents have activated programs on at least one of the CGF's Health & Wellness Resolutions



78% of respondents are communicating publicly on at least one of the CGF's Health & Wellness Resolutions

While this report is indeed a milestone, it is part of an ongoing, multi-year journey. In June 2014, the Board of Directors committed to lead the industry on four Commitments – specific actions stemming directly from the Resolutions. These Commitments are intended to increase alignment and engagement amongst CGF members on our five-year plan, and to encourage companies to accelerate their efforts in the four specific areas shown overleaf.

## The Health & Wellness Commitments

2016

Make company policies on nutrition and product formulation public

2016

Implement employee health and wellness programs

2018

Industry wide and consistent product labelling and consumer information

2018

Stop targeted advertising to children under 12 for products that do not fulfill specific nutrition criteria

The survey results provide an opportunity to measure progress against these Commitments for the first time. The initial results demonstrate significant progress, **with three of the four commitments completed by more than two-thirds of respondents.**

With deadlines approaching for two of the Commitments in **January 2016**, the CGF Health & Wellness Pillar will be actively engaging and sharing best practices and working to establish programs and report accomplishments in order to meet the goals described above. A **pillar scorecard** will be released next year to show progress. Given the variety of interrelated factors in the global health agenda, the CGF has been working with stakeholders across multiple sectors, among them strategic alliance partners in the Liaison Group, NGOs, consumer groups, and the public sector to support the promotion of programs that will help employees and consumers adopt healthier lifestyles.

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The rewards of achieving these goals, both for consumers and for industry, cannot be over-estimated.

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