



# The Health & Wellness Pillar

Empowered, Healthy Consumers Globally

**EU platform on DIET, PHYSICAL ACTIVITY AND HEALTH - A EUROPEAN PLATFORM FOR ACTION**

**2nd June 2016**

**Sharon Bligh, The Consumer Goods Forum**

# Agenda

---

3 areas I will cover today:

- Who we are?
- What we do and the progress we are making?
- How we could collaborate?



# CGF in Figures

## KEY FIGURES



**400** members  
across **70** countries  
retailers, manufacturers  
and service providers  
of the consumer goods industry

**CGF member  
companies**



combined sales of  
**€2,5 trillion**



**CGF member companies**  
directly employ nearly  
**10 million people,**  
with a further  
**90 million related jobs**

## WHAT SETS US APART

The CGF is a truly **global** organisation which  
represents the consumer goods industry.



The CGF fosters **collaborative** engagement on  
common issues with its members across the industry.

The CGF is the only organisation with  
members from both the **manufacturing**  
and **retail** sectors **worldwide.**



The CGF improves **business efficiency and drives  
positive change** through growth for the industry  
and consumers worldwide.

# Strategic Partners

## The Consumer Goods Forum



The Americas

Asia Pacific

EMEA



# CGF Strategic Pillars

---

WORKING TOGETHER EFFICIENTLY FOR POSITIVE CHANGE



The diagram illustrates the CGF Strategic Pillars as a house structure. The roof is a white triangle containing the text 'IDENTIFY FOCUS AREAS, DEVELOP SOLUTIONS, SHARE SOLUTIONS, SPEAK WITH A COMMON VOICE'. The base is a wide blue rectangle labeled 'Knowledge & Best Practice Sharing'. Four vertical blue pillars support the roof, labeled from left to right: 'Sustainability', 'Product Safety', 'Health & Wellness' (which is highlighted with a green border), and 'End-to-End Value Chain & Standards'. The background features a stylized world map composed of black dots.

IDENTIFY FOCUS AREAS, DEVELOP SOLUTIONS, SHARE SOLUTIONS,  
SPEAK WITH A COMMON VOICE

Sustainability

Product Safety

Health & Wellness

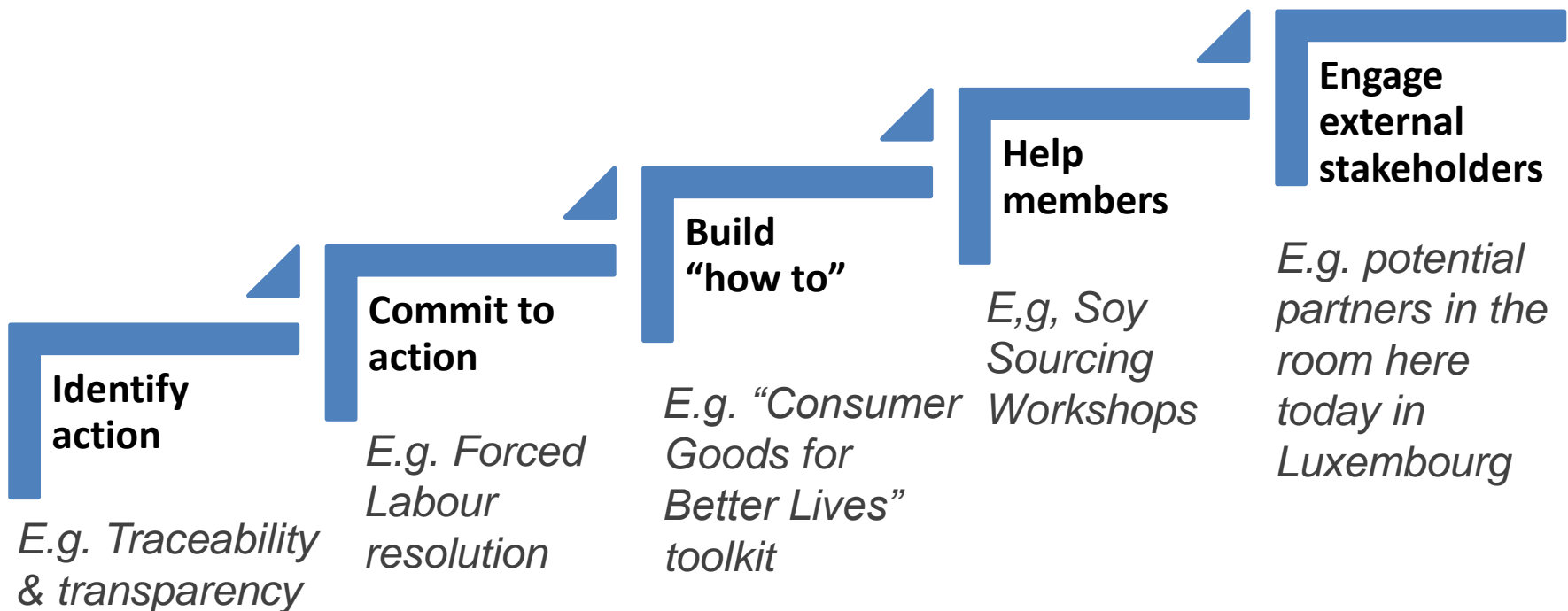
End-to-End Value  
Chain & Standards

Knowledge & Best Practice Sharing



# How the CGF supports implementation

## 5 steps and examples



# Health & Wellness Resolutions

1

## **ACCESS & AVAILABILITY OF PRODUCTS AND SERVICES**

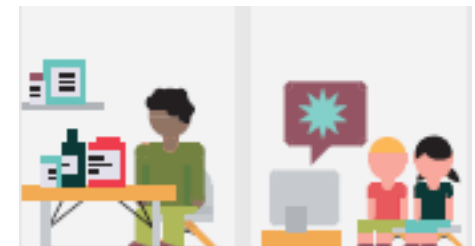
Offer consumers and shoppers a range of products and services that supports the goals of healthier diets and lifestyles.



2

## **PRODUCT INFORMATION & RESPONSIBLE MARKETING**

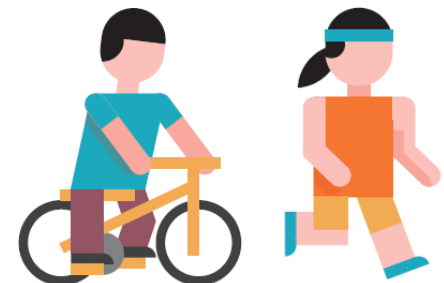
Provide transparent, fact-based information that will help consumers and shoppers make informed product choices and usages.



3

## **COMMUNICATION & EDUCATION ABOUT HEALTHIER DIETS AND LIFESTYLES**

Use communication and educational programmes to help raise consumer awareness on health and wellness and energy balance to inspire healthier diets and lifestyles.



# Health & Wellness Commitments

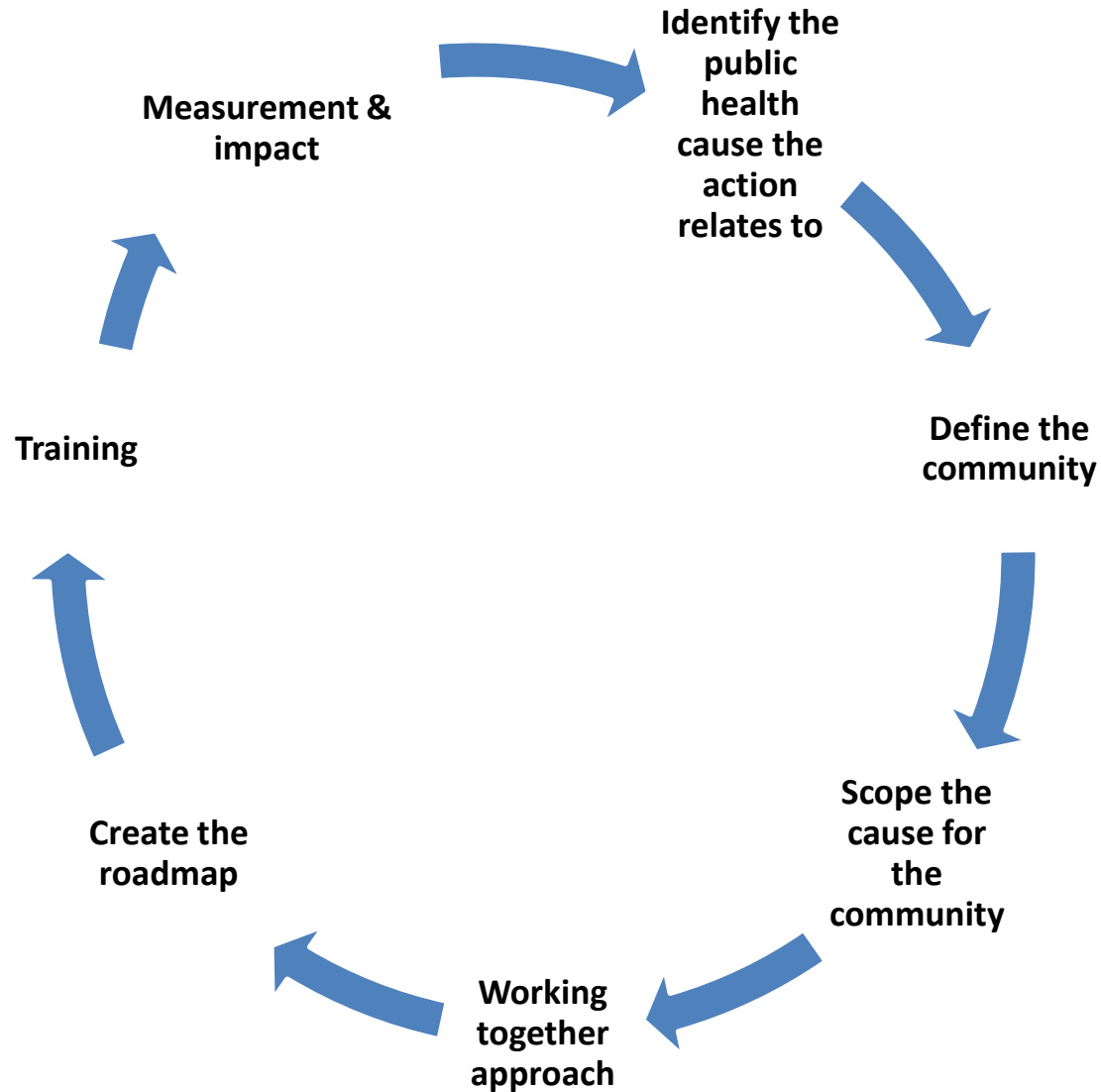
Members have been asked for increased alignment and engagement on **four key areas**.





# Healthier Communities

## Framework for action



# Health & Wellness Progress Report 2016

## Survey participants



# The Health & Wellness Resolutions

---

**94% 95%**



**2014 2015**

At least one of the  
H&W Resolutions

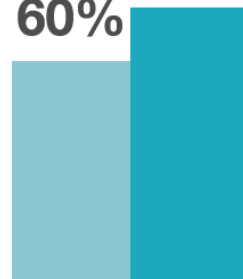
**79% 86%**



**2014 2015**

Two or more of the  
H&W Resolutions

**60% 74%**

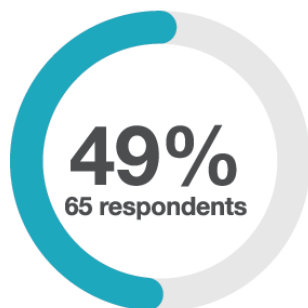


**2014 2015**

All three of the H&W  
Resolutions

# The Health & Wellness Commitments

**By 2016**



Publicity communicated their nutrition and formulation policies

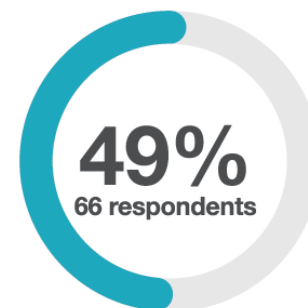


Implemented Employee Health & Wellness programmes

**By 2018**



Implemented the Consumer Information & Product Labelling Commitment



Publicity supporting the CGF Advertising to Children Commitment

# How could we collaborate?

**Participate**

**Engage**

**Implement**

**Measure**

- Using the unique capabilities of the members of The Consumer Goods Forum to contribute to our common goals in health and wellness
- Share implementation best practices
- Scale up existing initiatives in healthier communities
- Partnerships, projects and action, action, action.....

# Thank You!

---

[www.tcgfhealthandwellness.com](http://www.tcgfhealthandwellness.com)

[www.consumergoodsforbetterlives.com](http://www.consumergoodsforbetterlives.com)

Email: [s.bligh@theconsumergoodsforum.com](mailto:s.bligh@theconsumergoodsforum.com)

