

Collaboration for Healthier Lives

*A Collective Business Movement to empower people to **Live Healthier Lives** and drive **Shared Business Value**.*



Health & Wellness Global Challenge



A Global health challenge

2billion

people overweight
or obese

48%

increase in the prevalence
of diabetes is from
2017 to 2045,
425mn to 629mn

962mn

people aged 60+ in 2017,
expected to double by 2050 & to
more than triple by 2100



People Craving Change

HEALTH & PLEASURE

**LOCAL, RESOURCES MANAGEMENT,
NATURALITY**

MORE SENSE

POVERTY & WATER SCARCITY

TRANSPARENCY, QUALITY & TRUST

COLLABORATION & SHARING

Existing health care structures are facing increasing challenges and economic burden
Consumers want to be empowered to make changes to their health & wellbeing

Our value proposition



Who we are: A global movement led by manufacturers, retailers, public health authorities and local communities

What we do: Act at the origin of healthy decisions to empower people to live healthier lives and drive shared value

How we do it: Experimenting, innovating, evolving business models, and sharing data at-scale, cross-industry




Why it matters: Healthier decisions become easy and habitual for people in every community around the world

Our work is also supporting the broader UN goals for sustainable development and in particular:







The foundations of our work

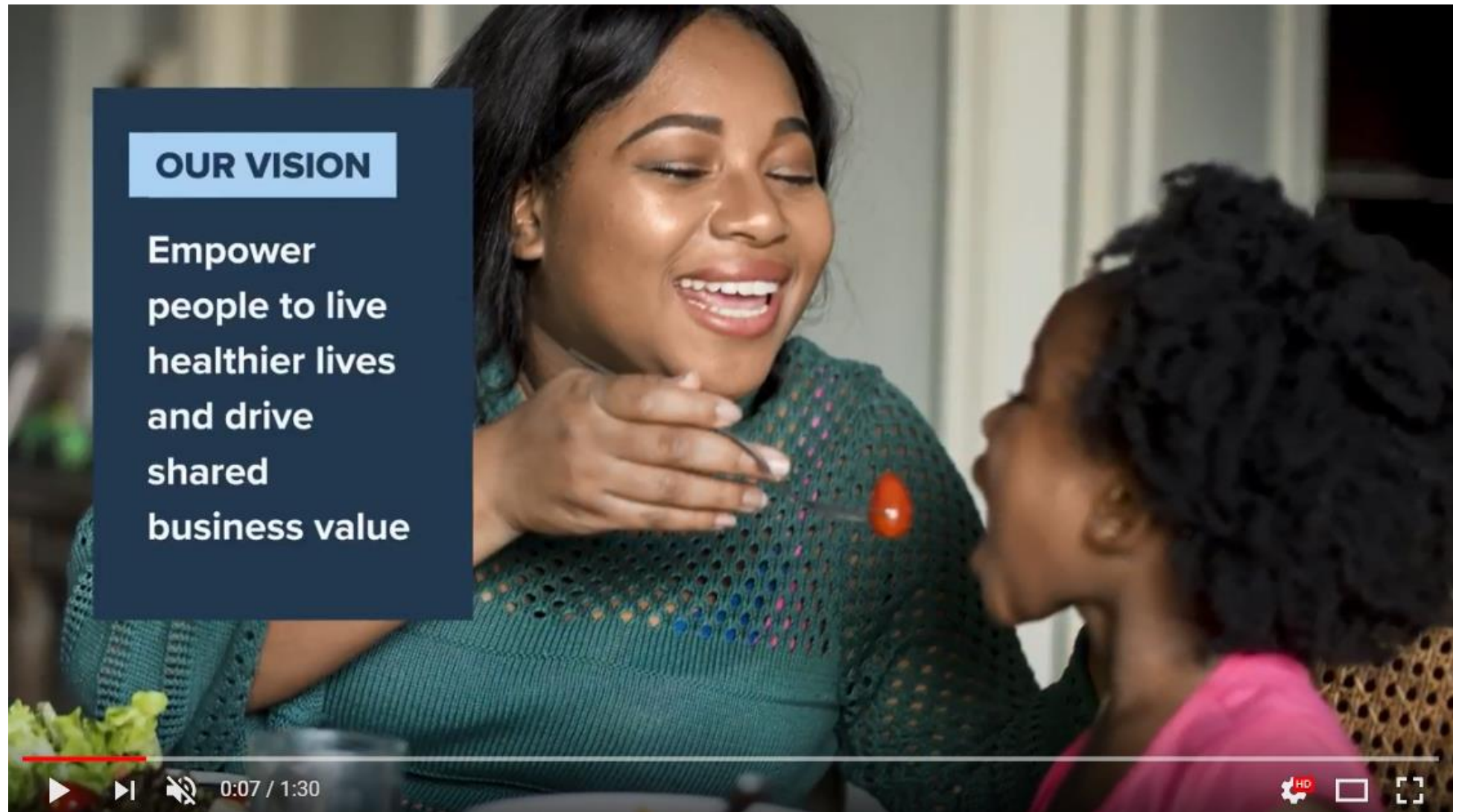
3 Resolutions:

-  1. Offer Consumers and shoppers a range of products that support the goals of healthier lifestyles;
-  2. Provide transparent fact-based information that will help consumers and shoppers make informed product choices and usages;
-  3. Use communication and educational programs to help raise consumer awareness on health & wellness and energy balance to inspire healthier lifestyles

4 Commitments:

-  A. Make public company policies on nutrition and product formulation;
-  B. Implement employee health and wellbeing programmes;
-  C. Industry-wide implementation of consistent product labelling and consumer information to help consumers make informed choices and usages; and
-  D. Stop marketing communications to children under 12 for food and beverage products that do not fulfil specific nutrition criteria based on scientific evidence and/or applicable national and international dietary guidelines.

What is CHL?



https://www.youtube.com/watch?v=j_nIT222EtQ

Strategic Framework



Collaboration for Healthier Lives



EMPLOYEES



STORES IN ACTION



DIGITAL



COMMITMENTS



PARTNERSHIPS

Acting together to play a pivotal role in the Health & Wellness of people



- ▶ Collaboration needed to impact healthier behaviours at scale
- ▶ Become a partner of choice for multi-stakeholder dialogue
- ▶ Set up business case for health

Retailer = destination for Health & Wellness



Bringing
capabilities
together

CHL FRAMEWORK OF ACTION

MESSAGING & CONSUMER INFORMATION



EMPLOYEES

- EMPLOYEES AS A FORCE FOR GOOD
- EMPLOYEES TRAINING PROGRAM



STORES IN ACTION

- CATEGORIES ON H&W
- HEALTHIER SWAPS
- HEALTHIER CHECKOUTS
- PROMOTION IN STORE
- ADVICE, EDUCATION
- SERVICES & SCREENINGS
- INCENTIVES PROGRAM



DIGITAL

- PROPOSING A DIGITAL FRAMEWORK TO NUDGE HEALTHIER BEHAVIOURS

SUPPORTING COMMUNITIES IN THEIR LOCAL
HEALTH & WELLNESS AGENDA

Ambitious agenda to drive change

Independently measured KPIs to assess the impact of the Initiative

KPIs adapted to the two main objectives of the CHL Initiative



KPIs to measure tangible and demonstrable progress towards healthier baskets and behaviors



KPIs to measure increase of awareness and well being of people and access to preventative services

KPIs specific to each action



KPIs to be defined for each initiative once a list of actions to be launched is established

CHL Framework for Action

1. Identify & Align

- Identify health and wellness issues and potential opportunities around the globe
- Align on the overall governance model of the initiative

2. Co-Build

- Collectively build out detailed actions and plans for the initiative that are catered to the characteristics of the target region.

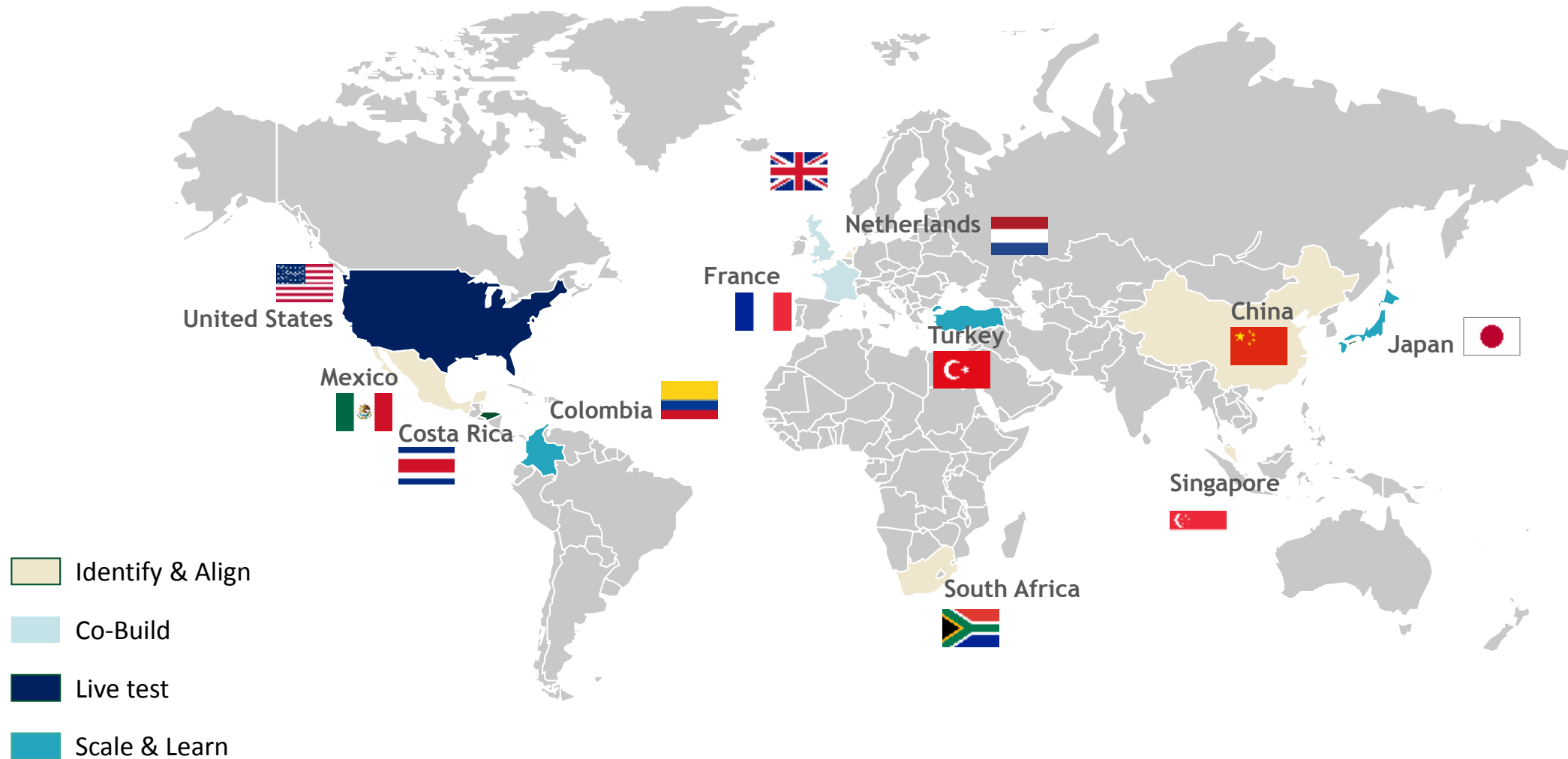
3. Live test

- Select representative community and store for testing phase.
- Ensure adequate preparation as well as track & monitor mechanism are in place.

4. Scale & Learn

- Expand the initiatives to cover more locations and involve more participants, effectively realising greater impact

CHL Global Framework for Action



They have already joined the movement



Key stakeholders & collaborators



Private sector



Public sector



U.S. Chamber of Commerce
Standing Up for American Enterprise

THE
BEHAVIOURAL
INSIGHTS TEAM



Republic of Turkey
Ministry of Health

Non-profit



Academic partnerships



INSEAD
The Business School
for the World®



Dr. Satoru Yamada

★ Collaboration under review



Colombia



'Give a healthy twist to your life'

In-store education and advice by expert nutritionists on:

- Balanced diet
- Portion size
- Proper hygiene
- Understanding food labels
- Staying active



Phase 1 - May 2017, 8 stores in Bogota reached 12.000 customers

- ✓ Healthier baskets were measured by Nielsen showed positive results
- ✓ Learnings were used to design of Phase 2.

Phase 2 - August 2018, launched in 37 stores in Bogota and Medellin

Expecting to reach 40.000 customers



Costa Rica



'Give a healthy twist to your life'

- 3-day initial campaign (July 27-29, 2018)
- 2 stores in Alajuela and San Sebastián
- Partners include the Costa Rica Ministry of Health and the University of Medical Sciences (Universidad des Ciencias Medicas)

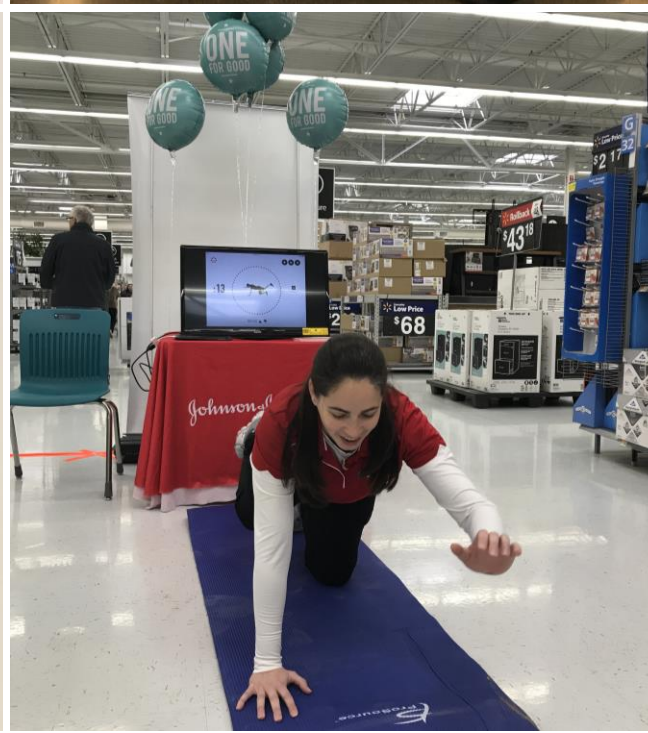
CHL Japan

Expansion of a healthier lifespan



- ▶ 2 locations: Kobe & Osaka
- ▶ Actions focus on:
 - ✓ Improving lifestyles
 - ✓ Moderating salt and sugar consumption
 - ✓ Free in-store health checks

to address the main health issues in Japan: ageing society, Metabolic Syndrome, lifestyle-related diseases and health insurance



USA



'One for Good'

Objective:

To support the community in adopting healthier diets and lifestyles by promoting the idea of *One More Healthy Choice*, and nudging people to make the healthier choice, be it in store or at home, by making the healthier choice an easy choice.

An external evaluation to help the initiative progress is being supported by the Robert Wood Johnson Foundation.

www.one-for-good.com

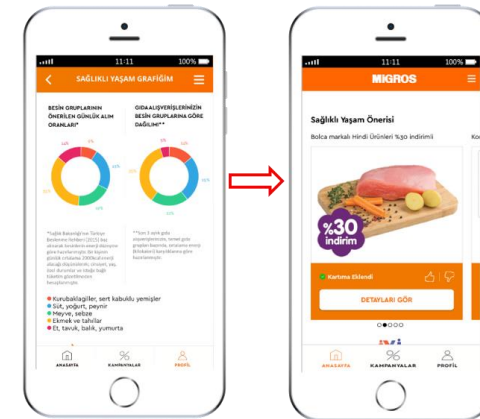


Turkey



Educating consumers in-store

- Approval by the Turkish Ministry of Health
- 30 stores across the country
- One-to-one in-store training to 10,000 customers
- Well-being training to half a million customers
- Information via Social Media to 1 million people





UK



Enabling Behaviour Change

- Bring together capabilities across the board on products and services: in-store activations i.e. store design, price & promotions, online solutions as reward programs, in the community and in the workplace
- Value independent evaluation, data and collective learning sharing on how to empower consumers live healthier lives
- Aim to work with [Public Health England](#) and the [NHS](#) as we believe the UK is a leader on public health and healthier behaviour interventions
- Leverage [digital](#) to nudge towards healthier baskets and support behaviour change. The UK will be a pioneer market to test interventions.
- Partners include the Guys & St Thomas's Charity and the Behavioural Insights Team

France



Ensemble, vivons mieux



- The initiative is starting in the city of Lyon, with the collaboration of local authorities and stakeholders
- Kick off session: **20th of November 2018**





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The Consumer Goods Forum