

# The Consumer Goods Forum Launches New Coalition on Collaboration for Healthier Lives

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**PARIS, 7th April 2020** — The Consumer Goods Forum (“CGF”) has today launched its Collaboration for Healthier Lives Coalition of Action (the “Coalition”) as part of a new global strategy to help its members drive more impactful collaborations that benefit both people and planet and seize the opportunities offered by purpose-driven business models. Its mission is to inspire healthier behaviour in stores and communities around the world. It builds on the work done over the last decade by CGF members through its Health & Wellness initiative.

The Coalition is launched at a crucial time when the planet is united in fighting the Covid-19 pandemic. CGF members acknowledge the critical role they must play in mitigating the impacts of the coronavirus. This is evident in the spirit of collaboration and solidarity that is being demonstrated every day across the world and in the call for global coordination in [securing food and hygiene product supply chains](#) made by the CGF’s Board of Directors and WHO Covid-19 Special Envoy on 6th April.

This spirit is also deeply embodied in the Coalition. In the short term, however, given the unexpected Covid-19 development, the Coalition has shifted its focus to step up collective actions to support people and communities in these difficult times. Coalition members are actively sharing best practices and insights across the global CGF community and working smartly with key partners. They are also taking responsibility as individual businesses by sharing health and safety messages, protecting employees, ensuring product supplies and by making donations.

The Coalition is led by [manufacturers and retailers](#) in partnership with public health authorities, local communities, academia and other stakeholders. Its commitment is to help people make healthier decisions every day in every community around the world. It is about making it easier for people to take care of themselves and their families.

Coalition action is backed by a charter adopted by all its members. It outlines the following common objectives: inspire healthier behaviours in stores and in communities; build upon digital innovations and data sharing to enable new business models; enable healthy workforces by implementing Employee Health & Wellbeing programmes and through its partnership with the Global Alliance for Improved Nutrition (GAIN); and be a convening platform for business and stakeholders such as public health authorities, civil society organisations and academia.

**Frans Muller, CEO of Ahold Delhaize** and **Mark Schneider, CEO of Nestlé** co-lead the Coalition at the [CGF Board of Directors](#) level. In launching the Coalition, the two CEOs said: “We aim to make a positive difference in people’s lives, serving our communities responsibly and protecting the environment. Over the last decade, we have achieved a lot, but we know that there is a lot more to be done to achieve sustainable healthy diets and lifestyles for all. We believe that we are stronger together. That is why we have set up this new Coalition. Many CGF members are currently playing a crucial role in supporting their local communities to help fight the Covid- 19 pandemic. All the learnings will enable us to strengthen our business strategies moving forward.”

At the Coalition level, the work is led by **Isabelle Grosmaître, Health & Alimentation Catalyst, Danone** and **Marcus Osborne, Vice President, Health & Wellness Transformation, Walmart**. The two Coalition Co-Chairs, said, “Health has never been so important to all of us, for our own people and for the communities we serve. Given the worldwide Covid-19 situation, it is clear no company can solve global health issues alone. Collaboration has never been so meaningful. Collaboration is needed at scale and across sectors to play the necessary role and positively impact the health and wellbeing of people globally. This shift towards a coalition will enable us to join forces for our industry to be part of the solution”.

CGF members who have signed up to the Coalition ahead of its official launch are:

Ahold Delhaize	Marks & Spencer
Ajinomoto	Mars, Incorporated
Barilla	Migros Ticaret
Carrefour	Nestlé
The Coca-Cola Company	New Hope Liuhe
Danone	NTUC Fairprice
Douglas	Procter & Gamble
General Mills	PepsiCo
Grupo Bimbo	Pick n Pay
Grupo Exito	Sainsbury
GSK	Tesco
ICA	Unilever
Johnson & Johnson	Walmart
Jeronimo Martins	Walgreens Boots Alliance
Land O’ Lakes	X5
Lawson	

The Coalition also plans to launch a its Global Learning Mechanism (GLM) later this month. This is a platform that will connect brand manufacturers, retailers and stakeholders. It will enable exchange of good practices and learning as health and wellbeing programmes around the world expand. It will boost action towards sustainable, healthy diets and lifestyles. Resources available on the platform will include consumer and business insights, surveys, case studies, special reports and more. Connected to the GLM, a new interactive community for the 200+ CGF members and stakeholders involved in regional Collaboration for Healthier Lives movements was launched in March.

You can learn more about the Coalition and the GLM at the upcoming *Healthier Lives: Impact Through Collaboration* event. Visit [www.theconsumergoodsforum.com](http://www.theconsumergoodsforum.com) for more information. Interested parties can contact the CGF’s Health & Wellness team: [hw@theconsumergoodsforum.com](mailto:hw@theconsumergoodsforum.com).

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## About The Consumer Goods Forum

The Consumer Goods Forum (“CGF”) is a global, parity-based industry network that is driven by its members to encourage the global adoption of practices and standards that serves the consumer goods industry worldwide. It brings together the CEOs and senior management of some 400 retailers, manufacturers, service providers, and other stakeholders across 70 countries, and it reflects the diversity of the industry in geography, size, product category and format. Its member companies have combined sales of EUR 3.5 trillion and directly employ nearly 10 million people, with a further 90 million related jobs estimated along the value chain. It is governed by its Board of Directors, which comprises more than 50 manufacturer and retailer CEOs. For more information, please visit: [www.theconsumergoodsforum.com](http://www.theconsumergoodsforum.com).

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