



UNHCR Call for Input from The Consumer Goods Forum

We submit these inputs on behalf of the members of The Consumer Goods Forum (CGF), a global coalition of manufacturers and retailers committed to a singular vision: better lives through better business. With our global reach, CEO leadership, and focus on retailer-manufacturer collaboration, we are in a unique position to drive positive change and help address key challenges impacting the industry, including environmental and social sustainability, health, food safety, and product data accuracy.

CGF members represent diverse sectors, facing diverse challenges, from around the world. We are united by our interest in conducting business to high ethical standards, with a view to meeting and exceeding the expectations of our stakeholders. The CGF is committed to aligning our actions and guidance with the United Nations Guiding Principles on Business and Human Rights (“Guiding Principles”), the cornerstone of effective and practical corporate respect for human rights.

Over the last decade, we have invested substantial resources as a collective and as individual businesses to advance our understanding of human rights issues affecting our stakeholders and how best to address them. Many challenges remain—particularly with systemic vulnerabilities, such as climate and health, which require concerted public and private action—but we remain committed to seeking reasonable, practical, and effective solutions for business to contribute to global progress.

We accordingly welcome the Special Rapporteur’s focus on the roles of governments and businesses regarding the right to health. These roles are distinct but complementary. Under the Guiding Principles states are expected to “respect, protect, and fulfil the human rights of individuals within their territory and/or jurisdiction” and businesses have a distinct responsibility to respect human rights. The core of corporate human rights responsibility is due diligence and in the answers that follow, we highlight some of the ways that we and our members have demonstrated our commitment to respecting the right to health with voluntary initiatives. But we also strive always to improve, with the aim of making a lasting difference in stakeholder lives. We would therefore invite practical and specific guidance on how our members can improve their human rights due diligence processes with reference to the right to health.



We hope our experience proves helpful, and we remain at your disposal to engage on the practical structure and challenges in incorporating the right to health in our broader human rights due diligence.

- 1. *What are the major factors that challenge quantitatively and qualitatively adequate access to food and nutrition in your country and/or community (including external to your country)? Taking into consideration the underlying determinants of health, in what ways do they contribute to health inequities?***
- 2. *What legislative or regulatory measures (such as those related to nutrition standards, labelling, marketing, procurement in institutional settings including – but not limited to – schools and prisons, and fiscal measures) have been considered or adopted in your country and/or community to improve food and nutrition, especially for persons in vulnerable situations? Where relevant, how are those measures being enforced?***
- 3. *In your context, have any legislative or regulatory measures attempted to simultaneously address undernutrition, on the one hand, and diet-related non-communicable diseases such as diabetes, cardiovascular diseases, and cancer, on the other hand? In doing so, have they been successful? Please provide concrete examples.***
- 4. *Beyond diet-related non-communicable diseases, food and nutrition are also relevant in relation to infectious diseases and other illnesses. For example, contaminated food can lead to foodborne illnesses, poor nutrition can make persons more susceptible to infectious diseases, and individuals living with infectious diseases and other chronic illnesses may have unique dietary requirements for health. Please describe any challenges and progress made in this regard in your country and/or within your community.***
- 5. *Multi-stakeholder approaches to food and nutrition are often affected by power asymmetries that exclude persons and communities in situations of vulnerability.***
 - 5.1. *Please provide concrete examples of the barriers and opportunities for these persons or communities, such as Indigenous peoples, women, children, and migrants, to participate in national and/or international policymaking processes pertaining to food and nutrition, including the process of participation.***

Worldwide, one in nine people is undernourished, and one in three people is overweight or obese, which negatively impacts individuals, businesses and multi-level economies. The



average person spends one-third of their adult life at work, therefore, businesses have the responsibility and opportunity to make the [workplace](#) a [prime arena](#) to eliminate global malnutrition. Research, including a [study published](#) by a Workforce Nutrition Alliance (WNA) convener, have shown that implementing workforce nutrition programs have many benefits to companies, of which include improved job satisfaction, increased productivity and [reduced absenteeism](#).

The CGF Collaboration for Healthier Lives Coalition of Action (CHL) empowers people to lead healthier & more sustainable lives while creating shared value for business and communities. CHL initiatives run across 11 countries and over 206 organisations. In 2022, CHL had 255 million reach & 55m impacts in 9 markets. In three key target areas, CHL collaborates on:

- Improving the accessibility of healthier & more sustainable products for consumers
- Influencing consumer behaviour to encourage and enable healthier, more sustainable habits
- Empowering our employees' health & well-being

The Healthier Lives Coalition of Action has launched over 71 local [initiatives](#) to help consumers make healthier choices - including more than 800 interventions, reaching more than an estimated 2.6 billion consumers, based on an internal assessment, and getting more than 50 million consumers to purchase a healthier product or service promoted via CHL. Those programs were launched in China, Colombia, Costa Rica, El Salvador, France, Guatemala, Honduras, Japan, Mexico, Nicaragua, Turkey, United Kingdom and the United States. The Coalition tracks its progress locally and a selection of reports and analyses can be found from [China \(2\)](#), France ([One Click Healthy](#)), [Turkey \(2\)](#), [UK](#), [US](#). Our collaboration in the UK has been analysed by Oxford University with results [published in PLOS medical journal](#). Local teams have been using the [framework](#) addressing accessibility and affordability for healthy diets.

Members of The Consumer Goods Forum employ 10 million people with over 90 million along their supply chains. The CGF and the Global Alliance for Improved Nutrition (GAIN) joined forces to create the Workforce Nutrition Alliance ([WNA](#)). WNA aims to help organisations and worksites adopt and expand their workforce nutrition through [toolkits](#) and [information sharing](#). WNA aims to positively reach three million employees in their organisations and supply chains by 2025 and 10 million by 2030.. WNA focuses its work on four pillars -healthy food at work, nutrition education, nutrition health checks, and breastfeeding support programmes. Together, the four pillars show [evidence](#) of a broader impact on people and their families, because they also lead to people taking care at home, improving and spreading knowledge about the importance of good nutrition.

WNA's workforce nutrition programmes are an effective, [multi-level impact](#) approach because they 1) give a voice to (previously unheard) employees by tailoring activities to their nutritional



needs and by involving them in the set-up of workplace initiatives from the start, 2) have a gender-sensitive lens in their approach as the WNA generally targets female-dominated workforces and specifically advocates for better maternity entitlements and health at work.

Successful multi-level initiatives, spearheaded by WNA, which addressed malnutrition include:

Workforce Nutrition Scorecard: We have developed a free online self-assessment scorecard that enables companies to identify where they can enhance their workforce nutrition. This scorecard helps to self-assess individual worksites on four nutrition themes, independent of

worksite-type. Additionally, WNA is now in the developing stage of a separate scorecard for multinationals to assess the status of workforce nutrition amongst workers and farmers in their supply chains.

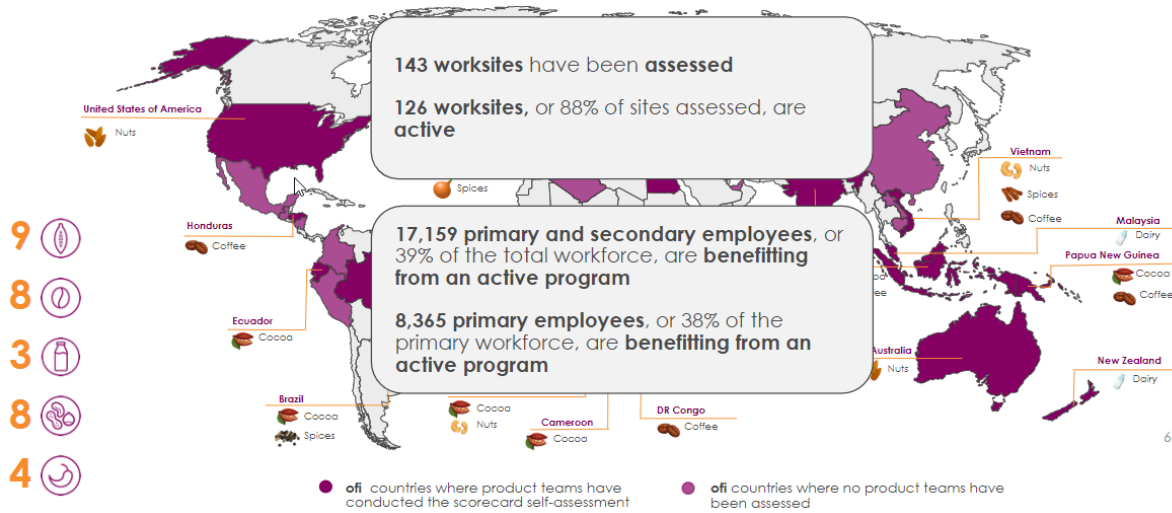
2022 Workforce Nutrition Alliance – results

Co-founded by CGF & GAIN



As of 2022, 223 assessments had been conducted in 43 countries, which included 30 organisations. One example of how the scorecard assessments have directly affected indigenous peoples, women, children and migrants is the example from ofi, who presented their results on the [2023 Food and Agriculture Benchmark webinar](#) on 20 March 2023.

32 country-product teams globally have conducted the scorecard self-assessment and are taking actions to improve workforce nutrition



ofi teams globally are completing the scorecard, developing action plans and taking action to improve employee nutrition



Nigeria Cashew	Egypt Spices	DRC Coffee	Brazil Cocoa
Conducts nutrition-focused health checks, screening 785 employees for key nutrition indicators including cholesterol, blood sugar, hemoglobin, blood pressure	Rolls out a nutrition education campaign reaching 400+ employees, following a baseline evaluation of employee's nutrition knowledge	Assesses employee diets and modifies canteen meals to meet identified nutritional gaps for 1000+ female employee diets and those of their children	Works with food supplier to improve the quality of canteen meals and snacks for 200+ employees, conducts sensitization and tracks satisfaction

Work Case Study Booklet (2022): With this report the WNA hopes to inspire companies to leverage the workplace to bring access and knowledge about healthy nutrition to millions of people around the globe through workforce nutrition. Key findings from 2021 reported in the publication include:

- 110 organisations, including Google and Unilever, demonstrated their commitments to improving workforce nutrition;
- 5,581,148 employees and workers were potentially reached throughout the supply chain;



- 21 organisations in the first technical support programme reached 30,000 employees, across 9 countries.

WNA Free [guidebook](#) series: Backed by data on why these programs are crucial for employees at any worksite, these free guidebooks offer simple steps an organisation can take to implement an effective workforce nutrition programme, including those with limited resources. Guidebooks are available for the four pillars - [Healthy food at work](#), [Nutrition education](#), [Breastfeeding support](#), and [Nutrition health checks](#). [Company leaders](#) in the various pillar areas have shared their best practices with WNA. Guidebooks are currently available in English, Spanish, French and Khmeric.

The Access to Nutrition Initiative published an [article](#) compiling all the reports that organisations such as The Consumer Goods Forum, The Global Alliance for Improved Nutrition, The World Benchmarking Alliance etc. have published on workforce nutrition. These reports, including the Workforce Nutrition Alliance Case Study Booklet, contains case study examples of workforce nutrition programmes which in turn would encourage other companies to focus more on the health and wellbeing of their employees.

5.2. What proactive steps or good practices can you report on taken by the State to engage in activities to strengthen people's access to and utilisation of resources for food security in this regard?

The Turkish Ministry of Health supported the 2018 CHL Turkey initiative called the [Wellbeing Journey programme](#), which focused on personalising balanced nutrition for consumers. Through use of an algorithm on a mobile app, consumers receive personalised information on their own wellbeing, informing them which food groups are lacking in their diets. This helped them to reconsider their shopping and eating habits. Consumers also received special offers on products that match their nutritional needs, creating nutritious and affordable options for them to improve their nutrition.

In Colombia, the Collaboration for Healthier Lives coalition at the CGF forged partnerships from the private sector and public ministries (including notably the participation of Colombia's First Lady) to begin the [Misión Nutrición Wellbeing program](#) in 2021.

In France, we collaborated with the ADEME (Ministries of Ecological Transition; Agriculture, Food and Environment; School of Agriculture) on empowering people to make healthier and more sustainable food choices and produced a guide for our members on implementing environmental [food labelling](#).

The [National Workforce Nutrition Alliance](#) in Bangladesh was launched in 2022 by the Department of Labour from the Ministry of Labour and Employment, in close collaboration with the Global Alliance for Improved Nutrition. National Alliance is set to help employers



ensure their employees have access to and knowledge about healthy nutrition, breastfeeding support and nutrition-focused health checks.

In an effort to raise awareness of healthier alternatives, the CHL Japan has partnered with the Chiba City to support the ambition of *'Improvement of Eating Habits of Chiba Citizens'*. The partnership began in 2021 with the support of members of The Consumer Goods Forum to collectively tackle salt reduction. This collaborative action is in support of the WHO global benchmarks to encourage countries and industries [to reach the WHO target of 30% reduction in global salt/sodium intake by 2025](#). The initiatives are conducted in stores, at schools and online shopping forums to provide access to low sodium recipes, awareness videos, newsletters, seminars and cooking classes. A survey conducted in January 2022, with responses from the customers frequenting one supermarket showed that:

- 11% of the respondents knew that their salt intake was higher than the national average;
- 18% knew about the initiative and about 70% of them decided to be more conscious about their salt intake after hearing about the initiative;
- 62% of those who saw the video in the questionnaire of the survey answered that they "understood the necessity of reducing salt".

6. What is the impact of gentrification, development, technology, industry activity and deforestation on food security? Please share some concrete examples.

The CGF Human Rights Coalition (CHR) is a CEO-led coalition that works to achieve decent working conditions and end forced labour across the consumer goods industry and worldwide. The CHR has developed a framework for its members to utilise in an effort to end forced labour within their supply chains. Companies can use this framework to assess the vulnerability of their own employees, as well as those buried deeper in a company's operations, to determine that proper labour practices are being exercised and that their human rights are being protected. For some, like migrant workers, this can include food as many of them may live and work on site. See CHR email attachment for details.

7. Please provide examples related to the impact of food production, on the health of the population living or the people working in or near the areas of production/cultivation?

Workforce nutrition initiatives conducted through the WNA have positively impacted farmers in the [tea sector](#). Typically the lands/land plots of smallholder tea farmers in i.e. India, Kenya & Malawi are dominated by the tea cash crop, leaving limited available land homestead food production and other forms of livelihoods. In order for these tea farming communities to have an adequate standard of living, it is essential to make sure that they have access to healthy



foods that can support them to work in the fields all day. GAIN, as co-convenor of the WNA, has worked with local farmers to set-up innovative kitchen garden techniques that would take up little space and has worked with local community shops to strengthen the access to nutritious foods.

The design of the WNA scorecard assessments allow for worksites in supply chains to connect employees with access to nutrition and healthcare support across various agricultural sectors. These initiatives not only directly impact employees, but their families, communities and future workers. The WNA guidance on building a [breastfeeding support programme](#) allows breastfeeding females to be able to take care of themselves and their children, which ultimately results in allowing families to maintain their livelihoods and ensure healthy development of their children – society’s future generation of workers.

Many teams are focused on developing robust breastfeeding support programs, to support pregnant and lactating mothers in the workplace



Côte d'Ivoire Cashew	Malaysia Dairy	Vietnam Nuts
		
<p>Constructs a nursery at its Anyama factory that can accommodate up to 60 children and is equipped with a dedicated breastfeeding space equipped</p>	<p>Collaborates with health partners to conduct quarterly awareness raising on breastfeeding and women’s reproductive health and equips breastfeeding space with storage equipment</p>	<p>Partners with NGO Alive & Thrive to establish breastfeeding support programs in 11 nuts factories throughout Vietnam, reaching 2,500+ employees and their families</p>

CHL Turkey [collaborated](#) with the National bank in order to receive the price of their products sold in one supermarket chain, directly from the bank in advance. This provides necessary financial support and thus, food security to farmers to maintain their livelihoods.

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 4.6 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 55 manufacturer and retailer CEOs. For more information, please visit: www.theconsumergoodsforum.com

About GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the United Nations in 2002 to tackle the human suffering caused by malnutrition. Working with governments, businesses and civil society, we aim to transform food systems so that they deliver more nutritious foods for all people, especially the most vulnerable. For more information visit: www.gainhealth.org