



THE CONSUMER GOODS FORUM
& COLLABORATION FOR HEALTHIER LIVES PRESENT



From Concept to Implementation

Getting our global digital H&W portfolio to market

MARCH 17, 2020 | SAN FRANCISCO, CA

Your leadership is critical in getting ideas to action, and that is why the Consumer Goods Forum is honored to invite you to participate in a 1-Day workshop to advance the ideas and create the plan for action.



2018

The global Health & Wellness Steering Committee created Collaboration for Healthier Lives (CHL) and committed to “enabling consumers to lead healthier lives.”



2019

The CHL implemented regional H&W programs in 9 countries across the globe to mobilize change at the local level.

November: CHL created a portfolio of global digital H&W solutions to drive healthier behaviours at scale.

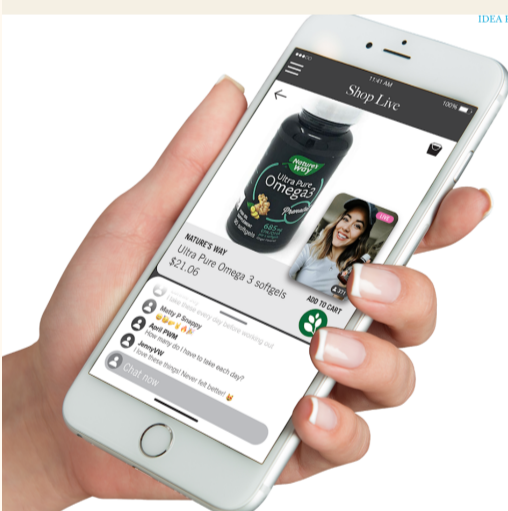


2020

January: CHL steering committee aligned to move the ideas forward

March 17th: CHL meeting to elevate the ideas and create the **action plan** to bring the digital H&W ideas to market

June: The CHL will present the ideas and action plan to the board



Where we need your support:

CONFIRM YOUR ATTENDANCE

Email the CGF Health & Wellness team:
hw@theconsumergoodsforum.com

INVITE YOUR IMPLEMENTATION COUNTERPART

Additionally, you are invited to bring with you the CHL team member who will be responsible for implementation on behalf of your company, as well as your head of digital.

Thanks in advance for your participation and your help in advancing the CHL agenda!

ISABELLE GROSMAITRE

Danone, Co-Chair, Collaboration for Healthier Lives

&

MARCUS OSBORNE

Walmart, Co-Chair, Collaboration for Healthier Lives

We can't wait to see you!



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