

# SODEXO'S POSITION ON NUTRITION, HEALTH AND WELL-BEING

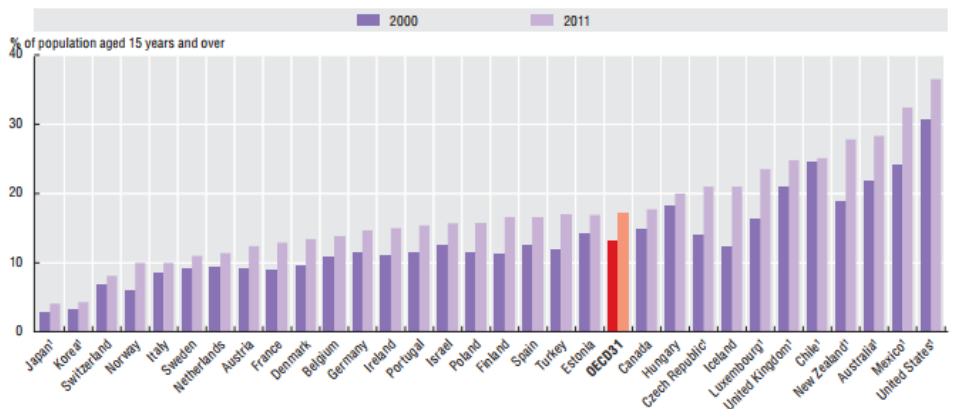
## KEY FACTS\*

- Worldwide, a child born in 1955 had an average life expectancy at birth of only 48 years. By 2025, life expectancy is projected to rise to 73 years. This improvement in longevity has resulted from improved living conditions overall; advances in medical science; and a number of population-level interventions.
- Chronic conditions are now the chief causes of death globally. Worldwide, the number of people dying from non-communicable diseases has grown 30% since 1990.
- Obesity has become a critical global issue. More than 1.3 billion adults and 300 million children – nearly 25% of the global population—are overweight or obese. Being obese or overweight is an important predictor of chronic disease. For example, an estimated 30 million people worldwide had diabetes in 1985. According to the WHO, this number will increase to at least 300 million by 2025.
- 805 million people (one in nine) in the world do not have enough food to lead a healthy life. Poor nutrition causes 45% of deaths in children under five – 3.1 million children every year.

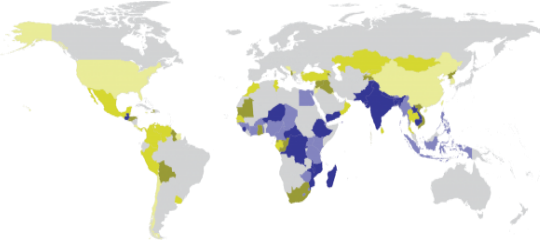
Globally, much progress has been made over the past fifty years in the areas of nutrition, health and well-being. However, the rise of chronic diseases and the persistence of malnutrition continue to adversely affect billions of people's health and well-being, and adversely impact the global economy in a profound way. In mature economies, aging populations and increased chronic diseases put an unsustainable economic burden on society. In developing economies, malnutrition and poor health continue to inhibit individual prosperity.

When considering individual well-being, adequate and appropriate nutrition and physical activity are key quality-of-life indicators. Consuming a healthy diet throughout life helps prevent malnutrition in all its forms, as well as a range of non-communicable diseases and conditions, including obesity, diabetes, heart disease, stroke and cancer. But the increased production of processed food, rapid urbanization, and changing lifestyles has led to a shift in dietary and physical activity patterns. In developed and developing countries, people are consuming more food high in energy, saturated fats, trans-fats, free sugars, or salt/sodium, and many do not eat enough fruit, vegetables and dietary fiber such as whole grains. Physical activity levels have concurrently progressively declined. To reverse these trends, meaningful interventions are necessary.

## Obesity / overweight percentages are rising in most countries at alarming rates



## While all countries experience malnutrition, it is pervasive in mostly sub-Saharan Africa and southern Asia



Level of public health significance % of stunted under-fives

Level of public health significance	% of stunted under-fives
Low prevalence	Less than 10
Low prevalence	10-19
Medium prevalence	20-29
High prevalence	30-39
Very high prevalence	40 or more
	No available data

## OPPORTUNITY FOR POSITIVE IMPACT

With its roots in food and nutrition services, Sodexo has a solid and respected foundation upon which to build further positive impact on health around the world. We understand that by providing and promoting good nutrition and physical activity, along with providing healthy eating options, we can work to make “the healthy choice the easy choice” for our consumers.

Additionally, because we are the largest private employers of nutritionists and dietitians, we can partner with our clients and communities to establish comprehensive Health and Well-being programs that will empower people to improve their quality of life, as well as reduce the economic burden of poor health for the communities in which we work.

\* Sources : CDC, 2011 ; Institute for Health Metrics, 2013 ;Dobbs 2014; WHO 2010; GAIN & WFP, 2015

## STRATEGY & DEPLOYMENT

*The Better Tomorrow Plan is Sodexo's corporate social responsibility roadmap for a better future, and nutrition, health and well-being is one of our priorities. As a world leader in On-site Services, operating in 33,000 sites in 80 countries, Sodexo commits to "develop and promote health and wellness solutions for our clients, consumers and employees; advocate balancing meal options and encourage reduced intake of sugar, salt and fats at all our client sites".*

Sodexo has developed a strategy for achieving our commitments, by leveraging our capabilities; educating through on our knowledge and experience; developing the best offers; and promoting action:

- **Build a common global platform for education and offer development:** use Sodexo's 10 Golden Rules of Nutrition, Health and Well-being to inform our offers and educate our customers on nutrition and physical activity.
- **Make the healthy choice the easy choice:** Use proven techniques to empower and encourage our customers to improve their knowledge and decisions, particularly as it relates to ways they can maintain healthy lifestyle habits.
- **Share our best practices:** create a global Sodexo community of dietitians and health and well-being advocates.
- **Collaborate:** work with community partners, clients, key suppliers and the NGO sector to create comprehensive health and well-being programming for positive impact.
- **Leverage technology:** with more than 5 billion people worldwide owning a cell phone, mobile technology is a powerful medium to deliver personalized health information and promote health and well-being programs to consumers 24/7/365.
- **Offer healthy and sustainable menu choices:** provide sufficient menu options that ensure the health of our customers as well as our planet.



## PROGRESS TO DATE

To support the Better Tomorrow Plan implementation, a Subject Matter Experts Working Group for nutrition, health and well-being was established in 2010. This group is comprised of Sodexo dietitians; nutritionists; marketers; public health specialists; operators; and strategists from ten countries.

Additionally, individual countries are developing and deploying offers and education that promote healthy lifestyle choices.

**Examples of initiatives that have been launched and are in process:**

- **Sodexo's 10 Golden Rules.** The 10 Golden Rules provide guidance for all Sodexo countries to implement

common principles for health and well-being. These principles are the foundation for developing offers, menus, recipes, products as well as promotional materials that help our managers adhere to specific country requirements, and help our customers make healthy lifestyles second nature.

- **Healthy Recipes and Menus.** Several countries have developed recipes that meet nutritional criteria as defined by the 10 Golden Rules, while being delicious, thereby making the healthy choice the easy choice.
- **Sustainable Menus:** In the UK - with the assistance of the WWF - in Sweden and Belgium, Sodexo is developing sustainable (for both

human and environmental health) menu options.

- **Dietitians Network:** in order to share best practices and leverage our expertise among our nutrition professionals, we are planning to re-launch a global Health and Well-being Community of Practice.
- **Community Public Health Projects:** in collaboration with key clients and community partners, we are initiating programming to positively improve engagement and performance, and reduce healthcare costs.

## BEST PRACTICE – EquiLunch

EquiLunch is a meal option that:

- Inspires consumers to increase their intake of **plant-based** proteins.
- Provides a nutritionally balanced and delicious **sustainable option**, designed to replace a red meat choice at least once a week.



### ECONOMIC BENEFITS

- An innovative meal option that creates enhanced value.
- Economic opportunities offered to local producers through local sourcing of ingredients.

### SOCIAL / NUTRITIONAL BENEFITS

- Provides and promotes a healthier lifestyle and well balanced nutritional intake.

### ENVIRONMENTAL BENEFITS

- Reduces carbon emissions and water use and their impacts on climate change, eco-systems and biodiversity.

## BEST PRACTICE – Sodexo’s 10 Golden Rules in France

The **10 Golden Rules** is a set of guiding principles focused on nutrition, health and wellbeing that guide Sodexo’s offers and promote healthy lifestyle behaviors with consumers.

They are based on nutritional recommendations and a deep understanding of the local nutritional context and needs.

In France, our dietitians have worked with Supply Management and Offer Development to ensure that our purchases, our menus and recipes include ingredients that conform to national recommendations and to develop easy-to-use operational tools that help managers implement the guidelines. The program started in 2012 and has focused each year on a particular topic/rule - sugar, salt and fats to start with.

**With more than 4,400 dietitians, Sodexo is the profession’s largest private sector employer globally.**



## BEST PRACTICE – VIVIR BIEN

Launched in 2005 by Sodexo Benefits and Rewards Services in Chile, then developed in Brazil and Mexico, Vivir Bien is a wellness, health and nutrition program that promotes healthy lifestyles, with a particular emphasis on good nutrition.

### THE VIVIR BIEN PROGRAM

Helps companies promote balanced food and a healthy way of life to their employees, who benefit from the Meal Pass. In Chile, it is also accessible to students through the Junaeb (National Board of Student Aid and Scholarships) institution.

Three modules, based on nutritionists’ expertise, are aimed at training, informing and assessing, as well as ensuring permanent support to employees and students. A dedicated e-learning platform also offers services and advice.



In Chile, Vivir Bien has been implemented for **580 companies, universities, service providers and schools**, engaging more than **360,000 people** at conferences and workshops. It has evaluated **more than 45,000 beneficiaries**.

## BEST PRACTICE – MINDFUL

**Mindful** is Sodexo North America's dining offer that helps customers make healthy choices that become second nature.

Introduced in 2013, **Mindful** recipes follow national guidelines and are approved by dietitians for balanced nutrition. Sodexo's culinary expertise makes **Mindful** meals appealing and delicious. Supported by educational materials and promotions, **Mindful** also promotes an active lifestyle and builds a sense of community that reinforces healthy behaviors.

Sodexo has introduced **Mindful** in its corporate dining, government services, hospitals, senior living and university accounts. It will soon launch a Schools version for its K-12 customers.

**Mindful** has a strong social media presence, with online nutritional information and support easily accessible. This further engages our customers, especially university students and young workers.



### RESULTS:

- Through Mindful, Sodexo has eliminated an estimated five tons of salt and 14 tons of sugar from the diets of our consumers, and produced a tenfold increase in wellness sales.
- Mindful also promotes an active lifestyle and builds a sense of community that reinforces healthy behaviors. For example, more than 275,000 Sodexo customers using MyFitnessPal to keep track of their personal nutrition objectives lost an average of **9.2 pounds** in the first six months of our partnership.

## BEST PRACTICE – Well Track

Sodexo has developed **Well Track**, an innovative well-being solution for the Oil & Gas and Mining industries. Through a comprehensive incentives-based program, workers in remote locations are constantly encouraged and rewarded for getting and staying in shape – at work and on leave, both physically and mentally.

**RESULTS:** Thanks to the program, the overall "obese" and "overweight" levels at the start of the program decreased at the end. Another key success factor with the **Well Track** program is the overall positive impact it has on individuals' healthy lifestyle adoption and quality of life.



**Well Track** includes individually tailored fitness program, motivation incentives, and 24/7 remote mental and physical health support, accessible at work and at home.

**Well Track** impacts organizational performance: with a healthier workforce; increased motivation; enhanced productivity; decreased accident rates; less absenteeism; and reduced turnover.

## CONTACT

Deborah Hecker – [Deborah.Hecker@sodexo.com](mailto:Deborah.Hecker@sodexo.com)

- More info on Sodexo's Better Tomorrow Plan is available on [www.sodexo.com](http://www.sodexo.com)
- To share any projects on nutrition, health and well-being, please contact: [BetterTomorrow.Group@sodexo.com](mailto:BetterTomorrow.Group@sodexo.com)