



THE HEALTHY  
LIVING COALITION

# Healthy Living Coalition Brand Action Plan

**We believe that all people deserve access to affordable, appropriate, and nourishing food.** To achieve this, and meet the UN SDG of making “Zero Hunger” a reality for all, we—meaning corporations—must recognize and be held accountable for our position in the food system. To the Healthy Living Coalition, that means taking action to prioritize nutrition security and allocating resources to address the systemic inequities that contribute to these issues.

Our food system is facing a reckoning. To create sustainable change, we must find solutions that are forward-thinking and inclusive of many different voices. This includes prioritizing food justice, which looks at the root causes of food and nutrition insecurity. We acknowledge that our behavior has contributed to current inequities. We have a lot of work to do, and this is only the beginning. The challenge we’ve posed to ourselves is **how might we look beyond donations to supporting our own employees with financial and educational resources to drive sustained progress?**

Together, we’ve crafted an action plan to help any brand examine and adjust its internal processes—from employee wages to philanthropic activities—to promote wellbeing in the communities it serves. By addressing these key issue areas, we can improve access to nutrition in order to advance good food for all and help build a global food system that leaves no person, community, or region behind.

## **By 2030, we commit to:**

- **Strengthening wellbeing at work:** Shift corporate practices to achieve nutrition security for all those we employ.
- **Deepening our understanding of the issues:** Educate ourselves and our stakeholders on nutrition insecurity and its underlying causes, including calls to action to mobilize, raise awareness, and scale our impact.
- **Transforming our philanthropic efforts:** Prioritize funding to organizations and initiatives that address the systemic inequities that cause nutrition insecurity.



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## PLEDGE OF ACTION

### 1. Wellbeing at work

#### What:

We commit to evaluating and adjusting employee wages in order to increase purchasing power across our workforce and drive the consumption of nourishing more sustainable food options.

#### How:

- Commit to identifying the socioeconomic barriers that prevent employees from accessing nutritious foods. This includes evaluating the wages of our lowest-paid workers, the availability of nutritious foods in their communities, and workplace accommodations.
- Commit to designing and implementing an action plan that improves access to nutrition and wellbeing for our workforce. This includes financial resources such as a **wellbeing-wage adjustment** to make nutritious food more affordable and attainable for employees and subsidize programs and group subscription services as relates to nutrition and wellbeing.

#### Target goal:

By 2030, our employees will at minimum, earn a living wage, as outlined by the MIT Living Wage Calculator) in service of all employees reporting better access to nutrition inside and outside the workplace; better health outcomes as a result of increased access to nutritious foods; and/or that they can more easily afford to buy nutritious foods for themselves or their families.

### 2. Deepening our understanding of the issues

#### What:

For our efforts to be sustainable, we must understand the role we play in today's food system. We commit to establishing a culture of learning and a platform to educate ourselves, our stakeholders, and our audiences on the multi-faceted issues of nutrition insecurity.



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## How:

- Commit to providing training to leadership
- Commit to creating employee awareness programs and other learning opportunities
- Commit to providing annual communications to employees (both full- and part-time) with information on external resources such as federal nutrition programs

## Target goal:

By 2025, we will roll out company-wide training to educate employees and leads on the issues of nutrition insecurity, and provide annual communications to employees with information on external nutrition-focused resources like government/public nutrition programs.

## 3. Transforming our philanthropic efforts

### What:

In addition to shifting our internal corporate policies, we recognize that we have an external responsibility to the communities we serve through our philanthropic giving. We commit to allocating more funding to organizations that advance food justice by addressing the systemic inequities that contribute to nutrition insecurity. This means working with partners that focus on the socio-economic factors and structural barriers that prevent the availability, affordability, and consumption of safe, nutritious, and culturally appropriate foods.

### How:

- Commit to a 10% minimum standard for philanthropic funding to organizations focused on the root causes of nutrition insecurity
- Commit to increasing opportunities for unrestricted funding
- Commit to promoting healthy communities that surround our businesses as well as where our employees live and work by creating lasting partnerships with local leaders and identifying opportunities for strategic support
- Commit to incorporating values of food justice in advocacy efforts while actively working to ensure that we do not advocate against these interests



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## **Target goal:**

By 2025, we will allocate a minimum of 10% of our overall philanthropic funding to support eligible organizations that advance food justice and address the systemic inequities that contribute to nutrition insecurity.

## **A look ahead**

**We acknowledge that these actions are the first steps towards improving the health and wellbeing of our workforce and the communities we serve.** We also recognize that the true cost of food is not currently in alignment with the full societal, environmental, and economic impact of our choices. As cross-sector brands, we play a role in the acceleration of sustainable consumption patterns. This begins with the acknowledgment of the true cost of our behavior across the food system and applying that principle to our business operations to drive business model innovation. A critical step is to identify what tools exist to accurately measure and report on our impact on food systems—and if they don't exist, to build them. In the coming months, we will work with experts in the field to understand a common set of metrics and how we can best incorporate our commitment into our investments, innovation, marketing, and procurement.

This is a big issue, and we can't settle for business as usual. But we know that together, we can share ideas, offer transparency, and scale our commitments to positively impact people in need around the world.