



Good Food, Good Life

# Creating Shared Value: A Fundamental Guiding Principles

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# At Nestlé, we are driven by Purpose, guided by Values.

our purpose



Enhancing quality of life and contributing to a healthier future

our values

Values rooted in respect

where we  
make impact



our CSV  
impact areas



Nestlé

# The Nestlé CSV Pyramid

“For a company to be successful over the long term and create value for shareholders, it must also create value for society.”

“Creating Shared Value is built up on a set of principles and values... based on respect.”

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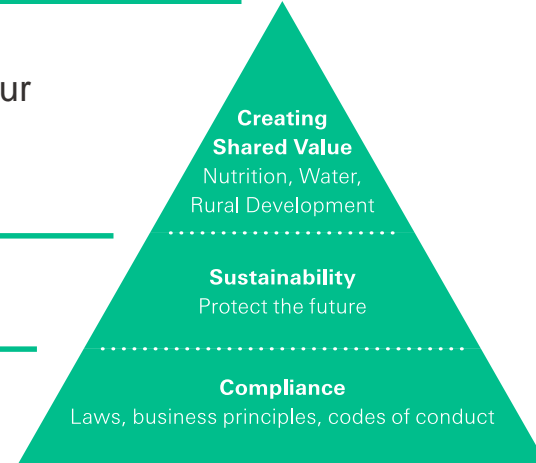
“...beyond sustainability, to create value for shareholders & society – integrally linked to our core business.”

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“...meet the needs of the present without compromising future generations.”

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“Comply with the highest standards.”



# Nestlé Healthy Kids Program

## Nestlé Healthy Kids Global Programme

Dedicated to empowering teachers and children with nutrition education and promoting healthy lifestyles in the school environment through authorities and expert groups.



School



## Nestlé Healthy Kids Global Programme (number of countries)



- Nestlé Healthy Kids Program in Hong Kong
  - Partner with The Centre for Health Education and Health Promotion of the Chinese University of Hong Kong
  - A 3 years program implement in 5 primary schools, involves around 160 students in total and covering all socio-economic status
  - To raise awareness of good eating habit and encourage regular physical activities

# Shared Value Creation

## ***For Society***

- Sustaining stronger relationship with stakeholders (education institutes, community and individuals)
- To work with expert and help kids build up good eating habits and encourage regular physical activities, and help reduce obesity
- Empower parents, caregivers and teachers to foster healthy behaviors in children

## ***For Nestlé***

- Allowing Nestlé to build stronger trust with the community
- Gain recognition of the brand as a nutrition expert and make positive impact on building brand value
- Greater positive influence on consumer's purchasing intention
- Increase employees engagement

# Enabling Healthier and Happier Lives

- Support the FOOD-CO Project
- Donate products to those in need in the society



**FOOD-CO**  
SAVE & SHARE 惜食共享



# Shared Value Creation

## ***For Society***

- Sustaining stronger relationship with stakeholders (NGOs, community and individuals) through the cooperation
- Support underprivileged individuals and families with tastier and healthier food choices
- Reduce potential food waste

## ***For Nestlé***

- To make positive social impact for families who struggle to afford nutritional food
- Strengthen brand image and create good reputation of the brand
- Eventually increase buying intention

Thank You!