



UPCOMING

WORKFORCE NUTRITION MASTERCLASS

Join the Masterclass to kick-start
workforce nutrition in your organization

A HEALTHIER WORKFORCE FOR BETTER RESULTS

BUSINESS CASE

Benefits for global brands



Supply

Strengthen continuity of supply and supply chain resilience



Brand equity

Increasing social value and recognition among suppliers and consumers



Reporting

Improve benchmarking scores and address ESG concerns



Find out more about the evidence for workforce nutrition programmes [here](#).

Benefits for local worksites



Health and safety

Enhancing nutrition, health and wellbeing of employees



Staff turnover and satisfaction

Improving morale and increasing employee retention



Worksite profitability

Boosting productivity and reducing (maternal) absenteeism

CONTEXT

A central part to employee wellbeing



SERVICES

Support where you need it



Self-assessment scorecard



Guidebook series



Workforce nutrition masterclass

WORKFORCE NUTRITION MASTERCLASS

**Get support to develop a workforce
nutrition programme for your worksites**

Enhance your workforce nutrition offering



A three-month online **masterclass** for **HR and sustainability professionals** to set up tailored workforce nutrition programmes per **worksite**.



Participate in **live online sessions** and access **tools and resources** across all four nutrition themes.



Learn from **experts** and a growing global **community of peers** who share challenges, solutions and successes.



Experience the benefits of a successful workforce nutrition programme and **showcase your success**.

Results-driven approach

2 weeks

PREPARATION

Preparation
and kick-off

Self-assessment
scorecard review

13 weeks

THREE MONTH MASTERCLASS

Explore your
situation

Live online sessions with experts and peers
Practical workshops
One-on-one coaching
Access to tools and resources
Certification and online visibility

Define your goals
and activities

Develop
your plan

Start your
implementation

Ongoing

IMPLEMENTATION

Implement
your plan

Global network of peers
Support upon request
Showcase success
Alumni group support

MASTERCLASS

This is the tentative schedule for the March 2024 cohort.
Sessions, dates and time slots may change.


Detailed schedule with all sessions

Week 1	KICK-OFF	March 27	9:00 – 11:00 CET
Week 2	Inspiration session	April 3	10:00 – 12:00 CEST <small>Daylight saving time ends.</small>
	<i>Optional: Nutrition 101</i>	April 4	10:00 – 12:00 CEST
Week 3	EXPLORE YOUR SITUATION	April 10	10:00 – 11:30 CEST
Week 4	<i>Optional: Breastfeeding Support by A&T</i>	April 17	10:00 – 11:00 CEST
Week 5	One-on-one coaching	April 24	45 min
Week 6	DEFINE YOUR GOALS	May 2	10:00 – 11:30 CEST
Week 7	No session	May 8	No session
Week 8	DEVELOP YOUR PLAN	May 15	10:00 – 11:30 CEST
Week 9	<i>Optional: Workshop Nutrition Education</i>	May 22	10:00 – 12:00 CEST
	<i>Optional: Workshop Develop a Healthy Menu</i>	May 23	10:00 – 12:00 CEST
Week 10	No session	May 29	No session
Week 11	START YOUR IMPLEMENTATION	June 5	10:00 – 11:30 CEST
Week 12	One-on-one coaching	June 12	45 min
Week 13	CLOSE OUT	June 19	10:00 – 11:30 CEST


Examples of live online sessions and tools

Live online sessions with experts and peers

Tools and resources



What would you like to explore? Think and write on the screen what you'd like to find out about the nutrition situation in your organisation.



2. EXPLORE

WORKFORCE NUTRITION MASTERCLASS

Explore the nutrition situation at your organisation

A HEALTHIER WORKFORCE FOR BETTER RESULTS

Ambassador Mapping Tool

1. Ambassador mapping

Make a shortlist

As a programme manager, you're in the lead to make your workforce nutrition programme a success. However, you can't do it alone. Therefore, start by identifying who you as ambassadors to support you on your mission.

Think about what different **types of people and roles** you would need. Note, that from some of the ambassadors you will need frequent support from, whereas others you might only need once or twice. As a programme manager it is your role to pull in people where needed. On the next page, we've listed some **general and thematic suggestions** to help you on your way.

Write down the **names and job titles** of four to max. eight colleagues that could make a great ambassador and start thinking about their **role** as well as their estimated **time investment**. If you like, try and add specific **responsibilities** to each person. For instance, an employee in a factory might play a role in voicing opinions from the work floor, whereas a caterer might give insights on how the canteen is run.

Name and job E.g. First Name, Current Manager	Role and responsibilities E.g. Work with restaurant to increase vegetable offerings	Estimated time investment E.g. 30 mins weekly, 100 mins of 10 hours to work with restaurant
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		

Group Talk Method

Organize group discussions

Find out what's going on

In order to get a thorough understanding of the nutrition challenges and opportunities in your organisation, you can organise one or multiple group talks with employees, your ambassadors or other relevant stakeholders in or around your organization.

In these talks you will all down to have a **focused discussion** on your nutrition (theme). The goal here is to learn from the people you speak to and get a clear picture of their opinion on improving workforce nutrition in the organisation. To prepare yourself, you can make use of our **guidelines** and the **example questions** we've put together.

Guidelines for facilitating group talks

Participation

- Aim to include 4 to 6 different participants and two facilitators.
- Appoint one person as the facilitator and the other person as the notekeeper.
- Consider gender, age and hierarchy when you are choosing your participants.

Practicalities

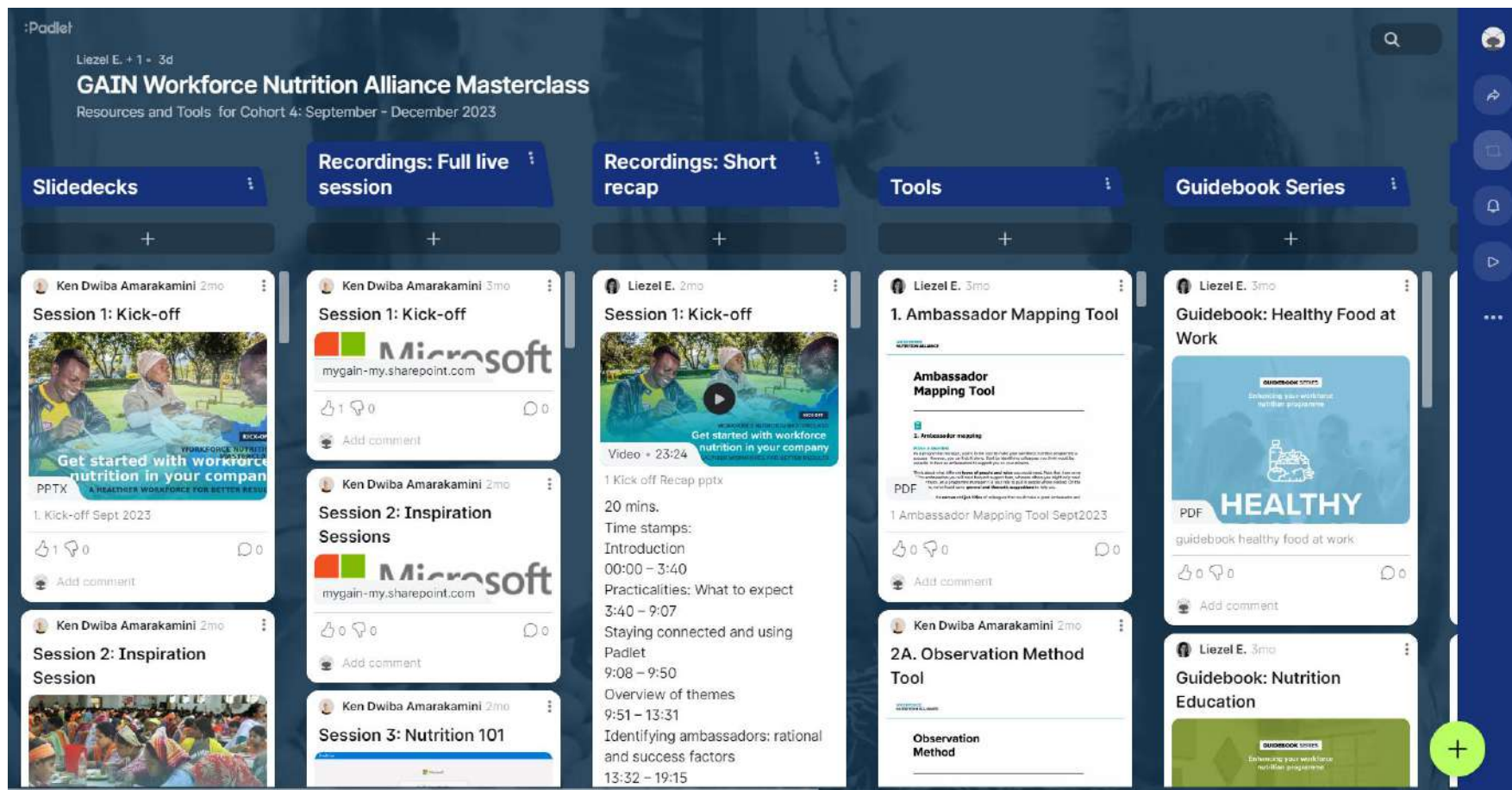
- Expressive that there are no right or wrong answers.
- Assure that each opinion is equally valuable, and that there are no hierarchies.
- Arrange a convenient place for all participants.

Preparation

- Choose and adjust those questions to make it most relevant to your setting, using our example probe- and follow-up questions.
- Keep the questions simple and short, and limit the total amount of questions to ensure that the session won't take too long.

MASTERCLASS

Online environment with access to all tools and resources



Easy access to all slide decks, recordings and relevant tools and resources.

CERTIFICATE

Recognition for your work



Certificate of completion

Participants will receive a certificate of completion that you can add to your LinkedIn profile.

MASTERCLASS

Time investment and costs

HR Professionals

Allocate **2 - 3 hours per week** on average to design and implement your workforce nutrition programme.

Value for money

The masterclass helps you to use your **time efficiently** and get most out of your **available resources**.

Price

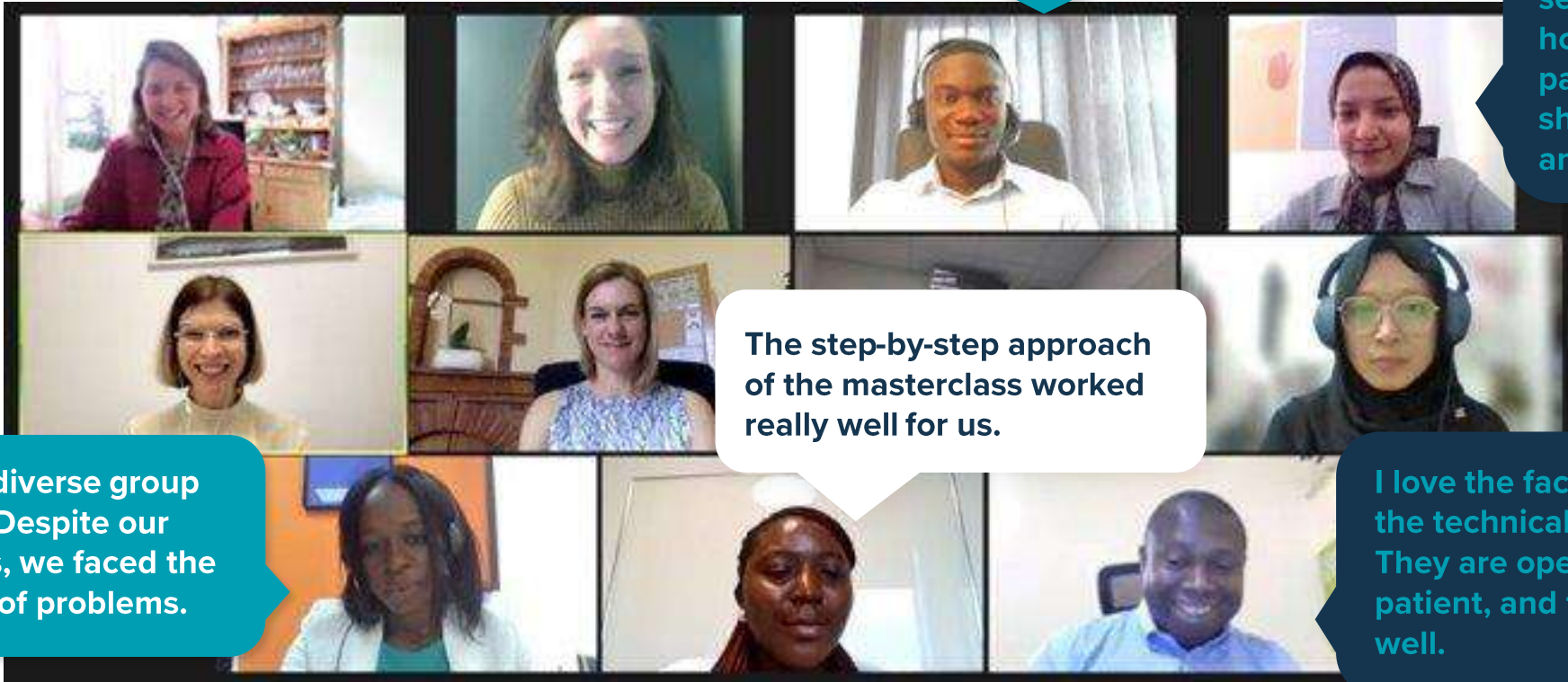
Participation in the masterclass costs **€1,495 per worksite**. A company can participate with multiple worksites.

IMPRESSION

Last year's cohort

The resources were very useful to me and saved me a lot of time. Otherwise, I would have to do all this research by myself.

I very much enjoyed how interactive the sessions were. I love how each and every participant was able to share their thoughts and opinions.



I liked the diverse group of people. Despite our differences, we faced the same type of problems.

The step-by-step approach of the masterclass worked really well for us.

I love the facilitators of the technical partners! They are open, patient, and teach well.

ALUMNI

Masterclass alumni share their experiences

“ My advice to companies that are considering introducing workforce nutrition at their worksite would be: just do it. The effects are amazing, and the Masterclass programme is fun, interactive and stimulating. ”



ONORIODE OGIDIGBEN
Commercial Supervisor, Dobi Agrico

Onoriode Ogidigben, Commercial Supervisor at Dobi Agrico, participated in the November 2021 cohort. Read more about her experience [here](#).

Join the Workforce Nutrition Alliance's FREE webinars or sign up for the Workforce Nutrition Masterclass.



ALUMNI

Masterclass alumni share their experiences

"We firmly believe that babies who are well nourished through breastfeeding will be healthy, and if the children are very healthy, the mothers can be fulfilled and work better without worry."



ROMUALD N'TAKPE
Sustainable Rubber Procurement Officer
Olam Agri Rubber, Côte d'Ivoire

Workforce Nutrition Case Study: Olam Agri Rubber Côte d'Ivoire
November 2023



"We believe a healthy employee is a productive employee. The Masterclass programme provides an opportunity for organizations to improve employee productivity through healthy dieting and engagement. It also provides the opportunity to create a unique employee value proposition to prospective hires, as the practice of creating awareness around nutrition is rare."



ROWLAND OGUNGBEMI
Human Resources Manager
Olam Agri Kaduna Feed Mill Plant, Nigeria

WNA Case Study, September 2023
"Strategies for enhancing productivity through healthy diet and engagement: Lessons from Olam Agri Kaduna Feed Mill Plant"



"Since we introduced workforce nutrition programmes, absenteeism rates and administrative costs have improved."



HAMAYAL TABASSUM
Business Operational Planner,
International Foundation & Garments



"The CGCSA, as an employer of people, has signed up as a signatory to the workforce nutrition commitments to improve their own employees' wellbeing and to help support their members do the same within their organisations."



ZINHLE TYIKWE
Chief Executive Officer
CGCSA

Workforce Nutrition Case Study: CGCSA
October 2023



**"I was looking at my colleagues during a team outing, and realized:
Junk food has predominantly become our go-to meal choice when we're hanging out or during break time. It is now the time to focus on the nutritional habits of our employees and introduce workforce nutrition programmes."**



ELÉONORE NTAMPE
HR Assistant in charge of L&D,
Knowledge Leadership
Olam Agri



"My advice to companies that are considering introducing workforce nutrition at their worksite would be: just do it. The effects are amazing, and the Masterclass programme is fun, interactive and stimulating."



ONORIODE OGIDIGBEN
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CALL TO ACTION

Ready to take the next step?

Follow-up conversation

Reach out to [Bärbel Weiligmann](#) for a **follow-up conversation** on the next steps for workforce nutrition in your organisation, and how we could support.

Sign up for the Masterclass

Reserve your spot for the Masterclass starting in March 2024 and **sign up** your worksite for the masterclass [here](#).

A HEALTHIER WORKFORCE FOR BETTER RESULTS

**Workforce nutrition delivers proven benefits
for employers, workers and communities.**

