

The Better Tomorrow Plan Case study

We Do

OUR COMMITMENT:

We will provide and promote balanced, varied food options at all our clients' sites by 2012.

We Engage

OUR COMMITMENTS:

We will train and coach our employees and engage them in programs and citizenship actions that contribute to a healthier and more sustainable lifestyle.

We will support our clients' sustainability strategy and contribute to strengthening clients' reputation.

We will help consumers to adopt more healthy and sustainable practices.



FRANCE

Boost & Moi!

In January 2011, Sodexo Corporate Services launched Boost & Moi!, a program aimed at improving our consumers health and wellness. The objective is to inform them about the benefits of healthy food and exercising by offering them to participate to workshops such as dance, healthy breakfasts or personalized coaching.

Creating value

By providing information to our consumers and encouraging them to participate to healthy activities, Boost&Moi contributes to preventing the most usual pathologies, acts on reducing companies' absenteeism and improves organizations' productivity. For our consumers, Boost&Moi acts as a daily guide on Nutrition, Health & Wellness.

General context

Being one of the World leaders in Quality of Life Solutions, Sodexo plays a strong role in the consumption habits of the 50 million people we serve daily. In the different countries where we operate, we propose our Health and Wellness solutions to our clients and consumers.

In France, Sodexo created in 2003 the "**Balance Program**" for Corporate services in order to share the best practices from the Nutrition Health National Program (PNNS) which is a public health action with the aim of improving people's health by changing their diet habits. In 2011, the Health Ministry implemented a third version of the PNNS. The companies must commit on a more sustainable way for their employees in terms of nutrition and awareness about exercising on a regular basis. To support its clients, Sodexo created in January 2011 Boost&Moi, a new program in line with this approach.

The objectives of Boost & Moi!

- Inform about the benefits of a good and healthy diet and physical activity.
- Propose "ready to use" activities to our clients.
- Contribute to preventing the most frequent pathologies, thus reducing the rate of absenteeism to improve organizations' efficiency.



Boost & Moi! in action

Boost&Moi proposes employees to participate to workshops such as healthy breakfasts, fitness lessons, informal discussions about nutrition and wellness, on-chair massages, online or on-site personalized coaching and temporary juice bar.

This customized program fits our clients companies and their way to operate. Each company can choose its solutions package, depending on its organization, consumers' profiles and resources. Sodexo also provides them with dedicated interactive tools: an attractive and participative Website, a smartphone application with pedometer and a Facebook page.

www.boostezmoi.sodexo.fr

Moving forward

- Being commercialized to our large-account clients, Sodexo is planning to deploy **global solutions for all sites** as from April 2012: daily suggestions and highlighted products, stands dedicated to Wellness and its 3 related themes (detox/draining, zen/relaxing, energy/muscles).
- Boost&Moi program is intended to be "lively" and evolutions will be made month after month. For example **Zumba dance lessons** have been integrated to the program as it is very trendy.
- Boost&Moi program is also being adapted to propose an **exclusive version to Sodexo employees in France**.
- A **loyalty program** will also be implemented shortly. Thanks to points won (called the "boosters") consumers could win gifts such as their weight of water, dumbbells, 1-hour massages, etc.



More than **600** sites in France will take advantage of this program

More than **400** Sodexo employees participated at the Boost&Moi breakfast internal launch in January 2012.

External Recognition

Boost&Moi just obtained the PNNS label which confirms that the program is contributing to sharing the Health Ministry recommendations. Follow up and performance indicators in line with this program have been highlighted by the commission of the French Health Prevention and Education National Institute (INPES).

Among the indicators:

- Consumers satisfaction rate
- Number of solutions deployed
- Evolution of the satisfaction rate of our clients' employees, measured on the "wellness" item of the consumer surveys.
- Website and Facebook page visit rates



More information

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