

Summary

As part of its ongoing endeavour to promote health & wellness, Sodexo developed a charter of activities that sit within each of its offer in every segment in which it operates. The charters provide clear and visible wellness commitments made by Sodexo to both clients and consumers and are displayed prominently in the site for all stakeholders to see. Messages include back of house elements (e.g. Ingredients) and front of house (e.g. Detox meals) and ensures that the commitment to wellness is adopted consistently at an offer level across each and every offer in the Sodexo portfolio. Communication on the way in which elements are introduced is supported with training and communications for sites for both back and front of house elements: as an example, when high trans fat oils were removed from menu cycles, a letter to clients was distributed alongside a clear commitment to this in the on-site charter.

VALUE CREATION

Wellness charters provide a platform to interact and engage with our clients and consumers in a strategic and expert manner. Implementing the Charters within existing offers ensures minimal cost impact to Sodexo and our clients. As such, the Wellness Charters have been a key factor of recent sales win at Agilent Technologies and Aditya Birla Centre.

TRANSFERRABLE & REPLICABLE: Each offer has its own charter that is relevant to both the segment and also the market in which Sodexo operates. The tone of the message is adapted for each segment but the programme is ultimately flexible in whatever way is needed to support any structured and integrated wellness initiative.

MEASURABLE: Implementation of the Charters have been made in 7 sites, including a pan-India at Dell, and is planned at 60 sites, including pan-India at IBM. Because this is a clear element of the offer, the Charters benefit from all the measurement tools used to evaluate our offers as well as client and consumer satisfaction.

Better Tomorrow Champion

Ninad Chikhalikar
Head Quality Mgt & HSE



Creator/Expert

Stanulet D'souza
Wellness & Wellbeing Manager



More information

- [Posters Wellness Charters](#)

BETTER TOMORROW PLAN COMPLIANT

WE DO

- Health and Wellness
- Varied and Balanced Food
- Sugar, Salt and Fats
- Local sourcing.

WE ENGAGE

- Employees
- Clients
- Consumers

BOTTOM LINE

- Implemented at **7** sites
- In progress at **60** sites

