ID: 1620022  
2013 CGI COMMITMENT TO ACTION

Thank you for proposing a CGI Commitment to Action. Once finalized, CGI will use the information contained in this form to communicate your commitment to the CGI community and the general public. This information will also be used by CGI as we consider featuring opportunities throughout the year and at the CGI Annual Meeting in September.

Please confirm your understanding by checking the following:

- This information will appear on CGI’s website and may be used in external communications.
- In order for the commitment to be considered for featuring and/or made public at the 2013 CGI Annual Meeting, a first draft of this form must be submitted to CGI by Wednesday, July 17, 2013, and the final draft must be received by Friday, August 16, 2013.
- Annual reporting to CGI is expected on the progress of this commitment, whether successful or unsuccessful, including challenges faced and lessons learned from the experience.
- Not reporting progress may cause this commitment to be removed from CGI’s website and considered inactive.

Form Guidelines:
- All text should be written in the third person.
- Please do not use bullets, italics, or other text formatting.
- All fields with an ‘*’ will be displayed on our website and may be used for external communications.

A. COMMITMENT MAKER INFORMATION

Commitment By [CGI member organization]:* McDonald's Corporation

Primary Point of Contact:
Please identify the person who will be the primary liaison to CGI within your organization regarding this Commitment to Action. This person will be contacted for annual progress reports and for any opportunities that arise related to this commitment. He/she should have substantive knowledge of the implementation of this commitment.

Name:* Heidi T. Glunz
Position: Director, Public Affairs
Organization: McDonald’s Corporation
Full Address: One McDonald's Plaza, Oak Brook, Illinois 60523, United States
Telephone: 630-623-6014
E-mail: heidi.glunz@us.mcd.com
Secondary Point of Contact:
Please identify another person who can act as a liaison to CGI within your organization regarding this Commitment to Action. This person may be contacted for annual progress reports and for any opportunities that arise related to this commitment. He/she should have substantive knowledge of the implementation of this commitment.

Name:* 
Position: 
Organization: 
Full Address: 
Telephone: 
E-mail: 

B. COMMITMENT INFORMATION

Commitment Name:* This name will be used publicly to identify your commitment. The name must be 55 characters or less. Example: Girls Not Brides: Partnership to End Child Marriage. Happy Meals & Helping Families Make Smart Food Choices

What was the catalyst or inspiration for making this commitment? (Please check all that apply)
☐ CGI Meeting (Annual Meeting, CGI America, or CGI International)
☐ CGI Track convening (Call, In-person meeting, WebEx)
☐ Employee engagement program
☐ Aligned with organization's core business/strategic goals
☐ CGI requirement
☒ Other (Please describe) Partnership with Alliance for a Healthier Generation and Clinton Foundation

Newness of Commitment:
☒ By checking this box, you indicate that this commitment has not been previously publicized, including press releases and website announcements.

Commitment Description and Details: Use this section to describe your commitment, including specific implementation steps and timeline. All text should be written in the third person and should not include bullets, italics, or other text formatting.

Background:* Provide a clear, concise, and specific description of the issue(s) that this commitment seeks to address. If you reference statistics, use internal citations to cite your source(s). Please limit your response to 300 words or less.

This commitment seeks to increase families’ access to fruit, vegetables, and dairy specifically among children. According to the World Health Organization (WHO), fruits and vegetables eaten as part of the daily diet can help to prevent major non-communicable diseases (NCDs). Moreover, eating a variety of vegetables and fruits daily ensures an adequate intake of most micronutrients, dietary fibers, and a host of essential non-nutrient substances. The US Centers for Disease Control (CDC) notes that eating fruits and vegetables every day can help prevent obesity as part of a healthy lifestyle which includes physical activity. Also according to the CDC and Dietary Guidelines for Americans 2010, milk is the number one food source of calcium, potassium and vitamin D in the average child’s diet, providing three out of four key nutrients that are often lacking. Featuring only water, milk, and juice as the beverage in Happy Meals on menu boards and in-store and external advertising directed to children further promotes dairy and
fruit consumption, as well as the health benefits of drinking water. This commitment adds to existing McDonald's USA commitments focused on the Happy Meal that have resulted in 20% reduction in calories in the most popular Happy Meal bundles, additional commitments to reduce sodium by an average of 15% overall across the national menu of food choices by 2015, and reduce added sugars, saturated fat and calories with varied portion sizes, reformulations and innovations by 2020.

**Approach:** Please describe what your organization commits to do, how your organization will implement the commitment, and specifically what skills, expertise, capacity, or resources your organization will contribute to this commitment. Please limit your response to 300 words or less.

McDonald's will leverage its scale and reach of offering affordable fruit, vegetables and low-fat/fat-free dairy to do the following by 2020:

1. Feature only water, milk and juice as the beverage in Happy Meals on menu boards and in-store and external advertising directed to children; For Happy Meals, remove all soda logos and images of cups with soda from Happy Meal section of menu boards (where it exists) and all in-store and external advertising directed to children. Note: McDonald's will phase out the listing of soda on the Happy Meal section of the Menu Board in alignment with Year 3 and Year 5 timetables. Soda will be available as a beverage option but it will not be listed on the Happy Meal section of the menu board.
2. Offer side salad, fruit or vegetable as a substitute for fries in value meals;
3. Utilize Happy Meal and other packaging innovations and designs to generate excitement for fruit, vegetable, low/reduced fat dairy or water options for kids or Offer new fruit, vegetable, low/reduced fat dairy or water option in the Happy Meal;
4. Dedicate one Happy Meal box or bag panel to communicate a fun nutrition or children’s well-being message (four times annually); and
5. Include a fun nutrition or children’s well-being message in 100% of advertising directed to children.

McDonald’s will implement this commitment in three stages with performance targets established at the end of years three, five, and eight of the commitment. McDonald's will retain an independent, reputable third party organization to verify progress on the commitments in a clear and transparent manner at each of these three stages.

How does this commitment differ from, or expand upon, work you have previously done. For example, are you targeting a new geographic region or population, trying a new or unique strategy, leveraging new resources, or scaling up or replicating a proven model?

The actions and best practices that comprise this commitment will be scaled from some of McDonald’s’ markets to all of the 20 major markets. Specifically, (1.) in featuring only water, milk and juice, certain markets have food pledges that guide their external advertising directed to children. This part of the commitment extends the external advertising to all of the 20 major markets and also includes a new element which includes in-store advertising directed to children and removes all soda logos and images of cups with soda from menuboards. (2.) Some of the markets currently offer a side salad as part of value meals, for example, in Latin America and some European markets. This initiative extends the commitment to all 20 major markets including McDonald’s largest market, the U.S. (3.) Various markets have utilized Happy Meal and other packaging innovations and designs and offered new fruit, vegetable and dairy/water options at various points in time. This is the first time all 20 major markets are making this commitment. (4.) Dedicating one Happy Meal box or bag panel to communicate a fun nutrition or children’s well-being message (four times annually) is new for all 20 markets except for McDonald’s U.S.A. Including a fun nutrition and or children’s well-being message in 100% of advertising directed to children is new in all of the 20 major markets, except for McDonald’s’ U.S.A. which made this commitment in 2011.
**Action Plan:** Provide implementation steps that include dates with specific deliverables. *Please limit your response to 300 words or less.*

McDonald’s will implement this commitment in three stages with performance targets established at the end of years three, five, and eight of the commitment.

The following section includes the commitment’s performance targets for the years three, five and eight:

**Year Three:**
1. Fulfill commitment item “1” in 50% of the 20 markets including the U.S.
2. At least 50% of the 20 markets including the U.S. shall fulfill commitment item “2.” McDonald’s will encourage its markets to offer the choice of side salad, fruit or vegetable in value meals in a visible manner and will provide guidelines to the markets about offering the choice in a clear manner. McDonald's will encourage the markets to make this choice available to customers at no additional charge.
3. At least one time per year, 30% of the 20 markets will fulfill commitment item “3” (beyond what they are currently doing in base year).
4. 50% of the 20 major markets will fulfill commitment item “4”.
5. 30% of the 20 markets will have fulfilled commitment item “5”. This could be accomplished by McDonald’s via integrated advertising efforts or through the use of tagged messaging attached to traditional communications.

**Year Five**
1. Fulfill commitment item “1” in 100% of the 20 markets.
2. 100% of the 20 markets (where extra value meals are offered) shall fulfill commitment item “2”.
3. At least one time per year, 50% of the 20 markets will fulfill commitment item “3” (beyond what they are currently doing in the base year).
4. 100% of the 20 major markets will fulfill commitment item “4” with at least 30% also aligning properties or characters with nutritional or well-being messaging.
5. 60% of the 20 markets will have fulfilled commitment item “5”.

**Year Eight**
1. At least one time per year, 100% of the 20 markets will fulfill commitment item “3” (beyond what they are currently doing in base year).
2. 100% of the 20 major markets will fulfill commitment item “4” and align properties or characters with nutrition or well-being messaging.
3. 100% of the 20 markets will have fulfilled this commitment item “5”.

**Time Frame:** Provide the anticipated launch and completion dates (MM/DD/YYYY) for your commitment. 9/26/2013 – 12/31/2020

**Optional: Girls & Women**

CGI does not view girls and women (G&W) issues as standalone, separate issues, but as central themes to be integrated throughout our community and programming. In 2013, CGI continues to promote this narrative through member commitments, and we are eager to understand if and how members are considering G&W in cross-cutting interventions. If applicable, please share how you are incorporating the lens of G&W into the design and implementation of your commitment.

**Approach:** (Please check all that apply)

- [ ] Empowering girls/women as decision makers
☐ Serving girls/women as primary beneficiaries

Core Strategy: (Please check all that apply)
☐ Improving girls'/women's participation in the economy
☐ Addressing violence against girls/women
☐ Engaging girls/women as environmental stewards
☐ Investing funds in women-owned initiatives
☐ Increasing girls'/women's skills development opportunities
☐ Other (Please describe below)

Please elaborate by sharing specific details on how your commitment engages girls and women:

C. GEOGRAPHIC INFORMATION

Geographic Scope:* Please list all countries, in alphabetical order, in which the work of your commitment will take place. Please limit your selection to only those countries in which your commitment will directly impact the social, economic, and/or physical environment.

Example: Afghanistan, Cambodia, Rwanda, Zimbabwe
Argentina, Australia, Austria, Brazil, Canada, China (includes Hong Kong market), France, Germany, Italy, Japan, Netherlands, Poland, Russia, Spain, Sweden, Switzerland, Taiwan, United Kingdom, and United States

Local Scope:* If applicable, please list specific states/provinces or cities targeted by this commitment. This information will be used to map out the areas affected by your commitment on the CGI website.

D. PARTNERS

Confirmed Partner(s):*
Please list all current partners essential to the implementation of this commitment, regardless of whether they are CGI members. As applicable, list the organization name (or individual name, if acting on his or her own behalf) of all partners, and what each partner is bringing to this specific commitment.

☑ By checking this box, you confirm that all parties listed below are actively involved in this commitment and consent to be publicly identified with it.

<table>
<thead>
<tr>
<th>Organization Name</th>
<th>Role in Commitment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alliance for a Healthier Generation</td>
<td>Content expertise with technical assistance and facilitation</td>
</tr>
</tbody>
</table>

How did you find these partners? (Please check all that apply)
From above, or if applicable, please elaborate on how CGI helped you find these partners:
The partnership was formed through McDonald's existing working relationship with the Alliance for a Healthier Generation and the Clinton Health Matters Initiative where key staff serve as stakeholders on McDonald’s Corporate Social Responsibility and Sustainability Framework.

Partnership Opportunities:
This information will be placed on our website for the public and for potential partners to view. Please make clear the specific resources you are seeking or offering in order to implement your commitment.

Seeking Resources:*
Provide specific information on the types of resources you are seeking (e.g. financial resources, implementing partners, media support, best practice information, etc.) as you would like to see it on CGI’s website. Please limit your response to 150 words or less. All text should be in the third person.

Offering Partnership:*
Provide specific information on the types of resources you are offering (e.g. financial resources, implementing partners, media support, best practice information, etc.) as you would like to see it on CGI’s website. Please limit your response to 150 words or less. All text should be in the third person.

E. CGI ROLE*
How does making a Commitment to Action at CGI add value to your organization? (Please check all that apply)

Exposure
Credibility
Additional business opportunities
Networking/Partnership opportunities
Learning
Strengthens brand
Strengthens CSR efforts

None

How did CGI help you develop your Commitment to Action? (Please check all that apply)

Helped generate commitment ideas
Assisted with securing partners
Improved strength of commitment
Mobilized additional resources
Sped up existing efforts
None

Please elaborate by sharing any key stories where CGI offered assistance related to the development of your commitment and/or your experiences within the CGI community.

Note that the content of the commitment was developed with the Clinton Global Initiative’s sister initiatives the Alliance for a Healthier Generation and Clinton Health Matters.

F. COMMITMENT FUNDING (ESTIMATED)

Funding:* What is the total estimated cost or investment of your commitment, including all in-kind support (in US Dollars)?

$35,000,000.00

Please briefly outline the details of your cost or investment estimates:

McDonald’s estimates the value of this commitment, including in-kind support, to be $35,000,000 in the initial year. Among other things, McDonald’s included in this estimate the cost of a panel of a Happy Meal box four times per year communicating a children’s nutrition and well-being messaging, the retail price of providing free samples of a fruit bag or other produce or dairy product in a major market and the production costs of produce and dairy promotional activities, such as digital interaction programs with imagery of fruit, vegetable and dairy.

To date, how much of the total estimated cost or investment has been secured to fund this commitment? Include all donations or in-kind contributions in this amount.

$35,000,000.00

If you still have funds to mobilize, please briefly outline how you are going to raise the funds:

How much of these funds are a for-profit investment with financial return?

G. MEASURES OF SUCCESS

Lives Directly Affected:* Please indicate the target for the total number of individuals that will be directly affected by your commitment. CGI considers individuals to be directly affected if their social, economic, and/or physical environment has been improved by the activities of the commitment. Be conservative in your estimates, taking into consideration your ability to accurately measure and report impact.

Target

Please explain how you calculated lives directly affected:

Lives Indirectly Affected:
Please indicate the target for the total number of individuals that will be indirectly affected (e.g., number of individuals reached through an awareness or media campaign, family members of people directly affected, etc.).

**Target**

Please explain how you calculated lives indirectly affected:

The geographic scope of the commitment includes 20 major markets representing 85%+ of global sales for McDonald's. McDonald's is the world's leading global foodservice retailer with over 34,500 locations serving more than 69 million customers in more than 100 countries each day.

**Performance Targets:**

Please provide numerical values for the performance targets below that apply to those directly affected by your commitment. *Only indicate those targets that you plan to measure and report during the life of your commitment, as CGI will be asking for progress reports annually based on these metrics.*

Note: If you intend to measure the impact of your project using metrics that are not listed here, you may indicate these at the bottom of this section.

**Education**

<table>
<thead>
<tr>
<th>Target</th>
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</thead>
<tbody>
<tr>
<td>Number of children to gain access to education (formal or non-formal school programs)</td>
</tr>
<tr>
<td>Number of children to gain access to improved quality of education</td>
</tr>
<tr>
<td>Number of girls to be reached by interventions specifically targeting female enrollment</td>
</tr>
<tr>
<td>Number of children to be reached by school feeding programs</td>
</tr>
<tr>
<td>Number of people who will benefit from skills-based professional training programs</td>
</tr>
<tr>
<td>Number of people to become actively engaged in efforts to promote education</td>
</tr>
</tbody>
</table>

**Environment and Energy**

<table>
<thead>
<tr>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount of greenhouse gases to be avoided (in CO2 equivalents; units in metric tons; please show calculations below)</td>
</tr>
<tr>
<td>Megawatts of clean/renewable energy to be generated (please show calculations below)</td>
</tr>
<tr>
<td>Acres of forest to be protected or restored</td>
</tr>
<tr>
<td>Number of clean jobs to be created</td>
</tr>
<tr>
<td>Number of people to become actively engaged in efforts to promote climate change solutions</td>
</tr>
</tbody>
</table>

**Economic Empowerment**

<table>
<thead>
<tr>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of people who will generate sustainable income through self-employment or new job opportunities</td>
</tr>
<tr>
<td>Amount of new capital to be invested in or loaned to small and medium enterprises</td>
</tr>
<tr>
<td>Number of people who will have improved access to capital and financial services</td>
</tr>
<tr>
<td>Number of farmers or small-scale producers who will gain access to inputs, supports, and markets</td>
</tr>
<tr>
<td>Number of people who will gain skills to cope with the risks of environmental stress and natural disasters</td>
</tr>
<tr>
<td>Number of girls/women to be supported through empowerment initiatives</td>
</tr>
</tbody>
</table>
Number of people to obtain access to information technology

**Global Health**
- Number of people to have increased access to health services
- Number of people to have increased access to maternal-child health and survival programs
- Number of children who will have benefited from malnutrition interventions
- Number of people who will have received treatment for neglected tropical diseases
- Amount of research and development funds to be dedicated to new vaccines, medicines, and diagnostics
- Number of people who will have increased access to safe drinking water
- Number of disability-adjusted life years saved (please show calculations below)

**Other Metrics.** Please provide any additional metrics that you will use to measure your progress.

As indicated above, please show calculations for your metrics here:

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**Monitoring and Evaluation:** Describe how your organization will accurately monitor and evaluate the performance of your commitment. *Please limit your response to 150 words or less.*

McDonald's will retain an independent, reputable third party organization to verify progress on commitments in a clear and transparent manner.
Global Challenge:* Global Health
Primary Track:* Global Health
Secondary Track:* Market-Based Approaches
Commitment Type: Corporate Engagement

COMMITMENT SUMMARY:
In 2013, McDonalds in partnership with the Alliance for a Healthier Generation committed to a set of actions to increase families’/children’s access to affordable fruits, vegetables and low-fat/fat-free dairy in 20 major markets by 2020. Eating fruits and vegetables daily as part of a healthy lifestyle which includes physical activity can help to prevent non-communicable diseases, especially in children. Implemented over the course of eight years across 20 countries, McDonalds’ CGI commitment to action will leverage the scale and reach of its global business to help families make smart food choices.

COMMITMENT PRIMARY SUBTOPIC AND KEYWORDS* (choose no more than 10 keywords)

Primary Subtopic (from Keywords below): Non-Communicable Diseases

KEYWORDS (please include Primary Subtopic listed above)