



Business Coalition for Population Health

2014 Scope of Work

Project Context & Overview

Starting in Q1 2014, BSR will launch a new cross-sector collaboration for companies to work together in advancing health and wellness across the value chain—with their communities, customers, suppliers and employees. The scope of work for this collaboration builds upon BSR's recent report supported by the Robert Wood Johnson Foundation titled "[A New Frontier for CSR: Business and Population Health](#)."

This new collaboration—The Business Coalition for Population Health (BCPH)—will leverage BSR's 20 years of experience in having initiated and managed other leading collaborative initiatives focused on human rights, environmental sustainability and other critical CSR issues.

Recognizing health, wellness, and prevention as a new frontier for CSR, the BCPH is now encouraging companies across all sectors to join forces in addressing population health—a CSR issue that has long gone under the radar.

Participants joining the BCPH are expected to be from corporate functions including CSR, Sustainability, Health and Wellness / Medical Office, or Corporate Affairs—liasing with other functions (e.g., Human Resources, EHS) along the way.

The collaborative initiative is intended to be highly practical and address real issues that companies face and that are holding back progress on population health, as identified in BSR's recent research report. The 2014 Coalition will focus on the value chain population of communities, and other value chain populations in subsequent years. As the collaboration focuses on communities in 2014, the focus will be on USA-based communities. At the same time, insights identified will be examined for their relevance to other geographies, including other countries.

We aim to start the activities described in this scope of work in 2014, recognizing that it will require more than one year to complete them, and we expect companies to gain the most benefit if they consider this a non-binding commitment of at least two years.

As is standard practice with BSR's Collaborative Initiatives, this scope of work presupposes several objectives and topical areas, but also expects that the group can continue to shape its objectives throughout the course of the year.

Project Objectives

This group's overarching objective is to identify—among communities, customers, suppliers and employees—where there are significant health gaps, what types of interventions are most needed, who should be targeted, and how leading practices / pilots may be scaled. For 2014, the BCPH will focus primarily on communities. Future years may include other focal value chain populations including customers, suppliers and employees and their families.

Project Outputs for 2014:

- Facilitated discussion and sharing on the role of business in advancing health and wellness with their local communities
- Opportunity map for community interventions (based on data gathered from participating companies and also external stakeholder engagement)
- Engagement with and learning from key stakeholder groups for community health and wellness
- Pilot project for driving innovation in private sector engagement on community health (pilot nominations will be submitted by participating companies and one pilot will be chosen for implementation as judged by an external stakeholder panel)
- Public launch and dissemination of thought leadership pieces (includes opportunity map for community health interventions, case studies of best practices and briefing on the pilot launch)

Project Impacts and Outcomes

Project Outcomes and Vision of Success:

As a mission-driven organization, BSR aspires for this collaborative work to drive broad-reaching impacts that create social and commercial value, such as:

- Elevated ambition-levels for driving progress on health and wellness
- Improved ability to identify opportunities and implement programs to improve population health in companies' value chains, starting with communities in 2014
- Improved cross-sector dialogue and engagement with health and wellness stakeholders

Project Impact Measurement and Results:

This collaborative work has been designed to produce the following results over the medium-long term:

- Private-sector leadership and innovation in strengthening population health, driving measurable improvements in the health and wellness of populations impacted along the private sector's value chain

At this time there are no plans for creating quantitative impact metrics for this collaboration; however, an annual survey will be issued to members at year-end in order to gather feedback and ensure alignment with project goals above.

Key Activities

BSR will drive the following activities:

- **Facilitate Coalition Calls and In-Person Meetings** - Conduct approximately 4 conference calls and 1 in-person meeting throughout the year. This work includes preparing and facilitating group meetings, agenda-setting, identification of / planning with speakers, framing of discussion questions and development of any required materials, along with circulating next steps.
- **Assess Opportunities** – Design survey tool for launch with participating members of this collaboration. Collect and analyze survey data.
- **Map Opportunities** – Develop opportunity map of private sector / CSR interventions for strengthening community health. Map will differentiate baseline vs. leadership opportunities, and will call out critical differences where there may be variation by region/geography and/or industry segment.
- **Engage External Stakeholders** - Engage with stakeholders through individual consultation and also through the creation of a stakeholder panel that provides ongoing insight and feedback to participating companies, and informs development of the opportunity map and the community pilot.
- **Launch a Pilot** – Companies will have the opportunity to design a pilot project to advance community health and wellness. Pilot plans will be presented to the external stakeholder panel for a vote, and one pilot project will be chosen to launch. BSR will provide additional advisory support to the company leading the pilot launch pending funding from the Robert Wood Johnson Foundation.
- **Disseminate / publicize** – Produce public facing thought leadership pieces (includes opportunity map for community health interventions, case studies of best practices and briefing on the pilot launch)

Map of Key Milestones

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
General Coalition Meetings												
Group Call												
In-Person Meeting												
Explore Intersection of Business and Community Health and Wellness												
Survey Create, launch, analyze												
Opportunity Map Create, present, promote												
Pilot Business and Community Health and Wellness Idea(s)												
Pilot Selection Draft, Present, Select												
Pilot Launch, Analyze, Reflect												

Qualifications

Health and Wellness

BSR has invested in health and wellness through our 20+ year [healthcare practice](#) and the creation of the [HERproject](#) that empowers women globally to care for their health and nutrition. In addition, our work is growing in defining the key asset health and wellness can play within CSR, as demonstrated by our [recent publication](#) supported by the Robert Wood Johnson Foundation that identifies business and population health as one of the new CSR frontiers.

Collaborative Initiatives

BSR has a long history running collaborative initiatives that delve into challenging CSR issues to drive effective change. Founded in 1992, BSR's first working group launched in 1994 and the number and diversity has evolved over the years. Currently, BSR is leading 18 collaborative initiatives that span a wide array of industries and issues. The below diagram provides an overview of BSR's collaborative initiatives, which outlines our experience across the Business Coalition for Population Health's impact areas.

Summary Table of BSR Collaborative Initiatives

	Who		What					Geographies					
	Multi-Sector	Industry Specific	Health & Wellness	Environment	Human rights and labor	Supply chain	Corporate strategy	Asia	Europe	North America	South America	Middle East	Africa
Business Coalition for Population Health	●		●	●	●	●	●	●	●	●	●	●	●
Better Coal		●		●	●	●		●	●	●	●		●
Beyond Monitoring*		●		●	●	●	●	●	●	●	●	●	
Center for Sustainable Procurement	●			●	●	●	●	●	●	●	●		
Clean Cargo	●			●		●		●	●	●	●	●	●
Ecosystem Services	●			●	●	●		●	●	●	●	●	●
Future of Fuels	●			●	●	●	●			●			
Future of Internet Power	●			●		●	●		●	●			
Healthcare Working Group		●	●				●	●	●	●	●	●	●
HERproject, HERfinance	●		●		●	●		●	●	●	●	●	●
Human Rights Working Group	●				●	●		●	●	●	●		
Licensing Working Group*	●				●	●	●	●	●	●			●
Maritime Anti-Corruption Network		●			●		●		●				
Migration Linkages*		●	●		●	●		●					
Mills and Sundries Working Group*		●		●	●	●		●	●	●	●	●	
Pharmaceutical Supply Chain		●		●	●	●		●	●	●	●		
Supplier Carbon Performance	●			●		●		●					
Sustainable Lifestyles Frontier	●		●	●			●	●	●	●			
Sustainable Luxury Working Group		●		●	●	●		●	●	●			
Sustainable Water Group*		●		●	●	●		●	●	●	●		

*Indicates groups that have sunset after achieving their primary objective(s).