

Nestlé:

Nestlé's Work to Create a More Sustainable Future

NRF FOUNDATION
RISE UP

IN PARTNERSHIP WITH



About NRF Foundation RISE Up

RISE Up is the NRF Foundation training and credentialing program that provides foundational employability skills to help people land jobs and get promoted in retail and beyond.

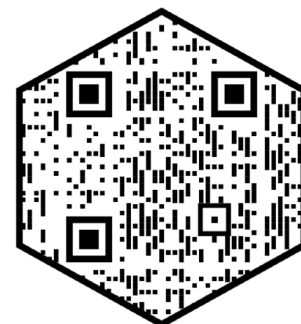
Case studies enhance students' learning of the RISE Up curriculum by offering unique perspectives from retail leaders and insights into current issues impacting retail business.

Benefits of RISE Up

- **Employability Skills**
Students learn the in-demand skills needed to land jobs and get promoted in retail.
- **Flexible Delivery Options**
Classroom, online or blended.
- **Scenario-Based Learning**
Realistic scenarios that support active learning to keep your students engaged while developing their problem-solving and decision-making skills.
- **Hands-On Activities**
Hands-on activities for skill development allow your students to apply and master key skills needed for the job and provide them with a safe environment to practice, identify and correct performance errors.



Learn more about
the NRF Foundation
RISE Up program:



Training Partner Resources

- [Help Center](#)
- [Webinars](#)
- [Reference Library](#)

Instructor Guide

The purpose of the Instructor Guide is to prepare you, the instructor, to deliver the activity for students to complete. The guide includes learning objectives, case study components for instructors and students, pacing and materials needed to complete the activity, instructor pre-work, step-by-step instructions, NRF Foundation RISE Up info, benefits, resources and an answer key.

INSTRUCTOR PRE-WORK

Before presenting the activity, students should have begun the RISE Up curriculum. This case study goes well with any RISE Up courses.

The case study activity and case questions can be done in a group of 3-4 people or individually. The instructor can select the groups in advance or have students pick their group members.

STEP-BY-STEP INSTRUCTIONS

- Hand out the case study activity and case questions.
- Read the objectives and background with the class.
- Move to the activity and go through the goal, role and scenario.
- Have students complete the activity and case questions individually or in groups of 3-4 people.
- Once all students have completed the activity, the instructor can have each group present.
- The case questions can be presented as well or used to prompt class discussion.



STUDENT MATERIALS

Case study, activity, vocabulary words and case questions.



TIME NEEDED

The activity will require 1-3 class periods depending on the duration of each class period. This activity can also be assigned for homework.

The case questions can be completed after the activity is completed, whether in class or for homework. It should take about 25-30 minutes to complete.



MATERIALS NEEDED

- Pen/pencils
- Copies of the case study activity and case questions (1 per student)
- Poster or 3-panel display board (optional)

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Objectives

- Learn more about the company's sustainability initiatives on Nestlé's website.
- Perform a real-world role as a social media specialist for Nestlé.
- Apply critical thinking skills relating to sustainability issues.
- Solve retail math questions.

Background

With a history spanning over 150 years, Nestlé is the world's largest food & beverage company. The company has around 275,000 employees globally, more than 2,000 brands and a presence in 188 countries. In the U.S., Nestlé offers a wide portfolio of food and beverage products for people and their pets.

Nestlé is striving for a more sustainable future, towards a healthier planet, a stronger and more responsible society and a thriving economy. The company aims to achieve net zero emissions by 2050. To get there, Nestlé is reimagining all aspects of its business—from the ingredients it uses, to the packaging that keeps food safe, to how it makes and transports products.

Some of the ways Nestlé is working toward a more sustainable future include:

- Designing packaging that is recyclable or reusable.
- Encouraging farmers to use regenerative agriculture practices that can replenish the land, enhance biodiversity and absorb carbon from the atmosphere.
- Using more renewable energy in its facilities.





Activity

Jump into this real-life exercise.

Read the goal, role and scenario and follow the directions to complete the case activity.

Case questions are also included below.

GOAL

Highlight how Nestlé is working to create a more sustainable future across its business.

ROLE

Perform the role of a Social Media Specialist for Nestlé.

SCENARIO

Imagine Nestlé's social media manager asks you to lead a new social media campaign, focused on the company's sustainability initiatives. While Nestlé is a global company known for its array of products, some people may be unaware of their efforts that are helping drive a more sustainable future.

As the Social Media Specialist, your role is to help educate your audience about how Nestlé is working to positively impact future generations. The manager provided you with a list of Nestlé's sustainability focus areas below for you and your team to focus on for the social media campaign.

As the project lead, imagine you are responsible for designing three separate social media posts based on one sustainability topic. You will also need to create a 5-10 slide presentation that would demonstrate why Nestlé's social media manager should use your social media posts in the new campaign and showcase your analytical and marketing skills.

From the Company

At Nestlé we're determined to challenge the status quo and be better tomorrow than we are today. We embrace our entrepreneurial culture and have created a workplace where collaboration is essential, courage is rewarded, speed is expected, and agility is the norm to delight our consumers every single day. Here, you will find limitless opportunities to learn and advance your career in supply chain and feel empowered to succeed in the workplace and beyond. Because our focus is not only on nourishing our customers, but also about enriching you.

Sign up to hear about what's happening at Nestlé, including new job opportunities, [here](#).

To begin, go to www.nestleusa.com/sustainability to learn more about Nestlé and the company's sustainability initiatives.

Then, select one of these sustainability topics to highlight:

- Packaging
- Ingredients
- Make and Transport
- Communities

To create your social media posts, you will need to:

- Identify one topic to highlight for your campaign.
- Choose which social media platform(s) best resonate (s) with your target audience.

- Use images, colors and typography that are visually attractive, appeal to the **target audience** and complement the Nestlé brand.
- Create content to bring consumer awareness of Nestlé and its sustainability journey.

And your slide presentation must include:

- Title page
- Highlighted sustainability topic
- Target audience information
- Campaign details and strategy
- Designs of social media posts
- Campaign timeline
- Conclusions and final recommendations

Vocabulary Words

Use at least 3-5 vocabulary words in your presentation:

Biodiversity: The variety of life in the world or in a particulate habitat or ecosystem.

Net Zero Emissions: Refers to achieving an overall balance between greenhouse gas emissions produced and greenhouse gas emissions taken out of the atmosphere.

Products: Physical goods that are bought and sold, such as food, clothes and household items.

Regenerative Agriculture: An approach that aims to reverse climate change through practices that restore degraded soils.

Renewable Energy: Energy produced using natural resources that constantly replaced and never run out.

Social Media: Websites and applications that enable users to create and share content or to participate in social networking.

Sustainability: A way for companies to create positive environmental, social and community benefits.

Target Audience: The group of people or consumers you want to purchase your products or services.

Case Questions

1. Why is it important for Nestlé to continuously be innovating when it comes to sustainability practices?
2. How can Nestlé educate consumers on their commitment to a more sustainable future?
3. As a global company, what challenges do you think Nestlé faces in working toward a more sustainable future?
4. Imagine Nestlé's social media team is working with two influencers and is trying to figure out which one they should select as their lead influencer to bring in more engagement. Looking at the ratio of likes to followers is one way to determine who has strong engagement. Influencer A has 48,000 followers with an average of 12,455 likes per post and 5,650 shares per post. Influencer B has 99,000 followers with 10,300 likes per post and 12,000 shares per post. Which influencer do you think Nestlé's social media team should pick as their lead influencer and why?

Answer Key

- 1. Sample Answer:** It is important for Nestlé to continuously be innovating when it comes to sustainability practices because it can increase customer satisfaction, protect the environment and communities, show that the company is aware and up to date on new information and it will continue to reduce Nestlé's carbon footprint.
- 2. Sample Answer:** Nestlé can educate consumers on their commitment to a more sustainable future by collaborating with partners and stakeholders that share the same vision, creating resources to educate consumers, hosting events, and investing in marketing campaigns.
- 3. Sample Answer:** Some challenges that Nestlé faces in working toward a more sustainable future as a global company are consumers not being supportive of the company's sustainability goals and changes, finding ways to redesign packaging for their products, budgeting for new packaging, campaigns and marketing.
- 4. Influencer A's** ratio of likes to followers is at 25.9% (12,455/48,000) and **Influencer B's** ratio of likes to followers is at 10.4% (10,300/99,000). Nestlé's social media team should work with Influencer A for more engagement.
- 5. Influencer A's** ratio of shares to followers is at 11.7% (5,650/48,000) and **Influencer B's** ratio of shares to followers is at 12.1% (12,000/99,000). Nestlé's social media team should work with Influencer B for more engagement.
- 6. Sample Answer:** Other considerations Nestlé should think about when selecting an influencer to partner with are making sure the influencer's content aligns with their brand, ensuring the influencer is relevant to your target audience, the influencer's fee, and content quality.