

FOR IMMEDIATE RELEASE

## The Consumer Goods Forum launches Glossary for Sustainability

Paris, January 24th, 2012

The Consumer Goods Forum (CGF) announces today the publication of a glossary of commonly used terms that businesses can use to describe their environmental sustainability efforts and achievements.

Since its formation in 2009 the CGF has made significant progress in supporting consumer goods retailers and manufacturers in acting to improve the sustainability of the industry. Most noticeably this has included public resolutions to tackle deforestation and reduce the Greenhouse Gas emissions caused by refrigeration, and the publication of a framework and measurement system for product packaging and sustainability.

The latest output from the programme, the Glossary, provides a common way for companies across the industry to communicate between each other and to consumers using commonly defined and understood terms such as 'Life Cycle Assessment', 'Sustainable Sourcing', 'Natural Refrigerants', and 'Recyclable'. The Consumer Goods Forum Members will use this glossary for consumer and company-to-company communication.

**David North**, Corporate Affairs Director, Tesco UK and co-chair of the CGF Sustainability work stream, said "Creating the conditions for green consumption means giving customers clear and straightforward information on the products they buy. It is important for our industry to work together to make sure we are using the same, accurate descriptions of how we are creating more sustainable goods. This helps our customers to be confident that they are making choices that reward responsible businesses".

His co-chair of the Sustainability work stream, **Gavin Neath**, SVP of Sustainability for Unilever, added "Until now, a common, well-defined lexicon of environmental sustainability terms has been lacking. The release of 'The Glossary' bridges that gap, and is an important step forward for our Industry".

The development of The Glossary was led by **Lynn Marmer**, Vice President Corporate Affairs of US retailer Kroger. "It was fantastic", said Lynn, "to see such a wide group of companies working together with the same objective".

A.T. Kearney supported the project team throughout the development of the glossary. "We are very pleased to have been able to help these companies develop what we believe will be a valuable reference point for the whole industry" commented **Emmanuel Hembert**, Principal, at A.T. Kearney London.

The Glossary can be accessed through the following link: <http://sustainability.mycgforum.com/>

The Consumer Goods Forum (CGF) is a global, parity-based industry network, driven by its members. It brings together the CEOs and senior management of over 400 retailers, manufacturers, service providers and other stakeholders across 70 countries and reflects the diversity of the industry in geography, size, product category and format. Forum member companies have combined sales of EUR 2.5 trillion and their retailer and manufacturer members directly employ nearly 10 million people with a further 90 million related jobs estimated along the value chain.

**Ends**

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### Overview of The Consumer Goods Forum:

The strategic work of The Consumer Goods Forum is built on five pillars that underpin the voluntary collaborative work of manufacturers, retailers and service providers along the value chain for consumer goods: Emerging Trends; Sustainability; Safety & Health; Operational Excellence; and Knowledge Sharing & People Development.

CGF members have established themselves as leaders in Sustainable Growth by adopting resolutions to help achieve zero net deforestation within their value chains by 2020, to begin phasing out the use of HFC refrigerants as of 2015, and to address health and wellness on a global level.

The Consumer Goods Forum will continue energetically to develop resolutions on Sustainable Growth in other areas of business and to strive for widespread collaboration with other stakeholders to accelerate the transition to sustainable economies.

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