



MANIFESTO

OF THE CONSUMER
GOODS FORUM

OVERVIEW & PURPOSE

The Consumer Goods Forum is a retailer and manufacturer parity industry body, driven by its members.

It brings together retailers, manufacturers and suppliers to collaborate across the value chain to enrich shopper and consumer value in all markets.

It supports processes and practices that optimize the value chain as an interrelated whole, in accordance with all anti-trust laws.



VISION

Better lives through better business.

MISSION

Working together to enable the industry to passionately serve shoppers, consumers and communities better, faster, with great value and in a responsible way.

FIVE GUIDING PRINCIPLES

A Collaborative Leadership Platform

1 COLLABORATION

The Consumer Goods Forum addresses common issues collaboratively with actionable and measurable plans.



2 STRATEGIC FOCUS

The Consumer Goods Forum will bring greater focus and scale to the efforts of our industry while enabling simplification and eliminating duplication.

It builds its work on the Strategic Pillars that are defined by the membership as central to the future of the business they share.

It will measure its effectiveness in the adoption of its principles and implementation of its work.

3 INCLUSIVENESS

The Consumer Goods Forum reflects the diversity of the consumer goods industry in geography, size, sector and format.

Its membership will be open to all consumer goods companies, large and small.



4 ORGANIZATION

The Consumer Goods Forum will have a lean management structure.

It will be staffed by people who are uncompromisingly professional, committed and energetic.

It will draw extensively on the direct involvement of member companies in the stewardship and implementation of its work product.

5 COMMITMENT

The Consumer Goods Forum is *our* organization!

TOWARDS A MANIFESTO FOR INDUSTRY

Our Common Objective: Acting to Improve the Quality of Life



The Consumer Goods Forum will work with its membership and other stakeholders to make its collaborative work accessible for voluntary application within companies.

Its strategic priorities will be easy to understand, clearly measurable and communicated widely.

It will take positions on the concerns of shoppers and consumers and on the non-competitive issues that affect the retail and manufacturing businesses that serve them.



It will build, over time, a body of Resolutions that will become a Manifesto for Industry – voluntary but authoritative, comprehensive but actionable.

It will be guided by the highest standards of environmental, social & economic responsibility.

OUR NEW WAYS OF WORKING TOGETHER

Our Role: Enhancing Our People's Connections for a Better Business

1 ANTICIPATE & PRIORITIZE

The Consumer Goods Forum is committed to “New Ways of Working Together”, aligning business collaboratively around consumer needs, connected business information, people development and optimal supply chains.

It will anticipate, define and innovate around its strategic priorities.



2 SHARE & DEVELOP

The Consumer Goods Forum will bring its members together to develop and/or exchange best practices.

It will communicate its work widely, embracing the concept of transparency.

3 COMMIT & IMPLEMENT

The Consumer Goods Forum will look beyond the short-term reporting on projects to the long-term adoption of sustainable collaborative behaviors that have widespread application.

It will measure its performance in the changes the members bring to the collaborative cultures of our Industry.

It will constantly seek out collaborative best practices and make them accessible to all.

4 LEARN

The Consumer Goods Forum will be a place of collaborative learning, where people development and the pursuit of new knowledge will cap the Strategic Pillars and bind the richness of its work.

It will encourage and expand its support for learning and communications vehicles that deliver that goal collaboratively and extend its support to other organizations that share that goal.

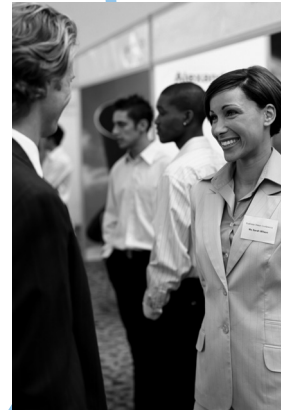
STRATEGIC ALLIANCES

Our Priorities: Strengthening Efficiency, Synergy and Dialog



The Consumer Goods Forum will seek out relationships that enhance and grow the Forum as “our organization”, committed to the enrichment of the shoppers and consumers it serves.

The Consumer Goods Forum works closely with regional collaborative platforms and the strategic partners and alliances it has identified.



It will continue to build a lean and efficient organization that minimizes duplication with regional bodies while realizing its goals at local level.

THE CONSUMER GOODS FORUM

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