



SRS



Executive Summary

26th-28th
OCTOBER 2022

AMSTERDAM
THE NETHERLANDS

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#2022SRS

IN NUMBERS



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SRS Welcome Address from The Consumer Goods Forum

👤 **Isabelle KUMAR**
Plenary Moderator
Presenter and Journalist

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Healthier Lives Director
The Consumer Goods Forum

👤 **Didier BERGERET**
Sustainability Director
The Consumer Goods Forum

👤 **Ignacio GAVILAN**
Sustainability Director
The Consumer Goods Forum

👤 **Tobias WASMUHT**
CEO
SPAR International

👤 **Béatrice EASTHAM**
CEO and Founder
Green Evénements

The seventh annual edition of the Sustainable Retail Summit kicked off with a welcome cocktail as SRS moderator **Isabelle Kumar** opened the evening by sharing the theme for the event: “a little less conversation, a little more action”. With this motto in mind, the directors of the CGF’s Coalitions of Action gave a taste of what to expect over the next three days. **Sharon Bligh**, who leads the Collaboration for Healthier Lives Coalition, emphasised the responsibility of the food industry to work with and improve conditions of vulnerable communities around the world. **Didier Bergeret**, who oversees the Forest Positive Coalition, Human Rights Coalition – Working to End Forced Labour, and Sustainable Supply Chain Initiative, stressed the fact that sustainability needs to run through many aspects of business, from procurement to policy. **Ignacio Gavilan**, who directs the Coalitions of Action on Plastic Waste and Food Waste, and also leads the CGF’s work on decarbonisation and Race to Zero, introduced some key critical sustainability topics that will be covered during the following days: plastic, food waste and decarbonisation of supply chains.

Amsterdam was the perfect location for this year’s SRS, said resident Amsterdammer **Tobias Wasmuht**, CEO, SPAR International, who shared the history of the multicultural city as well as its sustainability credentials in his special opening address. As one of the most sustainable cities in the world – largely due to its famous cycling culture – and with plans to decarbonise even further, Amsterdam was an inspiring spot for our consumer goods leaders to come together.

CEO and Founder of Green Evénements, **Beatrice Eastham**, then took to the stage to share why hosting ‘green’ events is important in our industry and leaders and event planners must step up, lead by example, and host sustainable events. The way we meet, she said, shapes the way people see our companies, brands and products, and within a few years, carbon neutral events will be the expectation across our industry and beyond. It was an inspirational note to conclude the first day of the Sustainable Retail Summit.



A Warm Welcome to the Sustainable Retail Summit with Wai-Chan Chan, Managing Director at The Consumer Goods Forum

The first full day of sessions kicked off with a warm welcome from moderator **Isabelle Kumar** and **Wai-Chan Chan**, Managing Director of The Consumer Goods Forum. The theme of this year's conference – “From Conversation to Action: The Transition to Better Business” – placed a strong focus on the need to move beyond ‘just talking’ to actively driving change. With 63 speakers, more than 250 delegates from around the world, and majority female participation – the highest in SRS history – all together in Amsterdam, the plenary was packed with energy, leadership, and diversity

Wai-Chan emphasised our industry needs to keep sight of the long-term goal in spite of our challenges in the short term, and that we need to work collaboratively to drive forward the work done by the CGF's Coalitions of Action. He then encouraged all delegates to interact, meet and discuss challenges. “Your first achievement here would be to connect to each other, and the other one would be to find a way to contribute and accelerate what we do on our Coalitions,” he said. Reminding delegates that the CGF is focused on driving impact at scale, Wai-Chan wished a good two days of conference to all and invited them to find three things each would do differently after the event to help push the sustainability agenda faster and faster inside their companies.

Isabelle KUMAR
Plenary Moderator
Presenter and Journalist

Wai-Chan CHAN
Managing Director
The Consumer Goods Forum



Isabelle KUMAR



Wai-Chan CHAN





HEALTH AND SUSTAINABILITY: The Fast-Changing Consumer Landscape

In the first presentation of the day, **Solitaire Townsend**, Chief Solutionist and Co-Founder, Futerra, provided an insightful and thought-provoking glimpse into how we can best interact with Gen Z. There are, she said, more consumers in this generation than in any other demographic on the planet, and as their spending power increases, they will be responsible for the future of commerce. She noted that this next generation of consumers is not only known as being the 'honest generation', but are increasingly becoming the 'anxious generation', with one in five young people feeling it is too late to deal with climate change. This means that young people are 66 percent more fatalistic than the previous generation, and are innately suspicious of bold claims from brands on sustainability.

In terms of how they spend their time, Gen Z are online for more than 50 percent of their waking hours. Content created and consumed by Gen Z is centred around honesty and authenticity with influencers speaking as humans rather than corporate voices. She warned that brands have no control over how this generation is talking about them. Although the search term 'how to live a sustainable life' has risen by 4550 percent, Gen Z will not be the ones deciding whether the future is sustainable, Solitaire warned. "The people in this room will," she said.

Solitaire TOWNSEND
Chief Solutionist & Co-Founder
Futerra



SPECIAL KEYNOTE:

The European Commission - Empowering Consumers for the Green Transition

In this session, **Jana Hošková**, Deputy Head of Unit, Consumer Policy, Directorate-General for Justice and Consumers at the European Commission, shared the positive steps which are being taken by the Commission to improve the information being circulated to consumers in order to help them choose sustainable products, which will then in turn help realise the European Green Deal and a 'green transition'. She shared the Commission is empowering consumers to purchase more durable goods that can be used for a longer period of time. Companies must be able to guarantee the lifespan of their products, and provide information about affordability and availability of spare parts, amongst other steps.

reduce the shelf life of an object, the trading company will need to inform the consumer if the changes will negatively impact the product life. Overall, behaviour change has to be central to driving sustainable consumption, and brands must make the consumer feel that they are helping to bring about change by buying the product.

Isabelle KUMAR
Plenary Moderator
Presenter and Journalist

Jana HOŠKOVÁ
Deputy Head of Unit, Consumer Policy, Directorate-General for Justice and Consumers
European Commission

To counteract greenwashing, she explained they want to ensure that businesses are giving reputable recommendations and ensure that claims are not misleading. They also hope to stop certain practices, such as the planning and designing of products that will become obsolete after a period of time. If a software update will



EMBEDDING HEALTH & SUSTAINABILITY THROUGHOUT THE VALUE CHAIN

Can Business Resilience be Truly Sustainable?

This plenary session brought together **Rebecca Marmot**, Chief Sustainability Officer, Unilever; **Daniella Vega**, Senior Vice President Health and Sustainability, Ahold Delhaize; and **Florence Jeantet**, Chief Sustainability Officer, Danone, to answer challenging questions on whether business resilience can truly be sustainable and how consumer trust and loyalty are developed. Moderator **Isabelle Kumar** kicked off the conversation by asking the panel how they perceive the evolution of a Chief Sustainability Officer (CSO)'s role within a company in times of rising prices and a climate crisis.

Florence claimed that the role is not an isolated one; rather, a CSO needs to be in touch with what's happening within an organisation, across departments of health, governance, people, and communities, to drive external change. Daniella identified three key traits that successful CSOs offer: a concrete and accessible vision; ability to navigate complex cross-cutting issues and translate that understanding into a strategy; and impeccable listening skills. She concluded the role of the CSO must perform a balancing act between business and sustainability priorities. Finally, "sustainability is part of the fabric of the business," Rebecca said, adding that climate change is bringing issues like net-zero supply chains and regenerative agriculture to the forefront of a company's consumer-

facing proposition. Consumers are demanding more information about the sustainability value of their product and the CSO must be able to share these details with consumers. The general takeaway from the discussion is that companies can continue to drive healthier sustainable behaviour by moving away from traditional thinking when navigating the complexities of these issues. A culture of sustainability needs to be embedded in the company, not as a siloed function, to truly drive this change.

Isabelle KUMAR
Plenary Moderator
Presenter and Journalist

Rebecca MARMOT
Chief Sustainability Officer
Unilever

Daniella VEGA
Senior Vice President Health & Sustainability
Ahold Delhaize

Florence JEANTET
Chief Sustainability Officer
Danone



IMPACTS ON HEALTH:

Action, Inspiration and Information on the Ground

This session brought together representatives in retail and IGD (Institute of Grocery Distribution) to discuss concrete actions, pilot projects and consumer trends towards healthier and more sustainable diets. **Feiyu Xiong**, Director of Data Intelligence Team, Business Platform Unit, Alibaba Group, explained that young Chinese shoppers are more aware of sustainability issues and have more purchasing power, posing an important question: as the needs of the young generation change, how can retailers stay ahead? **Maggie Biscarr**, Director for Global Partnership Solutions, PepsiCo, then spoke about the importance of pilot projects and how connecting consumer insights with real life experiences in-stores is crucial. "Knowing the needs of your local community means knowing your shopper," she said.

After, **Anke Ehlers**, Global Head of Sustainability, ALDI SOUTH Group, reiterated the point of focusing on local community needs as shoppers are not a monolith. However, all shoppers at ALDI UK are impacted by the global cost of living crisis, she said. So the question remains, as shoppers prioritise essentials, how can retailers balance product cost and convenience while providing taste and health benefits. **Cathy Capelin**, Head of Health & Sustainable Diets, IGD, then presented data identifying the levers that might make consumers make a change in stores using three pilot studies as examples on product placements, voucher schemes for fruit and veg and plant-based products. Product placement and affordability were factors contributing to an increase in sales. "We've talked a lot about affordability for consumers;

products have to be tasty, affordable, healthy and sustainable," she said. "We can't have a separation between these." Finally, **Nicolas Dhers**, CSR Director Scope 3 and Supplier Engagement, Carrefour, talked about the success of Carrefour's Digital Healthy Bundles online program using attractive marketing, accessible website and recipes. He attributed its success to an efficient collaborative business model, ending the session on a positive call to action for continued collaboration in the industry to offer the best choices to consumers.

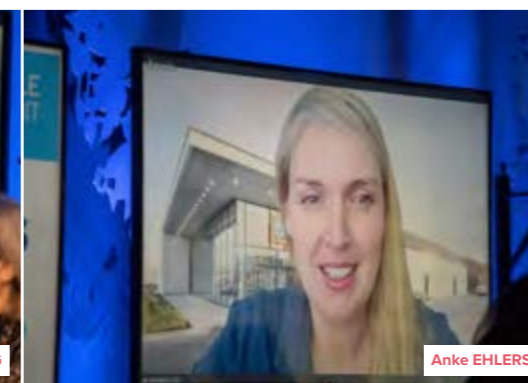
Nicolas DHERS
CSR Director Scope 3 and Supplier Engagement
Carrefour

Maggie BISCARR
Director for Global Partnership Solutions
PepsiCo

Cathy CAPELIN
Head of Health & Sustainable Diets
IGD

Feiyu XIONG
Director of Data Intelligence Team, Business Platform Unit
Alibaba Group

Anke EHLERS
Global Head of Sustainability
ALDI SOUTH Group



NETWORKING BREAK!



PREMIUM SPECIAL SESSION
KINDLY SPONSORED
BY **PA CONSULTING**

What Action Looks Like - Tackling the Plastic Challenge at Scale

This special session focused on how companies can take effective action to tackle the plastics challenge at scale. **Tony Perrotta**, Partner - Sustainability and Regenerative Economy at PA Consulting, shared that despite what we may believe plastics is already a controlled substance with taxation, traceability requirements, legislations, bans, and extended producer responsibility. He highlighted that there are three critical trends to look out for, including high compliance costs that are continuing to rise, and noted that, when choosing new materials, manufacturers are faced with an overwhelming decision. Research shows that paper, fibre and pulp are rising in prominence as alternative materials and are available and scalable today. **Sebastian Roos**, Chief Technology Officer and Vice President - R&D at PulPac, then introduced one such example: dry molded fibre, which is created from pulp. PulPac Chief Commercial Officer **Sanna Fager** went on to explain how they are scaling it up by leveraging existing production and recycling systems, and sharing the knowledge of how to create and use dry molded fibres so that everyone in the value chain can benefit. They are leveraging existing systems to make it more effective, and easier to incorporate into the supply chain.

Sanna FAGER
Chief Commercial Officer
PulPac

Tony PERROTTA
Partner - Sustainability and Regenerative Economy
PA Consulting

Sebastian ROOS
Chief Technology Officer, Vice President - R&D
PulPac



Tony PERROTTA



Sebastian ROOS



Sanna FAGER



Thierry GADOU

PREMIUM SPECIAL SESSION
KINDLY SPONSORED BY **SES-IMAGOTAG**

The Digitisation of Physical Retail is a Climate Technology

Chairman and CEO of SES-imagotag, **Thierry Gadou**, took the stage to share how digitisation can hold the key to reducing waste. He shared that when considering what the store of the future looks like, digitisation is a key pillar. Retail is hugely important to our economy, as one out of every six jobs on the planet is in retail. It is the largest private sector employer in the world. Utilising and leveraging local e-commerce and our existing physical retail stores to reduce our carbon emissions in the short term and long term as e-commerce is set to continue over the next five years. Digital shelf edge labelling can help to reduce food waste in stores through utilising simple technology which enables stores to be reactive with

perishable foods. These shelf edge labels can also share messaging with consumers around health messaging and sustainability credentials, and therefore are a critical tool to communicate with consumers.

Thierry GADOU
Chairman and CEO
SES-imagotag



RACE TO ZERO

What's Next? Climate Action & Transparency Ahead of COP27

The next panel discussion focused on progress towards the Race to Zero. With COP27 just around the corner, it offered a timely update on the milestones achieved to date as well as persistent issues facing the private sector. **DJ Forza**, Campaign Manager of Race to Zero Breakthroughs 2030: Retail, at WBCSD (World Business Council for Sustainable Development), highlighted the critical nature of the work to be done around decarbonisation given the UN's suggestion that we are on target for catastrophic change on our planet.

Tesco plc Group Head of Environment, **Anna Turrell**, shared the retailer's ambition to 'level the playing field' by reducing carbon emissions in plant versus animal protein consumption, and focusing on supporting local farmers who are at the forefront of the climate crisis. Afterwards, **Oliver Wright**, Senior Managing Director, Consumer Goods & Services, Global Lead at Accenture, raised the topic on the minds of many companies – profitability. He highlighted that we should not see it as a trade-off between sustainability and profitability, but rather look at long-term profitability. One way to ensure we reach these goals as a shared collective is by joining together in the Race to Zero as different associations, said Eurocommerce Director General **Christel Delberghe**. For example, she shared, EuroCommerce has created

a space for member organisations to learn from each other on the complicated topic of sustainability to create momentum. To conclude, the panel agreed that collaboration and effort to break down silos is critical to achieving any Race to Zero commitments.

Isabelle KUMAR
Plenary Moderator
Presenter and Journalist

DJ FORZA
Campaign Manager, Race to Zero
Breakthroughs 2030: Retail
WBCSD – World Business Council for
Sustainable Development

Christel DELBERGHE
Director General
EuroCommerce

Oliver WRIGHT
Senior Managing Director, Consumer
Goods & Services, Global Lead
Accenture

Anna TURRELL
Group Head of Environment
Tesco plc

THOUGHT LEADERSHIP ON THE HORIZON

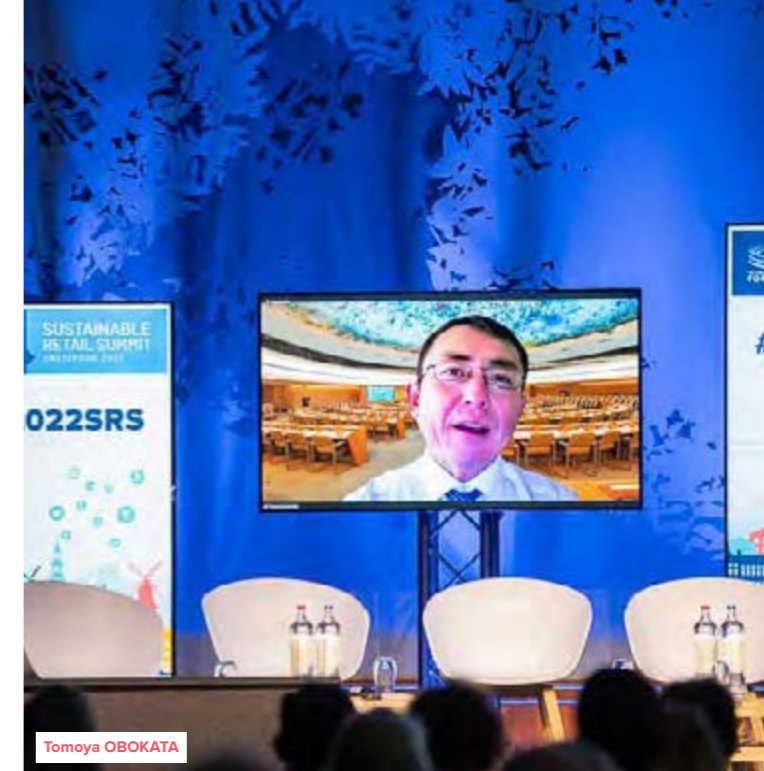
Leading from the Front on Human Rights

In the next plenary session, moderator **Isabelle Kumar** was joined virtually by the UN Special Rapporteur on Contemporary Forms of Slavery, **Tomoya Obokata**, for a discussion on the forced labour challenge and especially how businesses can take action against this global scourge. First, Tomoya shared businesses and organisations must start with 'fact-finding missions' to understand the scale of the issue. This is particularly helpful now that many companies are strengthening their human rights due diligence, he said, particularly as countries such as France, Norway, Germany, and The Netherlands have legislation mandating due diligence focused on slave and child labour. Secondly, Tomoya stressed that changing perspectives on forced labour, particularly among investors and shareholders, is hugely important in order to make sure forced labour stays top of the agenda for businesses.

Similarly, it is critical for businesses to ensure forced labour is not viewed in isolation of other key sustainability topics: for example, conversations on net-zero and climate change also need to consider social ramifications like migration. Finally, collaboration is key. Tomoya stressed that consumers are more conscious than ever, and it's important to leverage the ability to act for consumers, governments, and businesses to address forced labour. Overall, a spirit of transparency must underscore any approach to forced labour – both in transparency over supply chains and transparency with consumers. Once we open the dialogue more on forced labour, we will be able to take more effective actions.

Isabelle KUMAR
Plenary Moderator
Presenter and Journalist

Tomoya OBOKATA
Special Rapporteur on Contemporary Forms of Slavery
United Nations



Industry Action on Responsible Recruitment to Fight Forced Labour

Didier Bergeret moderated this plenary session featuring **Rosey Hurst**, Founder and Managing Director of Impactt Limited, alongside members of the Human Rights Coalition – Working to End Forced Labour (HRC): **Heidi Koester Oliveira**, Global Director, Social Impact, Mars, Incorporated; **Anbinh X. Phan**, Director, Global Government Affairs and Business Diplomacy, Walmart; and **Benjamin Gatland**, Director Social Sustainability, The HEINEKEN Company. Together, the group discussed the actions of the HRC to fight forced labour in global supply chains, particularly focusing on the topic of responsible recruitment. Didier was first pleased to announce the launch of new guidance from the HRC to help aide companies repay worker-paid recruitment fees and other costs, an important tool employers can use to ensure their workers do not pay for jobs. This new guidance is aligned with similar recommendations from Impactt, and Rosey shed light on the topic of recruitment fees and how they contribute to cases of forced labour.

The HRC members then shared insights from their respective companies on topic. Heidi shared how Mars has been on a “real journey” to transform its supply chain and ensure the responsible recruitment of workers by reimbursing recruitment fees, employing a ‘fair share model’ to encourage collaboration, bringing together important internal stakeholders like procurement teams to collaborate, and using platforms like the CGF to work together on this issue. Anbinh shared Walmart’s perspective on the importance of leveraging the power of governments in order to strengthen the larger environment so that responsible recruitment and employment practices are encouraged and rewarded. Finally, Benjamin shared that one of the most important elements of the HRC is the platform it provides companies to ask important questions and navigate the complexities of issues like repayment of recruitment fees.

Altogether, the group agreed that collaboration on this issue is more important than ever, especially as the ILO has calculated more people are in cases of forced labour compared to 2016. Fully transforming business practices must be the objective, and systemic change cannot happen without active collaboration.

Didier BERGERET
Sustainability Director
The Consumer Goods Forum

Rosey HURST
Founder and Managing Director
Impactt Limited

Heidi KOESTER OLIVEIRA
Global Director, Social Impact
Mars, Incorporated

Anbinh X. PHAN
Director, Global Government Affairs
and Business Diplomacy
Walmart

Benjamin GATLAND
Director Social Sustainability
The HEINEKEN Company



LUNCH BREAK!





Interactive Breakout Sessions



The Intersection of Food Waste & Carbon

In this track session, **Ignacio Gavilan** facilitated a conversation with **Paul Crewe**, Chief Sustainability Officer & Executive Director of Anthesis Group, and **Richard Swannell**, International Director of WRAP, on the connection between reducing food waste and decarbonisation efforts. Food waste is an incredibly important sustainability issue that does not receive as much attention compared to other pressing issues like plastic pollution, Ignacio shared. However, the group discussed how taking action on food waste is actually a key enabler for decarbonisation efforts considering the amount of greenhouse gasses that are released as a result of food production and waste. Paul shared the monumental scale of this issue: 2.5 billion tonnes of food goes uneaten – about 40 percent of the food produced globally, and food waste emits the same amount of carbon as the US annually. Taking action on food waste is therefore essential if businesses and countries are to meet net-zero commitments.

The group discussed there are two key areas for action focusing on the supply chain and consumer habits. Richard shared WRAP's philosophy that business must take three key steps – target, measure, and act – to address food

waste in their business operations, while Paul offered an anecdote about how to better communicate with and inform consumers about food waste prevention efforts. Ignacio also shared how the Food Waste Coalition is working to address waste at the post-harvest level, a critical moment where 30 percent of all food produced is wasted. Finally, the group agreed there is also an ethical responsibility for companies to reduce food waste, not just for the environment, but also for human life as hunger needs increase due to ongoing trends like climate change and conflict, impacting food security around the world.

Ignacio GAVILAN
Sustainability Director
The Consumer Goods Forum

Paul CREWE
Chief Sustainability Officer & Executive Director
Anthesis Group

Richard SWANNELL
International Director
WRAP

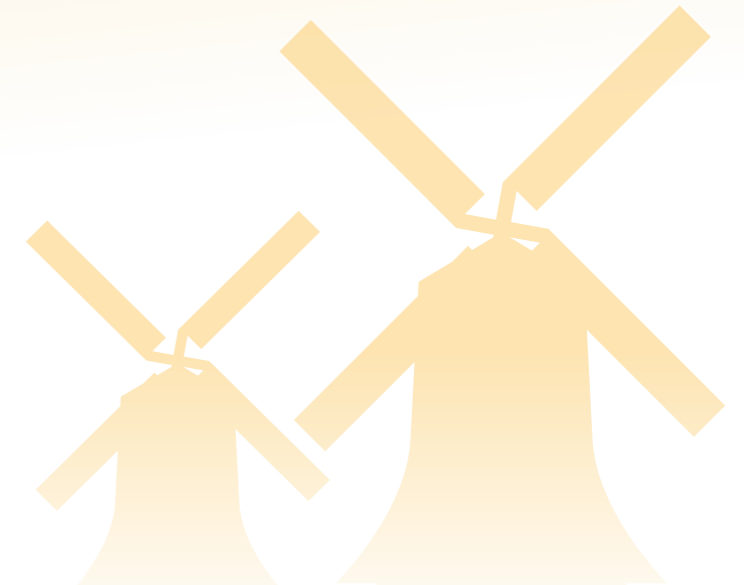


How to Practically Implement Decarbonisation in Your Company's Value Chain

Aline Casagrande, Climate Solutions Global Director at AB Inbev, took to the stage alongside **Karine Basso**, Head of Agriculture Value Chains, South Pole, to share the implementation side of Race To Zero and the practical, actionable steps businesses can take. The discussion centred around the work being undertaken on carbon footprint reduction as well as demonstrating what companies are doing to tackle Scopes 1, 2 and 3 emissions. Aline shared AB-InBev's experience of collaborating with South Pole to build a road map across the value chain. She spoke about the importance of tackling decarbonation at a local level, for example working with farmers to understand regenerative farming practices, before zooming out and looking at the global. They shared a digital approach to work with suppliers throughout their supply chain to improve knowledge and take suppliers on a long term journey. They are, they said, happy to open this platform out to more industries and categories who are facing similar challenges. Karine said that we must not work in silos and must instead collaborate with peers.

Karine BASSO
Head of Agriculture Value Chains
South Pole

Aline CASAGRANDE
Climate Solutions Global Director
AB-InBev



Ignacio GAVILAN



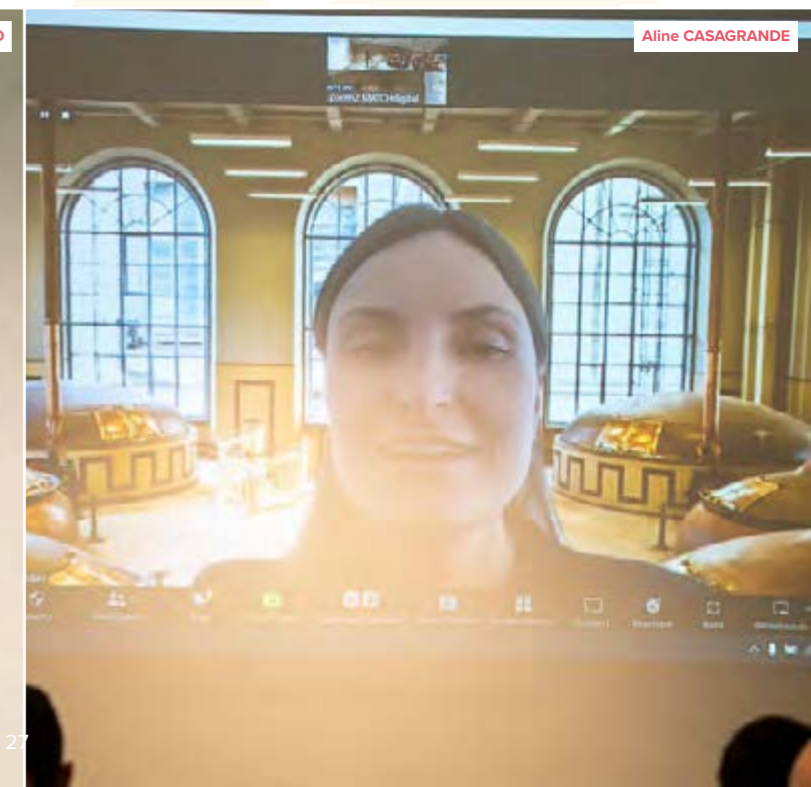
Paul CREWE



Richard SWANNELL



Karine BASSO



Aline CASAGRANDE

Oxfam: Land Inequality - Bridging Social and Environmental Agendas

In this track, **Barbara Codispoti**, Land Policy Advisor & Global Land Programme Lead at Oxfam, spoke to delegates about the topic of land inequality, which asks questions on how land is used and owned. She shared some statistics: 50 percent of habitable lands is used for farming, and 2.5 billion people worldwide rely on smallholder agriculture. Therefore, understanding how land is used and who it impacts are inherently linked conversations. Barbara bridged the environmental and social perspectives on land inequality by asking, "The more land is squeezed, the more at risk these people are – who are the people who are most affected?". Barbara shared with delegates that businesses should advance on the topic of land inequality for three key reasons: it is foundational to commitments on sustainability; progressive on land use and management concerns; and helps reduce conflict. Oxfam proposes eight key areas for corporate action, including calculating companies' land footprint and understanding the concept of responsibility and remediation. She stressed that action

in this area is critical for protecting human rights, and it's important for companies to engage with other stakeholders who are active in a particular regions, like suppliers, traders, and local organisations. Companies are also in a unique position to work with governments; all of this together can help drive sustainable impact on this topic.

Barbara CODISPOTI
Land Policy Advisor & Global Land Programme Lead
Oxfam

The International Labour Organization's Latest Global Estimates on Modern Slavery

In this track session, **Didier Bergeret** spoke with **Michaëlle De Cock**, Head of Research and Evaluation Unit, Fundamental Principles and Rights at Work Branch, International Labour Organization (ILO), on the ILO's latest global estimates on modern slavery. This year, the ILO estimated that there were 28 million people in forced labour in 2021, an unfortunate increase from 2016. Michaëlle shared the ILO's methodology for calculating this estimate and insights from the research process particularly around contributing factors for the rise in cases of forced labour. From this research, Michaëlle shared three key learnings that businesses need to consider in their approach to human rights and forced labour. First, companies must issue a critical assessment of their business models – including recruitment, human resources, and procurement policies – to understand where risk might exist not only for the company itself, but also for upstream suppliers. Secondly, companies must look at root causes of forced labour such as social and economic conditions. At the ILO, Michaëlle shared there is a focus on increasing social

protection, particularly for the most vulnerable workers, and businesses can be a key player in this area of action. Businesses are in a unique position to drive dialogue, action, and even detect these causes. Finally, it is critical that workers are able to use their voice collectively to make sure their experiences are heard and understood.

Didier BERGERET
Sustainability Director
The Consumer Goods Forum

Michaëlle DE COCK
Head of Research and Evaluation Unit,
Fundamental Principles and Rights at Work Branch
International Labour Organization



You Are Never Too Small to Think Big

In the final set of breakout sessions, **Shay Bialik**, Director of Global Sustainability and Ethics, Strauss Group, encouraged delegates to “think big” to solve the pressing industry problems, sharing examples of small-scale sustainability solutions that Strauss Group has developed, especially around the topic of animal proteins, to drive large-scale impact on issues like food waste and consumer health. She shared that in an effort to think outside the box, Strauss’ created a hub called “The Kitchen” through which they support promising startups and innovations in both early and later stages of development. In Israel alone this has been responsible for the creation of over 300 new jobs to create better food for the future, including plant based products, meat, and milk, and has contributed considerably towards the

Sustainable Development Goals. She then spoke on the impact of eggs which use a huge amount of land, soy, and antibiotics, as well as animal welfare issues. She shared that their egg-free product uses 90 percent less water and land, and with considerably less cholesterol, it is more beneficial to consumer health.

Shay BIALIK
 Director of Global Sustainability and Ethics
 Strauss Group

Taking Positive Action on Health & Wellbeing

This track session began with **Sharon Bligh** presenting recent statistics to showcase the need to bring employee wellbeing back on the table: 83 percent of employees surveyed claimed their workplace was responsible for their mental health problems and 81 percent are looking for employers who care about their mental health. Reflecting on these statistics, **Kiyoshi Matsuno**, Associate General Manager, Health and Wellness, Ajinomoto Co. Inc., said corporate culture needs to reflect a culture of employee happiness. Nutrition education is the first step for companies to introduce effective workforce nutrition programmes in the workspace, and it is important to consider local and cultural differences and needs. Employees need to feel supported, and this increases their job satisfaction and engagement. “There is a clear link between mental health and nutrition,” said **Bärbel Weiligmann**, Global Lead Workforce Nutrition, Global Alliance for Improved Nutrition (GAIN), while showcasing a study from the US and Europe where 55 people of obese people surveyed were diagnosed with depression. **Erin Boyd Kappelhof**, Co-CEO, Eat Well Global, Inc., then shared companies looking to upgrade their workforce nutrition programs can engage with tools that GAIN has created including a self-assessment test, a webinar

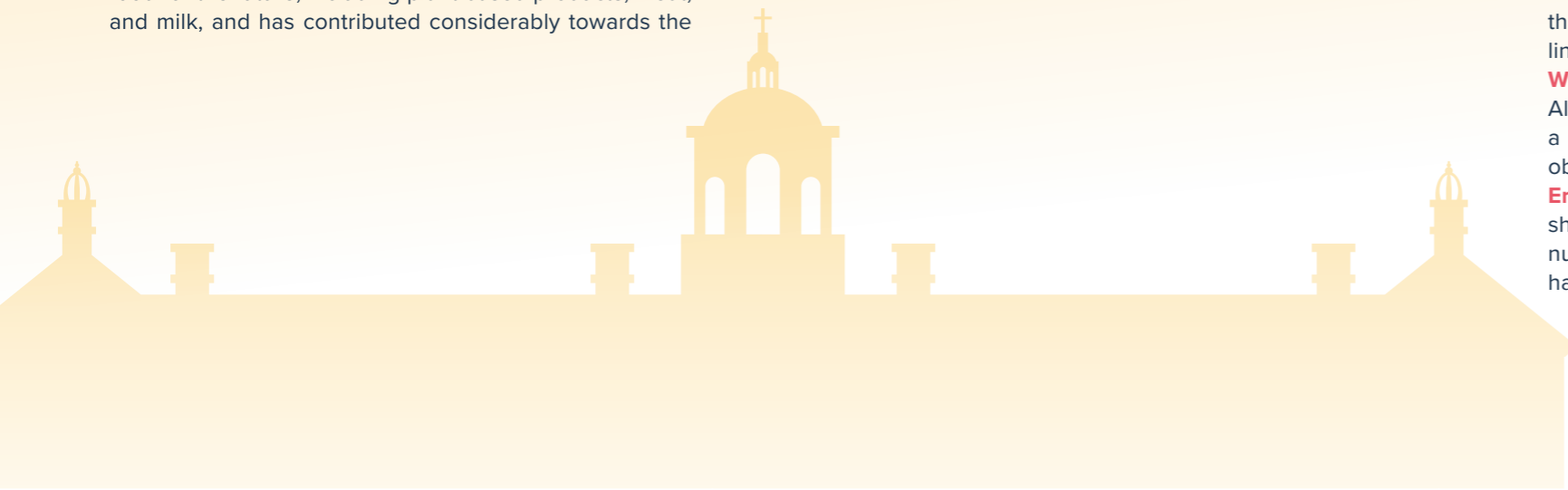
series on best practices, and reports on the four pillars of workforce nutrition: Healthy Food at Work, Nutrition Education, Breastfeeding Support, and Nutrition Health Checks. These education modules would empower workers and aid employers to improve the health and wellbeing of their employees in the workplace – a critical area of action to make our businesses a great place to work.

Bärbel WEILIGMANN
 Global Lead Workforce Nutrition
 Global Alliance for Improved Nutrition (GAIN)

Erin Boyd KAPPELHOF
 Co-CEO
 Eat Well Global, Inc.

Kiyoshi MATSUNO
 Associate General Manager, Health and Wellness
 Ajinomoto Co., Inc.

Sharon BLIGH
 Healthier Lives Director
 The Consumer Goods Forum



NETWORKING BREAK!



PREMIUM SPECIAL SESSION
KINDLY SPONSORED BY **BAIN & COMPANY**

Sustainability in Retail: Practical Ways to Make Progress

Towards the end of the day, Bain & Company offered a few practical solutions for those in the room to make progress on their sustainability agenda – with the need to embed sustainable thinking inside businesses a virtual step forward. **Luciana Staciarini Batista**, ESG in Retail Global Leader at Bain & Company, set the scene sharing that less than one in ten of the retailers and companies that they have surveyed are not happy with their progress on sustainability, and only 41 percent are on track to meet their commitments on emissions put in place just two years ago. Keeping the musical theme from earlier, Bain & Company partner **Jenny Davis-Peccoud** said that it is about “bass notes and high notes” – the former being the day-to-day efforts that companies make with regard to the ESG agenda, and the latter being “what you want to become famous for.” She shared how quickly sustainability has grown within the industry looking at how sustainable choices can be made even when shoppers are shrinking their spend. She spoke about some of the changes that the industry can make to make shopping sustainably more affordable. She advised that you need to translate it to the practical offers on the shelf. Leaning into refills, circular models, and returnables can align with what consumers are looking to do.

Luciana Staciarini BATISTA
ESG in Retail Global Leader
Bain & Company

Jenny DAVIS-PECCOUD
Partner
Bain & Company



THE RISE IN ESG:

Reporting, Investment, and the Importance of Data - The Challenges and Solutions

This plenary session tackled the complicated topic of the importance of data as ESG reporting becomes increasingly relevant. With companies recording high amounts of data every year, the panel agreed that customers and investors want access to data – to compare the risks and opportunities around sustainability. **Lukas Hoex**, Associate Director Circular Economy, South Pole, started the session saying though it is complicated to retrieve and analyse real-time data, companies need to showcase comparable data on performance and standards as well as have regional feedback loops as social, environmental and governmental issues differ vastly between regions. This complication in reporting and sharing relevant ESG data was highlighted by **Veronika Pountcheva**, ISSB member, International Sustainability Standards Board (ISSB). Investors want to see that, first, ESG issues are anchored in a company’s strategy, and second, whether it leads to better investments and value for the company. When ESG reporting is deeply rooted in the strategic direction of the company, it shows investors that companies are taking the topic seriously. **Ignacio Vazquez**, Head of Health, ShareAction, then showcased the investor community’s interest in linking health to ESG issues. With the pandemic bringing human health back into the spotlight investors want to engage with a broader spectrum of companies to understand how they are shaping the health of these communities considering factors such as quality of work,

wages, and the community needs. Finally, **Greg S. Garrett**, Executive Director, Access to Nutrition Initiative, presented ATNI’s newly launched index in the US and UK looking at the retail sector which includes essential data points to aid investors. He claimed that shareholder resolution and support is crucial to continue providing data. Overall, the panel concluded that increasing efforts around transparency is essential to both drive action on ESG and meet goals for consumers, shareholders, and stakeholders.

Greg S. GARRETT
Executive Director
Access to Nutrition Initiative (ATNI)

Veronika POUNTCHEVA
ISSB member
International Sustainability Standards Board (ISSB)

Ignacio VAZQUEZ
Head of Health
ShareAction

Lukas HOEX
Associate Director Circular Economy
South Pole



Luciana Staciarini BATISTA



Jenny DAVIS-PECCOUD



Greg S. GARRETT



Veronika POUNTCHEVA



Ignacio VAZQUEZ



Lukas HOEX

FUTURE CONSUMERS

The Next Generation of Food Fighters

The second day closed with an important reminder that more needs to be done by retailers and brands to promote healthier products to young people. Building on their engaging presentation in Dublin at The Consumer Goods Forum's Global Summit in June, **Christina Adane**, Campaigner & Residence, and **Luke Hall**, Chair Youth Board, from Bite Back 2030 took to the stage to assess the efforts that firms were making to ensure children's health isn't compromised by unhealthy products and associated marketing. They shared a powerful message with the industry leaders in the audience: "design a food system for child health and not against it". They shared their personal experiences with the affordability and accessibility of healthy products in the UK, with Luke sharing that, "Too many times I have been deliberately tricked into thinking that a product is healthier for me." Christina added, "We are quick to blame parents for poor diets. I live in a food desert. It is a reality for me. It is easy for me to pick up fried food for cheap food." They both appealed for urgent action, saying that they no longer wait to be told to "be patient". Instead, they shared that they want to see more companies take responsibility for their "junk food advertising", and that the companies who have the power to "redesign child health" can step up and bring about lasting change to the food industry.

Isabelle KUMAR
Plenary Moderator
Presenter and Journalist

Christina ADANE
Campaigner & Residence
Bite Back 2030

Luke HALL
Chair Youth Board
Bite Back 2030



OFFICIAL COCKTAIL & DINNER



TOWARDS A CIRCULAR ECONOMY

Beyond the Redesign of Plastics

Willemijn Peeters, CEO & Founder at Searious Business kicked off the first plenary session of the last day of SRS focused on the re-design of plastic packaging, by sharing her vision on how consumer behaviour can be changed with the right strategy. **Guillaume Lebert**, Sustainability Director for Fabric Care Europe at Procter & Gamble, then shared that we need to make it as easy as possible for consumers. They do not spend a lot of time browsing, therefore making sure consumers easily understand the contents and packaging of the product is key. Simplicity in production is also crucial, and **Kerstin Lindvall**, Chief Corporate Responsibility Officer, ICA Gruppen, highlighted the need for businesses to reduce complexity with different materials in a product, with one material we can recycle as a whole. “The pilots and innovation of today are tomorrow’s standard”, he said. Amcor Sustainability Director **Gerald Rebitzer** suggested that the ‘re-use’ aspect of the circular economy approach has almost regressed over the past couple of years, saying that when he was growing up in Germany there was one beer bottle shape used by all, whereas today, there may be several

hundred. He then said he believes the power lies in the hands of the manufacturers and waste management companies. He also accused firms of “pilotwashing” when it came to circular economy initiatives, embarking on projects “that have no chance of scaling up” – a practice that needs to be eradicated.

Willemijn PEETERS
CEO & Founder
Searious Business

Kerstin LINDVALL
Chief Corporate Responsibility Officer
ICA Gruppen

Gerald REBITZER
Director Sustainability
Amcor

Guillaume LEBERT
Sustainability Director for Fabric Care Europe
Procter & Gamble

EMPOWERING CONSUMER CHOICE

Inclusivity & Affordability Keynote with Frans Muller, President & CEO, Ahold Delhaize

Frans Muller, President & CEO, Ahold Delhaize, shared how important it is for businesses to take the lead on empowering consumer choice, noting that access, affordability, convenience and education are all important factors to consider when seeking to engage consumers with health and wellness messaging. Fifty-five percent of Ahold Delhaize’s own brand sales will be from healthy products by 2025, and Frans urged other retailers to make similar commitments. He spoke about the company’s steps to incentivise consumers to make healthy choices through discounts and point schemes. Bold actions are expected of us as manufacturers and retailers, he said, as he went on to urge the industry to challenge itself and drive further change. “We strongly believe that change comes with collaboration,” he shared. “In these difficult times, we have to stay strong and find solutions together.”

Frans MULLER
President & CEO
Ahold Delhaize



Willemijn PEETERS



Kerstin LINDVALL



Guillaume LEBERT



Gerald REBITZER



Frans MULLER

EMPOWERING CONSUMER CHOICE

Inclusivity & Affordability - Panel

Pablo Montoya Davila, Sustainability Director, Grupo Éxito, and **Ayla Ziz**, Senior Vice President Global Sales, Chief Customer Officer at Danone, then joined **Frans Muller** on stage to continue the discussion, moderated by **Isabelle Kumar**. Pablo shared insights from Latin American as he mentioned that 41 percent of households face food insecurity across LatAm which rises to 50 percent when we look at only households with children. The group focused on the importance of understanding the local and community needs when considering health and nutrition, and agreed that while much talk about customer engagement takes place at head office level, local initiatives are the driving force to ensure real change. Ayla said that “the definition of what health is, is “local”, and went on to reference programmes that Carrefour is leading in both France and the USA, and the different approaches taken in different geographies to have an impact on underprivileged communities. Frans emphasised the complexity we face as an industry, and shares the secret: start local. Local actions with solutions tailored to community needs will give big businesses agility in different regions. He also spoke about the importance of collaboration with local governments to drive progress.

Isabelle KUMAR
Plenary Moderator
Presenter and Journalist

Frans MULLER
President & CEO
Ahold Delhaize

Pablo MONTOYA DAVILA
Sustainability Director
Grupo Éxito

Ayla ZIZ
Senior Vice President Global Sales,
Chief Customer Officer
Danone



SUSTAINABLE BUSINESS IS SMART BUSINESS:

Investing in People and Planet

In this plenary session, **Isabelle Kumar** moderated a conversation between **Didier Bergeret**; **Paul Lalli**, Global Head of Human Rights, The Coca-Cola Company; **Nienke Stam**, Program Director Landscape Finance, IDH Sustainable Trade Initiative; and **Mathew Jacobson**, Director, EU Strategic Support Center, Meridian Institute. The group discussed the corporate benefits of socially and environmentally responsible business practices, particularly around the topics of human rights and deforestation, and how businesses can ‘connect the dots’ throughout the supply chain to take a holistic approach to sustainability. Nienke shared IDH’s experience supporting multi stakeholder action in production landscapes to tackle deforestation, and how this area of action is not only driving positive benefits for people on the ground, but also helping reduce risk and increase supply chain resilience for businesses. Similarly, Mathew said dividing the issues of human rights and forestry is artificial – it’s important businesses address both together to drive positive impacts.

Isabelle then shifted the conversation to consumer perspective, and brought up recent trends that indicate consumers are prioritising key issues like deforestation and forced labour, which is influencing their consumer habits. Didier stressed the importance of building credibility and trust behind the corporate approach to sustainability; consumers, he said, should be able to trust that businesses are doing the right thing without having to be overwhelmed by information. Paul agreed, saying the shift needs to take place within the core of the business.

Sustainability needs to be operationalised throughout the whole business, so that companies can feel confident that they are driving positive actions, and consumers can trust the brands they buy from are actively protecting the environment and human rights. Nienke concluded the session by summarising that companies need to “close the gap” between procurement and sustainability: when commodities and human resources are sourced sustainably, businesses will truly thrive.

Isabelle KUMAR
Plenary Moderator
Presenter and Journalist

Didier BERGERET
Sustainability Director
The Consumer Goods Forum

Paul LALLI
Global Head of Human Rights
The Coca-Cola Company

Nienke STAM
Program Director Landscape Finance
IDH The Sustainable Trade Initiative

Mathew JACOBSON
Director, EU Strategic Support Center
Meridian Institute



Isabelle KUMAR



Frans MULLER



Paul LALLI



Pablo MONTOYA DAVILA



Ayla ZIZ



Mathew JACOBSON



Nienke STAM

GROUP WORKSHOP: ANGELO VERMEULEN

Design Your Own Regenerative Ecosystem

This session encouraged delegates to live the conference theme and take “a little less conversation and a little more action.” Led by **Angelo Vermeulen**, Space Systems Researcher, Biologist and Artist, delegates were invited to break into small groups and, based on their learnings from the conference, design their own regenerative ecosystems. **Aliya Kumekbayeva**, Sustainability Manager; **Sharon Bligh**, Health & Wellness Director; and **Eva Kritharelli**, Healthier Lives Manager, from the CGF helped facilitate the session, discussing the different insights from the past two days of sessions with delegates to help them design their ecosystems. After the creative session, each group shared their ideas with the plenary, showcasing designs that featured elements to build circular economies, regenerate landscapes, protect and enable human rights, reduce carbon emissions and waste, and more. It was an exciting opportunity for delegates to put the ideas shared during the SRS into practical use and think about how all of the different topics from SRS – environmental sustainability, human rights, and health and wellness – are connected in our lives.

📍 **Angelo VERMEULEN**
Space Systems Researcher,
Biologist and Artist

📍 **Aliya KUMEBAYEVA**
Sustainability Manager
The Consumer Goods Forum

📍 **Sharon BLIGH**
Health & Wellness Director
The Consumer Goods Forum

📍 **Eva KRITHARELLI**
Healthier Lives Manager
The Consumer Goods Forum



AGENTS FOR WORLD BENEFIT: Business, Government and Civil Society

In a very special session, **Isabelle Kumar** welcomed the Baroness of Hornsey OBE **Lola Young**, who provided a critique on current legislation addressing modern forms of slavery. Today, the ILO estimates 50 million people are affected by modern forms of slavery. The centre of attention was on section 54 of the UK's Modern Slavery Act, which focuses on transparency in the supply chains. She explained that despite the recent developments in companies, especially around human rights and environmental due diligence, the legislation hasn't had enough of an impact. Monitoring the implementation and measuring the effectiveness of the legislation across the supply chain is crucial. Lola acknowledged that this poses a challenge due to the complexity of supply chains and different legislations and priorities across geographical territories, but increasing transparency around modern slavery challenges is important both for business security but also for the communities that modern slavery impacts the most.

She added another example: how the Covid-19 crisis has set progress back, as supply chains struggled with due diligence and ethical practices were abandoned to secure products in high demand, like masks. Moving forward, according to Baroness Young, the best way businesses

can get involved is to raise awareness and work together to tackle the problem. She urged a multi stakeholder collaborative approach with businesses, investors, and legislators to find solutions. "They are agents for world benefit - businesses aren't just for shareholders," she concluded. "They're for the world."

Isabelle KUMAR
Plenary Moderator
Presenter and Journalist

Lola YOUNG
Baroness of Hornsey, OBE

SPECIAL CLOSING KEYNOTE:

Angelo Vermeulen, Space Systems Researcher, Biologist and Artist

To end the final day of the conference, **Angelo Vermeulen** was welcomed back to the stage to share his views on how space exploration can enable us to think further into the future. Space exploration seems far away from our current concerns, but in fact its science gave us an understanding around climate change.

For our industry, another relevant outcome from space exploration research is the scientific studies about astronauts' lives when in space. One such experiment, in which Angelo participated, reiterated the understanding that food culture is closely intertwined with the human experience: people appreciate food, cannot survive on eating the same thing for long periods, and want to share food together with others.

"Every molecule is valuable," Angelo said of the 'molecular sustainability' ecosystem designed to nourish humans in an extraterrestrial environment. "Space gives you an opportunity to evaluate how we relate to resources." Angelo closed his session with a reminder about the Overview Effect: seeing something from a broader angle helps us to put problems into perspective

and prioritise the issues we need to tackle – a perfect message to close out the seventh annual edition of the Sustainable Retail Summit and three days of solutions- and action-oriented dialogues.

Angelo VERMEULEN
Space Systems Researcher,
Biologist and Artist



NETWORKING BREAK!



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The Consumer Goods Forum

The Consumer Goods Forum is a global, parity-based industry network that is driven by its members to encourage the global adoption of practices and standards that serves the consumer goods industry worldwide. Uniquely positioned as the organisation bringing consumer goods retailers, manufacturers and their service providers together globally, the organisation is expertly placed to drive positive change across the industry to benefit both people and planet, and help members secure long-term, sustainable business growth.

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