



Executive Summary

Key Quotes



Julie Greene
Ahold Delhaize

What can we do to improve the lives of people in this community?



Lori Michelin
Colgate-Palmolive

That halo effect comes from collaboration.



Luca Cirillo
Barilla

Use your creativity like a top chef.



Petra Klassen Wigger
Nestlé

What is good for the consumer is good for business.



Sharon Bligh
The Consumer Goods Forum

Challenge us.
We know we can do more.



Kim Kirchherr
IGA

Part of the story is telling the story while it's unfolding.



Manish Bapna
WRI

Ambition inspires action.



Tim Smith
Tesco

We decided to stay and help fix the problem.



Mike Barry
Marks & Spencer

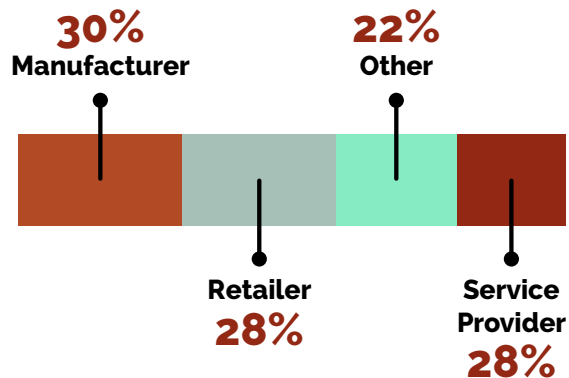
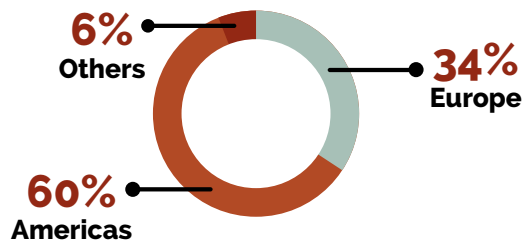
FMCG companies and stakeholders need to work with the CGF.



Sam Kass
Chef

This is about good business. Businesses that solve these problems are the ones who will outperform the ones who don't.

THE ATTENDANTS



This was the 2nd



SUSTAINABLE RETAIL SUMMIT

The Sustainable Retail Summit is a two-day event with internationally renowned speakers, round table discussions, workshops and networking opportunities. It is the place to be to learn from company CEOs, FMCG experts, high-level government representatives, international organisations, inspirational health & sustainability leaders and more. It's your chance to gain access to our industry's leading voices in advancing sustainable business practices and empowering healthier consumers worldwide.

TOP COUNTRIES

1

USA

2

CANADA

3

FRANCE

4

**UNITED
KINGDOM**

5

GERMANY

WHY ATTEND?

To Network

**To Increase
knowledge**

80%

**are planning to join
us in Lisbon in 2018**



+80%
rated the overall SRS as
great or good

The SRS 2017 at a Glance



SRS 2017 Ambassadors

The CGF would like to express its sincere thanks to all conference Ambassadors involved in designing the Sustainable Retail Summit 2017 programme - for their time, valuable ideas and great energy!

Corinne Adam

President
Corinne Adam Inc.

Marika McCauley Sine

Human Rights Director
Mars, Incorporated

Paul Crewe

Head of Sustainability, Engineering, Energy & Environment
Sainsbury's

Ashley Page

President, Definitive Communications
IGA Communications

Andrea Davis

Director, Government and Public Relations
McCain Foods

Kai Robertson

Senior Corporate Sustainability Advisor
WRI

Kimberly Kirchherr

IGA Health & Wellness Advisor
Independent Grocers Alliance (IGA)

François Tasmowski

Senior Director
Global Corporate Sustainability and Responsibility
McCain Foods Limited



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Special Sessions



Luca Cirillo

International Key Account Manager
Barilla Group

Matthew Mellin

Director of CSR Investor Relations
Carrefour Group

A Joint Commitment against Food Waste: Barilla and Carrefour



Food waste is a global problem with humanitarian, environmental and economic implications. According to the UN Food and Agriculture Organization, about a third of food produced for human consumption is wasted. As members of The Consumer Goods Forum and supporters of the CGF Food Waste Resolution, Barilla and Carrefour are working together to fight waste along their value chains and to “nudge” people on the points of sale.



Mike Barry

Director of Sustainable Business
Marks and Spencer

Jason Perks

Director of Sustainability
DNV GL

Can Retail be Sustainable?



A discussion with Marks and Spencer's Mike Barry, Director of Sustainable Business, on the challenges of extraordinary action needed to deliver on the UN Sustainable Development Goals (SDGs) while also dealing with economic and technical disruption in the sector. DNV GL's Spaceship Earth forecasts show the challenges we face to deliver on the SDGs by 2030. Jason Perks, DNV GL, hosted an interactive session with Mike Barry on the future business models needed to take extraordinary action, while dealing with disruption in the sector.

Special Sessions



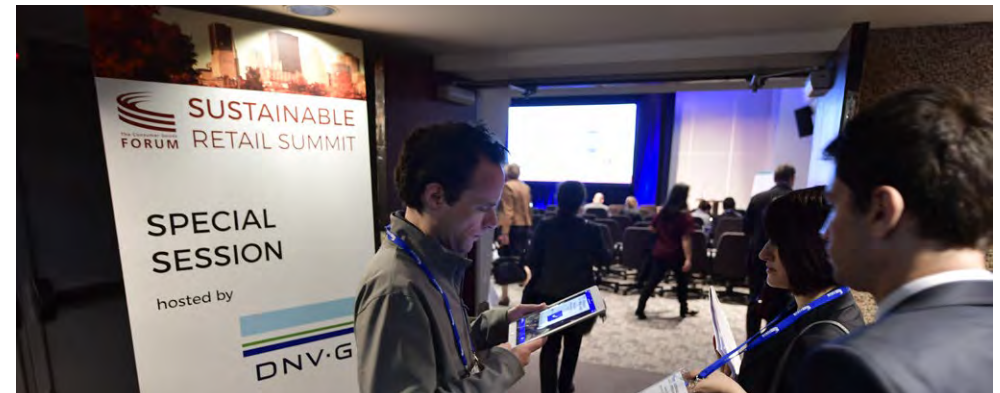
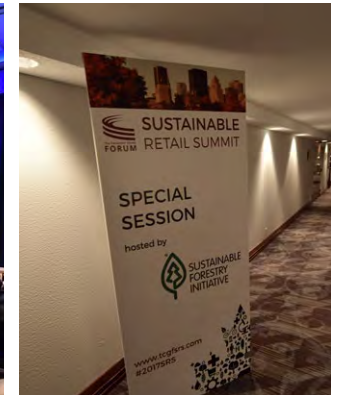
Kathy Abusow
President & CEO
SFI

Kevin Smith
National Manager Boreal Programs
Ducks Unlimited Canada

How the Sustainable Forestry Initiative Helps Organisations Meet Sustainability Targets



The Sustainable Forestry Initiative (SFI) highlighted how sourcing products from well-managed forests can help organisations meet the SDGs and other sustainability targets – while also helping forests. The session featured a discussion about the risks and rewards associated with purchasing forest products. Managing forests sustainably and purchasing products responsibly have long term benefits that help keep forests as forests and avoid their conversion to other uses. SFI works with its diverse network to make sure that working forests are managed sustainably through supply chain assurances while realising environmental benefits through a commitment to conservation and communities.



PRE-CONFERENCE INDUCTION

Mike Barry

Director of Sustainable Business
Marks and Spencer

Didier Bergeret

Social Sustainability Director
The Consumer Goods Forum

Sharon Bligh

Health & Wellness Director
The Consumer Goods Forum

Peter Freedman

Managing Director
The Consumer Goods Forum

Ignacio Gavilan

Environmental Sustainability
Director
The Consumer Goods Forum

Julie Greene

Director of Health & Nutrition
Ahold Delhaize

Darrell Jones

President
Save-On-Foods

Petra Klassen Wigger

Scientific Advisor/Corporate
Nutrition
Nestlé S.A.

Marika McCauley Sine

Director of Human Rights
Mars, Incorporated

Veronika Pountcheva

Global Director, Senior
Vice President Corporate
Responsibility, METRO AG



Overview

The event was opened by The Consumer Goods Forum (CGF)'s Peter Freedman and Save-On-Foods President Darrell Jones. Peter began by talking about the CGF's unique position as the only organisation bringing consumer goods retailers, manufacturers and service providers together globally to deliver positive change. The SRS brought this crucial network to North America, providing an opportunity for leaders in the field to discuss progress on three key Sustainable Development Goals on a new continent.

This year's conference focussed on three topics: food waste, forced labour and creating healthier lives for consumers and employees. While these were top of the agenda at last year's event, Peter made no apology for the fact that these three themes continue to dominate the agenda. While progress has been made, we're now reaching a tipping point and it is vital that leaders accelerate sustainability projects, seek out new partnerships and take action.



Key topics

discussed in the official opening
and pre-conference induction included:

- The need for collaboration in taking action on environmental challenges. **Darrell** praised the CGF as an example of industry coming together to drive change.
- **Mike** said that the CGF's success lies in its ability to bring competitors together with the same goal of creating a better world. He then called on all companies and stakeholders to get involved with the CGF.
- **Didier** introduced the CGF's work on forced labour, highlighting the need for collective action and the creation of the first-ever industry resolution on eradicating forced labour and the subsequent Priority Industry Principles.
- **Marika and Veronika** discussed key achievements since the CGF issued its first ever industry resolution two years ago, as well as the Priority Industry Principles. **Marika** provided valuable insights into Mars Incorporated's commitment to eradicating forced labour, while **Veronika** explained the CGF's role in advising the industry on tackling exploitative practices.



- **Sharon** emphasised the increasing importance of health and wellness and the need for the private sector to educate consumers about the benefits of adopting a healthier lifestyle.
- **Petra** said there was a need to make food and products/ services accessible and affordable, and that the industry needs to communicate more and help educate consumers. She said the business case is clear, "What's good for the consumer is good for business".
- **Julie** spoke about the Collaboration for Healthier Lives initiative and exciting pilot projects in Bogota, Colombia, and Hagerstown, US.

MEGATREND 1: FOOD WASTE

Manish Bapna

Executive Vice President and
Managing Director
World Resources Institute (WRI)

Darrell Jones

President
Save-On-Foods

Shelley Martin

President & CEO
Nestlé Canada Inc.

Kathleen McLaughlin

Senior Vice President
Chief Sustainability Officer
Walmart and President of the
Walmart Foundation

Cher Mereweather

Executive Director
Provision Coalition



Overview

Food waste is a massive economic and environmental issue, costing \$940 billion every year. A third of all food is wasted, and the land we use for growing this lost food is comparable to the size of China. The session focussed on a variety

of topics, including the need for better measurement of food loss throughout supply chains, corporate responsibility, the requirement for collective action and whether food waste is a moral or environmental issue.

Key topics

discussed by the speakers included:

- The strong commercial case for businesses taking action on food waste, highlighted by **Manish**. He discussed how the World Resources Institute addresses the issue through a three-step process: targeting, measuring and taking action. Perhaps the most important part is measuring – “what gets measured gets managed”, he stated.
- Shelley** highlighted Nestlé’s commitment to cutting food waste, explaining the company’s ambition to zero waste to landfill by 2020. She acknowledged the importance of accurate measurement and food redistribution strategies, and ensuring supply is more closely aligned with demand.
- Kathleen** discussed Walmart’s approach to the issue, highlighting the importance of collective action. Current company initiatives include the donation of meals to charity, encouraging customers to buy end-of-life food and investing in research to fully understand what drives upstream food waste.
- Cher** praised the work of the Provision Coalition, a partnership between 15 food and beverage manufacturers, which is helping companies to analyse the amount of food lost. She reported that companies are recognising the importance of addressing this issue.
- Darrell** emphasised that we need to address the problem in stores as well. AllSave-On-Foods leading-edge energy-efficient stores will have natural CO2 refrigerants by 2018. Through smart technology, the company has been able to reduce energy consumption by 30%. When acquiring new buildings, they choose pre-existing, often derelict structures in run-down malls instead of creating new-builds. The company is also incentivising the recycling of cardboard and plastic in stores, as well as spreading awareness within teams.



Other discussions focussed on whether food waste is a moral issue, encouraging consumers to waste less, and the business arguments underlying food waste reduction.

MEGATREND 2: FORCED LABOUR

Shawn MacDonald

CEO
Verité

Naveen Mehta

General Counsel, Director of Human Rights, Equity and Diversity,
United Food and Commercial Workers Canada;
Board Member, International Commission of Justice

Veronika Pountcheva

Global Director, Senior
Vice President Corporate
Responsibility,
METRO AG

Rachel Rigby

Deputy Division Chief for Research
and Policy, US Department of
Labor (DOL)

David Schilling

Senior Program Director
Human Rights & Resources
Interfaith Center on Corporate
Responsibility (ICCR)



Overview

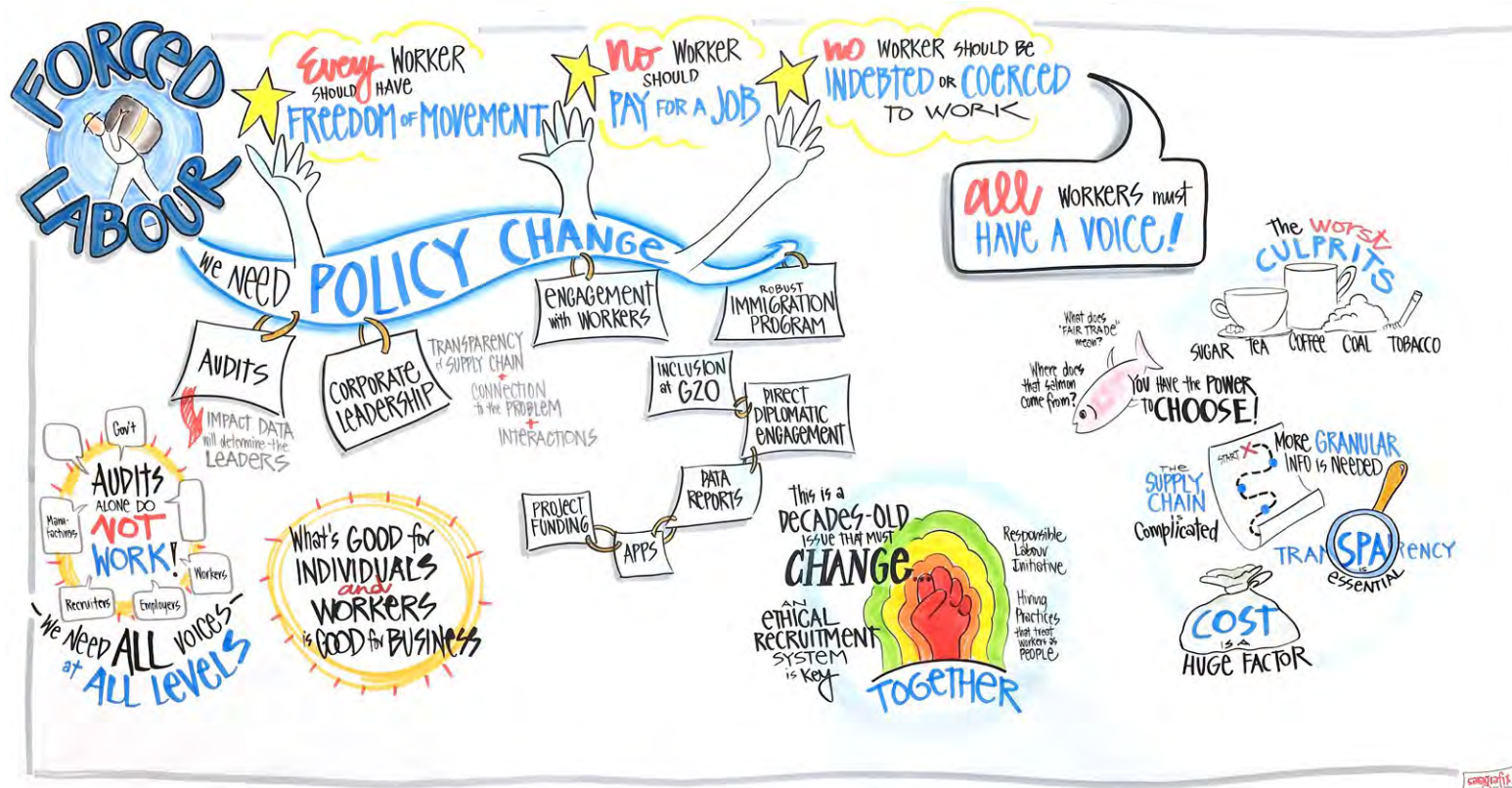
Forced labour is a deep-rooted, complex issue, and was once again a key focus of the conference. Speakers covered multiple themes, including the CGF's shared initiatives, the need for adequate

risk evaluation processes, as well as the importance of collaboration between the private sector, governments, NGOs and civil society.

Key topics

discussed by the speakers included:

- **Shawn** emphasised the need for new approaches, as well as the importance of sharing best practices. He also pointed out that consumers care about the issue and will gravitate towards brands that can legitimately say they have eliminated slavery from their supply chains.
- **Naveen** praised companies that tackle the issue head-on and show enthusiasm in developing links with other stakeholders, as well as committing to engaging with trade unions. The speech also focussed on implementing robust migration programmes, which bring advantages for employers, unions, governments and workers.
- **Veronika** looked at the top five commodities most exposed to forced labour: coffee, tea, tobacco, sugar and coal. She discussed METRO's commitment to tackling the problem, as well as its engagement with the CGF's Social Sustainability team.
- **Rachel** discussed how the US Department of Labor began working with the CGF about five months ago. She stated that companies don't just fear being seen as complicit in these types of human rights abuses, but also having goods detained at the



US border. She congratulated the CGF for its Forced Labour Resolution and stated that "we are in this fight together".

- **David** highlighted how collaboration was a key theme throughout the event, but that it wasn't enough to just talk about it. It's crucial to adopt a strategic approach and drive joint initiatives. He covered his recent experiences speaking with suppliers from the Gulf, confirming that suppliers now understand the requirements from brands and retailers. He also provided valuable insights into the history of the Interfaith Center on Corporate Responsibility.

MEGATREND 3: HEALTHIER LIVES

Mark Batenic

Chairman, President and CEO
IGA

Isabelle Grosmaître

Alimentation Initiative Catalyst
Danone

Dr Jennie Ward-Robinson

President and CEO
PAHO Foundation

Skip Bourdo

Corporate Operations
VP Eastern Operations
Walgreens



Overview

In this session, speakers discussed the importance of promoting healthier lives. Topics discussed included raising awareness, the need for companies to participate in public

health campaigning and the business case for investing in health and wellness initiatives. The presence of Dr Jennie-Ward Robinson from PAHO Foundation meant the conversation

focussed on the benefits of public/private partnerships. The CGF's Collaboration for Healthier Lives was mentioned as a positive force throughout the discussion.

Key topics

discussed by the speakers included:

- **Dr Jennie Ward-Robinson** congratulated the CGF for its commitment to address consumer health and disease management at the consumer level and its engagement with NGOs. She pointed out that 30% of children between the age of 5-19 are obese in Latin America. The cost of managing these diseases is outstripping GDPs, so it's vital we tackle the issue.
- **Dr Ward-Robinson** also warned that a lack of action will inevitably bring tight restrictions. PAHO Foundation believes collaboration is key to tackling these problems – it's not a case of attacking the business community, but engaging with them to achieve positive outcomes. She urged immediate action, as people are dying.
- **Isabelle** agreed that health and wellness must be a key focus area and outlined Danone's plan of action on the issue. She also stated the company's belief that people's health and the environment are intrinsically linked. After praising Danone's partnership with the CGF, she pointed out more people are

willing to consider food as the first medicine (over 80%), while natural goods are growing in prominence. Organic baby food, for example, had only 5% market share in the US 10 years ago. Today, it's 25%.

- **Skip** outlined Walgreen Boots Alliance's strategy for building healthier lives. He then touched on some staggering statistics: 1 in 3 suffer from obesity and 84.1 million are pre-diabetic. Without the CGF, the WBA would have struggled to build something like Collaboration for Healthier Lives.
- Finally, **Mark** focussed on the crucial role of independent retailers. Initially, he encountered scepticism from the industry; retailers claimed that they didn't have the time and resources to change things or understand how to get started. To provide support, Mark came up with the IGA Better Choices website, designed to educate retailers and shoppers. He hired a registered dietician to create a healthier lifestyle programme, spreading awareness of the need for healthier choices.



BREAKOUT 1: INVESTOR REQUIREMENTS (FORCED LABOUR)

Julie Nash

Senior Manager
Food and Capital Markets
Ceres

Adam Kanzer

Managing Director
Corporate Engagement
Domini Impact Investments

Joshua Zakkai

Consumer Goods Research Analyst
Sustainalytics

Kevin Thomas

Director of Shareholder
Engagement, Shareholder
Association for Research &
Education (SHARE)



Overview

What's often overlooked is the crucial role of investors in tackling sustainability issues like forced labour. The discussion focussed on

the increasing reluctance to invest in companies with known human rights issues and how the investment community can pressure brands into

taking action. Speakers came from a variety of backgrounds, ranging from the financial community to those with a background in data analytics.

Key topics

discussed by the speakers included:

- **Joshua** highlighted how sustainability is impacting investment decisions more than ever before. He noted that there had been a significant increase in investors studying sustainability credentials before investing in a company. Fund managers do not want forced labour to be associated with their portfolio. The regulatory environment is also evolving, making these investments riskier than ever before. Joshua also described how Sustainalytics looks at preparedness, commitments and programmes to identify whether sustainability policies are being implemented, as well as analysing transparency and performance issues.
- **Adam** emphasised that human rights and supply chain practices have been important parts of Domini Impact Investments' decision-making processes for more than 20 years. Across the wider industry, there has been a significant increase in investors taking note of these issues. Quoting Milton Friedman, he stated that "no one should be coerced and everyone should be free to make a choice".
- **Julie** described the non-profit work of Ceres and its commitment to advance sustainable leadership among investors, driving solutions and acting on the world's biggest sustainability challenges. She highlighted seafood as a particularly challenging area. When approaching the seafood value chain, Ceres finds it useful to divide it into producers, manufacturers, traders and retailers. Only through understanding the unique roles of these stakeholders can we truly stamp out forced labour.
- **Kevin** was the final speaker of the session and introduced the Workforce Disclosure Initiative, an agreement between Canadian investors focused on leadership, collaboration, voting and engagement. He stated that it was vital to change the investment narrative, so that investors start speaking about workforces as sources of value, rather than individual numerical units.



BREAKOUT 2: CONSUMER TRUST & BEHAVIOUR (HEALTHIER LIVES)

Maggie Biscarr

Director for Global Partnership
Solutions
PepsiCo

Sharon Bligh

Health & Wellness Director
The Consumer Goods Forum

Lawrence Bowdish

PhD, Director
Research and Food Security
U.S. Chamber of Commerce

Paul Frey

IOM President & CEO
Washington County
Chamber of Commerce,
Healthy Washington County

Alex Hurd

Senior Director, Product
Development, Growth and Payer
Innovation, Health & Wellness
Walmart

Isabelle Grosmaître

Alimentation Initiative Catalyst
Danone

Steve Lafferty

Head of Enterprise Health &
Wellness Strategy & Innovation
Target



Overview

The Consumer Goods Forum's Collaboration for Healthier Lives initiative formed an integral part of the discussion around consumer trust and behaviour. Sharon kicked

off the session on consumer trust and behaviour by providing an overview of the scheme, which aims to explore ways of impacting communities across a broader, more holistic set

of health indicators. She focused on the current rollout of 'One for Good' in Hagerstown, which is the first US pilot.

Key topics

discussed by the speakers included:

- **Isabelle** highlighted how the CGF provides a unique platform for companies to join forces and work towards a common goal. The team came together with the ambition to work with local public health authorities and the community. Isabelle also explored how the taskforce shares three common convictions: driving healthier baskets, acting with local public health authorities and academic leaders, as well as delivering health and wellness growth.
- **Maggie** provided a manufacturer's perspective on PepsiCo's involvement in the CHL initiative. CHL forms part of PepsiCo's wider sustainability goals. These initiatives have allowed them to reach the consumer and nudge them towards healthier products. The 'One for Good' initiative advances PepsiCo's agenda through its shared value proposition. Maggie discussed their partnership with Danone, focusing on healthy breakfasts by creating an immersive experience for shoppers.
- **Paul** continued the conversation on the CHL initiative by describing his pride at representing Hagerstown at the event. He put forward his firm belief that collaboration and diversity are key factors for success. He talked about the health and wellness initiatives they have as part of Healthy Washington County, while stressing the importance of collaborating with the CGF.
- **Alex** emphasised that healthcare expenses are the number one concern for customers. If companies want to focus on the consumer first, it is imperative that they work towards encouraging people to take better care of themselves and their families. Such a business model fits into the core mission of a retailer, opening access to products and services desired by consumers.
- **Steve**, the final speaker of the session, provided a retailer's perspective on involvement in the initiative. Since 1946, Target has given 5% of its profit to the communities they serve. Being part of the CHL initiative means they can use Target stores to provide a physical location for serving communities.



BREAKOUT 3: TAKING ACTION ON REDUCING WASTE (FOOD WASTE)

Melissa Jane Donnelly

Manager Sustainability Integration
and Metrics
Campbell Soup Company

Craig Hanson

Global Director of Food
Forests & Water Programs
World Resources Institute (WRI)

George Parmenter

Manager of Sustainability
Retail Business Services
an Ahold Delhaize Company



Overview

The session opened with a question posed by **Craig**: if food loss and waste has such a big economic and environmental impact, why aren't we taking a tougher stance on it already? While there are useful tools

for assisting businesses in measuring and reducing waste, such as the Food Loss and Waste Accounting and Reporting Standard and the Quantification Method Ranking Tool, a lot of progress is needed in

advancing evaluative procedures. This session focussed on the practical steps the private sector can take in tackling the problem.

Key topics

discussed by the speakers included:

- **Craig** detailed how WRI worked with peers at WRAP and Champions 12.3 on research into the financial and commercial reasons for tackling food loss and waste within the private and public sectors. They analysed 700 companies in 17 different countries, and found that in

99% of all cases, the financial benefits of reducing food waste outweighed the costs by an average return on investment of 14:1.

- **Melissa** shared Campbell Soup Company's experience with using the Food Loss and Waste Accounting and Reporting

Standard. She said collecting data and understanding food loss and waste is a challenge for the company, as they produce a variety of products. In 2015, Campbell's adopted SGD 12.3 as well as the CGF's Food Waste Resolution, and are actively engaging with the relevant

stipulations.

- **Melissa** then talked through the different sections of the Standard, sharing the specific steps Campbell Soup Company took. The first step is about defining your goals, using a baseline from the Standard so that you may report progress to a food waste reduction goal. Campbell defined its sustainability goals based on the CGF resolution.
- **Melissa** closed by discussing the strategies recently implemented, such as ingredient optimisation, food recovery and repurposing "waste" into other food products.
- **George** provided insights into how food waste works in a conventional retailer setting. He described the food waste strategies of Ahold Delhaize supermarket brands, Food Lion and Hannaford. "Target, measure and action" is the approach they use. He explained that targeting goals are consistent with the CGF's Food Waste Resolution, before discussing how they use the Food Loss and Waste Standard to test their measurement methods.



ACTIONABLE INSIGHTS WORKSHOP: TRACK 1 - FORCED LABOUR CASE STUDIES

Mike Barry

Director, Sustainable Business
Marks and Spencer

David Camp

Chief Executive / Programme
Lead
Stronger Together

Janelle Meyers

Director of Supplier Engagement
and Development
Global Procurement
Kellogg Company

Tim Smith

Advisor
Tesco

Pam Wood

Head of International Operations
Impactt Limited



Overview

In the "Actionable Insights" session, speakers discussed the lessons they had absorbed in their work combatting exploitative labour practices. A major theme was the Stronger Together initiative, introduced

by David. The scheme's purpose is to tackle forced labour, trafficking and other hidden third-party exploitation. The organisation has trained over 3,000 managers from 1,500 UK companies. Stronger Together is now

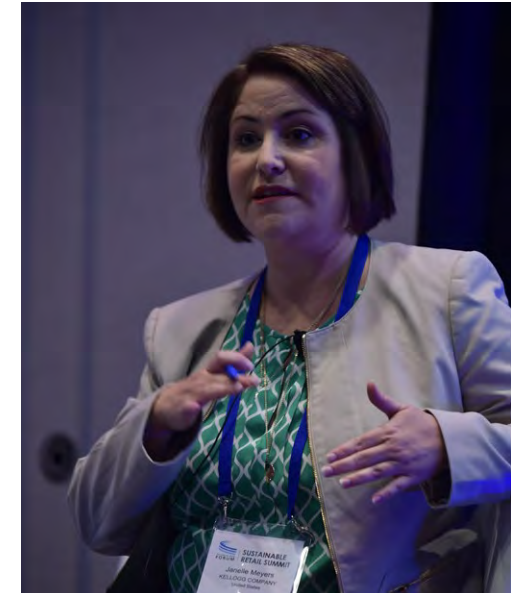
rolling out its global programme, with tools aligned to ILO's Principles and CGF's Priority Industry Principles to name just a few. He noted they are now moving from raising awareness and capacity to monitoring impact.

Key topics

discussed by the speakers included:

- **Mike** hammered home three messages: Stronger Together is practical, scalable and makes sense for the business. M&S has unleashed the Stronger Together work on their supply chain and it has performed strongly. It's unrealistic to think a factory that has a poor track record on human rights will transform into experts at tackling exploitative labour practices overnight, which simply isn't the case. They need a concrete plan for achieving realistic goals.
- **Janelle** described the sustainable vision of Kellogg Company. Kellogg's approach begins by setting expectations through stakeholder engagement and collaboration. Janelle specifically noted how CGF's Priority Industry Principles helped simplify their work. Her central message was that it is crucial to embed responsible sourcing and human rights into everyday business operations.
- **Tim** highlighted Tesco's commitment to treating people respectfully. Tesco has collaborated with governments, NGOs and others, to create a heat map which identifies areas of risk within their supply chain. He described why seasonal employment is riskier and those involving manual labour present even more risk, as these suppliers often hire migrant workers. Tesco has specific responsible sourcing managers in 11 countries, helping them gather knowledge on-the-ground and a better understanding of areas of risk.
- **Tim** discussed Tesco's partnership with UNICEF in India, addressing child exploitation, as well as their work with supply chain partners in monitoring whether salaries are paid on time and in full, while threatening suppliers that don't treat workers fairly with loss of business.
- **Pam** began by asking delegates to reflect on who is involved in forced labour, challenging the idea that it's only migrant workers way down the supply chain that are affected. She then introduced a tool for identifying risk and revealed that there are two indicators: the type of employment and migration. By mapping these, business

leaders can understand the most dangerous areas of their supply chains.



ACTIONABLE INSIGHTS WORKSHOP: TRACK 2 - HEALTHIER LIVES CASE STUDIES

Paula Alexander

Director, Sustainable Business
Burt's Bees

Randy Burt

Partner, CPG, Food, Retail, Strategy
Merchandising & Supply Chain
A.T. Kearney

José Gabriel Loaiza Herrera

Vice President International Business
Grupo Exito

Michael Pilato

GM, The Clorox Company of
Canada Ltd.

Erika Rodriguez

Senior Manager
Projects, Latin America
The Consumer Goods Forum

Aivy Schroth

Marketing Director
Grupo Bimbo

Simon Negri

Partner
A.T. Kearney



Overview

Trust is becoming an increasingly important issue for major brands in the consumer goods sector, as **Randy** pointed out in his opening speech. How can the big food

companies capture the health and wellness opportunity? Randy pointed to research conducted by A.T. Kearney, which shows that health and wellness is important

across five generations, not just millennials. Increased transparency, personalisation and collaboration are crucial to regaining trust within communities.

Key topics

discussed by the speakers included:

- **Simon** described a shift in the consumer model. The market is shifting from "affluence", where the consumer is defined through the items they purchase, to "influence", where consumers attach greater importance to experiences. He also noted how today's consumer is more connected, sophisticated and has higher expectations than ever before, which is driving a revolution. It's vital that the major brands respond accordingly.
- **Erika** provided an overview of the Collaboration for Healthier Lives (CHL) pilot, which initially ran in Bogota, Colombia from May-July 2017. She said that CHL is the main priority for members in Latin America and that it was the first region to introduce a CHL initiative. The objective was to create healthy and empowered consumers in Latin America, using a variety of techniques to drive behavioural change.
- **José Gabriel** then joined Erika to talk about the initiative in more detail and discussed how Latin America is one of the most obese regions in the world. They set up interactive stands with a nutritionist and personal trainer for seven days a week. He mentioned that the signage used at interactive stands included the logos of all companies involved, showing consumers that it was a CGF-led initiative benefitting consumers.
- **Aivy** discussed the initiative's performance targets, describing how it achieved 12,000 direct and indirect engagement "impacts" on social media, while over 6,000 people provided their name and ID for loyalty programmes. She emphasised that the campaign was well-received by customers and media. There are now plans to expand the project from 8-36 stores and to two cities in Colombia.
- **Paula** outlined Burt's Bees holistic approach to sustainability. She described how the company supports human and honeybee health investment, as one in three parts of their products relies on the honeybee. At Burt's Bees, they have chosen to focus on livelihoods and biodiversity because they believe what is 'good for you, good for us, good for all'.
- **Michael** described how health and wellness forms part of The Clorox Company's core growth strategy and that they have developed three pillars to group their product portfolio, broadly aligning with those of the CGF.



ACTIONABLE INSIGHTS WORKSHOP: TRACK 3 - FOOD WASTE CASE STUDIES

Alain Brandon

Senior Director, Corporate Social
Responsibility and Government
Relations,
Loblaws

Ignacio Gavilan

Environmental Sustainability
Director
The Consumer Goods Forum

Paloma Lopez

Global Director
Sustainability Activation
Kellogg Company

Kim Rapagna

Director, Corporate Responsibility
& Sustainability Leader
METRO Inc.

François Tasmowski

Senior Director, Global Corporate
Sustainability and Responsibility
McCain Foods

William Warshauer

President and CEO
TechnoServe

David Wilkes

Senior Vice President
Retail Council of Canada



Overview

In this session, speakers provided concrete examples of initiatives tackling food waste and shared key learnings. The discussion was introduced by Ignacio, who discussed

why it's so difficult for companies to establish robust measures for tracking food loss. Post-harvest losses formed a central part of the discussion.

Key topics

discussed by the speakers included:

- **Paloma** shared learnings from Kellogg's journey, promoting climate smart agriculture. She introduced a few of the projects Kellogg's is currently involved in, such as the Origins Program, working closely with suppliers and small farmers on reducing harvest food losses, cutting the environmental impact. Paloma also discussed how Kellogg alters its strategy depending on the market; in developing countries, food loss occurs early on in the supply chain, while in developed countries it tends to happen in the store and home.
- **William** presented hard-hitting facts about food waste in emerging markets. In Africa, 40% of staple crops are wasted, an amount that would feed 300,000,000 people. Globally, smaller farmers tend to lose around 20% of their income due to post-harvest loss. Fortunately, there are some low-cost measures suppliers can take to tighten the supply chain.
- **François** explained that McCain maintains direct and long-term relationships with farmers, so they can understand which farming practice and variety of crop is best suited to the land. He discussed how McCain carries out research in the field, piloting new techniques. He also noted that when talking about food loss and waste, it's crucial to be precise about the crop in question. Losses can differ depending on the composition of the crop.
- **Alain** outlined Loblaw's long-standing food waste initiatives, including collaboration with food banks, perishable food programmes and vendor partners, ensuring that products that aren't fit for sale are managed appropriately.
- **Kim** highlighted how METRO Inc. partners with organisations to redistribute unsold food across Canada. The ultimate goal is to ensure that every one of their stores partners with a food bank in their area.



BREAKOUT 1: FORCED LABOUR

Bill Alrich

Account Executive
EMNS Inc. GSQA

Britta Gallus

Director, Programs & Risk
Assessment, Corporate
Responsibility
METRO AG

Ruediger Hagedorn

Director, End-to-End Value Chain
The Consumer Goods Forum

Antoine Heuty

Founder and CEO
Ulula

David Schorr

Senior Manager
Transparent Seas Project
WWF



Overview

In this session, panellists discussed ways to address forced labour through technology, data and analytics. Ruediger began by providing an overview of the

importance of technology and by exploring the role of technology and how millennials see it. He said they see technology like air, it's oxygen and they can't imagine life without it.

Key topics

discussed by the speakers included:

- **Antoine** highlighted how Ulula is leveraging tech to address modern day slavery in global supply chains. Ulula is a software and analytics platform for enabling organisations to measure social risks, driving positive impact in global supply chains. To give workers a voice, he emphasised that physical access is crucial - it's not always possible to use computers and the internet. To achieve this, they have built a two-way system to manage stakeholder engagement, called Worker Voice, which recognises that employees are agents of change and not passive participants.
- **Bill** discussed integrating forced labour compliance across the extended supply chain. While admitting that there isn't a single technology solution, he introduced four tools that GSQA works with to create a more complete picture, including Verisk Maplecroft and the CGF's ConnectTalk Transparency API. To understand where forced labour abuses may occur, the first step is to map the supply chain. The most severe cases tend to happen at the "origins" point of the chain, meaning the farm. Once all data is compiled,



- it is possible to develop risk areas and identify hazardous areas.
- Commercial culture and commercial infrastructure can pose problems, **Bill** warned. The issues start with technology, particularly the difficulties associated with interoperability. There are also divergent regulations in both major markets and in product countries. He suggested a global framework for traceability.
 - **Britta** then introduced METRO's work on seafood traceability via PRO TRACE. She showed a short video which demonstrated how METRO can trace when, where and by whom each fish was caught. The objective now should be internationalisation, deepening assortment and information, as well as cooperation with stakeholders and introducing the social element. PRO TRACE brings together the physical product and the digital history, allowing information to be tracked throughout the supply chain.

BREAKOUT 2: HEALTHIER LIVES

Julie Greene

Director of Health & Nutrition
Ahold Delhaize

Gildas Poissonnier

Senior Manager
Sustainability Department
Deloitte Canada

Jacqueline Stephenson

Global Responsible Marketing
Officer
Mars Chocolate

Ellen Wartella

Ph.D. Al-Thani Professor of
Communication,
Psychology and Human
Development and Social Policy
Northwestern University

Mark Wijne

Advocacy Officer Child Rights
UNICEF Netherlands



Overview

Responsible marketing is a key topic in the conversation around creating healthier lives. Mark opened the discussion by commenting on the

"nutrition epidemic" and that 42 million children under the age of five are obese or overweight. The majority of these children live in low and middle-income

countries. In light of this and other health related issues, the UN has declared the Decade of Action on Nutrition 2016-2025. The Decade offers an umbrella

for stakeholders to unite around a common programme to achieve the global nutrition targets. So, what can businesses do to address the issue?

Key topics

discussed by the speakers included:

- **Mark** described how UNICEF hoped to take a child-rights based approach in its work on food marketing. Marketing invades children's privacy, whether this involves online campaigning, the collection of data to analyse behaviour, or parents deliberately posting information about their children on social media. UNICEF is prepared to work with government and industry to discuss establishing online marketing standards.
- **Ellen** explored the personal, societal and monetary costs brought on by the obesity crisis. She presented evidence from 2006 demonstrating the strong impact TV advertising had on children's food consumption. She said that there are fewer instances of marketing to children today compared with the situation 15 years ago, but the challenge is to revise and rethink marketing to children in the new digital environment.
- **Jacqui** discussed best practices for responsible marketing, based on Mars' strategy. Mars was the first consumer goods company to commit to avoiding marketing to children under 12, ensuring they do not use celebrities or licenced characters in their advertising. Mars has a separate reporting process to track online activity.
- **Julie** provided delegates with examples of what Ahold Delhaize is doing with private brands, as well as services provided for helping families to make healthy choices. She talked about Albert Heijn introducing a line of products with packaging design featuring cartoon characters. The objective of ROCK FROGS is for children to associate healthier eating with having fun.
- **Gildas** provided an overview of the stakeholder consultation carried out by Deloitte to CGF members, talking through the materiality matrix that resulted from the exercise.



BREAKOUT 3: FOOD WASTE

Paul Crewe

Head of Sustainability
Engineering, Energy & Environment
Sainsbury's

George Faigen

Partner
Oliver Wyman

Ignacio Gavilan

Environmental Sustainability
Director
The Consumer Goods Forum

Jake Purvis

Principal
Oliver Wyman

Dr. Richard Swannell

Development Director
Waste and Resources Action
Programme (WRAP)



Overview

The session focussed on the need for practical steps in addressing food waste. Ignacio began the session by discussing Efficient Consumer Response's research

from 2014, which found that a lack of collaboration is the only real barrier to cutting food waste and protecting the environment. Cooperation between stakeholders became the

central theme of the discussion, as speakers from a variety of backgrounds took the podium to emphasise the importance of collective action.

Key topics

discussed by the speakers included:

- **George** and **Jake** discussed their work in addressing food waste and the practical industry benchmarking tool they had created at Oliver Wyman, which enables companies to gauge their ability to collaborate. The tool will be unveiled on the 30th November and a few companies are already signed up to the pilot. The model will undoubtedly be refined and developed once it has been used in a real world context.
- They warned that there are different factors that may create challenges when assessing collaboration readiness: business executives with an "us versus them" mentality may not be ready for the assessment, while IT systems need a certain level of sophistication.
- **Paul** and **Richard** provided an introduction to the Waste and Resources Action Programme (WRAP). They discussed research findings suggesting that while richer countries have a tendency to waste more in the home, we are seeing the same situation in developing countries (as they get richer). Supply chain issues are indeed important, but it is imperative the private sector helps consumers reduce waste.
- **Paul** outlined Sainsbury's strategic processes and actions so far on food waste in its attempts to meet targets outlined in the CGF's Food Waste Resolution. He talked about the importance of having one's own house in order before asking consumers to make a behavioural change. Sainsbury's are on a journey and have made great progress in the following areas: eradication of waste, implementation of a "hierarchy of waste", colleague engagement and removal of compactors.
- Sainsbury's created a consumer engagement programme, called "Waste Less, Save More", focused on helping consumers in their homes. Throughout the project, **Paul** found there are multiple factors contributing to food waste that can be improved upon, such as education, fridge temperatures and date labels. Paul concluded by reiterating the company's commitment to CGF.



A SUSTAINABLE TOMORROW: CLOSING PLENARY

Craig Hanson

Global Director of Food
Forests & Water Programs
World Resources Institute (WRI)

Sam Kass

Chef, Nutrition Policy Consultant
- former White House Chef & first
U.S. Senior White House Food
Policy Adviser

Kim Kirchherr

IGA Health & Wellness Advisor
Independent Grocers Alliance
(IGA)

Lori Michelin

Vice-President Sustainability & EHS
Colgate-Palmolive

Tim Smith

Advisor
Tesco



Overview

The final session provided an overview of all the key themes covered by the conference, as experts and delegates reconvened to recap discussions over a passionate and insightful couple of days.

The concluding discussion included speeches from IGA and World Resources Institute representatives, as well as a presentation from Sam Kass, former Senior Policy Advisor for Nutrition Policy and Executive Director for First Lady Michelle Obama's Let's Move! Campaign. He also served as an Assistant Chef at the White House and is now a prominent food entrepreneur and activist.

Key topics

discussed by the speakers included:

- **Kim** highlighted how consumer goods aren't just about business impact – food is personal, social and cultural. Ultimately, it's about people. It's vital that leading brands listen to people's problems and produce solutions. She highlighted the importance of collaboration and encouraged businesses to consider their core mission, sustainability vision and use of resources.
- **Craig** provided an overview of the food waste discussions, highlighting the key themes. He praised the fact that most companies are integrating the CGF resolution into operational and managerial processes. He stated that the industry is already witnessing significant food waste reduction and that companies should continue to be transparent.
- **Lori** summarised the sessions on forced labour, noting that the issue is extremely complex and sensitive. As a community, the industry has an opportunity to converge and connect in tackling this pressing global issue. She concluded by highlighting how the CGF's Forced Labour Resolutions and Priority Industry Principles are crucial to sustaining the momentum.
- **Tim** discussed food policy at Tesco, looking at the challenges the industry faces. Aging workforces, mass production and migration and demand for cheap goods all make the industry more difficult than ever before. He discussed the importance of industry initiatives in nudging consumers to change their dietary habits. He identified food waste as a crucial factor and discussed Tesco's strategy for addressing the issue. Finally, he emphasised that customers do not want to be "preached at", highlighting that affordability remains crucial.
- Finally, **Sam** provided insights into the Obama family's food of choice and went on to discuss his food business, which looks at the convergence between food and climate change. He highlighted how the business case for sustainability is becoming clearer than ever before – within 15 years, food is likely to be the biggest threat to humanity. He also noted that consumers are "a big part of the problem" and need to be encouraged to reflect on their purchasing choices. There is a huge opportunity for the industry to step up and drive change.



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RETURN
ON
INVESTMENT
WILL BE
LONG TERM

adopt a
ZERO-TOLERANCE
STRATEGY

WORK TOWARDS
SILVER
SUSTAINABILITY
ACCESSIBILITY
FOR THE
MASSES

We need A
new WAY OF
THINKING
ABOUT THIS
SYSTEMIC
PROBLEM

HEALTH & WELLNESS
will be the
CORE GROWTH DRIVER
IN THE NEXT
10-15 YEARS

The CONSUMER of TODAY
IS CHANGING FROM
AFFLUENCE to INFLUENCE
MODEL

INVESTORS
WILL BE
OUR
leaders
of TOMORROW

Check
SUSTAINABILITY
STRATEGY
OF A COMPANY
BEFORE
MAKING AN
INVESTMENT DECISION

FOOD affects
HEALTH + ENVIRONMENT

ERADICATE
FORCED LABOUR

Nurture HEALTHIER COMPANIES are doing MORE

COMPANIES are doing MORE

INDEPENDENT
VERIFICATION
OF SUPPLY CHAIN

OF SUPPLY CHAIN

NEEDED FOR FULL SUSTAINABILITY

We Need
reliable
DATA

Do what you're COMMITTED to
EXPLAIN WHY YOU'RE NOT!

these PROBLEMS
MUST BE
SOLVED...
we must
Act
NOW

We need to
TELL
our
STORY
WHILE IT'S UNFOLDING...

It's CREDIBLE...

it's DIFFICULT...

We MUST
INCREASE
choice
ie less MEAT

MORE FRUIT LESS SUGAR
AT THE CASH

LEFT: GAGAN
at the CASH

SHORT-TERM
DISCOMFORT
OUTWEIGHS
LONG-TERM
BENEFITS

COMMUNICATION is KEY create TRUST

COMFORT
WEIGHS
ING-TERT
NEFITS

**RADICAL
TRANSPARENCY**
IS AN ASSET

TRUST

SCALABILITY IS AN ASSET

maximize the halo effect

COLLABORATION

INTERNAL AND EXTERNAL

COMMUNICATE
INTERNALLY
AND
DEEP

maximize the HALO EFFECT

CROSS
BUSINESS
COLLABORATION



HEALTHY WORLD...together



WORKING TOGETHER EFFICIENTLY FOR POSITIVE CHANGE

Here's an overview of our activities in five focus areas and where our members can get involved and engage with us. Our working groups and events develop toolkits, guidelines and reports, and offer opportunities to share best practices. All of which helps support our members while they implement our resolutions and commitments in a collective bid to drive positive change globally.

**1500
EXPERTS
ENGAGED
WITH US**

CAPTION
Working Groups
Events & Meetings


SUSTAINABILITY

Climate Change & Waste Workstreams

Sustainability Resolutions


 Deforestation
(Soy, Palm Oil, Paper & Pulp, Beef)

 Refrigeration

 Measurement

 Food Waste

 Solid Waste

 General & Member Meetings/Workshops

Social Workstreams

Social Resolution on Forced Labour


Priority Industry Principles

GSCP - Global Social Compliance Programme

 Advocacy Supplier Events

Reference Tools

Equivalence Process

 General & Member Meetings/Workshops

PRODUCT SAFETY

GFSI - Global Food Safety Initiative

Benchmarking - Schemes & Certification

Global Markets Programme

 Local Working Groups

 Technical Working Groups


 Global Food Safety Conference

 GFSI Focus Days

 General & Member Meetings/Workshops

HEALTH & WELLNESS

H&W Commitments & Resolutions

 Collaboration for Healthier Lives

Regional Steering Committees

 Employee Health & Wellness

 Measurement & Reporting

 General & Member Meetings/Workshops

E2E VALUE CHAIN & STANDARDS


 Smart Label

 Modularisation

 Traceability

Future Value Network

Learning Series

 General & Member Meetings/Workshops

KNOWLEDGE & BEST PRACTICE SHARING

 The Global Summit

 The Sustainable Retail Summit

 The Future Leaders Programme

 IT Share Group

 Supply Chain Share Group

 Japan Day



About The Consumer Goods Forum

The Consumer Goods Forum ("CGF") 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. It brings together the CEOs and senior management of some 400 retailers, manufacturers, service providers, and other stakeholders across 70 countries, and it reflects the diversity of the industry in geography, size, product category and format. Its member companies have combined sales of EUR 3.5 trillion and directly employ nearly 10 million people, with a further 90 million related jobs estimated along the value chain. It is governed by its Board of Directors, which comprises more than 50 manufacturer and retailer CEOs.

For more information, please visit: www.theconsumergoodsforum.com.

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