



THE B TEAM

EXECUTIVE SUMMARY

11th JUNE 2019

Special Event: Business Leaders & Governments Working to Eradicate Forced Labour

#LeadersAgainstSlavery

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 serve 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.

www.theconsumergoodsforum.com

About The B Team

The B Team is a not-for-profit initiative formed by a global group of business leaders to catalyse a better way of doing business, for the wellbeing of people and the planet.

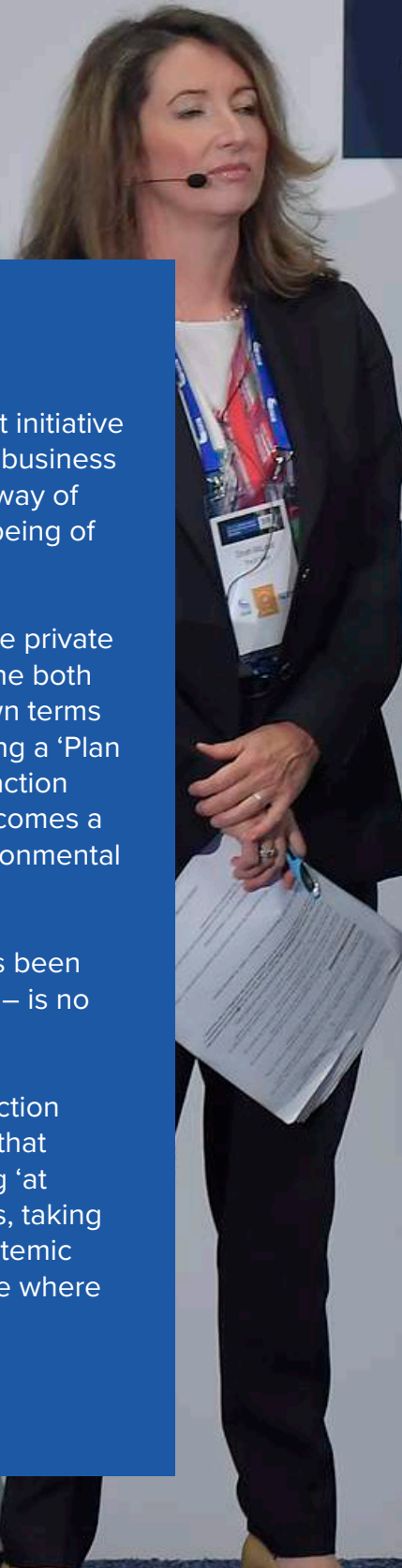
Founded in the belief that the private sector can, and must, redefine both its responsibilities and its own terms of success, we are developing a ‘Plan B’ – for concerted, positive action that will ensure business becomes a driving force for social, environmental and economic benefit.

Plan A – where business has been motivated primarily by profit – is no longer an option.

We are focused on driving action to meet a set of Challenges that underpin Plan B – by starting ‘at home’ in our own companies, taking collective action to scale systemic solutions and using our voice where we can make a difference.

www.bteam.org

SPECIAL



AL SESSIONS



About The Event

On June 11th, The Consumer Goods Forum (CGF) and the B Team held a special event on forced labour, entitled “Business Leaders and Governments Working to Eradicate Forced Labour”, ahead of the CGF’s flagship event, the Global Summit in Vancouver, Canada.

The high-level event brought together an impressive lineup of business leaders, senior government representatives from Canada and the United States, and experts from civil society organisations to speak out publicly on the issue, share knowledge and discuss the importance of collaborative advocacy and action to eradicate forced labour.



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Welcome From Event Hosts



Speakers

Didier Bergeret, Director, Social Sustainability & SSCI, The Consumer Goods Forum
Dinah McLeod, Director, The B Team

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Didier and Dinah took to the stage to welcome delegates to the event. Didier began by reminding attendees the purpose of today - the issue of forced labour is not about numbers, it's about people. The consumer goods industry chose to work on forced labour because it is the most severe and salient human rights risks for the industry, in line with the UN Guiding Principles on Business and Human Rights and Business. Despite 25 years of auditing and compliance-based approaches, forced labour is now more endemic than ever before. Forced labour is riddled throughout supply chains - which is why we continue to gather industry leaders to make a change on this daunting challenge, he said. Collaboration with civil society and governments is essential. Progress has been made, but we need to increase the pace of change. We can effectively make a change, but we need to step up the level of our game and strengthen coalitions of action with civil society, governments and other industries.

Key Takeaways

- Governments, business, and civil society organisations need to collaborate to eradicate forced labour.
- We must speed up the pace of change and remain focused.
- CEOs can use their influence to drive positive change on the issue.

Dinah then introduced the The B Team, explaining that the organisation takes a holistic view to working across sustainability issues including forced labour. 16 million people are trapped in forced labour in the private sector - a number that they would like to see reduced to zero. The B Team have published a Guide to empower CEOs; leaders who can use their position to change culture, operations and policy frameworks to help eradicate forced labour. Business, she said, must also work hand in hand with governments to explore ways to cooperate to make forced labour history.

CEO Opening Remarks



Speaker

Grant F. Reid, CEO, Mars, Incorporated

Grant framed the conversation by telling delegates that one year ago he launched the CGF's business call to action at the Global Forum for Responsible Recruitment and Employment in Singapore. One year later, millions of people are still counting on us to act with greater urgency, and deliver results, he said. As an industry and global community, we have not made the progress that we need to make on the issue. Collectively, CGF members employ 100 million people through their extended value chains. Together we have massive scale, yet with that comes responsibility, and the opportunity to drive meaningful change.

Grant then shared the experiences of Mars, Incorporated, explaining that internal audits were an essential part of the company's journey. Through carrying out human rights assessments of manufacturing facilities, they were able to identify risks among temporary workers, walking away from labour providers who refused to change their ways, and partnering with those who saw the challenge and were willing to change. Putting one's own house in order is vital to create a credible base to accompany suppliers throughout the value chain where risks can be more complex and direct influence is lower.

Grant ended by sharing collective actions that must be undertaken; the industry must speak with one collective voice, get more specific with governments about labour laws, be more intentional about ensuring operations and extended operations have the right systems in place, and measure progress against delivering results on actions. Grant concluded with a quote from Martin Luther King, saying "Injustice anywhere is a threat to justice everywhere", he said.

Key Takeaways

- Sufficient progress has not yet been made.
- A company must get its own house in order before accompanying suppliers.
- The consumer goods industry must speak with one collective voice.

CEO Remarks



Speaker

Steve Cahillane, CEO, Kellogg Company

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Steve Cahillane, CEO, Kellogg Company spoke about the importance of partnering with stakeholders to collaborate on solutions to ensure that the CGF's Priority Industry Principles can be realised in practice for the betterment of all. Today, as global corporate citizens, we have the responsibility to respect and advance the cause of human rights, he said. He then went on to share Kellogg Company's plans to address human rights and ensure ethical supply chains, with their strategy that is grounded in measurements and partnerships. When people don't thrive, businesses don't thrive, he affirmed.

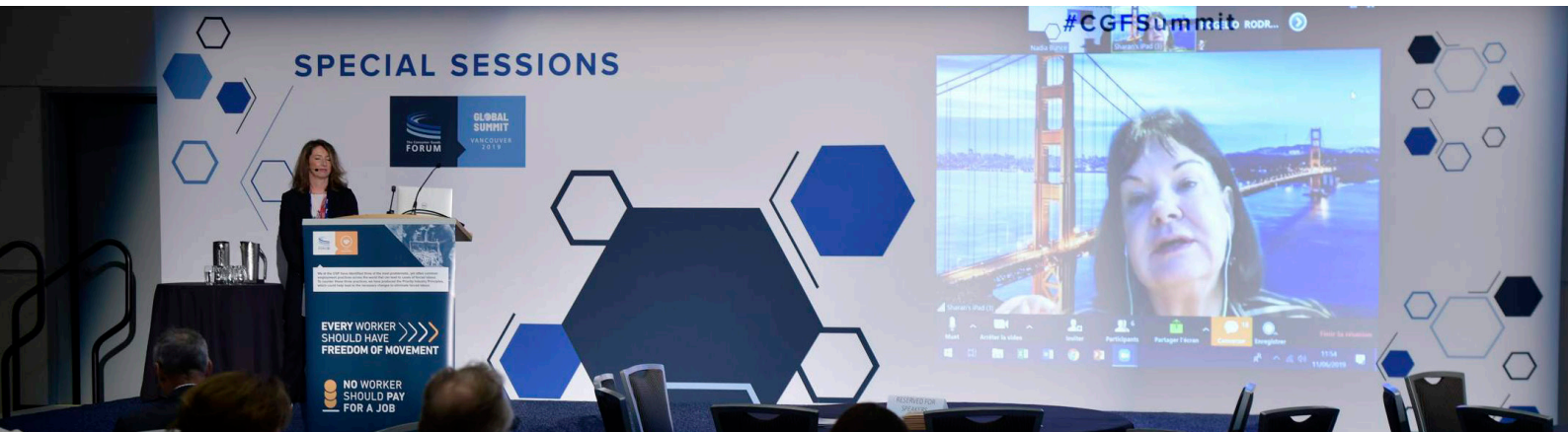
He went on to say that when it comes to issues like advancing the cause of human rights, stamping out forced labour and supporting communities of workers, competition simply has no place. These issues cross the lines of industry, sector and organisation. Forced labour and modern slavery are not one-dimensional issues and there is no quick fix for situations created out of complexity of poverty, class, culture and migration.

These century long issues will not be solved overnight, or by any one business, government or organisation. We must continue to strive for sustainable and scalable solutions in parallel with immediate on the ground remediation and mitigation. What can fellow CEOs do to eradicate forced labour? Steve nodded to the CGF's Priority Industry Principles, which he said can help to operationalise and promote best practices, as well as the United Nations' Guiding Principles, which provide a clear framework on how we can promote the good and discourage the bad.

Key Takeaways

- When people don't thrive, businesses don't thrive.
- The issue of forced labour crosses the line of industry, sector and organisation.
- We need scalable solutions with on the ground remediation and mitigation.

Joint Video Conference: **Connecting with the ILO in Geneva**



Speaker

Sharan Burrow, General Secretary, International Trade Union Confederation

Sharan joined delegates via video link from Geneva and she spoke to delegates about the need to have a universal labour guarantee for all workers. Forced labour is the scourge of the global labour market, she said. No one wants to know that they have forced labour in their supply chains, but they do, and we must bring this issue out of the shadows. A due diligence approach to looking at supply chains is vital, as companies must analyse their risks, and map their supply chains. Grievance procedures provide effective remedy.

Sharan went on to share that on a global level, the future of work is being addressed, and international leaders are taking action. However, there is still some way to go to eliminate the problem for good. Significant progress on the ILO Forced Labour Protocol has been made, as every government has been asked to ratify and implement it. Many countries have now adopted Modern Slavery Acts. She also praised the European Union for its progress in mandating due diligence approaches for all businesses to mitigate violations of human and labour rights. However, ultimately, we need the UN Guiding Principles on Business and Human Rights to be respected everywhere. In concluding remarks Sharan reiterated that together we can make a stronger difference in the fight to eradicate forced labour.

Key Takeaways

- A due diligence approach is essential for businesses.
- International leaders are taking action on the issue, with many countries adopting Modern Slavery Acts.
- The EU has made progress in mandating due diligence approaches for business.

Government Opening Remarks



Speakers

Anthony Giles, Assistant Deputy Minister, Labour Program, Policy, Dispute Resolution and International Affairs, Department of Employment and Social Development Canada
Kevin Willcutts, Deputy Director, Office of Child Labor, Forced Labor & Human Trafficking, US DOL

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Anthony Giles took the stage and began by stressing that governments can not address the issue of forced labour without the involvement of international civil society organisations. He then spoke about Canada's commitment to eliminate forced labour and announced that the Canadian Government will be the next country to ratify the International Labour Organization's Protocol on Forced Labour. He then spoke about the power of partnerships, emphasising that governments need the insight and input of business and organisations, who, he said, are closer to the problem than governments can ever be. Patience and willingness to compromise are essential, as is the pooling of competencies and expertise. He concluded that the Canadian Government is indeed driving action on the topic, creating consensus across governments, and changing legislation on home ground.

Key Takeaways

- Canada will be the next country to ratify the ILO's Protocol on Forced Labour.
- Governments need the insight of civil society orgs and business, as they are closer to the problem.
- We must pool competencies and expertise.

Kevin Willcutts then spoke about the US Government Department of Labor's various initiatives such as their apps developed by Bureau of International Labor Affairs (ILAB), including their "Sweat and Toil" application, which documents child labour and forced labour worldwide and looks at key risk areas by sector and country. Their second application, "Comply Chain", assists business around the world to identify risks and remediate abuses, and helps employers in the US to develop and improve social compliance systems. Kevin also echoed words on the importance of partnerships and collaboration between business and government, which has, he said, proved essential for the success of their projects.

CSO Opening Remarks



Speakers

Fatema Sumar, VP Global Programs, Oxfam America

Fatema began by sharing with delegates Oxfam America's "simple yet complex" mission: to tackle the root causes of poverty and create lasting solutions, while holding the powerful accountable. Working with the private sector is vital, and Oxfam works with companies to implement their commitments to protect and improve working conditions, as well as advocate to governments to create policies and procedures. Consumers are increasingly eager to know that the products that they buy do not derive from forced labour and sourced from suppliers that empower people. The rising power of global buyers is in stark contrast to the declining power of small-scale farmers and workers, hitting women the hardest. When labour is not valued, the conditions for exploitation are ripe.

Fatema shared a story of a female worker in an Indonesian seafood factory, as an example of the many workers who encounter forced labour conditions to create our consumer products. She then said that to get to scale on this issue, we need to make sure that governments are doing their part in enacting laws to provide a decent living for workers. Governments can protect migrant populations that are vulnerable. She appealed to business leaders in the room, saying that their collective voices backed by economic heft is powerful. You can move governments to do the right thing, she said. Fatema ended with a strong message for delegates: start with your own supply chains and do good human rights due diligence, collaborate with unlikely partners and use your political muscle to get governments to act. We know it is a complex problem, she said, but we can all agree that these workers deserve dignity.

Key Takeaways

- Consumers want to be assured that their products are not a result of forced labour.
- To get to scale, governments must enact laws.
- Businesses should start with their own supply chains and collaborate with unlikely partners.

Practitioner Panel & Open Dialogue: **Speakers from Business, Government and Civil Society**



Speakers

Marika McCauley Sine, VP Global Sustainability, Mars, Incorporated

Amy Senter, Chief Sustainability Officer, Kellogg Company

Kevin Willcutts, Deputy Director, Office of Child Labor, Forced Labor & Human Trafficking, US DOL

Anthony Giles, Assistant Deputy Minister, Labour Program, Policy, Dispute Resolution and International Affairs, Department of Employment and Social Development Canada

Irit Tamir, Director, Private Sector Department, Oxfam America

Madhu Rajesh, Director, International Tourism Partnership

Panelists from business, governments and civil society organisations came together to share their different perspectives on the topic and reflect upon the morning's discussions. They agreed that all actors need to come to the table, as no one will be effective at dealing with the problem alone. From a business perspective, they also agreed that investing in people makes for better and stronger businesses.

They acknowledged the need for businesses to make the issue a priority as the essential first step. Then, we must maintain the focus required on the issue and make time for it. Secondly, bringing the issue out of the shadows is essential in order to understand the extent of the issue. Lastly, the private sector must partner with governments and support them as they enforce labour standards. They also highlighted the important role of jurisdictional approaches to make an impact on the ground.

The panel also discussed the gender issues involved with forced labour, noting that 75% of the 25 million people trapped in forced labour are women and girls. Thus, bringing a gender lens to actions is a no brainer. There are, they agreed, many opportunities now for collaboration, through organisations such as the CGF, bringing key players together. We must make use of these opportunities to work towards zero tolerance on forced labour, and make it the exception, not the rule. The panel concluded that we need international, multi-level consensus on the issue, as opposed to a series of bi-lateral efforts.

Key Takeaways

- All actors must come to the table to share perspectives.
- Business must make this issue a priority and partner with governments.
- We must apply a gender lens to actions, given that 75% of those trapped in forced labour are female.

CEO Closing Remarks: Morning Session



Speaker

Emmanuel Faber, Chairman and CEO, Danone

Emmanuel Faber, Chairman and CEO, Danone closed the morning session with a sobering speech, highlighting the relatively low level of engagement on this important topic, sharing that this lack of action led him to personally feel pessimistic. Cheap food, he said, does not exist. Cheap labour leads to cheap food, and to human rights not being respected. We have seen relatively little progress in the past twenty years, he warned, as the industry continues to push people to buy cheap food. As long as this continues, we will not move forward. He also pointed to a lack of political will, a leadership challenge from business and NGOs, as well as a question of personal conscience. There will not be a future for a market economy without social justice, he said.

Emmanuel then spoke about how business can look at supply chains, using the reach of unions to help in this challenge. He then explained that the French law “*La loi sur le devoir de vigilance des sociétés mères et des entreprises donneuses d’ordre*” (Corporate Duty of Vigilance Law), has been key to staying vigilant on risks in Danone’s supply chain. He shared that despite being initially wary of the law, it has been hugely beneficial and has changed his personal conscience as a CEO.

He concluded that not being perfect should not prevent us in starting on the journey of transformation. The more we talk about it, the more it will become an acceptable topic for discussion, he said. He expressed his hope that with the next generation of professionals coming in to leadership roles, there will be more and more openness to face the truth and be more vocal on this topic.

Key Takeaways

- Cheap labour leads to cheap food, and to human rights not being respected.
- Market economy depends on social justice.
- Open discussions about this issue are absolutely vital to combatting it.

Special Session: Partnering with Institutions



Speakers

Laura Greene, Programme Technical Officer, ILO Global Business Network on Forced Labour
Pawel Szalus, IRIS Programme Manager, International Organization for Migration
Leanne Dixon-Perera, representing IRCC (Immigration, Refugees and Citizenship Canada)
Aaron Briddon, representing BMB International
Laura Rubbo, Director, Responsible Governance and Supply Chain, The Walt Disney Company
Brent Wilton, Director Global Workplace Rights, The Coca-Cola Company

During this panel, the International Labour Organization's (ILO) Global Business Network on Forced Labour and the International Organization for Migration (IOM) returned to the stage this year to discuss progress on the business call to action launched at last year's Global Forum in Singapore, as well as the responsibility of business and governments to respect and protect human rights in global value chains. The organisations were joined by panelists from business and civil society who shared their experiences of partnering with the IOM's IRIS Programme and ILO's Global Business Network, which bring together different groups in to one conversation.

Key Takeaways

- Until now, there have been too many silos working on this issue.
- There is an urgent need to have all international key actors in one room to effect change.
- We must apply pressure to governments so that they take their role seriously and create regulations.

The panel noted that until now there have been too many silos working in the space and this can be extremely counter-productive. There is an urgent need to have all key actors, from government, business, civil society and international platforms, in one room to effect change. The Global Business Network provides a landing pad for all these different groups. We need to have an echo chamber and must be inclusive as different players bring different strengths and focus areas in order to collectively move the needle. We must also apply pressure to governments so that they take their role seriously and create appropriate regulation.

Networking Moments



#LeadersAgainstSlavery

Didier BERGERET @DBergeret · Jun 11
Anthony Giles, Assistant Deputy Minister at the Canadian Government's Labour Program takes the stage to share the important news that Canada will be ratifying the @ilo Protocol of Forced Labour, next week in #Geneva.
[#LeadersAgainstSlavery](#)

Amy (Braun) Senter @AmyBraunKCo · Jun 11
Mars CEO shares the importance of the simple, powerful industry principles and the scale of @CGF_The_Forum companies. But we need to do more together
[#leadersagainstsavery](#)



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[Show this thread](#)

The B Team @thebteamhq · Jun 12
Thank you to all joining us and our Leaders @EmmanuelFaber and @SharanBurrow at #CGFSummit today to discuss how we can end #ModernSlavery—together.

Ready to take the next step? Learn how you can help make history
bit.ly/2VyHRyH. [#LeadersAgainstSlavery](#)

CGF_Sustainability @CGF_Sus
"Cheap food does not exist - it simply means cheap labour. And cheap labour leads to 'forcedlabour.'" ~ @EmmanuelFaber from @Danone says it like it is.
[#LeadersAgainstSlavery](#)

CGF_Sustainability @CGF_Sus · Jun 11
@DBergeret from @CGF_The_Forum and Dinah McLeod from @thebteamhq welcome delegates to our special event on forced labour.
[#LeadersAgainstSlavery](#)



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Consumer Goods Forum @CGF_The_Forum · Jun 12
"We must bring plague of forced labour out of the shadows." Poignant words from Steve Cahillane, CEO of @KelloggCompany yesterday at our Special Event on #ForcedLabour. [#LeadersAgainstSlavery](#)



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Didier BERGERET liked
Nadia Hurel Buncce @NadiaBunce · Jun 11
"Shining a light on the challenge we face, is a way of tackling the darkness of this issue." Grant Reid, CEO of @MarsGlobal today at @CGF_Sus special leadership session on #forcedlabour [#LeadersAgainstSlavery](#)



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THE B TEAM

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