

Forest Positive Coalition of Action Key Messages

Updated: 26 March 2021



MESSAGE #1

[State who we are, what's at stake, and why we are coming together]

We're taking collective action to create a forest positive future.

As the world's leading consumer goods companies, we are stepping up actions to build a forest positive future. The Consumer Goods Forum has created the Forest Positive Coalition of Action, led by 20 companies with a collective market value around US\$2 trillion, to leverage collective action and accelerate systemic efforts to remove deforestation, forest degradation and conversion from key commodity supply chains.

With deforestation continuing at alarming rates, we understand what's at stake and we're stepping up to the challenge. We will drive transformational change in key landscapes through multi-stakeholder partnerships.

Building on the work of the Coalition members, we will act in four key areas:

- 1) We will engage with suppliers and traders and ask they implement Forest Positive commitments across their entire commodity operations;
- 2) We will join forces to address forest conservation challenges in key production landscapes;
- 3) We will engage governments and stakeholders to create an enabling environment for forest conservation; and
- 4) We will ensure transparency and accountability by regularly reporting on progress.

We believe forest protection is a driver of economic growth, not a sacrifice to growth. Forest protection provides healthy ecosystems and supports productive landscapes and resilient communities. In the wake of the COVID-19 crisis, we must ensure that efforts to protect forests are part of the global response. This response requires all actors with an interest in mainstreaming the issue of deforestation and who are committed to being part of the solution to come together. Our Coalition is committed to doing its part.

MESSAGE #2

[Acknowledge where we are now and the limitations of our previous strategy]

While our companies made progress on our 2020 goal to achieve zero net deforestation, we have learned that acting on individual supply chains will not alone drive the transformation needed to achieve a forest positive future.

In 2010, our strategy was rooted in remediating our individual company supply chains, often through certification – ensuring that the sourcing of key commodities would not deplete tropical rainforests. As a result of the hard work and investments we made in our supply chains, we have learned that certification plays a critical role, but it is not the only answer.

Certification and supply chain action on their own are not the comprehensive solution the world needs to end deforestation. There is still a demand for commodities from converted lands and local economic incentives to continue this practice. This limits our leverage.

Understanding the urgency of the situation, we should have recognised sooner the need to broaden our work beyond our own supply chain interventions. We are doing so now and will be more agile in optimising our efforts moving forward. We want – and need – a more transformative approach that will get us to a more forest positive future.

We also acknowledge the need for greater transparency and engagement on our part to support this approach.

MESSAGE #3

[Acknowledge where we are now and the limitations of our previous strategy, and provide information on the Roadmaps]

We're transforming how we do business, and we expect and want everyone we work with – producers, traders and suppliers – to do the same.

We're working to promote and adopt sustainable business practices, including sourcing deforestation-free commodities such as palm oil, soy, paper and packaging, and beef, and ensuring fair and decent working conditions, in line with the CGF Priority Industry Principles against forced labour.

We are building an action-oriented coalition of member companies, partners and stakeholders to drive the transformative change we need to get us to a forest positive future.

Underpinning the actions of the Coalition is the new Theory of Change. This reimagining of our strategy – based on extensive consultation – is also supported by a Coalition Charter and will help our members drive more impactful collaborations.

To provide a clear focus, we have also developed Roadmaps for each of the three commodities to detail what the Coalition commitments and actions are for each, complementing the Coalition-wide actions and providing commodity-specific detail. Development of each Roadmap has been undertaken by working groups and has involved active participation of every company in each group to ensure that they understand the Roadmap content and are fully committed to implementation.

MESSAGE #4

[Reinforce the message of transparency and accountability]

We are committed to transparency and to being held accountable for our progress. We will publicly report and pro-actively engage with stakeholders.

We must be more agile in our approach to address deforestation. We realise this requires transparency in our work and candour in sharing what we learn. We will engage collectively and proactively with the NGO community and other stakeholders through ongoing, structured dialogue to share progress, ensure accountability and identify venues for collaboration.

Through this improved transparency, our ambition is to drive change by building collaboration, both within and beyond our individual supply chains, and creating a credible industry voice that is supported by concrete actions on the ground. We commit to defining measurable outcomes on which all members agree to track and report individually and collectively, and we welcome feedback on our progress.

MESSAGE #5

[Outline need for collective action]

We can't do this alone. We will do our part, but broader transformation is needed, and all stakeholders have a role to play, including investors, governments and civil society.

Deforestation has multiple drivers in a given region – agriculture, forestry, mining, natural wildfires and urbanisation, to name a few. For real impact, collective action and collaboration on the ground as well as political engagement at national and regional levels are critical as is strong support from the investment community.

Consumer goods retailers and manufacturers play an important role but cannot stop deforestation alone. Even if the 20 members of the Coalition achieved deforestation-free supply chains for the key commodities, deforestation would still exist due to global demand elsewhere. Everyone – from the private sector across industries to governments to the financial sector, to NGOs, smallholder farmers and local stakeholders – has a role to play, and we are eager to work toward shared action. Specifically:

- We will advocate for and support practices and policies that change behaviours and outcomes at a macro-level, such as promoting sustainable growth and finance. We believe forest protection is a driver of economic growth, not a sacrifice to growth. It provides healthy eco-systems and supports productive landscapes and resilient communities.
- We will work with producer governments to help them adopt sound policies that reflect the true value of forest ecosystems. Governments and the financial sector need to do their part, including stepping up enforcement against illegal deforestation and incentivising the right behaviours.
- We will do our part in collectively promoting and protecting multiple interests: forests and the environment, people who live and make their living near forests, and the challenge of feeding a growing planet.
- We will work to balance forest conservation with positive social outcomes. This includes working closely with the CGF's Human Rights/Forced Labour Coalition to advance the CGF's Forced Labour Resolution and its Priority Industry Principles (PIPs) in alignment with the UN Guiding Principles on Business and Human Rights. We know policies such as respecting and protecting indigenous land rights and promoting decent working conditions are key to stopping deforestation.