



# Production Landscape Engagement

## OUR SHARED AMBITION

To transform areas equivalent to the size of our combined production-base footprint to forest positive by 2030

### Who We Are

The Consumer Goods Forum (CGF) Forest Positive Coalition of Action is a CEO-led initiative representing 20 CGF member companies who are committed to leveraging collective action and accelerating systemic efforts to remove deforestation, forest degradation and conversion from key commodity supply chains. Launched in 2020, the Coalition represents a dynamic shift in the industry's approach to stopping deforestation: by mobilising the leading position of member companies to build multi-stakeholder partnerships and develop effective implementation and engagement strategies, the Coalition brings together diverse stakeholders for sustainable impact. These efforts support the development of forest positive businesses that drive transformational change in key landscapes and supply chains, strengthening the resilience of communities and ecosystems worldwide.

### What We Do

The Coalition has launched an ambitious strategy for driving transformational, forest positive change in the regions where the Coalition's key commodities are produced and sourced. Engagement in these landscapes is a key element of the Coalition's Theory of Change, complementing its focus on sustainable supply chain management and the development of forest positive businesses. By collaborating with local stakeholders, civil society organisations and governments to support these initiatives, the Coalition seeks to use its influence as leading retailers and manufacturers to catalyse wider transformation in production landscapes worldwide.

### Our Ten Principles of Collective Action in Production Landscapes

The Forest Positive Coalition of Action has developed Ten Principles of Collective Action in Production Landscapes, a set of criteria used to determine where engagement will be most effective to achieve the Coalition's forest positive goals. These Principles are:

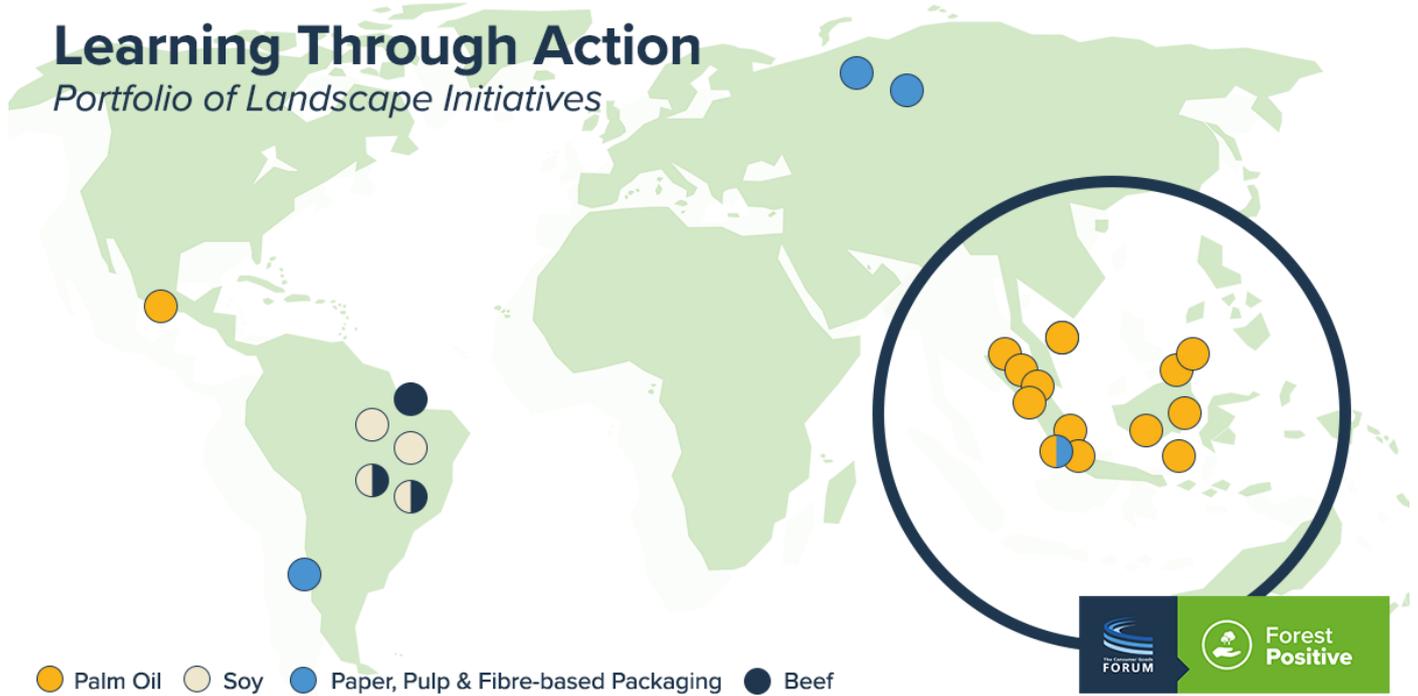
1. Landscapes produce at least one of the Coalition's focus commodities; landscapes that produce more than one commodity could be prioritised.
2. The Coalition will focus on landscapes in the members' production base. Where identified, high priority areas will be prioritized.
3. Landscape initiatives should address systemic issues and identify how activities can be scaled up and contribute to shared landscape-level goals, where they have been established by multiple stakeholders, or, where such goals don't exist yet, contribute to identifying and developing shared landscape-level goals with other stakeholders.
4. Landscape initiatives should leverage the Coalition's influence and encourage active participation of other supply chain actors, including suppliers, traders, producers, and support the inclusion of smallholders.
5. Landscape initiatives should demonstrate plans to actively engage government at the most relevant level to seek support and amplify efforts to transform the landscapes towards forest positive commodity production.
6. Landscape initiatives should consult and empower local stakeholders, including CSOs and local communities, from the design phase to program implementation, and should strengthen landscape-level multistakeholder processes, where they exist.
7. Landscape initiatives should contribute to improving the livelihoods of local communities and safeguarding human rights.
8. Landscape initiatives should seek to unlock additional resources from public or private sector partners.
9. Landscape initiatives should be clear how intended outcomes are expected to be sustained beyond the Coalition's support.
10. Landscape initiatives should have clear targets and key performance indicators (KPIs) to measure progress and periodically monitor and report progress against them.

These Principles are used to select the landscape initiatives that are included in the Coalition's "Learning Through Action" Portfolio of Landscape Initiatives.



# Learning Through Action

## Portfolio of Landscape Initiatives



● Palm Oil  
 ● Soy  
 ● Paper, Pulp & Fibre-based Packaging  
 ● Beef

### How We Do It

Coalition members are working to collectively transform areas equivalent to the size of the Coalition’s combined production-base footprint — a neutral estimate to represent the Coalition’s impact and leverage in commodity production — by 2030. Each Coalition member has committed to investing in local-level initiatives driving forest conservation, ecosystem restoration, and community inclusion in the production of the Coalition’s four key commodities: palm oil, soy, paper, pulp and fibre-based packaging, and beef, by the end of 2021 as the first step of the Coalition’s initial “Learning Phase”, which will extend through 2023. These initiatives are collected in the Coalition’s “Learning Through Action” Portfolio, selected based on the Principles of Collective Action in Production Landscapes.

### Partnerships, Collaborations and Leadership

The Coalition’s work to implement its landscape ambition has been led by the Landscape Engagement Working Group leads, PepsiCo and Tesco. The Coalition is being supported by the Tropical Forest Alliance and Proforest as strategic and technical partners. Additionally, the Coalition is currently calculating the size of its production-base footprint across its focus commodities with the expert guidance of 3Keel, the World Wildlife Fund, the Accountability Framework initiative, and The Nature Conservancy.



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Social and Environmental Sustainability

Landscape Engagement WG Co-Leads PEPSICO TESCO  
 Coalition CEO Co-Sponsors Carrefour MARS

*Taking collective action for a forest positive future*