

# THE EVOLVING FACE OF SUSTAINABILITY

**13<sup>th</sup> - 14<sup>th</sup>  
OCTOBER 2021**

#2021SRS [tcgfsrs.com](http://tcgfsrs.com)



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# In Numbers

CGF's first hybrid corporate event

## COUNTRIES REPRESENTED

39

## PARTICIPANTS



## COMPANIES

157

## SPEAKERS

80

## SESSIONS

40



## Key Quotes



**Wai-Chan CHAN**

Managing Director  
The Consumer Goods Forum

“Now is the time for action.  
We’ve done lots of talking over  
the past few years, and now this  
is the decade for action.”



**Paul LALLI**

Global Head of Human Rights  
The Coca-Cola Company

“The problem of forced labour  
is so significant that it cannot be  
tackled by any of us alone.”



**Paul CREWE**

Executive Director and Chief Sustainability Officer  
Anthesis Group

“One word: Activation,  
Activation and Activation.  
The time to start is now.”



**Mads STENSEN**

Senior Sustainability Development Manager  
Maersk

“Without customers  
supporting us, we are not  
going to decarbonise.”



**Emmanuel FABER**

Former CGF Co-Chair

“Cheap food does not exist - we  
are not paying the full price of  
sustainable food. We are paying  
below the true cost of farming.”



**Deidre RYAN**

Director  
Origin Green

“Consumers want to make  
more sustainable food choices,  
but they want producers to  
help them.”



**Per STROMBERG**

CEO  
ICA Gruppen

“To make a large societal impact, we need to support our customers to reduce their climate footprint on food purchases. We need to help them to change their habits.”



**Andrew Griffith MP**

UK's Net Zero Business Champion

“The Race to Zero is a great first step if you haven't yet taken part.”



**Juan Manuel MORALES**

President  
EuroCommerce

“We're all consumers and we're also businesses; so, we are part of the problem and we need to be part of the solution.”



**Alan JOPE**

CEO  
Unilever

“The consumer goods sector has a good opportunity to be on the right side of the [Race to Zero] challenge.”



**Najat VALLAUD-BELKACEM**

France Director  
The ONE Campaign

“Today the consumer is aligning more with his citizen dimension, and it's our role, public authorities, companies, NGOs, to walk him through his virtuous journey.”



**Marcus OSBORNE**

Senior Vice President, Walmart Health  
Walmart

“If you want to have an impact at scale, you better focus on those that are underserved first and foremost.”

## Executive Summary **Key Quotes**



**Ella FLAYE**

Regional Director, Asia  
Delterra

“If we can create more value in these products, we create so much more value in the value chain. It’s a game changer.”



**Mark TUFFIN**

Senior Vice President  
The Kroger Co.

“It is critical to have zero-hunger and zero-waste embedded in our lines of business.”



**Prof Corinna HAWKES**

Director, Centre for Food Policy  
City, University of London

“To make lasting changes, we have to own our own power and let others own theirs.”



**Veronica ROSSINI**

Director of External Engagement  
Tent Partnership for Refugees

“It is becoming even more important to ensure that refugees are not pushed further in the supply chains or into forced labour.”



**Cécile BELIOT-ZIND**

Executive Vice President  
Bel Group

“What is at stake is courageous leadership. The climate challenge is far too great to be solved between discussions by top executives. It is a discussion where everyone must exercise their power to act.”



**Simon ROBERTS**

Chief Executive Officer  
Sainsbury's

“This is really a global issue and one that requires us all to think differently about how we source our products and how we act together as an industry, globally, with pace and focus to deliver and drive faster results.”



**Kim MCCANN**

Global Head of Sustainability - Consumer,  
Retail and Manufacturing  
PA Consulting

“We have run out of patience. We need real, large-scale action and big, large-scale change.”





# Wednesday 13th October

## 09:00 | CONFERENCE WELCOME BY THE CGF'S MANAGING DIRECTOR

**Wai-Chan CHAN**

Managing Director  
The Consumer Goods Forum

**Jean-Marc LIDUENA**

Partner, Head of Consumer & Retail KPMG Advisory  
KPMG

CGF Managing Director **Wai-Chan Chan** opened the hybrid event by welcoming both the physical and virtual participants, and noted how fantastic it was to see people back at the Sustainable Retail Summit in-person. He also remarked how critical it is that we not only get together to discuss the pressing health and sustainability challenges facing our world today, but that we also continue to accelerate action. Wai-Chan also thanked our Exclusive Partner, PepsiCo and well as Premium Sponsors (The Carbon Trust, The Coca-Cola Company, Google Cloud, Origin Green, PA Consulting, Procter & Gamble, and Transparency-One), Tech Talk Sponsors (Bel, Delterra, Maersk, Microsoft, MSD Animal Health, and PEFC International / Sustainable Forestry Initiative), our Media Partner: European Supermarket Magazine, and finally our Hosting Partner, KPMG.

Wai-Chan then invited **Jean-Marc Liduena**, Partner, Head of Consumer & Retail KPMG Advisory at KPMG, to the stage who expressed his joy at welcoming delegates to KPMG's offices before sharing that KPMG has launched "KPMG Impact", the group's contribution

to ESG advising and auditing. Jean-Marc then passed the microphone to **Tom Heap**, the Summit's moderator, who also expressed his delight at joining the 6th annual Sustainable Retail Summit. "There's so much passion, there's so much to learn, there's a real feeling of business going forward," he said.



**Wai Chan-Chan**  
The Consumer Goods Forum



**Jean-Marc LIDUENA**  
KPMG



## 09:05 | THOUGHT LEADERSHIP AT THE CROSSROADS OF HEALTH & SUSTAINABILITY - THE CEO PERSPECTIVE

 **Simon ROBERTS**  
Chief Executive Officer  
Sainsbury's

Chief Executive Officer of Sainsbury's, **Simon Roberts**, then took to the virtual stage to share how Sainsbury's is advancing on its health and sustainability goals. He spoke about the need to act around four key areas: food systems, biodiversity loss, water stress, and a growing population. Focusing on these key areas and how we can collaborate to drive sustainable impacts is the challenge of today, he said. He shared that Sainsbury's purpose is to be driven by its passion for food and to help every customer. This purpose is critical because it guides Sainsbury's to be a better business. He shared how Sainsbury's has set bold commitments to support its ESG goals in four areas: supporting sustainable diets, reducing carbon emissions and plastic packaging, and

transparent reporting. Across these areas, he stressed the importance of pursuing innovation, value, ambition, collaboration and transparency.

Specifically, as a food retailer, he noted that Sainsbury's is in a unique position to help drive behavioural change to help consumers live healthier lives and eat healthier. Additionally, plastic packaging is the number one environmental issue for Sainsbury's customers, he added, and Sainsbury's is a proud member of the CGF Plastic Waste Coalition and has signed up to implement all nine Golden Design Rules. Finally, he ended by expressing his optimism that the industry is changing and in businesses' ability to help shape the future.

**Simon ROBERTS**  
Sainsbury's

**Tom HEAP**  
Moderator





**Tom Heap**  
Moderator



## 09:25 | **THE WORLD HEALTH ORGANISATION'S MANIFESTO FOR A HEALTHY AND GREEN RECOVERY**

**Maria NEIRA**

Director, Department of Environment, Climate Change and Health, World Health Organisation

**Tom HEAP**

Conference Moderator: Freelance Broadcaster & Journalist, BBC

During the Plenary Session on the World Health Organization (WHO)'s Manifesto for a Healthy and Green Recovery, moderator **Tom Heap** was joined virtually by **Maria Neira**, Director of the WHO's Department of Environment, Climate Change and Health. Maria highlighted the need for urgent and serious thought and action towards how we engage with the environment, given the critical effects that global warming has and will continue to have on people and the planet.

Looking at climate change as a public health issue, Maria took a deep dive into air pollution caused by carbon emissions. Highlighting that over 90% of the air that the world's population breathes is not in line with WHO's air quality guidelines, she stressed that there is a long road ahead and plenty of work to do to safeguard the environment, and, in turn, people's health. Calling on the need for public and private sector collaboration, Maria shared that the capacity to influence and impact change collectively is incredible.

She went on to explain that there is a need to collaboratively help people understand the important environmental and health messages, what is at stake, and the benefit they get personally from changing their habits. By moving in the name of health, Maria shared, we can save a lot of money but also have an increasingly healthy, fair and sustainable society.



**Maria NEIRA**  
World Health Organisation



## 09:45 | **PEOPLE, PLANET, PROFIT - DRIVING AMBITION TO ACTION IN BUSINESS**

 **Bertrand SWIDERSKI**

Chief Sustainability Officer, Carrefour

 **Ayla ZIZ**

Senior Vice President Global Sales,  
Chief Customer Officer, Danone

In this session, **Ayla Ziz**, Senior Vice President Global Sales, Chief Customer Officer at Danone, and **Bertrand Swiderski**, Chief Sustainability Officer at Carrefour, shared how it's possible to act for sustainability so that businesses can benefit people, planet, and profit. Ayla started by saying it first starts by making sustainability concrete for consumers. Bertrand agreed, adding that talking about sustainability is “old”, and that it's now time to act, asking how companies can “nudge” the consumer towards more sustainable choices.

Giving an example of their partnership which helped “nudge” consumers, the pair shared the story of “Healthy Bundles”, which Bertrand said is “more than a partnership, it's a team.” When asked if it's really possible to act in a way, particularly with global food systems, that is good for people and good for the planet, both Ayla and Bertrand shared that while it can be difficult to achieve both, there are some ways to find balance. One such way is through reducing food loss and waste by changing best-by and eat-before dates on packaging. Another way is by promoting reusable packaging, such as through their partnership with Loop.

**Bertrand SWIDERSKI**  
Carrefour



**Ayla ZIZ**  
Danone



## 10:10 | **HOLISTIC WELLBEING - DRIVING ACTION TO SUPPORT MENTAL HEALTH**

**Rosie WARIN**

CEO  
Kin&Co

**Rebecca MARMOT**

Chief Sustainability Officer  
Unilever

**Sharon BLIGH**

Healthier Lives Director  
The Consumer Goods Forum

The CGF's Healthier Lives Director, **Sharon Bligh**, was joined by Kin&Co's CEO, **Rosie Warin**, and Unilever's Chief Sustainability Officer, **Rebecca Marmot**, for a session on holistic wellbeing. Sharon took to the stage to speak about the urgency of the wellbeing challenge. She described how holistic wellbeing is about not only being physically well, but also mentally well. Sharon also highlighted the importance of collaboration on employee health and wellbeing issues in the workplace, whether mental health or nutrition, as addressed in the work between CGF's Collaboration for Healthier Lives Coalition and the Global Alliance for Improved Nutrition (GAIN). Sharon called on more companies to join the effort.

Rosie joined the discussion virtually, sharing key insights on what's next for wellbeing in the industry in a context where 2020 thrust the topic to the top of business agendas. As people in the workplace become more vulnerable, the topic of wellbeing became increasingly easier to talk about, which has led to the development of many initiatives within companies. A key takeaway that she shared was highlighting that the next steps for health and wellbeing are about creating the brainpower that organisations need to drive behaviour change.

Also joining virtually, Rebecca shared Unilever's three-point approach to addressing mental health at work. First is changing the culture internally to create an open space for open dialogue around mental health. Second is ensuring that this occurs throughout their businesses and brands, such as through advertising campaigns. And, third is thinking about how to engage with others, such as collaboration through the CGF, to work on mental health and reducing stigma on a senior level and day-to-day on the ground.

**Sharon BLIGH**  
The Consumer Goods Forum







# Special Session

**Cheryl REED**  
Jacobs



**Kim McCANN**  
PA Consulting



**Tom DAY**  
PA Consulting



## 11:00 | **PA CONSULTING - HOW TO PIVOT YOUR BUSINESS TO ACHIEVE SUSTAINABLE SUCCESS**

**Tom DAY**

Partner - Consumer, Retail and Digital, PA Consulting

**Kim McCANN**

Global Head of Sustainability - Consumer, Retail and Manufacturing  
PA Consulting

**Cheryl REED**

Vice President, Specialized Manufacturing Business Development  
Jacobs

This special session focused on how companies can take effective action at scale, to deliver measurable results and accelerate progress towards climate, social and financial aspirations. **Cheryl Reed**, Vice President, Specialized Manufacturing Business Development at Jacobs, began the session by introducing her company and explaining their path to embracing sustainability, adopting the UN's Sustainable Development Goals and helping their clients to do so.

**Kim McCann**, Global Head of Sustainability - Consumer, Retail and Manufacturing at PA Consulting, then spoke of the importance of now moving to large-scale action on sustainability. It takes partnerships between in-

dustrial manufacturing and engineering companies combined with innovators who really understand technological innovations and FMCG brand owners to achieve the global targets and drive large-scale change. She shared that PA Consulting believes that innovation must be in the business model from the beginning to make sure sustainability is commercial.

The panel went on to speak about the consumer perspective, agreeing that although individual responsibility is a moral imperative, big changes should be made at industrial level. The plastic space is front of mind for the consumer, which has consequences for brands, for example via 'Extended Producer Responsibility'. We are seeing more and more brand owners and retailers are moving into the value chain in a different way, investing in recycling.

Finally, **Tom Day**, Partner - Consumer, Retail and Digital at PA Consulting, raised the consumer question. The panel concluded that cost, convenience and quality will ultimately always win market share. Education is also key. Brands must advertise their values, showing how their products are made with those in mind. Trust and the concern around greenwashing often prevent consumer behaviour change.

## 11:30 | **NUTRITION ANALYTICS APPLIED TO RETAIL PURCHASE TRANSACTION DATA**

### **Dr. Michelle MORRIS**

Associate Professor and Turing Fellow,  
Leeds Institute for Data Analytics and  
School of Medicine, University of Leeds

### **Dr. William JAMES**

Research Data Scientist, Consumer  
Data Research Centre

### **Victoria JENNESON**

Associate Nutritionist, Leeds Institute for  
Data Analytics, University of Leeds

### **Alexandra DALTON**

Data Scientist, Leeds Institute for Data  
Analytics, University of Leeds

### **Dr. Nik LOMAX**

Associate Professor of Data Analytics for Population  
Research and Turing Fellow, University of Leeds

### **Becky SHUTE**

Healthy & Sustainable Diets Manager, Sainsbury's

2021 SRS delegates got to take a deep dive into nutrition and data, in a session with **Dr. Michelle Morris**, **Victoria Jenneson**, **Alexandra Dalton**, and **Dr. Nik Lomax** of the University of Leeds, **Dr. William James** of Consumer Data Research Centre, and **Becky Shute** of Sainsbury's.

Joining the event virtually, the speakers shared insights on food and drink purchase records as not only a tool to evaluate business metrics, but also as a valuable asset to better understand population and planetary health. The session covered the commercial and personal sensitivities associated with sales data, leading to the importance of data governance and security processes. This means that developing trusted relationships with research organisations is a critical part of this process. The speakers shared aspects of the journey in building such a relationship between industry and academia in the United Kingdom, as well as findings from the research they conducted.

Throughout the session, the speakers covered topics such as climate change and obesity as the world's biggest challenges, spatial patterns of consumption expenditure, how national surveys can be used in research, supermarket transaction records in dietary evaluation, healthier and more sustainable diets, and the benefits of partnerships between research organisations and supermarkets (using the Sainsbury's example). Their inputs allowed delegates to get insights into the question of whether consumer purchase records represent what is actually consumed, and the benefits of this are for not only businesses, but for society at large.

From left to right

**Dr. Michelle MORRIS**  
University of Leeds

**Dr. Nik LOMAX**  
University of Leeds

**Victoria JENNESON**  
University of Leeds

**Tom HEAP**  
Moderator





## 12:05 | **MAKING CONNECTIONS TODAY FOR COLLECTIVE IMPACT TOMORROW - GETTING FURTHER FASTER TOWARDS HEALTHIER DIETS FROM SUSTAINABLE FOOD SYSTEMS**

 **Prof. Corinna HAWKES**

Director, Centre for Food Policy,  
City, University of London

 **Tom HEAP**

Conference Moderator: Freelance  
Broadcaster & Journalist, BBC

Moderator **Tom Heap** took to the stage to welcome **Prof. Corinna Hawkes**, Director of the Centre for Food Policy at City, University of London, who joined virtually for a session titled “Making Connections Today for Collective Impact Tomorrow”. Presenting the challenge of healthier diets from sustainable food systems, Prof. Corinna addressed the questions surrounding this within the context of the United Nations Food Systems Summit (UNFSS). She offered proposed solutions to the question of why people eat the way they do and what can be done about it – including taking into account the realities of people’s lives and the multiple systems that surround them, as well as the need to reinvent and reconfigure food systems.

In sharing her reflections around the UNFSS and what society as diverse stakeholders need to do to have real impact on food systems, Prof. Corinna highlighted three key learnings. These were owning your own power to make change and embracing all proposed actions, recognising the interactions between the diversity of actions and the system, and developing a shared language to talk about what we are doing. She stressed that words matter, and if we are going to collaborate together as diverse stakeholders to drive collective impact, there is a need to learn to communicate better with one another.

Tom went on to acknowledge the importance of collaboration but warned of the danger of talking without tangible actions. Prof. Corinna went on to emphasise the need to begin with action, and then move on to speak about how these actions fit together, how they connect into a system of action. Conversations, she stressed in conclusion, need to be grounded in actions that have already happened.



**Prof. Corinna HAWKES**  
University of London



# Tech Talk

## 12:40 | MICROSOFT - CONSUMER GOODS SUSTAINABILITY SEVEN – 7 MUSTHAVES ON YOUR SUSTAINABILITY AGENDA

 **Shanti RAJOPALAN**

Senior Director, Strategic Planning, Worldwide Retail and Consumer Goods, Microsoft

**Shanti Rajopalan**, Senior Director at Microsoft, joined the SRS to share Microsoft's "Retail and Consumer Goods Sustainability 7", which she explained are the seven concepts that are at the top of consumers' sustainability agendas. These seven concepts help a brand build purpose by understanding not only what consumers want, but also to operate the business more effectively and sustainably.

Giving a plethora of examples for how each concept can be applied in practice, she explained that the "Sustainability 7" are: meeting consumer expectations, providing reliable "green" labelling, sourcing products sustainably and transparently, forecasting less waste by better understanding demand, supporting "recommerce", using sustainable and reusable packaging, and exploring green buildings and remote work. She also shared that the Sustainability 7 are underlined by an expectation for transparency, quality, and innovation in order to be in touch with the environment through companies' production and consumers' purchasing powers.

## 13:05 | DELTERRA - RETHINKING RECYCLING FROM THE GROUND-UP

 **Shannon BOUTON**

PhD, President & CEO, Delterra

**Shannon Bouton**, President & CEO of Delterra, began by setting the scene around the global waste crisis. Landfills are overflowing and methane emissions are dangerously accelerating climate change and more than 11 million tonnes of plastic enters the world's oceans. Solving this problem, she said, means solving waste management on land especially in emerging economies.

Shannon then shared the mission of Delterra to fix broken waste management and recycling systems. To this end, they built recycling ecosystems in Indonesia and Argentina from the ground up. In Indonesia, they improved waste collection coverage, drove in-home separation behaviour change in communities, helped to upskill waste workers - resulting in transforming a loss-making material recovery facility into a profitable waste management business.

She shared three key lessons that they have found to be vital: recycling must become more local, real recycling is profitable recycling, and lasting recycling eco-systems are inclusive and collaborative.

Finally, Shannon shared what FMCG brands and retailers can do to help make recycling in emerging economies easier. They can, she said, design products that can be locally recycled, invest in infrastructure to support recycling, continue to deliver and progress on commitments, and support pro-recycling standards.



**Shanti RAJAGOPALAN**  
Microsoft



**Shannon BOUTON**  
Delterra




## Special Session

### 13:30 | **CARBON TRUST - HOW TO COMMUNICATE YOUR CARBON PRODUCT IMPACT TO CONSUMERS WITH CONFIDENCE**

 **Silvana CENTTY**

Associate Director  
Carbon Trust

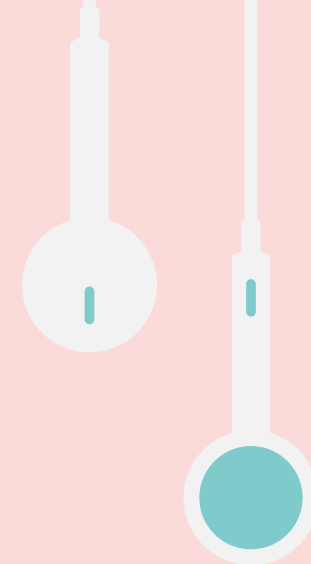
 **Pauline Op de BEECK**

Senior Manager  
Carbon Trust Europe

**Silvana Centty**, Associate Director at Carbon Trust, started the session by explaining what a carbon footprint is, how it should be calculated and challenges and opportunities for companies. **Pauline Op de Beeck**, Senior Manager at Carbon Trust Europe, took the role of interviewer and asked Silvana how a company's carbon footprint should be calculated. Silvana said that it must be measured from cradle to grave, and that companies must work with internationally recognised standards and use good quality data to ensure transparency. She did share that data is however one of the big challenges for companies as it is difficult to get hold of.

Understanding their carbon footprint allows companies to understand their processes, see clearly where their footprint is coming from and take steps to improve. A company must also communicate their footprint credibly, Silvana said. When communicating, there are three important steps: certify the footprint, display a carbon footprint label and be very transparent about your story, communicating what you are doing to try to reduce. Neutrality, Silvana said, should be part of a company's long-term goal.

They then spoke about government guidelines, in particular those recently released in the UK. The main advice to come from them is that companies need to be as accurate and transparent as possible in their reporting. Do not miss important information and back up all claims with data. Finally, they spoke about the importance of having a consumer-based strategy, as consumers are showing increasing support for carbon labelling and are willing to pay more for products that are labelled.



From left to right

**Silvana CENTTY**  
Carbon Trust

**Pauline Op de BEECK**  
Carbon Trust Europe





## 14:00 | **THE FUTURE OF BRANDS - FACING THE BURDEN OF PROOF**

 **Didier BERGERET**

Director, Sustainability, The Consumer Goods Forum

 **Dame Sara THORNTON DBE QPM**

UK Independent Anti-Slavery Commissioner

 **Brian WHITE**

Vice President, Compliance, The J.M. Smucker Co.

 **Barbara WETTSTEIN**

Public Affairs & ESG Engagement Manager,  
Sustainable Sourcing, Nestlé S.A.

**Didier Bergeret**, CGF Director of Sustainability, opened this session by discussing how companies are mandated more frequently than ever to shoulder a “burden of proof” to demonstrate their supply chains are free of human rights abuses, environmental risks, and other problems. He posed the question of “What is good proof?” and what can make a company sufficiently credible in demonstrating such proof.

To answer these questions, **Dame Sarah Thorton**, UK Independent Anti-Slavery Commissioner, **Brian White**, Vice President, Compliance at The J.M. Smucker Co., and **Barbara Wettstein**, Public Affairs & ESG Engagement Manager, Sustainable Sourcing, Nestlé S.A., shared their reflections on human rights due diligence (HRDD) legislation, lessons learned from dialogues with governments, supply chain partners, and other stakeholders, and in Brian and Barbara’s case, case studies from The J.M. Smucker Co. and Nestlé, respectively. Despite the illegality of forced labour around the world, Dame Sarah Thorton noted how it still exists in practice, and governments and businesses both have a responsibility and the opportunity to act on this issue.

Brian shared how traceability is a difficult concept to achieve, but underlined how important it is alongside social audits and compliance standards, and how tools like the CGF’s Sustainable Supply Chain Initiative help drive alignment, improvement in the due diligence process. Finally, Barbara shared how environmental and social issues must not be viewed in siloes, and also the importance of working with supply chain partners to tackle both, as well as increasing transparency and traceability.



From left to right

**Dame Sara THORNTON DBE QPM**  
UK Independent  
Anti-Slavery Commissioner

**Brian WHITE**  
The J.M. Smucker Co.

**Barbara WETTSTEIN**  
Nestlé S.A.

**Didier BERGERET**  
The Consumer Goods Forum

## 14:35 | **HOW TO INCLUDE REFUGEES IN YOUR COMPANY'S SUPPLY CHAIN AND MITIGATE THE RISK OF FORCED LABOR**

**Didier BERGERET**

Director, Sustainability, The Consumer Goods Forum

**Veronica ROSSINI**

Director of External Engagement,  
Tent Partnership for Refugees

**Shawn MacDONALD**

CEO, Verité

**Derya URAL**

Sustainability Project Manager, H&M

**Didier Bergeret** returned to introduce the session focused on refugees, forced labour and human rights. **Veronica Rossini**, Director of External Engagement at Tent Partnership for Refugees, first spoke and introduced the Tent Partnership for Refugees, which supports refugee employment opportunities and works with companies to help them include refugees in their value chains. She shared that given refugees are a vulnerable group, they are at greater risk for forced labour, so it's critically important that companies understand their needs.

**Shawn MacDonald**, CEO of Verité, then shared his experience, as an organisation that focuses on responsible recruitment and ethical hiring processes, on how they have worked with the Tent Partnership to focus specifically on the rights of refugees. Didier added that it's great to have two organisations providing valuable resources on this subject to support refugees, and it's also critical to hear best practices from companies themselves.

**Derya Ural**, Sustainability Project Manager at H&M, then shared the retailer's diversity and inclusion policy and shared reflections from his work integrating refugees into the company's supply chains in Turkey. Together, the three guests agreed that it is critically important for companies to not only understand the complexity of the refugee experience, but also to act concretely to support the employment of refugees in their supply chains and work to do so in a responsible way.

From left to right

**Veronica ROSSINI**  
Tent Partnership for Refugees

**Shawn MacDONALD**  
Verité

**Derya URAL**  
H&M

**Didier BERGERET**  
The Consumer Goods Forum





## 15:05 | **SUSTAINABILITY: WHAT AMERICAN GROCERY SHOPPERS EXPECT**

**Ignacio GAVILAN**

Environmental Sustainability Director,  
The Consumer Goods Forum

**Mark TUFFIN**

Senior Vice President, The Kroger Co.

**Ignacio Gavilan**, Sustainability Director at the CGF, started by asking **Mark Tuffin**, Senior Vice President at The Kroger Co., to share his reflections on how The Kroger Co. has dealt with the past 18 months of the pandemic and how the US retail sector has faced the challenges of Covid-19. Mark shared that they have focused on keeping their stores open and providing local communities with fresh food and essential goods. The safety of their consumers has been paramount, he said. Digital sales have increased significantly by 14% over of the past two years. As consumers started to stay home more and eat more at home, they started to engage more digitally to organise pick up and food delivery options. Supply chains have been constrained with many key categories short on supply.

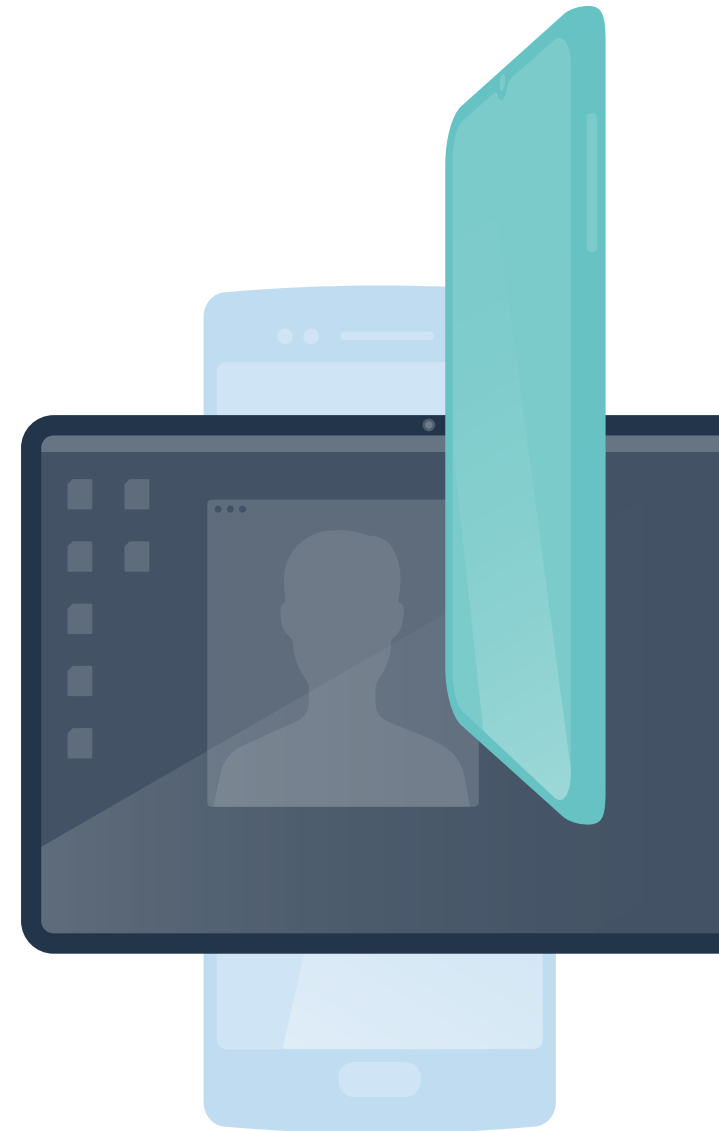
Mark shared that the US Government's Stimulus Package has allowed more people to continue to buy food, along with the extension of SNAP benefits. He said that one-third of American households are now concerned with their personal food waste and packaging waste. The Kroger Co. has conducted research showing that their consumers overbuy - an issue that they have tried to tackle, providing solutions to reduce food waste. Speaking on packaging waste challenges in some parts of the US, he said, "From a recycling standpoint, we continue to put the messaging out there, but it can be more difficult. We continue to ramp up and look for new ways to engage."



From left to right

**Mark TUFFIN**  
The Kroger Co.

**Ignacio GAVILAN**  
The Consumer Goods Forum





## Tech Talk

### 15:35 | **BEL GROUP - TACKLING CLIMATE CHANGE AS A FOOD COMPANY: FROM AMBITION TO ACTION**

 **Cécile BELIOT-ZIND**

Executive Vice President, Bel Group

**Cécile Beliot-Zind**, Executive Vice President of Bel Group, began by setting the scene on growing youth activism around the climate. Younger generations are regularly taking to the streets, even taking their concerns to the United Nations, calling for decision makers to do more for the climate. Our industry must now accelerate change and exercise courageous lead-

ership. “Society is your line manager, people and planet are your line managers”, she said. We must reinvent the global food system.

Cécile said there are several things that are expected from us today. We must move to regenerative agriculture so that we can become net positive and be part of the zero-carbon race. She explained that Bel has made big changes to their dairy sourcing. Among their initiatives they have asked their farms to commit to becoming low carbon farms by 2022, offering to pay 11% more than market price to farmers for the milk.

Second, we must re-think the way that we produce, transport and pack food - reinventing the model entirely. We must produce closer to our consumers, she said. “Where does our competitive value come from?”

Cécile asked. It comes from our capacity to innovate and offer to everyone in the world the most responsible food solution.

Finally, Cécile said that at Bel they believe that retailers are accountable for the way they feed people, and the way we communicate about what should be put on the plate. The Eat-Lancet “Planetary Health Diet” leaves us with no doubt about the most sustainable diet for the planet. We need to move from animal protein to plant based protein. Our job, she said, is to help people to make this change as soon as possible. To this end, Bel has reinvented many of their iconic products, for example creating “Veggie Mini Babybels”, incorporating small portions of vegetables into the dairy product.




**Cécile BELIOT-ZIND**  
Bel Group



# Special Session

## 16:00 | **PROCTER & GAMBLE** **- PATH TO NET ZERO** **- MINDSET STEPCHANGE AND** **COLLABORATION TODAY**

 **Tom HEAP**

Conference Moderator: Freelance  
Broadcaster & Journalist, BBC

 **Jack MCANENY**

VP, Global Sustainability, P&G

 **Mads STENSEN**

Senior Sustainability Development Manager, Maersk

 **Pietro D'ARPA**

Product Supply, Physical Distribution Europe, P&G

Moderator **Tom Heap** was joined by **Jack Mcaneny**, VP, Global Sustainability, and **Pietro D'Arpa**, Product Supply, Physical Distribution Europe, of P&G, alongside **Mads Stensen**, Senior Sustainability Development Manager at Maersk, to delve into mindset shifts and collaborative efforts to decarbonise supply chains.

Jack highlighted the urgency to act towards addressing the global climate change crisis, and how P&G 2040 Net Zero targets for greenhouse gas emissions across their supply chains and operations are built upon a decade of progress. More discreet targets have been set by the company for their manufacturing operations, transportation and for supply chain emission reductions, all outlined in their Climate Transition Action Plan. He went on to stress the need to find ways to integrate these changes into internal business strategies and decision-making processes.

Mads continued by giving his insights on how the sustainability agenda has moved to significantly new levels over the past few years. He shared how Maersk set their Net Zero by 2050 target in 2018, and have since launched several eco-solutions. He highlighted the

need to identify current obstacles where bold action needs to be taken to scale up. Investing into the existing technologies as well as collaborating with frontrunners, he said, are key to driving this agenda forward.

Pietro concluded the session by sharing insights into the infrastructure obstacle which needs to be improved and invested in, to reach net zero targets. A synchronised, harmonised, and standardised railways system in Europe, for example, would lead to significant benefits. He expressed the need for all actors within the supply chain to work together to tackle the global sustainability issue, giving the example of P&G's partnership with start-up 4FOLD to address the empty miles challenge.

From left to right

**Jack MCANENY**  
P&G

**Mads STENSEN**  
Maersk

**Pietro D'ARPA**  
P&G

**Tom HEAP**  
Moderator





## 16:30 | **CIRCULAR ECONOMY IN ACTION: WASTE BY DESIGN**

**Tom HEAP**

Conference Moderator:  
Freelance Broadcaster & Journalist, BBC

**Willemijn PEETERS**

CEO & Founder, Searious Business

**Chris DALY**

Chief Sustainability Officer, PepsiCo Europe

**Ella FLAYE**

Regional Director, Asia, Delterra

**Ian GORDON**

Senior Vice President, Loblaw Brands Ltd.

**Ian Gordon**, Senior Vice President at Loblaw Brands Ltd., began by saying that the consumer goods industry is part of the global plastic problem, and “must therefore be part of the solution”. He spoke about the CGF’s Golden Design Rules on plastic packaging, developed this year by the CGF’s Plastic Waste Coalition, calling them the “golden star” that the industry can “rally behind globally and execute locally”. They are, he said, built on both science and practical application, and are helping businesses accelerate progress towards the use of less and better plastic.

Recycling is extremely challenging when it comes to emerging markets, **Ella Faye**, Regional Director, Asia at Delterra (which is based in Indonesia) explained. As she noted, it is cheaper for western manufacturers to buy recyclable PET in south east Asia and transport it to Europe, than it is to recycle the PET produced in their own markets; a situation that is “ridiculous”.

**Willemijn Peeters**, CEO & Founder Searious Business, spoke about her company’s mission to help brands make their plastics more sustainable, keeping the material inside of the economy and outside of the environment. She praised the Golden Design Rules, saying that they “align industry players” and make certain materials mainstream, ultimately making recycling easier. Reuse and refill are also a huge part of the solution, she said.

**Chris Daly**, Chief Sustainability Officer at PepsiCo Europe, observed that it’s about “getting the economics right” across the industry – with better deposit return schemes, more circularity can be achieved, leading to an increase in return of PET plastic.



From left to right

**Willemijn PEETERS**  
Searious Business

**Chris DALY**  
PepsiCo Europe

**Ian GORDON**  
Loblaw Brands Ltd.

**Ella FLAYE**  
Delterra

**Tom HEAP**  
BBC

## 17:10 | **HEALTH & SUSTAINABILITY** **- COMBATTING INEQUALITY & PROMOTING INCLUSIVENESS**

**Sharon BLIGH**

Healthier Lives Director,  
The Consumer Goods Forum

**Andrea JIMENO**

Communications & Sustainability Director,  
Jerónimo Martins Colombia – Tiendas Ara

**Marcus OSBORNE**

Senior Vice President, Walmart Health, Walmart

**Anabelle DURÁN**

Marketing and Customer Experience  
Manager, Auto Mercado S.A..

**Sharon Bligh**, the CGF's Healthier Lives Director, returned to the stage to highlight case studies from three different Collaboration for Healthier Lives Coalition members and share how they are taking action to not only support healthier communities and lifestyles, but also combat social inequalities and systemic issues that can have a negative impact on people, families and communities.

First, **Marcus Osborne**, Senior Vice President, Walmart Health, shared some key learnings from Walmart's community-level programmes in the United States. He highlighted the importance of working to serve vulnerable communities, supporting employee wellbeing and health, and the need to understand systemic inequalities that are impacting communities.



From left to right

**Andrea JIMENO**

Jerónimo Martins Colombia

**Marcus OSBORNE**

Walmart

**Anabelle DURÁN**

Delterra

**Sharon BLIGH**

The Consumer Goods Forum

Second, **Andrea Jimeno**, Communications & Sustainability Director, Jerónimo Martins Colombia – Tiendas Ara, gave some key takeaways from the retailer's "Misión Nutrición" programme in Colombia, which is focused on targeting critical dietary issues in the different regions of Colombia through targeted outreach and behavioural change programmes. The initiative has been a huge success thus far thanks to its collaborative nature, as it works closely with dietitians and nutritionists, community representatives, businesses, and government officials to understand the regions' specific needs and to tailor unique responses to them.

Finally, **Annabelle Durán**, Marketing and Customer Experience Manager at Auto Meracado, a Costa Rican retailer, explained how the company is using purchase

transaction data from its loyalty programme to measure and analyse behavioural changes in consumers' dietary habits. She shared that this opportunity has allowed the company to combine its local-level actions with the global CHL strategy to drive alignment.



## 17:40 | FIRESIDE CHAT WITH NAJAT VALLAUD-BELKACEM, FRANCE DIRECTOR, THE ONE CAMPAIGN

From left to right

**Didier BERGERET**  
The Consumer Goods Forum

**Najat VALLAUD-BELKACEM**  
The ONE Campaign

**Najat VALLAUD-BELKACEM**  
France Director, The ONE Campaign

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

**Didier Bergeret**, Sustainability Director at the CGF, took to the stage with **Najat Vallaud-Belkacem**, France Director of the ONE Campaign and former French minister. As a social justice advocate, she shared some of her experiences and discussed with Didier how businesses, organisations and governments can work together to have a better impact on society. She first gave some examples of her work with the ONE Campaign, as well as the RED campaign, both of which work in the healthcare sector, and reflected on the impact of the COVID-19 pandemic on this work.

Reflecting on the impact of the pandemic, Najat shared that the focus on COVID has made it more difficult to address other diseases, and also discussed the inequitable distribution of vaccines worldwide. She said that 2021 has been the year of “supreme mobilisation” to address systemic issues in society, giving the example of a programme between the ONE Campaign and Tent Partnership for Refugees to support refugees and their employment opportunities. Ultimately, she said there needs to be a strong spirit of solidarity among businesses, organisations and other stakeholders, especially consumers, to drive positive change. Additionally, transparency and best-practice sharing are key, she said.

Finally, she shared that she thinks consumers are very mobilised, engaged and ready to act, calling them “citizen consumers”. Everyone has a role to play she shared, and it’s up to everyone to support each other on this path.



## 17:40 | **LEADING STANDARDS AND COMPANIES CHANGE THE FUTURE OF SEAFOOD TRACEABILITY**

 **Traci LINDER**

Manager, Global Seafood Traceability,  
World Wildlife Fund (WWF)

 **Carrie BROWNSTEIN**

Principal Quality Standards Advisor,  
Seafood, Whole Foods Market

 **Britta GALLUS**

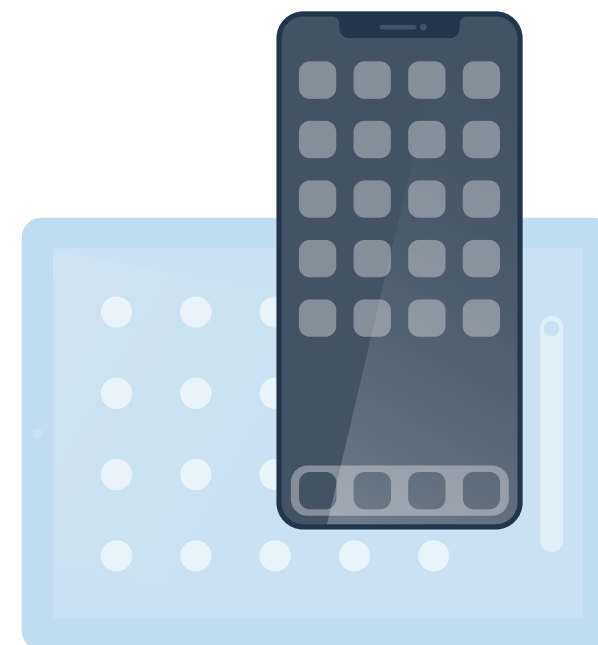
Head of Corporate Responsibility, METRO AG

**Traci Linder**, Manager, Global Seafood Traceability at the World Wildlife Fund (WWF) shared that knowing where seafood comes from allows a company to mitigate risk. She introduced the Global Dialogue on Seafood Traceability (GDST) standards, offering businesses reliable, affordable, and efficient guidelines to help reduce risk and help bring transparency to their supply chains. She shared how the standards provide guidelines on how information should be digitally shared between traceability systems, and invited companies to join the movement to do what is best for their businesses and for the world.

**Carrie Brownstein**, Principal Quality Standards Advisor, Seafood at Whole Foods Market, went on to explain the importance of traceability to ensure that products are coming from sources that meet quality standards. She explained how GDST standards help retailers navigate traceability platforms and make it easier for them by

lifting the load of having to identify which key data elements to collect. She concluded by highlighting that we are all affected by the global problems of overfishing and illegal fishing and these need to be effectively tackled using common traceability language.

**Britta Gallus**, Head of Corporate Responsibility at METRO AG, concluded the session by sharing her company's strong commitment to GDST standards. She explained how METRO customers want to know where their products come from and they are a company that wants to make that information available to them digitally. Britta shared that her company integrated the goal of digital traceability and part of their sourcing process, to meet the goals of the standards by 2030. She ended by highlighting how GDST helps her company comply with various regulations and makes it easier for them to be aligned with electronic data exchange.



From left to right

**Traci LINDER**  
World Wildlife Fund (WWF)

**Britta GALLUS**  
METRO AG

**Carrie BROWNSTEIN**  
Whole Foods Market

## 18:05 | **DAY 1 - CLOSING**

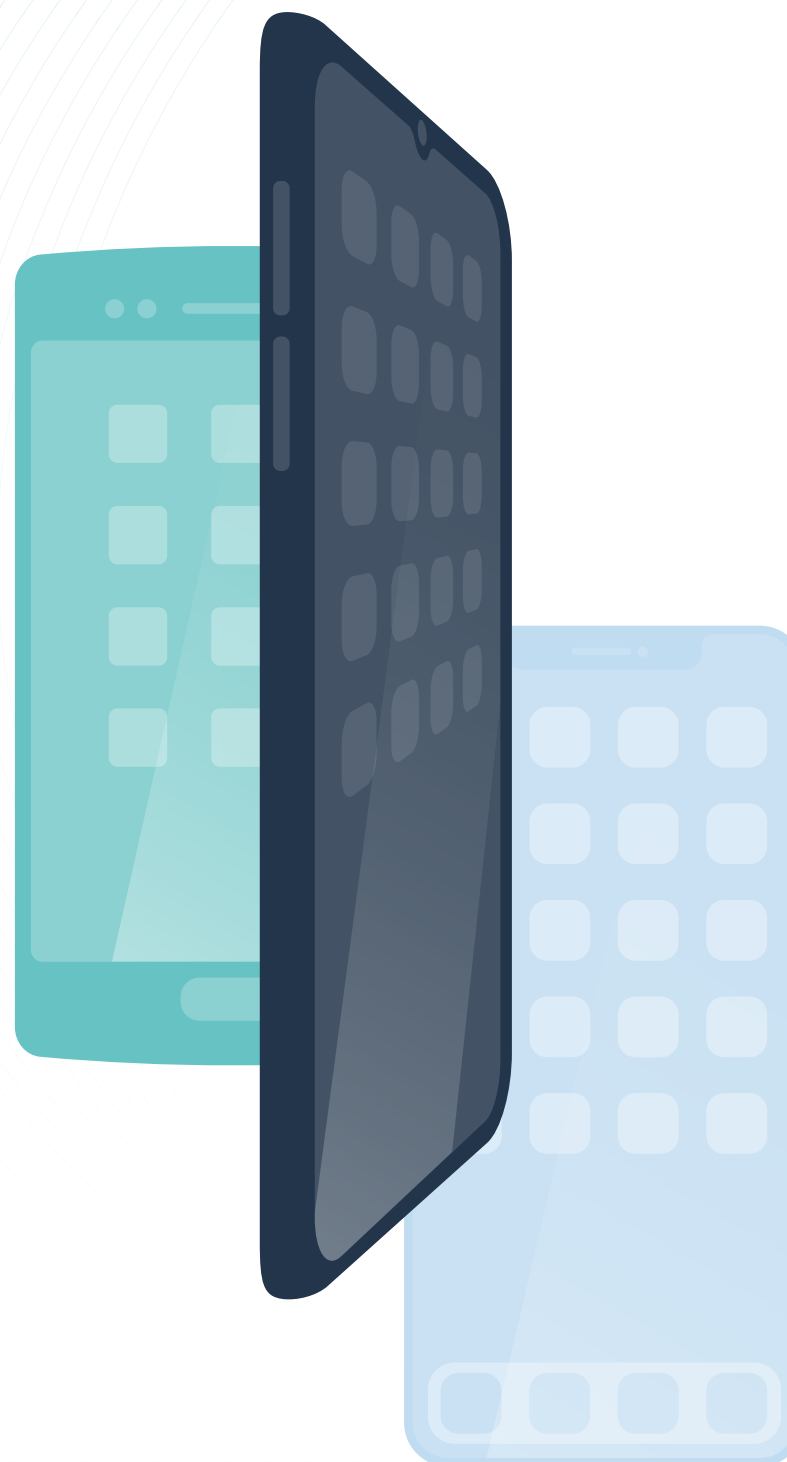
 **Tom HEAP**

Conference Moderator:  
Freelance Broadcaster & Journalist , BBC

Rounding up the first day of the 6th edition of The Consumer Goods Forum's annual Sustainable Retail Summit, moderator **Tom Heap** gave an overview of the insights of the day, focusing on health, wellness, waste and the sustainability agenda.

He went on to thank the events Exclusive Partner: PepsiCo, Premium Sponsors: The Carbon Trust, The Coca-Cola Company, Google Cloud, Origin Green, PA Consulting, Procter & Gamble, and Transparency-One, Tech Talk Sponsors: Bel, Delterra, Maersk, Microsoft, MSD Animal Health, and PEFC International / Sustainable Forestry Initiative, Media Partner: European Supermarket Magazine, and Hosting Partner: KPMG.

Tom invited all delegates to join the second day of the event for more valuable insights from diverse speakers from across the globe driving positive change in the sustainability space.







# Thursday 14th October

## 09:00 | WELCOME DAY 2

 **Tom HEAP**

Conference Moderator: Freelance  
Broadcaster & Journalist, BBC

**Tom Heap** kicked off the second day of the hybrid event under the theme “The Evolving Face of Sustainability: Acting Today to Shape Tomorrow”, by welcoming the delegates joining in-person and virtually from around the world before thanking once again the companies who are supporting the event

The second day of the SRS also coincided with the launch of Tom’s book, entitled “39 Ways to Save the Planet”, which shares some real-world solutions to climate change that are taking place across the globe. He shared an overview of his book with the audience before leading into the programme of the day where delegates would get another opportunity to take deep dive into some of the pressing concerns affecting the industry today.



**Tom HEAP**  
BBC

## 12:05 | THE EUROPEAN COMMISSION - TRANSITIONING TO A CIRCULAR AND GREEN ECONOMY

 **Tom HEAP**

Conference Moderator: Freelance  
Broadcaster & Journalist, BBC

 **Emmanuelle MAIRE**

Directorate General for the Environment, Head  
of Unit Sustainable Production, Products and  
Consumption, European Commission

Day two’s plenaries kicked-off with a discussion with **Emmanuelle Maire**, Directorate General for the Environment of the European Commission. She began by speaking about her responsibilities and role within the European Commission’s push for a green future, creating long-term solutions to create a fairer, climate-neutral Europe. She also spoke about how Europe is transitioning to a circular economy by protecting our biodiversity, through initiatives such as “Fit For 55”, which contains legislative proposals to revise the entire EU 2030 climate and energy framework. As part of its work, the Commission is focused on translating “scenarios into actions”, she explained.

Emmanuelle spoke about the power of digital solutions that did not exist until recently, for example a “digital product passport” which would allow us to reconnect information in the value chain that is currently not available.

**Emmanuelle MAIRE**  
European Commission

**Tom HEAP**  
BBC



This can help consumers as well as different actors in the value chain. Emmanuelle then spoke of the challenge of attracting private finance to the right investments, for the climate and also circular economy and biodiversity. Industry NGOs and the European Commission are working to identify the “least polluting investments” to guide investors towards the best solutions. Finally, Emmanuelle spoke of the importance of working to protect forests globally, explaining that the European Commission has been working to increase political awareness on the dangers of forest degradation.

## 09:20 | **SPECIAL KEYNOTE FROM EUROCOMMERCE**

 **Juan Manuel MORALES**

President, EuroCommerce

Joining 2021 SRS for a special keynote address, the President of EuroCommerce, **Juan Manuel Morales**, shared insights on the challenges and opportunities emerging from the European Green Deal. He highlighted how the CGF and EuroCommerce are complementary organisations – with shared missions and member companies which in turn implies that the two have common initiatives. He went on to share that Eu-

roCommerce is committed to promoting sustainability for its companies, whether recycling, the co-creation of a farm-to-fork code of conduct, or initiatives related to food waste. Juan emphasised the need to accelerate action, and how the Covid-19 pandemic has put pressure on the consumer goods sector to be part of the solution.

He then went on to speak about the European Commission's "Fit for 55" legislation package, and how within the purpose of the Green Deal it is a valuable initiative for public administrations and the consumer goods sector to align and meet the requirements and goals. He concluded by highlighting the importance of industry collaboration with public administration and policy makers to ensure that we all move in the same direction, and since we are all consumers, we are part of the problem and therefore need to be part of the solution.



**Juan Manuel MORALES**  
President, EuroCommerce



## 09:25 | JOIN THE RACE TO ZERO - COMMITMENT AND ACTION AHEAD OF COP26

**Tom HEAP**

Conference Moderator:  
Freelance Broadcaster & Journalist, BBC

**Alan JOPE**

CEO, Unilever

**Andrew Griffith MP**

UK's Net Zero Business Champion

**Peter LACY**

Chief Responsibility Officer and Global  
Sustainability Services Lead, Accenture

Moderator **Tom Heap** was joined by Unilever CEO **Alan Jope**, Accenture's Chief Responsibility Officer and Global Sustainability Services Lead, **Peter Lacy**, and the UK's Net Zero Business Champion, **Andrew Griffith MP**, to discuss the importance of the challenge leading up to the 26th annual UN Climate Conference (COP26) in Glasgow.

Alan shared how while there is a lot of work that needs to occur to establish a real price on carbon to drive change, the shift towards net zero nevertheless makes it the right thing for businesses to do. He highlighted the opportunity that the consumer goods industry has to be on the right side of the race to zero challenge. He went on to share Unilever's long and short-term targets, before giving an update on the CGF's Race to Zero Taskforce, encouraging those who have not done so to jump on board.

Peter went on to add how while the journey is not complete, there have been significant strides made in the past 18 months. He shared that there is a much greater demand for bold commitments, better disclosure, and clear commitments. CEOs are increasingly reporting that their action on climate change and sustainability is being driven by pressure from capital markets and investors.

Andrew shared that business has the opportunity to lead in the space and can be a force for good as the ones driving the solutions. He highlighted that there are significant opportunities to be opened by the new low carbon economy and that growing sectors of the economy are going to be those that are based on sustainability. As one of the mega trends of the century, he said, the interesting part is the opportunity to be one of the early movers.



#2021SRS

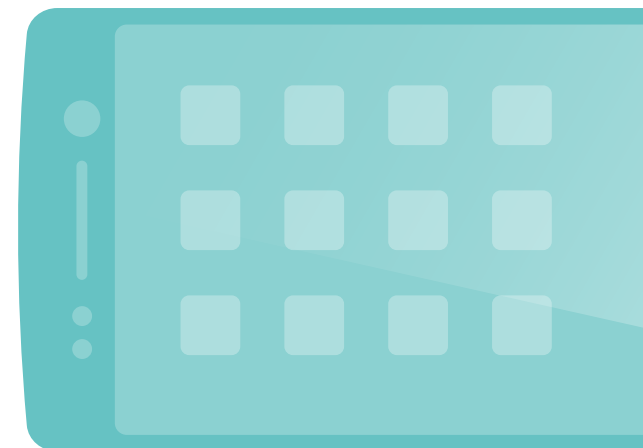
From left to right

**Alan JOPE**  
Unilever

**Andrew Griffith MP**  
UK's Net Zero Business Champion

**Peter LACY**  
Accenture

**Tom HEAP**  
Moderator





**Takaaki NISHII**  
Ajinomoto Co., Inc.

## 09:55 | HEALTH & SUSTAINABILITY - A VIEW FROM ASIA

**Takaaki NISHII**

Member of the Board, Representative  
Executive Officer, President & Chief  
Executive Officer, Ajinomoto Co., Inc.

**Takaaki Nishii**, Chief Executive Officer of Ajinomoto, shared in this session a brief look at how the global challenges of health and sustainability can be addressed through a regional perspective from Asia. Takaaki shared stories of collaboration, both involving Ajinomoto and speaking more broadly about Japanese society, which benefit both people and the planet. He shared that in Japan, there is a strong system of societal collaboration which benefits the wellbeing of the community, giving the example of how dietitians and nutritionists give nutritional advice in schools, hospitals, workplaces and local communities. He also referred to the Japanese chapter of the CGF Collaboration for Healthier Lives Coalition, which Ajinomoto co-chairs, and includes 12 other Japanese companies. This “framework of collaboration is key”, he said, to addressing critical issues like sustainable and healthier diets, resilient food systems, the health of elderly populations, and workplace nutrition.

## 10:05 | THOUGHT LEADERSHIP ON SUSTAINABILITY WITH ICA GRUPPEN

**Tom HEAP**

Conference Moderator:  
Freelance Broadcaster & Journalist, BBC

**Per STRÖMBERG**

CEO, ICA Gruppen

**Per Stromberg** joined Tom on the virtual stage as CEO of ICA Gruppen, a Swedish grocery retailer driving positive change in health and climate sectors. He shared some examples of how it is taking action in both of these areas; first, that ICA Gruppen achieved climate neutrality by 2020, ahead of its goals - an achievement that will be recognised by the United Nations at COP26 in Glasgow. One way they achieved this is through using innovative, carbon-neutral cooling technologies in their stores. Second, he shared that given the breadth of the company’s operations, from grocery stores to pharmacies, ICA Gruppen is in a ready position to work on health issues in a comprehensive way.

These actions are also helped by the fact that their customers are also very keen to become more sustainable consumers, he said. An app that helps calculate a consumer’s climate footprint based on their food purchases is one way that the retailer helps customers on their sustainability journey. They also have the largest recipe site in Sweden, which includes “climate certified” recipes which shows consumers how to shop, cook and eat in a more sustainable and healthier way. Offering technologies such as these, which are both informative and attractive for consumers, is a key way to help nudge consumers towards more sustainable behaviours and support their environmental journey.

Finally, he shared that these actions and having a strong, actionable sustainability strategy is something that both he and the company can be truly proud of, which helps drive the actions even further.



From left to right  
**Per STRÖMBERG**  
CEO, ICA Gruppen

**Tom HEAP**  
Moderator

#2021SRS





## Special Session

### 11:00 | **ORIGIN GREEN - WHAT CONSUMERS EXPECT IN A MORE SUSTAINABLE FUTURE**

 **Deirdre RYAN**

Director, Origin Green

In this Special Session, **Deirdre Ryan**, Director of Origin Green, shared some of the results of one of the most extensive global surveys ever undertaken of thought leaders', consumers' and trade buyers' attitudes to sustainability. Carried out by Bord Bia, The Irish Food Board, she explained that the "Origin Green Global Sustainability Survey" was undertaken in 13 markets to understand existing attitudes to sustainability and emerging trends among three groups: agenda setters (advocacy groups, policy makers, and industry leaders), customers (trade buyers, sustainability leads, and operations leads), and consumers. The survey found clear differences in what each group prioritises and how they see the topic of sustainability.

Deirdre then shared some of the key consumer insights around sustainability. One of the biggest takeaways from the survey is that the pace of change in food sustainability has considerably increased in the past five years, and that COP26 will provide another tipping point. She shared that different audiences are interested in different topics within sustainability (although there is also crossover) and we must tailor conversations accordingly. Thought leaders and sustainability agenda setters are interested in "the big four": GHG emissions, biodiversity, water quality, and regenerative agriculture and soil health; and meanwhile, some topics remain more tangible for consumers, such as sustainable packaging, buying locally and food waste.



**Deirdre RYAN**  
Origin Green





## 11:30 | **FIRESIDE CHAT WITH EMMANUEL FABER**

**Tom HEAP**

Conference Moderator: Freelance  
Broadcaster & Journalist, BBC

**Emmanuel FABER**

Former CGF Co-Chair

Former Board Co-chair of the CGF, **Emmanuel Faber**, took to the stage next and first expressed his delight to be back in-person with the CGF community that he has been a part of for years. Launching into the discussion, Emmanuel and Tom started to discuss the state of agriculture around the world, which Emmanuel said is the “first victim of climate change”. Thankfully, he said, the public now understands the reality of climate change and social consensus demands action.

Emmanuel emphasised it is incredibly important now to make regenerative agriculture the norm, because it is important to give back to the soil. This not only helps sustain the global food system by supporting biodiversity, restoring natural ecosystems, and increasing yield,

but it also helps reduce carbon emissions as soil is a key absorber of carbon. He did raise the point that regenerative agriculture does require a cost now, but the cost of not taking action, and facing the consequences of our broken food system in the near future, will be much higher and difficult to face. At the same time, improving the state of agriculture is also critical to advance efforts to support sustainable and healthier diets for the world’s growing population. He concluded by sharing that ahead of COP26, it is incredibly important for all stakeholders, especially governments and businesses, to work together to actually implement commitments and ambitions.



**Emmanuel FABER**  
Former CGF Co-Chair

## 11:55 | **ACTIVATING SOLUTIONS TO NET ZERO CARBON**

**Paul CREWE**

Executive Director and Chief Sustainability  
Officer, Anthesis Group

**Anna TURRELL**

Head of Environment, Tesco plc

**David CROFT**

Global Director, Sustainability, Environment  
& Human Rights, Reckitt

**Paul Crewe**, Executive Director and Chief Sustainability Officer of Anthesis Group, introduced the session which took a look at practical steps companies can take on their net-zero carbon journey. He spoke of the need to 'activate' plans relating to sustainability. The CGF, he explained, has been acting as an accelerator for the UN's Race to Zero. Every organisation across the globe that is connected to consumer goods, needs to "accelerate right here, right now".

**Anna Turrell**, Head of Environment at Tesco, then shared with the audience some of Tesco's concrete actions to tackle climate targets and explained that a challenging aspect for the retailer has been around tackling Scope 3 emissions, which has required a "new level of granularity and transparency". "We have got those ambitions and commitments, and we have

the visibility. Now the hard work is in how we deliver and build pre-competitive alliances across brands and retailers to make sure that we tackle downstream emissions effectively", she said.

According to **David Croft**, Global Director, Sustainability, Environment and Human Rights at Reckitt, the dialogue around sustainability is sometimes a barrier to action being taken. When it comes to ESG, "all too often, we have a conversation about risk," he said. "Don't just see risk, see opportunity." David shared a stark truth with the audience, saying, "Even if you are not today in a part of the world that sees the immediate effects of climate change, it is coming, and it will affect everyone. It affects our health, as well as the planet's health."



**Paul CREWE**  
Anthesis Group




**Anna TURRELL**  
Tesco plc

**David CROFT**  
Reckitt



# Tech Talk

## 12:40 | **MAERSK - NOW THERE IS CHOICE: DECARBONISING LOGISTICS**

 **Mads STENSEN**

Senior Sustainability Development Manager, Maersk

For this Tech Talk, **Mads Stensen**, Senior Sustainability Development Manager at Maersk, addressed the nature of the sustainability challenges that supply chains face today and how brands can overcome them by decarbonising their logistics. He shared Maersk's 2018 decision to aim to be carbon neutral by 2050 – a challenging target to reach due to advances in technology and increasing consumer demands.

He shared that the whole sustainability and decarbonisation agenda has moved to different levels in the past few years with the climate crisis becoming increasingly present in our everyday lives leading to heightened pressure from stakeholders to act.

In addition to this, stakeholders and consumers want transparency on what businesses do on climate change, with full environmental, social and corporate governance agendas. He went on to share Maersk's sustainability journey, commenting on how it is now integrated into the business with sustainability decisions taken closer to where everyday business decisions are made. Collaboration across the supply chain, he said, is critical to make progress and drive developments at scale. And in this process, we all need to be more demanding with the stakeholders that we are interacting with.

## 13:05 | **MSD ANIMAL HEALTH - TRUE KNOWLEDGE IS POWER: EMPOWERING SUSTAINABILITY IN FOOD**

 **Matteo RATTI**

Lead, Data Labs, MSD Animal Health

In his Tech Talk on empowering sustainability in food, **Matteo Ratti**, Lead, Data Labs at MSD Animal Health, shared that producers and suppliers face many challenges today in the protein industry. To ensure a bright, sustainable future, he said, the industry needs to accelerate action with urgency today and turn challenges into opportunities. He highlighted the fundamental need for transparency in our food chains to drive trust for consumers for meat, poultry and seafood products.

He went on to explain how traceability unlocks the rich story behind truly sustainable food and the key solution to this is to have a true digital footprint for animals. By linking DNA profiles to animals and their digital identification numbers, more information can be efficiently shared. Data analytics, including artificial intelligence and machine learning, are key tools to this process to enable consumers to verify the origins of the products that they buy.

Some challenges still exist however, such as partnership and alignment issues around efficient information sharing for animals across supply chains. Collaboration with all industry stakeholders is therefore critical to overcoming these hurdles and driving positive change for the industry to facilitate tracking from farm to fork.



**Mads STENSEN**  
Maersk



**Matteo RATTI**  
MSD Animal Health

However, the challenge is the pace of change that we need,





## Special Session

### 13:30 | **GOOGLE - HUMAN TRUTHS: HOW ARE CONSUMERS THINKING ABOUT SUSTAINABILITY NOW?**

 **Jenny FERNANDEZ**

Global Consumer Insights Lead, Google

 **Kim McNAMEE**

Brand Strategist, Google

Google's **Jenny Fernandez**, Global Consumer Insights Lead, and **Kim McNamee**, Brand Strategist, took to the virtual stage to share insights and data on consumer behaviour changes after the pandemic, and particularly the behaviours that are here to stay.

Through their Human Truths research, they used aggregated data to understand the behavioural shifts that guide people through uncertain times, and they identified how consumers (primarily in European markets) searched for sustainability related topics. They found that the pandemic has made people more conscious of the impact that they have on the world around them. They have had more time to think about their choices and the pressure and time to make choices, that often lead to unsustainable ones, became less intense.

While the responsibility consumers feel to act sustainably varies, most consumers are looking to brands to take responsibility for and lead more sustainable actions. They went on to explain the disconnect between how consumers and brands think about sustainability and shared that brands can motivate consumers by creating a cycle of positive experiences.

To conclude, Jenny and Kim shared the three truths for brands to leverage to encourage sustainability: first, sustainability should feel positive and relatable; second, it should be effortless and included; and finally, progress should be rewarded rather than waiting for perfection.



**Jenny FERNANDEZ**  
Google



**Kim McNAMEE**  
Google

## 14:00 | FROM SHAREHOLDER CAPITALISM TO STAKEHOLDER INTERESTS: OPPORTUNITIES TO ADVANCE WELLBEING

### **Sharon BLIGH**

Healthier Lives Director,  
The Consumer Goods Forum

### **Yoshiki ISHIKAWA**

Public Health Researcher, Wellbeing  
for Planet Earth Foundation

### **Alden LAI**

Executive Advisor, Wellbeing for  
Planet Earth Foundation & Assistant  
Professor, New York University

The CGF's Healthier Lives Director, **Sharon Bligh** took to the stage to moderate a session with **Yoshiki Ishikawa**, Public Health Researcher at the Wellbeing for Planet Earth Foundation and **Alden Lai**, Executive Advisor of the Wellbeing for Planet Earth Foundation and Assistant Professor at New York University, to discuss opportunities to advance wellbeing.

Sharon introduced the topic of the session and went on to call upon Yoshiki to share his insights. Yoshiki began by sharing a famous Japanese advertisement from the 1950s which showed that the purpose of businesses is to promote their stakeholders' wellbeing. He went on to share his foundation's mission to put wellbeing at the core global agendas after the SDGs. He highlighted examples of the Japanese government and Japanese companies such as Ajinomoto, who are for the first time bringing wellbeing to the top of their agendas, which can serve as examples for the rest of the world.

Prof. Alden shared his insights on the move away from stakeholder capitalism, expanding on the Ajinomoto example where a pivot towards physical, social, and psychological health has been observed. They have done so by encouraging male consumers, for example, to start cooking at home so that they are able to spend more time with their family – therefore increasing their social wellbeing and decreasing the social imbalances of women traditionally doing most of the cooking in Japanese households. He went on to share insights into his work with Gallup to conduct research around the world about wellbeing. By tracking people's wellbeing, he said, you get to stay ahead of the curve. He concluded that GDP is not everything — wellbeing allows us to be more cognisant of societal challenges that affect business.



## #2021SRS



From left to right

**Sharon BLIGH**  
The Consumer Goods Forum

**Alden LAI**  
New York University

**Yoshiki ISHIKAWA**  
Wellbeing for Planet Earth Foundation



## 14:20 | A UNIQUE PARTNERSHIP TO ERADICATE FORCED LABOUR

**Didier BERGERET**

Director, Sustainability,  
The Consumer Goods Forum

**Veronika POUNTCHEVA**

Global Director Corporate Responsibility, METRO AG

**Paul LALLI**

Global Head of Human Rights,  
The Coca-Cola Company

**Richa MITTAL**

Senior Director of Supply Chain Innovation and  
Partnerships, Fair Labor Association (FLA)

**Maximilian POTTLER**

Head of Labour Migration and Human  
Development at IOM Thailand, International  
Organization for Migration (IOM)

**Didier Bergeret** joined **Veronika Pountcheva**, Global Director Corporate Responsibility, METRO AG and **Paul Lalli**, Global Head Human Rights, The Coca-Cola Company, who both co-chair the CGF Human Rights Coalition — Working to End Forced Labour (HRC). He first provided some background to the creation of the HRC, starting with the launch of the industry's first social resolution against forced labour in 2015 that was led by the CGF Board. Building on this resolution, the HRC was launched to drive accelerated change on the issue of forced labour, and he shared that it was pleased to be working with the Fair Labor Association (FLA) and the International Organization for Migration (IOM) to

advance these goals. **Richa Mittal**, Senior Director of Supply Chain Innovation and Partnerships at FLA, and **Maximilian Pottler**, Head of Labour Migration and Human Development at IOM Thailand, joined the virtual stage, each sharing how their respective organisations are working to support the HRC and its goals.

Veronika shared her perspective from METRO about how the German retailer adopted human rights due diligence systems in their own operations. Paul then reflected on his experience as a new co-chair of the HRC, noting how important the HRC is because it provides a space for best-practice sharing, learning, stakeholder engagement, and dialogue on this critical issue.

As a service provider for the HRC, Richa reflected on the HRC's approach to human rights due diligence, pointing out that it's time for companies to "walk the talk". The conversation on HRDD in members' own operations may be new for some companies, she said, and it's a positive step to start bringing attention and action to this area. Maximilian added his perspective from IOM, agreeing that businesses are moving in the right direction. However, he said, they also need to keep considering the situation of migrant workers and refugees, who are particularly vulnerable to forced labour. Ultimately the panel concluded that continued efforts are key, as is accelerated action and leadership.



From left to right

**Paul LALLI**  
The Coca-Cola Company

**Richa MITTAL**  
Fair Labor Association (FLA)

**Maximilian POTTLER**  
International Organization for Migration (IOM)

**Veronika POUNTCHEVA**  
METRO AG

**Didier BERGERET**  
The Consumer Goods Forum



## 14:55 | GLOBAL SUPPLY CHAIN STRATEGY: ADDRESSING THE TRIPLE CHALLENGES OF RESILIENCE, SUSTAINABILITY AND TRANSPARENCY

**Peter FREEDMAN**  
Chair, Spring Impact

**Sarah BLANCHARD**  
Former Head of Corporate Responsibility for  
METRO & Sustainable Food Specialist

**Steven JAMES**  
Senior Director Commodities, Oils, PepsiCo

**Jordy van HONK**  
Global Director Agriculture  
Commodities - Brands, IDH

**Bas GEERTS**  
Head of Sustainability, Cefetra Group BV

**Peter Freedman**, Chair of Spring Impact and former CGF Managing Director, moderated a discussion on the triple challenges of resilience, sustainability and transparency, which featured contributions from the farming, commodities and consumer goods sectors. Recently, we have seen a huge wave of interest in and need for transparency on supply chains, Peter said, from both consumers, and more recently from investors.

While progress has been made, speakers agreed that challenges remain, most significantly around encouraging those at the lowest rung of the supply chain ladder

to join the sustainability journey. “If we ask even more from farmers, the question comes up ‘what’s in it for us’?”, said **Bas Geerts**, Head of Sustainability at Cefetra Group BV. “We need more transparency; we need more co-collaboration.”

**Sarah Blanchard**, Former Head of Corporate Responsibility for METRO & Sustainable Food Specialist, then said that we have an incredible opportunity to leverage the increasing interest of consumers as a way to drive change through the supply chain. This demand shows governments that there is a will for change, and for legislation to create a level playing field. There is, however, not enough verified data to prove to shoppers that they are buying a sustainable product.

Finally, **Jordy van Honk**, Global Director Agriculture Commodities - Brands at IDH, spoke on the prosperity of smallholder farmers, explaining that the “Living Income Metric” provides a frame to measure whether we have moved the needle far enough.

**Steven James**, Senior Director Commodities, Oils at PepsiCo, then shared that it is very positive to see that we have critical mass on the move to sustainable agricultural practices. Now we must continue the positive momentum and find a way to live within the planetary boundaries, he said. It is also important to take smallholders on this journey, helping them to understand why this is a priority and “what’s in it for me”.



From left to right

**Sarah BLANCHARD**  
Former METRO & Sustainable Food Specialist

**Steven JAMES**  
PepsiCo

**Jordy van HONK**  
IDH


**Bas GEERTS**  
Cefetra Group BV

**Peter FREEDMAN**  
Spring Impact




# Tech Talk

## 15:35 | PEFC AND SFI - FOREST POSITIVE COLLABORATION THROUGH FOREST CERTIFICATION

 **Fabienne SINCLAIR**

Head of Marketing, PEFC International

 **Jason METNICK**

Senior Vice President, Customer Affairs,  
Sustainable Forestry Initiative, Inc.

**Jason Metnick**, Head of Marketing at the Sustainable Forestry Initiative and **Fabienne Sinclair**, Senior Vice President, Customer Affairs from PEFC joined the SRS to discuss how the Sustainable Forestry Initiative and the PEFC (Programme for the Endorsement of Forest Certification) are working together to drive positive change towards a forest positive future through supporting sustainable forest management standards and certifications.

Fabienne shared that being on a “forest positive journey” is “really a mindset”, which is applied through three principles: the PEFC impartial and balanced approach (balance between the interests of forests, people and green growth), continuous improvement through dialogue with a wide range of stakeholders, and by driving forest positive impacts at scale.

Jason then shared that SFI’s strength is found in its collaboration with other organisations and stakeholders, including PEFC. He also explained that SFI’s work is divided into four key areas outside of its core work on standards. These are working on conservation, leadership, community engagement, and environmental education.

To conclude, they shared examples of how SFI and PEFC’s certification standards are available to businesses and organisations as resources to help everyone on their forest positive journey.




**Fabienne SINCLAIR**  
PEFC International



## Special Session

### 16:00 | **TRANSPARENCY-ONE AND DANONE - SCALING REGENERATIVE AGRICULTURE: HOW TO UNLOCK IMPACT ACROSS SUPPLY CHAINS**

 **Chris MORRISON**  
CEO, Transparency-One

 **Yann-Gaël RIO**  
Vice-President Nature and Agriculture/  
CEO Ecosystem Fund, Danone

For the Special Session on regenerative agriculture and transparency in the supply chain from the farm to the shop, Transparency-One CEO **Chris Morrison**, and Danone's Vice-President Nature and Agriculture/CEO Ecosystem Fund, **Yann-Gaël Rio**, took to the stage to share their insights and how their companies work together.

Chris began by giving an overview of his company, which serves as a network for responsible sourcing. They aim to help companies across supply chains change the way they source products – sustainably and transparency, while ensuring that standards are being met based on individual company strategies.

Yann-Gaël went on to share insights into Danone's strategy and implementation of regenerative agriculture. As the food company works directly with 58,000 farmers, and over 400,000 in their extended supply chain, the company has always paid attention to their farming supply chain. Through this focus, they aim to switch from looking at agriculture as a problem, to approaching it as a solution. Through partnerships and coalitions, he explained, they seek to accelerate the transition, as well as measure progress and impact.

Chris concluded by taking a deep dive into the technologies that Transparency-One uses to support Danone in their journey. By mapping down through supply chains in a way that's efficient and scalable, their objective is to have full visibility of all farms whether there is a direct relationship or an indirect relationship with the company.

From left to right  
**Chris MORRISON**  
Transparency-One  
**Yann-Gaël RIO**  
Danone





## 16:30 | **BRIAN ENO - EARTHPERCENT**

 **Tom HEAP**

Conference Moderator: Freelance  
Broadcaster & Journalist , BBC

 **Brian Eno**

Founder, EarthPercent

Musician, producer and climate activist **Brian Eno** first shared his initiative, EarthPercent, which encourages musicians to give a small percentage of their income to fighting climate change, supporting organisations working on the issue. However, as he admitted, the idea of musicians, who spend much of their lives touring around the planet, fighting climate change doesn't sit well with everyone. Various bands, he shared, such as Coldplay, have made a lot of progress in making "touring more green".

**Tom** raised the question of "killjoy environmentalism", meaning in this context that musicians will always be susceptible to criticism. "We all have to accept we are going to be called hypocrites", Brian said, "But what if in the process of being called a hypocrite, we start to reform the system a little bit?"

Brian closed by sharing his vision for a more sustainable future. "If we are to tackle climate change, we will have to change the world in so many ways; we will have to make it more equal, make economics make sense, re-think what industry is for, and how we use resources", he said. "Perhaps climate change is how we will be forced to make a better world."

## 16:40 | **UNSUSTAINABLE INVESTMENT: GLOBAL IMPACTS ON FUTURE GENERATIONS - WITH RICHARD CURTIS, BRITISH SCREENWRITER, PRODUCER, AND FILM DIRECTOR**

 **Tom HEAP**

Conference Moderator: Freelance  
Broadcaster & Journalist , BBC

 **Richard CURTIS**

Director, Writer and SDG advocate

Screenwriter and film director **Richard Curtis**, began by sharing more about his work with Make My Money Matter, a scheme to encourage pension funds to support ESG initiatives, rather than invest in traditional industries like tobacco and the fossil fuel industry. "More and more pension providers are committing to it," he explained, adding that Tesco is among the major firms that have already signed up to the new initiative, making sure that their pensions are aiming for net zero by 2050.

Richard encouraged consumer goods companies who have not yet taken the leap to look into the Green Pensions Charter. Only 10% of companies who are working on the Sustainable Development Goals have looked into their pensions. This is a big opportunity to contribute majorly to the health of the planet and its people, Richard said.



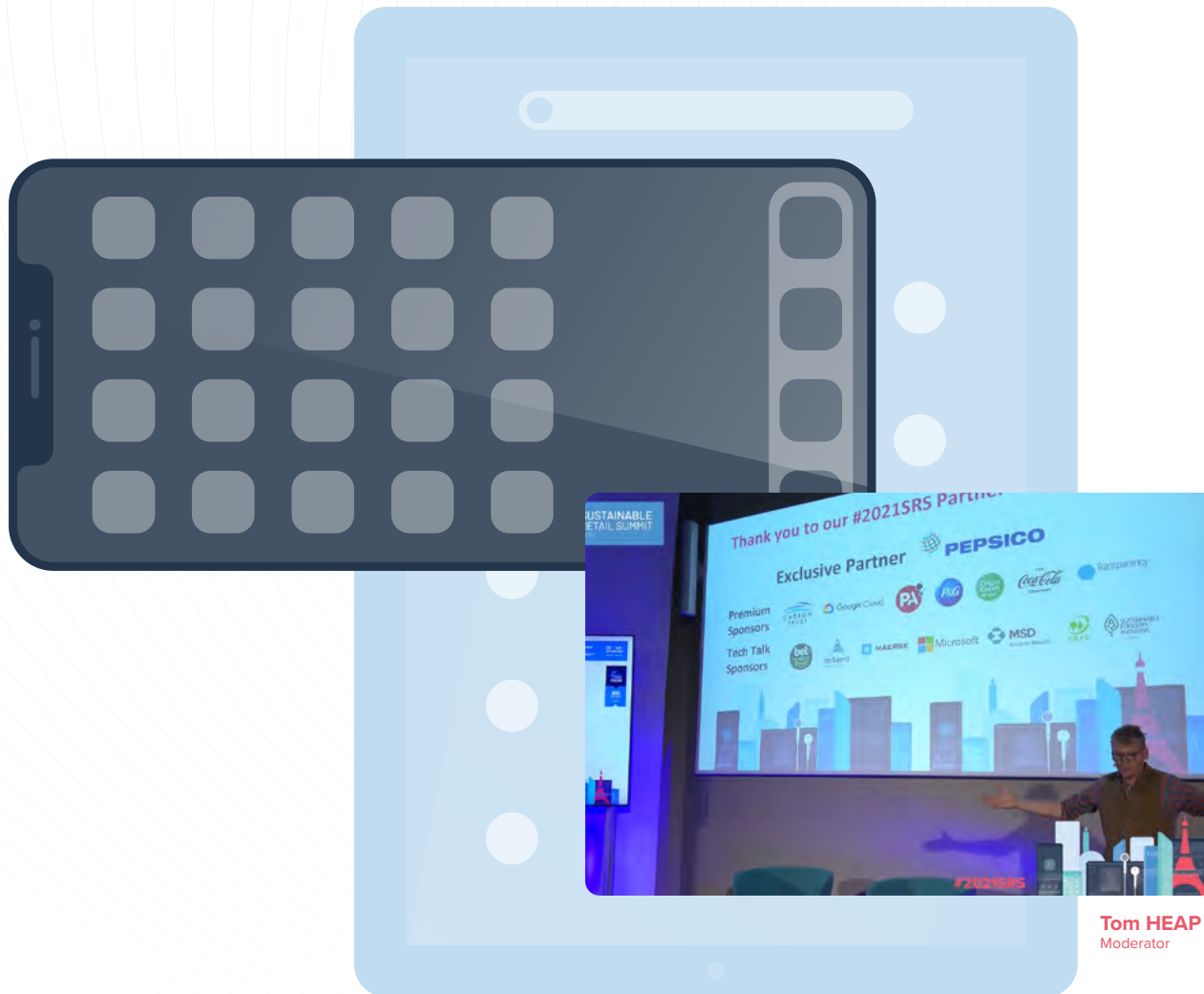
**Brian Eno**  
EarthPercent



From left to right

**Richard CURTIS**  
Writer and SDG advocate

**Tom HEAP**  
Moderator



**Tom HEAP**  
Moderator

## 17:00 | **SRS 2021 - CONFERENCE** **CLOSING REMARKS**

**Tom HEAP**

Conference Moderator: Freelance  
Broadcaster & Journalist , BBC

Rounding up with a strong finish to the 2021 edition of The Consumer Goods Forum's Sustainable Retail Summit, **Tom Heap** thanked the CGF team for expanding the speaker horizon this year to bring in fresh thoughts and insights into the sustainability space.

He thanked the speakers, moderators and the around 400 delegates joining onsite and online from around the world. Of course, the hybrid event would not have been possible without the valuable support from the Exclusive Partner, Premium Sponsors, Tech Talk Sponsors, Media Partner and Hosting Partner, whom Tom all thanked.

To conclude he invited all to join the CGF in Amsterdam in 2022 for the 7th edition of the annual sustainability and health event.



## Exclusive Partner

The Consumer Goods Forum would like to thank PepsiCo, Exclusive Partner of the 2021 Sustainable Retail Summit, for their generous support.



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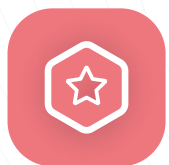


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The Consumer Goods Forum would like to thank the Hosting Partner of the 2021 Sustainable Retail Summit, for their generous support.



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The Consumer Goods Forum would like to thank the Media Partner of the 2021 Sustainable Retail Summit, for their generous support.







# Social Moments

Re-live the conversation by searching event hashtag #2021SRS



European Supermarket Magazine @esm\_magazine · Oct 13

And we're off - @CGF\_The\_Forum's MD Wai-Chan Chan kicks off the #2021SRS in Paris



P&G UK and Ireland @PGUK · Oct 14

The thought-provoking debates arising at #2021SRS are crucial in addressing global challenges around #sustainability. Our talk, "Path to Net Zero – Mindset step-change and collaboration today", focused on Europe's journey to net zero and what companies can do to drive progress



European Supermarket Magazine @esm\_magazine · Oct 15

The 2021 @CGF\_The\_Forum Sustainable Retail Summit concluded on Thursday with further analysis of how #retailers and consumer goods firms can go further in terms of embedding #sustainability into their operations

[esmmagazine.com/retail/preview...](https://esmmagazine.com/retail/preview...) #2021SRS #retail #cgt #environment



[esmmagazine.com](https://esmmagazine.com)

The Consumer Goods Forum Sustainable Retail Summit – Day Two Re...  
Following an insightful day one, The Consumer Goods Forum Sustainable Retail Summit concluded on Thursday with further analysi...







**Francesca Morgante** @Morgante\_Fra · Oct 13

If you are at [#2021SRS](#) and you want to talk about [#sustainable](#) [#palmoil](#) and [@RSPotweets](#) look for me for a chat! ( smiling face behind the mask 🤪 for the first in person event!)



**The Consumer Goods Forum** @CGF\_The\_Forum · Oct 14

And that's a wrap! Another inspiring edition of [#2021SRS](#) where CGF members & guests collaborate to drive [#PositiveChange](#) and acting to shape tomorrow. From everyone at the [@CGF\\_The\\_Forum](#) thanks to this year's attendees and see you in 2022! [#SustainableRetail](#) [#SustainableBusiness](#)



**Transparency-One** @transparencyone · Oct 12

Whether in-person in Paris, or on the virtual platform, [#2021SRS](#) is a great occasion to engage with [#sustainability](#) peers. Swing by our virtual room or book a meeting to learn more about our [#responsiblesourcing](#) platform [bit.ly/3E1cVlK](https://bit.ly/3E1cVlK)





## 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 55 manufacturer and retailer CEOs.

For more information, please visit:  
**[www.theconsumergoodsforum.com](http://www.theconsumergoodsforum.com)**

Help us build the next  
edition of the SRS event!

Send an email to:  
**[tcgfsrs@theconsumergoodsforum.com](mailto:tcgfsrs@theconsumergoodsforum.com)**

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