

3月21日，“从对话到行动：优化商业转型”--第三届健康可持续协作大会圆满成功举行！

"From Conversation to Action: The Transition to Better Business"--The 3rd CGF China Health and Sustainability Collaboration Conference Successfully Held on March 21

2023年3月21日，由消费品论坛举办的第三届健康和可持续协作大会在上海康莱德酒店顺利召开。来自大中华区的成员和行业专家，共同探讨消费品行业热门话题，包括健康消费趋势，塑料包装可回收设计，碳减排，健康和可持续的创新解决方案，引领行业潮流，探讨行业趋势。On March 21, 2023, the 3rd CGF China Health and Sustainability Collaboration Conference from the Consumer Goods Forum was successfully held at Conrad Shanghai. Members and industry experts from Greater China came together to discuss hot topics in the consumer goods industry, including trends in healthy consumption, recyclable designs for plastic packaging, carbon reduction, and innovative solutions for health and sustainability. They came together to lead the industry and explore emerging trends.



主会场 Main Venue

北京华联综超食品安全部总监 & CGF 中国健康指委会主席团代表林芳，雀巢大中华大区可持续发展总监 & CGF 中国可持续指委会主席团代表张琦，与消费品论坛中国可持续发展负责人王苹为大会作开场介绍，向莅临会场的各界嘉宾表示了热烈欢迎与诚挚感谢，并介绍了当天的日程安排。

Fang Lin, Director of the Food Safety Department of Beijing Hualian Comprehensive Supermarket & Co-chairs Representatives of Steering Committees of CHL, and Qi Zhang, Head of Sustainability, Nestlé Zone Greater China & CGF China Sustainability Steering Committee Vice Co-Chair gave the opening speech at the conference, extending a warm welcome and sincere gratitude to the guests from all walks of life who were present, and introducing the agenda for the day.



林芳 (左一)

Fang Lin (first from left)

北京华联综超食品安全部总监

Director of the Food Safety Department of Beijing Hualian Comprehensive Supermarket

张琦 (左二)

Qi Zhang (second from left)

雀巢大中华大区可持续发展总监

“Sustainability” Director , Nestlé Zone Greater China

中国工程院院士，国家食品安全风险评估中心研究员、总顾问陈君石发表欢迎致辞。陈君石院士提到食物系统要有可持续性和韧性，呼吁人人都应该享有安全和营养健康的食品，减少食物浪费。同时呼吁我们不仅要保护人的健康，还要保护地球的健康，确保我们人类所赖以生存的自然环境能够持续地发展。

Junshi Chen, Member of Chinese Academy of Engineering & Chief Advisor and Researcher of CFSA (China National Centre for Food Safety Risk Assessment) delivered a welcome speech. Junshi Chen emphasized the importance of sustainability and resilience in the food system, advocating for universal access to safe and nutritious food, as well as a reduction in food waste. He also urged people to prioritize not only the health of humans but also the health of the planet, ensuring the continued development and thriving of the natural environment upon which humanity depends for survival.



陈君石

Junshi Chen

中国工程院院士

Member of Chinese Academy of Engineering

国家食品安全风险评估中心研究员、总顾问

Chief Advisor and Researcher of CFSA (China National Centre for Food Safety Risk Assessment)

雀巢大中华大区营养健康总监 & CGF-健康生活 CHL 中国指导委员会联席主席高丽娟分享了 CGF 健康生活 CHL 行动联盟的工作内容和进展。CHL 通过更好的选项(Better Options)、更好的选择(Better Choices)、更好的社区(Better Communities)三个方面，帮助人们过上更健康、更可持续的生活，同时为企业和社区创造共享价值。目前 CHL 在中国联合 12 家品牌商，在 5 家零售商全国 500+家门店落地了健康指导货架项目推动消费者健康。并通过案例手册分享和劳动力营养联盟评估工具推广等方式推动

员 工 健 康 。
Kelly Gao, Head of Nutrition, Health and Wellness, Nestlé Zone Greater China, Co-Chair of CHL China Steering Committee, provided insights into the achievements and ongoing initiatives of the CGF Health & Wellness China (CHL) Action Alliance. CHL aims to promote healthier and more sustainable lifestyles, while creating shared value for businesses and communities, through three key areas: Better Options, Better Choices, and Better Communities. CHL is currently working with 12 brand partners in China to promote consumer health through the Health Guidance Shelf project. This initiative has been implemented in over 500 retail stores across 5 national retailers. Additionally, they are promoting employee health by sharing case studies and promoting the Workforce Nutrition Alliance evaluation tool.



高丽娟

Kelly Gao

雀巢大中华大区营养健康总监

Head of Nutrition, Health and Wellness, Nestlé Zone Greater China

CGF 健康生活 CHL 中国指导委员会联席主席

Co-Chair of CHL China Steering Committee

达能中国可持续发展副总裁兼社会企业总经理 & 可持续发展中国指导委员会联席主席吴俊财先生，向大家介绍了 CGF 中国可持续发展的战略工作组：黄金设计原则；碳减排本土倡议；反食品浪费，森林正效，和其他本土倡议。同时向大家介绍了作为工作组成果之一的《黄金设计原则案例集》，入选案例生动展示了包装设计优化对回收再生和循环经济的促进作用，本次案例集有 16 家企业，递交了约 40 个案例，且 70%以上案例均具有减碳潜力，呈现出在绿色低碳成为全球发展大趋势的背景下，中国消费品行业也顺应趋势，将减少碳排放，降低气候影响纳入企业的未来目标，共同为循环经济，国家双碳目标和全球气候变化方面，做出自己的努力。

During his presentation, James NG, China Vice President of Sustainability and General Manager of Social Business, Danone & CGF China Sustainability Steering Committee Co-Chair, introduced the strategic working group for sustainable development in CGF China. The group focuses on several key initiatives, including the Golden Design Rules, local initiatives aimed at reducing carbon emissions, efforts to combat food waste, Forest Positive, and other locally-driven initiatives. Mr. Wu also introduced the *Golden Design Rules Case Collection*, which is one of the working group's achievements. The case collection features 16 companies and showcases around 40 cases that vividly demonstrate how packaging design optimization can promote recycling and the circular economy. More than 70% of the cases presented have the potential to reduce carbon emissions. Against the backdrop of green and low-carbon development becoming a global trend, the Chinese consumer goods industry is also embracing this trend by making a concerted effort to reduce carbon emissions and mitigate their impact on the

climate as part of their future goals. Together, they are contributing to the circular economy, China's carbon peak and carbon neutrality goals, and global climate change.



吴俊财

James NG

达能中国可持续发展副总裁兼社会企业总经理

China Vice President of Sustainability and General Manager of Social Business, Danone

CGF 可持续发展中国指导委员会联席主席

CGF China Sustainability Steering Committee Co-Chair

联合国环境署-同济大学环境与可持续发展学院特聘教授、中国合成树脂协会塑料循环利用分会会长杜欢政发表题为“政策，技术，商业模式结合构建塑料闭环循环研究”的主旨演讲。他表示，塑料污染治理的新时代已经悄然来临。从“小散污”到规范化，从纯线下到数字化，从粗放式到精细化，对产业链的转型提出了更高的要求。针对碎片化治理和价值链缺损两大核心痛点，杜欢政教授提出“政策、技术、商业模式”相结合的系统化解决方案，分门类、分场景、分品种构建闭环循环，由此形成消费品牌和消费者双向发力，共同推动塑料绿色低碳循环的新格局。Huazheng Du, Professor of UNEP-Tongji Institute of Environment for Sustainable Development & President of CPRRA (China Plastics Reuse and Recycling Association), delivered a keynote speech titled "Research on the Closed Circuit Cycle of Building Plastics by Combining Policy, Technology, and Business Models". According to him, a new era in plastic pollution control has already begun. The shift from unregulated to regulated, from purely offline to digitalization, and from extensive to refined management has placed higher demands on the transformation of the industry chain. Professor Du Huazheng proposed a comprehensive solution to addressing two major challenges in plastic pollution control (fragmented governance and incomplete value chain) by combining policy, technology, and business models. He suggested building the closed-loop system based on different categories, scenarios and product types. This approach would enable both consumer brands and consumers to work together to promote a new pattern of green, low-carbon plastic recycling.



杜欢政

Huanzheng Du

联合国环境署-同济大学环境与可持续发展学院特聘教授、中国合成树脂协会塑料循环利用分会会长
Professor of UNEP-Tongji Institute of Environment for Sustainable Development & President of CPRRA
(China Plastics Reuse and Recycling Association)

中国疾病预防控制中心营养学首席专家、中国疾病预防控制中心营养与健康所研究员赵文华分享介绍了国民膳食营养的现状 & 长期变化趋势，特别报告了中国婴幼儿、儿童少年、劳动力人口和老年人群的膳食营养特点、营养不良及膳食相关慢性病患病情况。同时分享了对人群营养与健康改善策略的思考，指出需要通过政府政策制订、产业食物供应、个人食物消费等多方面共同努力、齐头并进，才能实现国民营养改善和健康中国行动目标。

Wenhua Zhao, Chief Expert in Nutrition, Researcher of Institute of Nutrition and Health, China CDC, shared insights into the current status and long-term trends of national dietary nutrition in China. She particularly highlighted the dietary characteristics, nutritional deficiencies, and the prevalence of diet-related chronic diseases among different age groups, including infants and young children, adolescents, working adults, and the elderly population. She also shared her thoughts on improving the nutrition and health of different populations, emphasizing the need for a coordinated effort from multiple parties, including government policy-making, food industry supply, and individual food consumption habits. Only through joint efforts and collaboration can China achieve its national nutrition improvement and Healthy China goals.



赵文华

Wenhua Zhao

中国疾病预防控制中心营养学首席专家

Chief Expert in Nutrition, China CDC

中国疾病预防控制中心营养与健康所研究员

Researcher of Institute of Nutrition and Health, China CDC

商道纵横合伙人 & 副总经理郎华带来了“中国可持续消费洞察”主题演讲。她提到，相关研究显示，中国居民消费产生的碳排放量占全社会碳排放总量的 53%。可以预测随着促消费政策的持续强化，消费复苏势必会带来更多的碳排放。一边是促消费，一边是减少排放，促进绿色低碳的消费模式将有利于带动经济活动的绿色增长。中国低碳消费现状如何？谁是低碳消费的领跑者？哪些因素阻碍或驱动低碳消费？低碳消费在日常消费支出中的比例如何？郎华女士的演讲对于以上问题进行了全面解答，并为供需两端全面促进可持续消费提供了可行方案。Fiona Lang, Partner and Vice-General Manager, SynTao, delivered a keynote speech on "Insight into Sustainable Consumption in China". She said that research shows that carbon emissions generated by Chinese household consumption account for 53% of the total social carbon emissions. It can be predicted that with the continued strengthening of consumption promotion policies, the recovery of consumption will inevitably bring more carbon emissions. On one hand, there is the promotion of consumption; on the other hand, there is the reduction of emissions. Promoting a green and low-carbon consumption model will help drive green growth in economic activities. What is the current situation of low-carbon consumption in China? Who is the leader in low-carbon consumption? What factors are hindering or driving low-carbon consumption? What is the proportion of low-carbon consumption in daily consumption and expenditures? Ms. Lang's speech provided a comprehensive answer to the above questions and offered feasible solutions for promoting sustainable consumption from both the supply and demand sides.



郎华

Fiona Lang

商道纵横合伙人 & 副总经理

Partner and Vice-General Manager, SynTao

科信食品与健康信息交流中心副主任阮光锋分享了中国消费者“三减”洞察及健康传播探索，他介绍道，“三减”是当前健康发展的重要方向之一，但目前我国消费者的健康认知水平依然较低，部分消费者不愿意为了“三减”牺牲食品的口味或随便改变产品配方，食品企业新研发的“三减”产品也存在叫好不叫座的情况，因此，应充分认识到消费者的营养健康认知水平对行业可持续发展的影响，通过创新传播形式，共同推动消费者教育，弥合业界、专家、消费者之间的认知鸿沟，建立合理预期，为行业健康发展做出贡献。

Guangfeng Ruan, Deputy Director, China Food Information Center, shared his reflections on Insights on Healthy Diet Among Chinese Consumers and Targeted Health Communication. He explained that "reducing salt, oil, and sugar" is one of the important directions for healthy development, but currently, the health awareness level of Chinese consumers is still relatively low. Some consumers are unwilling to sacrifice the taste of food or change the product formula casually for the sake of "reducing salt, oil, and sugar". The "three-reduction" products newly developed by food companies also face the challenge of being well-received but not widely purchased. Therefore, it is important to fully recognize the impact of consumers' nutrition and health knowledge on the industry's sustainable development. Innovative forms of communication should be utilized to promote consumer education and bridge the cognitive gap among industry, experts, and consumers. By establishing reasonable expectations, we can contribute to the healthy development of the industry.



阮光锋

Guangfeng Ruan

科信食品与健康信息交流中心副主任

Deputy Director, China Food Information Center

本届健康可持续协作大会采取分会场形式。从上午 11:30 至下午 16:30，会议在可持续分会场与健康分会场同步进行。

The Health and Sustainability Collaboration Conference is being held in a split format. Sessions took place simultaneously in the Sustainability and Health from 11:30 am to 4:30 pm.

可 持 续 分 会 场

Breakout 1:Sustainability

EMF(艾伦·麦克阿瑟基金会)中国塑料倡议项目负责人陈晓婷博士，介绍了“终结塑料污染全球行动：一项具有法律约束力的国际文书”的最新进展情况。面对日益严峻的全球塑料污染挑战，早在 2016 年，艾伦·麦克阿瑟基金会就发布了具有里程碑意义的报告——《新塑料经济：重新思考塑料的未来》，首次披露了当前线性塑料经济模式对环境和经济造成的巨大负面影响，正式提出了新塑料经济愿景。在此愿景的推动下，当前全球已有超过 500 家企业、政府、非政府组织和相关机构加入了《新塑料经济全球承诺》，在推动塑料包装的减量、可重复使用、回收基础设施投资和包装设计的改进与创新等方面取得了显著进展；但随着自愿性倡议努力的瓶颈，其进展速度已不足以应对塑料污染的扩张速度与规模。去年，联合国开启了具有里程碑式意义的“终止塑料污染——一项具有法律约束力的国际文书”的谈判工作，目标是在 2024 年底之前完成一项具有法律约束力的全球协议草案。预计该协议草案将涉及塑料包括生产、设计和处置在内的整个生命周期，可重复使用和可回收产品以及材料设计等内容。在谈判的背景下，2022 年 9 月，艾伦·麦克阿瑟基金会和世界自然基金会共同发起“全球商

业联盟”，一方面希望通过联盟工作模式，促进塑料价值链参与方、金融机构和非政府组织合作，为达成一项行之有效的国际条约提供支持；另一方面也为商界建立信心，更好的向政府传递来自进步企业、非政府组织和金融机构发出的倡议和主张。艾伦·麦克阿瑟基金会塑料倡议中国项目在 2023 年将以上述工作为主要抓手，围绕塑料公约的政府间谈判举办一系列政策、产业对话会，持续推动中国塑料价值链上下游围绕关键议题的沟通与交流。

Dr.Tina Chen, Programme Manager, Plastic Initiative, The Ellen MacArthur Foundation Beijing Office, presented the Latest Progress on Developing an International Legally Binding Instrument on Plastic Pollution. As early as 2016, the Ellen MacArthur Foundation released a milestone report—*The New Plastics Economy: Rethinking the future of plastics*, which first revealed the huge negative impact of the current linear plastic economy model on the environment and economy, and officially proposed the vision of the new plastics economy. Driven by this vision, over 500 businesses, governments, NGOs, and other organizations worldwide have joined the *New Plastics Economy Global Commitment*, which has made significant progress in reducing plastic packaging, promoting reuse, investing in recycling infrastructure, and improving packaging design and innovation. However, with voluntary initiatives reaching their limits, progress has not been fast enough to address the scale and pace of plastic pollution. Last year, the United Nations launched landmark negotiations for a "legally binding international instrument" to end plastic pollution, with the goal of completing a draft global agreement with legal force by the end of 2024. It is expected that the draft agreement will cover the entire life cycle of plastics, including production, design, and disposal, as well as reusable and recyclable products and material design. With negotiations ongoing, in September 2022, the Ellen MacArthur Foundation and WWF jointly launched the "Global Business Alliance," with the aim of promoting collaboration among stakeholders in the plastic value chain, financial institutions, and NGOs to support the development of an effective international treaty. The alliance also aims to build confidence among businesses and better convey the proposals and demands from progressive companies, NGOs, and financial institutions to governments. The Ellen MacArthur Foundation's Plastics Initiative in China will focus on the above-mentioned work as its main strategy in 2023. It will hold a series of policy and industry dialogues around the intergovernmental negotiations for the plastic convention, and continue to promote communication and exchange on key issues among the upstream and downstream of the value chain of China's plastic industry.



陈晓婷
Tina Chen

EMF(艾伦·麦克阿瑟基金会)中国塑料倡议项目负责人

Programme Manager, Plastic Initiative, The Ellen MacArthur Foundation Beijing Office

欧莱雅中国研发和创新中心前沿科学研究团队博士刘志博，发表了题为“让可持续包装产品可视化”的演讲。在全球推进经济社会可持续发展的大背景下，欧莱雅集团与 11 位独立科学家共同合作开发了一套“产品环境和社会影响信息及等级标注系统”，旨在告知消费者产品对环境和社会的影响，从而使他们能够在充分了解的情况下做出明智的消费选择。该系统是基于生命周期评估理论（Life Cycle Analysis, LCA）的一种精确的计算方法，用于评估产品对温室气体排放、水资源短缺、水体酸化和生物多样性损失等 14 种生态环境的影响，以确保将产品从其原材料的生产，到产品生命末期的管理这一全生命周期内所有对环境的影响都纳入考量，将合理细分的同一品类中的产品进行评分，并按照 A 级到 E 级的区间进行公布，从而让人们能够准确了解欧莱雅产品对环境与社会的影响情况。

Dr. Zhibo Liu, Doctor, L'Oréal China Research & Innovation Center, Advanced Research, delivered a speech entitled "The Visualization of Sustainable Packaging Products". In the context of the global drive towards sustainable economic and social development, L'Oréal has partnered with 11 independent scientists to develop an "information and rating system for environmental and social impacts of products". The goal of this system is to inform consumers about a product's impact on the environment and society, empowering them to make informed purchasing decisions. This system is an accurate calculation method based on the Life Cycle Analysis (LCA) theory, used to evaluate the 14 impacts of products on the environment, including greenhouse gas emissions, water resource scarcity, water body acidification, and biodiversity loss. It ensures that all environmental impacts from the production of raw materials to the end-of-life management of products throughout their lifecycle are taken into account. Products in the same category are scored and published in the range of A to E

grades, allowing customers to gain a clear understanding of the environmental and social impact of L'Oréal's products.



刘志博

Zhibo Liu

欧莱雅中国研发和创新中心，前沿科学研究团队博士

Doctor, L'Oreal China Research & Innovation Center, Advanced Research

玛氏箭牌中国研发副总裁董虹，以“挖掘包装潜能·‘豆’趣环保圈粉”为主题进行演讲。玛氏相信未来始于当下，并致力于通过今天的实际行动为一代人构建可持续的美好明天。在健康和可持续协作大会上，玛氏箭牌中国研发副总裁董虹女士通过 M&M'S 的案例，现场分享了挖掘可持续包装创新的潜能，不但可以提升包装的可持续性，让包装对环境更友好，还给品牌赋予了更多内涵和活力，助力品牌赢得消费者喜爱和商机，以实力环保圈粉。Hong Dong, Vice President R&D, Mars Wrigley China, gave a speech on the topic of "Unlock Packaging Potential and Energize Brand with FUN". Mars firmly believes that a better future starts with the actions taken today. It is committed to creating a sustainable and brighter tomorrow through practical measures that are implemented today. At the Health & Wellness and Sustainable Collaboration Conference, Ms. Dong Hong, the Vice President of Research and Development for Mars Wrigley in China, shared on stage the potential of sustainable packaging innovation using the example of M&M'S. This approach not only enhances the sustainability of packaging and makes it more environmentally friendly but also adds more depth and vitality to the brand, helping to win consumers and business opportunities while demonstrating the brand's commitment to environmental protection.



董虹

Hong Dong

玛氏箭牌中国研发副总裁

Vice President R&D, Mars Wrigley China

东华大学先进低维材料中心李斌教授，主持了“实现可持续包装商品在中国市场主流化”的圆桌讨论，参与嘉宾包括亿滋国际亚洲饼干品类研发副总裁及苏州研发中心负责人古满琥，雀巢大中华区包装总监王雪涛，赫力昂中国包装及可持续发展总监胡明生，以及中国合成树脂协会塑料循环利用分会副会长陈俊青。嘉宾们讨论了可持续包装的定义，以及如何推动可持续包装在中国的落地，涉及的领域包括消费者的认同教育，供应链的上下游联动，相关法律法规的设立以及行业的顶层设计等。部分嘉宾还展示了一些最新的可持续包装设计方案，令人眼前一亮。

Professor Bin Li, Senior Research Professor, Center of Advanced Low Dimension Materials, Donghua University, chaired a roundtable discussion on "To Mainstream Sustainable Packaging Products in China Market." The guests included Manhu Gu, VP for Biscuit, Asia, Global R&D and Suzhou Technical Center Site Lead, Mondelēz International, Xuetao Wang, Head of Packaging, Nestlé Zone Greater China, Alex Hu, Packaging and Sustainability Director, Haleon China, and Mike Chen, Vice President of CPRRA (China Plastics Reuse and Recycling Association). The attendees engaged in a discussion on the definition of sustainable packaging and the strategies to facilitate its adoption in China. The topics addressed included educating consumers on its significance, establishing a synchronized supply chain, enacting pertinent laws and regulations, and developing top-level industry designs. Several guests also showcased cutting-edge sustainable packaging design solutions that were impressive.



光明乳业党委副书记、副总裁贲敏，介绍了消费者眼中的可持续包装。光明乳业最早的历史可追溯至1911年，一百多年来，见证了我国乳品行业从一无所有到百花齐放的发展历程。回首百年征途，光明乳业坚定不移的走高质量发展之路，筑牢企业生命线；深耕厚植乳制品领域，打造乳业全产业链生态；加大乳业科研投入，助力突破乳业技术壁垒；聚焦绿色可持续理念，引领行业高质量发展。

Ms. Min BEN, Vice President, Bright Dairy, gave a presentation on The Sustainable Packaging from the Perspective of Consumers. Bright Dairy has a history dating back to 1911 and has witnessed the remarkable development of China's dairy industry from its infancy to a thriving landscape with numerous dairy companies. Over the course of a century-long journey, Bright Dairy has remained unwavering in its pursuit of high-quality development and has established a strong foundation for the company. The company has cultivated expertise in the dairy product sector, creating an entire industry chain and ecosystem. It has also increased investment in scientific research to help overcome technical barriers in the dairy industry. With a focus on green and sustainable principles, the company is leading the industry toward high-quality development.



贲敏

Ms. Min BEN

光明乳业党委副书记、副总裁

Vice President, Bright Dairy

达能中国可持续发展副总裁兼社会企业总经理吴俊财，分享了“可持续包装中的减碳创新”。作为一家领先的跨国食品饮料公司，达能以“通过食品，为尽可能多的人带来健康”为企业使命，多年来坚持可持续发展。2022 年年初，达能武汉和邛崃工厂取得由 SGS 颁发的 PAS2060 碳中和认证证书，成为中国饮料行业率先实现碳中和的两家工厂。在助推循环经济方面，达能从设计阶段就融入可回收的理念，目前，达能已实现脉动瓶的全瓶可回收，并一直致力于包装创新。2022 年，脉动宣布出资研发新型包装材料，运用先进的“碳捕捉”技术，减少石油的使用和碳排放对环境的影响。James NG, China Vice President of Sustainability and General Manager of Social Business, Danone, shared "Innovations on Carbon Emission Reduction on Sustainable Packaging". As a leading multinational food and beverage company, Danone is committed to sustainable development with a mission to "bring health through food to as many people as possible". In early 2022, Danone's factories in Wuhan and Qionglai became the first two factories in China's beverage industry to achieve carbon neutrality, receiving the PAS2060 carbon neutrality certification from SGS. Danone has integrated the concept of recyclability into the design to promote the circular economy. They have achieved full bottle recyclability for their Mizone bottle and are committed to packaging innovation. In 2022, Mizone announced an investment in research and development of new packaging materials that use advanced "carbon capture" technology to reduce the use of petroleum and minimize the environmental impact of carbon emissions.



吴俊财

James NG

达能中国可持续发展副总裁兼社会企业总经理

China Vice President of Sustainability and General Manager of Social Business, Danone

阿里巴巴集团 ESG 和双碳总经理杨灵叶，发表题为“低碳友好型商品如何共建消费趋势”主题演讲。低碳消费正在发展成为新兴的、潮流的消费趋势。据 88 碳账户最新数据，累计已有 1.79 亿用户参与减碳，其中 92% 用户是因为“低碳生活的理念很好”。参与减碳的用户中，40 岁以下用户占了八成。低碳消费的商品供给，也在蓬勃发展，企业从能源转型切入，到产品研发、材料革新，再到面向消费者提出消费倡导，从供应到消费全价值链都在行动起来。阿里希望带动消费者减碳，这是在阿里的 ESG 战略目标下进行的。ESG 是阿里面向未来发展的核心基石战略，围绕减碳 3+ 的方向，会坚定不移地推进可持续消费，缔造绿色循环经济。

Lingye Yang, General Manager of ESG Strategy and Operation, Alibaba Group, delivered a keynote speech entitled "How the Low-Carbon Friendly Product Co-build Consumption Trend". Low-carbon consumption is becoming a burgeoning and fashionable consumer trend. According to the latest data from 88 Carbon Account, a total of 179 million users have joined in carbon reduction efforts, with 92% citing the "appealing concept of low-carbon living" as their primary motivation. Among those who have participated in carbon reduction, 80% are under the age of 40. The supply of low-carbon consumer goods is thriving as companies across the entire value chain, from energy transformation and product research and development to material innovation and consumer advocacy, are taking action. As part of its ESG strategic objectives, Alibaba aims to inspire consumers to reduce their carbon footprint. ESG is a cornerstone strategy for Alibaba's future development. Focused on reducing carbon emissions, Alibaba is committed to promoting sustainable consumption and creating a green circular economy.

低碳消费的难点，在于供需咬合。需求侧的核心，是低碳生活方式的构建；供给侧的核心是把品牌侧做的减碳动作能够做到可衡量、可认证、可传递。也因此，低碳生活方式，将是现代化数字生活方式的典型特征；低碳商品，也将成为更有竞争力的商品品类。从 88 碳账户能观察到，低碳消费演进现在走到了第三个阶段，在快消、服饰等方向开始出现低碳类商品的规模化供给，这将大大利于用户在衣食住行上形成全面的低碳感知。低碳商品供给的扩展，是低碳消费市场的基础，低碳友好商品体系推动了全行业低碳商品供给规模化的逐步实现；而减碳心智的培育，是低碳消费市场的核心驱动引擎，以 88 碳账户为低碳消费主阵地，也在与各行业头部品牌共建低碳商品、低碳营销、低碳权益。

One of the key challenges of low-carbon consumption is ensuring that supply and demand are aligned. The essence of the demand side is the establishment of a low-carbon lifestyle, while the essence of the supply side is to ensure that the decarbonization efforts made by brands are measurable, certifiable, and communicable. As a result, a low-carbon lifestyle is set to become a defining characteristic of modern digital lives while low-carbon products will emerge as a more competitive product category. According to the observations made from the 88 Carbon Account, the evolution of low-carbon consumption has now progressed into its third phase. A large-scale supply of low-carbon products in fast-moving consumer goods, clothing, and other areas has begun to emerge, which will greatly benefit users in developing a holistic low-carbon perception in their daily lives. The expansion of the supply of low-carbon products forms the basis of the low-carbon consumption market. The low-carbon and environment-friendly product system has facilitated the gradual realization of a large-scale supply of low-carbon products across various industries. The cultivation of a decarbonization mindset is the core driving force behind the low-carbon consumption market. The 88 Carbon Account serves as the primary platform for low-carbon consumption and has collaborated with leading brands across different industries to promote low-carbon products, marketing, and rights.



杨灵叶

Lingye Yang

阿里巴巴集团 ESG 和双碳总经理

General Manager of ESG Strategy and Operation, Alibaba Group

雀巢大中华大区可持续发展总监张琦，主持“低碳消费新征程”圆桌讨论，参与嘉宾包括联合利华北亚区可持续发展总监寇维维，宝洁中国供应链包装创新总监杨万敏，蒙牛低温事业部包装研发负责人江雷和阿里巴巴集团 ESG 和双碳业务部生态伙伴运营负责人郑悦（知悦）。三位品牌嘉宾就目前各自领域内的可持续消费优秀理念和实践进行了分享，并就低碳消费新征程上的痛点和发力点进行了充分交流和探讨。阿里巴巴的嘉宾阐述了作为平台企业的可持续行动，以及针对品牌方的痛点如何共同推动低碳消费。大家一致认为，低碳消费的征程充满挑战；同时也坚信，只要各方携手合作，则未来可期。

Qi Zhang, Sustainability Director, Nestlé Zone Greater China, moderated a roundtable discussion on "New Journey to Low-carbon Consumption." The distinguished guests included Weiwei Kou, Sustainability Director, North Asia, Unilever, Neo Yang, Director, Supply Chain Packaging Innovation, P & G China, Peter Jiang, Director, Fresh Dairy Business Unit, Mengniu Group, and Yue Zheng (Zhi Yue), ESG Partnership Management Leader, Alibaba Group. During the event, the three guest speakers representing their respective brands shared their outstanding sustainable consumption ideas and practices in their fields. They engaged in extensive discussions and exchanges on the challenges and opportunities for low-carbon consumption in the new journey. The guest speaker from Alibaba specifically discussed the sustainable actions taken by Alibaba as a platform enterprise and how to collaborate with brand owners to promote low-carbon consumption and address their pain points. All participants shared the consensus that the path toward low-carbon consumption is full of challenges, but they remain optimistic that by collaborating and working together, a sustainable future is possible.



健 康 分 会 场

Breakout 2: Health

贝恩咨询中国区副合伙人丁燕虹分享介绍了全球各国机构对于“健康饮食”的定义，以及交叉对比后的共通点。全球众多消费品集团和零售集团都在可持续发展和健康领域积极行动，各显神通。从一众海外案例研究中了解到，数字化项目实施成功率高；此类项目实施速度更快，成本更低，人力消耗更小。另一种成较为广泛采纳的形式是量化的饮食影响解决方案，对照着政府推荐的每日消费指南向消费者提 供 信 息。

Yanhong Ding, Associate Partner, Bain & Company China, shared "Healthier and Sustainable Diets Factbase Paper Global Learning" as well as the commonalities found after cross-referencing them. Many consumer goods and retail groups around the world are actively pursuing sustainability and health initiatives, and they are each demonstrating their unique strengths. Research on overseas case studies has shown that digital projects have a higher success rate. These projects can be implemented more quickly, at a lower cost, and with fewer human resources required. Another form of approach that has been widely adopted is a quantitative solution for assessing the dietary impact, which provides consumers with information based on the government's daily consumption guidelines.



丁燕虹

Yanhong Ding

贝恩咨询中国区副合伙人

Associate Partner, Bain & Company China

“双碳”目标下，各行各业正加速低碳可持续转型，促进绿色消费，推动经济高质量发展势在必行。淘宝天猫商家品牌策略货品、内容及 ESG 负责人秦翕嫣以“天猫绿色消费趋势”为主题分享绿色消费生活方式下的人群洞察。淘宝天猫作为连接供给侧与需求侧的平台，将致力于协同消费品厂商发展绿色产业，促进绿色消费理念的深根发芽，用数字技术驱动消费产业绿色升级。

As part of the carbon peaking and carbon neutrality goals, it is essential for all industries to accelerate

their transition towards low-carbon and sustainable business, promote green consumption, and drive high-quality economic development. Qin Xiyan, Head of Brand Strategy, Product, Content, and ESG at Taobao and Tmall, presented on the topic of "Tmall's Green Consumer Trends" and provided valuable insights into consumer behavior and trends related to green living. Taobao and Tmall, as platforms that bridge the supply and demand sides, are committed to collaborating with consumer goods manufacturers to develop green industries, promote the concept of green consumption, and drive the green transformation of the consumer industry through digital technology.



秦翕嫣

Emily Qin

淘宝天猫商家品牌策略货品、内容及 ESG 负责人

Alibaba CDC Great TaoBao DIGITAL Lab Product & Content &ESG Strategy Leader

2023 年对于全球消费品行业而言，不仅充满了挑战，同时也意味着机遇、调整和上升。在当下 ESG、可持续发展和气候变化成为全球共同话语体系背景下，消费品尤其是食品饮料行业对于可持续发展提出了更多的要求和期待，欧睿国际 ESG 及可持续发展高级经理沈浩然（Vic Shen）在本次大会分享了食品饮料行业可持续健康饮食趋势以及如何创建一个健康、坚韧和更负责任消费的可持续未来。In 2023, the global consumer goods industry is facing both challenges, opportunities, adjustments and upward growth. In the current global context of ESG, sustainable development, and climate change, the consumer goods industry, especially the food and beverage sector, is placing increased emphasis on sustainable development. Vic Shen, Sustainability Leader, Euromonitor International, shared insights on the sustainable trend of healthy diets in the food and beverage industry, as well as strategies for creating a sustainable future that is healthy, resilient, and more responsible in consumption, at the conference.



沈浩然

Vic Shen

欧睿国际可持续发展负责人

Sustainability Leader, Euromonitor International

贝恩咨询中国区副合伙人丁燕虹主持了主题为“健康和可持续饮食未来在中国的发展”的圆桌讨论，嘉宾包括玛氏箭牌中国科学法规事务总监许敏青，索迪斯大中华区品牌与传播总监沈磊，OATLY 大中华区可持续发展负责人林春燕，凯诒电商 CEO 韩松育与益普索中国资深研究总监程皓。嘉宾们从生产商与服务商的视角探讨了健康与可持续饮食的内涵与成功经验，讨论了如何利用技术与创新满足消费者的健康饮食需求、如何通过企业的努力推动消费观念、趋势和习惯改变等话题。Yanhong Ding, Associate Partner, Bain & Company China, moderated a roundtable discussion on the topic of "The Future of Healthier & More Sustainable Diets in China." The discussion included guest speakers from various companies, such as Minqing Xu, Director of Scientific Regulatory Affairs, Mars Wrigley China, Shirley Shen, Director of Brand and Communication, Sodexo Greater China, Chloe Lin, Leader of Sustainability, Greater China, OATLY, Maco Han, CEO of Kaijie E-commerce, and Hao Cheng, Senior Research Director, Ipsos China. The speakers, from the viewpoints of manufacturers and service providers, discussed the implications and successful practices of healthy and sustainable diets. They also delved into topics such as how to utilize technology and innovation to cater to consumers' needs for healthy diets, and how enterprises can drive changes in consumption concepts, trends, and habits.



中国营养学会秘书长韩军花以“膳食指南与可持续发展”为主题发表演讲。经过上百名营养科学家三年多的研究，中国营养学会 2022 年 4 月份重磅发布了《中国居民膳食指南 2022》，给出了我国目前居民的最佳饮食解决方案。报告将以新版膳食指南为依据，结合国内外营养科学最新研究进展和证据，提出如何践行大食物观，推动食物资源的可持续发展的建议。

At the conference, Junhua Han, Secretary-General, Chinese Nutrition Society, delivered a speech on the topic of "Dietary guidelines and sustainability". After over three years of research conducted by hundreds of nutrition scientists, the Chinese Nutrition Society unveiled the *Chinese Dietary Guidelines 2022* in April 2022, which offered the optimal dietary solutions for the Chinese people. The report, based on the latest version of the dietary guidelines, incorporated the latest domestic and international research progress and evidence in nutrition science. It provided recommendations on how to implement a "big food" perspective to promote the sustainable development of food resources.



韩军花

Junhua Han

中国营养学会秘书长

Secretary-General, Chinese Nutrition Society

东北农业大学黑龙江绿色食品科学研究院副院长隋晓楠教授介绍了植物基肉制品的未来与挑战。随着全球低碳热潮涌动，“碳达峰”、“碳中和”逐渐成为焦点。在此背景下，需要食品产业做出调整，而植物基肉制品正是符合“双碳”趋势的产物之一。同时，在“大食物观”视角下，发展植物基肉制品，对保障蛋白质供给和可持续发展具有重要战略意义。隋晓楠教授的报告回顾了植物基肉制品的发展历程，从原料复配、核心技术、质构优化和风味调控的角度对植物基肉制品的制造展开了深入探讨，并对植物基肉制品的未来发展和挑战进行了展望和分析。During the conference, Professor Xiaonan Sui, Deputy Dean of Heilongjiang Institute of Green Food Science, Northeast Agricultural University, presented the future and challenges of plant-based meat products. With the increasing global emphasis on low-carbon initiatives, achieving carbon peak and carbon neutrality has become a key focus. Given this context, the food industry needs to make adjustments, and plant-based meat products are among the products that meet the trend of achieving carbon peak and carbon neutrality. From the perspective of the "big food" concept, the development of plant-based meat products is of significant strategic importance in terms of ensuring protein supply and promoting sustainable development. In Professor Sui Xiaonan's presentation, she provided a comprehensive review of the development history of plant-based meat products. She delved deeply into the manufacturing of plant-based meat products from various angles such as raw material formulation, core technology, texture optimization, and flavor regulation. Furthermore, she also offered her insights and analysis on the future development and challenges of plant-based meat products.



隋晓楠

Xiaonan Sui

东北农业大学黑龙江绿色食品科学研究院副院长

Deputy Dean of Heilongjiang Institute of Green Food Science, Northeast Agricultural University

尼尔森 IQ 中国副总裁倪一做了题为《健康新消费需求洞察》的演讲。调研显示，在后疫情时代，中国消费者将“安全感”作为首要需求，35%的中国受访者认为“身体健康”是未来一年的首要需求。通过深入研究消费者在身体和心理上的行为模式，尼尔森 IQ 发现，推进消费者个人态度观点的力量正在发生变化，优化身心、新兴健康服务与科技和新食品饮料原料等趋势在未来两年内变得更加重要。此外，随着健康理念越发深化，清晰透明的元素呈现成为健康新消费需求的核心。Brady Ni, Vice President, NielsenIQ China, gave a speech entitled "Insight into the New Consumer Demand for Health & Wellness". According to a recent survey, Chinese consumers in the post-pandemic era prioritize their "sense of security" as their primary need. Of the Chinese respondents surveyed, 35% stated that "physical health" is their top priority for the upcoming year. Through extensive research into consumer behavior patterns related to physical and psychological health, Nielsen IQ has discovered that the power to influence consumer attitudes is shifting. In the next two years, optimizing physical and mental well-being, developing innovative health services and technologies, and exploring new food and beverage ingredients will become increasingly crucial to meeting consumer demand. In addition, with the deepening of the concept of health and wellness, clear and transparent elements have become the core of new consumer demand for health and wellness.



倪一

Brady Ni

尼尔森 IQ 中国副总裁

Vice President, NielsenIQ China

小食代主编黄海云主持主题为“营养与老年健康”的圆桌讨论，嘉宾包括中国疾病预防控制中心营养学首席专家、中国疾病预防控制中心营养与健康所研究员赵文华，阿里巴巴集团公共事务部总监，卫生健康线负责人魏铭言，达能开放科研中心协同健康负责人罗红良以及雀巢科研健康科学研究院中国区负责人余恺。嘉宾们探讨了在老龄化趋势下食品行业的机遇与挑战，零售平台针对银发消费的洞察，以及企业为顺应老龄化趋势、服务银发消费者所做的成功实践。The roundtable discussion on "Nutrition and health in old age" was hosted by Haiyun Huang, Editor-in-Chief, FOODINC. The guests included Wenhua Zhao, Chief Expert in Nutrition, Researcher of Institute of Nutrition and Health, China CDC, Mingyan Wei, Director of Public Affairs and Head of Health Line, Alibaba Group; Hongliang Luo, Head of One Health, Danone OSRC; and Kai Yu, China Leader of Nestle Research Institute of Health Sciences. The speakers discussed the opportunities and challenges that the aging trend presents for the food industry. They also shared insights on how retail platforms can cater to the needs of elderly consumers and highlighted successful practices that businesses have implemented.



主 会 场

Main Venue

CGF 可持续发展总监尹文修 (Ignacio Gavilan) 通过视频形式介绍了 CGF 塑料废弃物行动联盟与反食品浪费行动联盟, 他表示, 塑料污染与食品浪费都是当今时代的严峻问题, CGF 行动联盟汇集知名消费品制造商、零售商, 共同为减少塑料污染与食品浪费做出努力。 In a video presentation, Ignacio Gavilan, CGF Sustainability Director (Plastic Waste & Food Waste), introduced the CGF Plastic Waste Coalition of Action and the CGF Food Waste Coalition of Action, highlighting the urgent nature of both plastic pollution and food waste in today's world. The CGF Coalitions of Action bring together top consumer goods manufacturers and retailers in joint efforts to reduce plastic pollution and food waste.



尹文修 (Ignacio Gavilan)

Ignacio Gavilan

CGF 可持续发展总监

CGF Sustainability Director (Plastic Waste & Food Waste)

CGF 森林正效高级经理 Debora Dias 通过视频形式介绍了 CGF 森林正效行动联盟。该联盟旨在采取大规模有意义的行动解决因供应商品导致的森林砍伐、森林退化和林地转用问题。联盟正致力于推动棕榈油、大豆、纸张纸浆与纤维基包装、牛肉这四个关键商品部门发展森林正效型生产，推动为地球与人类创造一个森林正效的未来。她也呼吁所有人加入进来，共同为这个目标努力。 Debora Dias, CGF Forest Positive Senior Manager, introduced the CGF Forest Positive Coalition of Action via video. The coalition aims to take large-scale and meaningful action to address deforestation, forest degradation, and land use changes caused by commodity production. The coalition is dedicated to promoting forest positive production in four critical commodity sectors: palm oil, soy, paper and pulp fiber-based packaging, and beef. The aim is to create a positive forest future for the planet and humanity. She also urged everyone to join the coalition and work towards this goal together.



Debora Dias

CGF 森林正效高级经理

CGF Forest Positive Senior Manager

CGF 健康生活总监 Sharon Bligh 分享了健康生活 CHL 行动联盟的全球战略更新内容，将聚焦在以消费者为中心和以员工为中心两个方面。CHL 在法国、英国、土耳其、美国、哥伦比亚、哥斯达黎加、墨西哥、中国和日本等国家共同推动消费者行为改变行动，目前在全球范围共有 206 个以上的组织在参与 CHL 的行动。同时，通过与全球营养改善联盟(GAIN)共同创办的劳动力营养联盟，双方计划在 2025 年对 300 万名员工产生积极影响。并分享了 2023 年为 CGF“员工福祉年”，重点关注心理健康，并在全球启动录制 CEO 倡议系列视频，进行宣传推广。Sharon Bligh, CGF Healthier Lives Director, shared updates on the global strategy of the Health & Wellness CHL Coalition of Action. The coalition will have a dual focus on consumer-centric and employee-centric initiatives. CHL is leading efforts to change consumer behavior in countries such as France, the UK, Türkiye, the U.S., Colombia, Costa Rica, Mexico, China, and Japan. Over 206 organizations globally are participating in CHL's actions. The Workforce Nutrition Alliance, co-founded by CHL and the Global Alliance for Improved Nutrition (GAIN), aims to positively impact three million employees by 2025. And for 2023, it will be the "Employee Well-being Year" for CGF, with a strong focus on mental health. A global series of CEO initiative videos have been launched to promote and raise awareness for this cause.



Sharon Bligh

CGF 健康生活总监

CGF Healthier Lives Director

上海交通大学全健康研究中心主任、上海交通大学医学院-国家热带病研究中心全球健康学院副院长周晓农分享介绍了 One Health 理念的社会发展背景，以及我国开展 One Health “全健康”理论与实践研究的重要性和必要性。“One Health”需要跨部门、多学科和全球范围内通力合作，共同提高人类、动物和环境的整体健康。同时也能实现发展中国家的扶贫与经济提升；降低全球大流行风险；提升全球公共卫生水平；构建有效的动物、人群健康系统；构建高效的动物、人群健康系统；年净效益达 40 亿美元（无大流行）和 350 亿美元（百年一遇的大流行）。During a presentation, Xiaonong Zhou, Director of the Center for Holistic Health, Shanghai Jiao Tong University, Deputy Dean of the School of Global Health, Shanghai Jiao Tong University School of Medicine-National Center for Tropical Diseases, discussed the social development background of the One Health concept, as well as the crucial role of conducting One Health research in China to promote global health. The "One Health" concept necessitates collaboration across sectors, disciplines, and global boundaries to enhance the health of humans, animals, and the environment. This approach also has the potential to reduce poverty and promote economic growth in developing countries, lower the risk of global pandemics, improve worldwide public health, and establish efficient animal and human health systems. If implemented successfully, the net benefits could reach up to 4 billion US dollars per year (without pandemics) and 35 billion US dollars (in the event of a once-in-a-century pandemic).



周晓农

Xiaonong Zhou

上海交通大学全健康研究中心主任、上海交通大学医学院-国家热带病研究中心全球健康学院副院长
Director of the Center for Holistic Health, Shanghai Jiao Tong University, Deputy Dean of the School of Global Health, Shanghai Jiao Tong University School of Medicine-National Center for Tropical Diseases

WGDO 绿色产品与包装专委会主任，江南大学包装工程系教授、博导、闽江学者、研究中心主任王军发布了 2023 中国包装行业十大趋势，介绍了“黄金设计原则”新背景下的未来包装创新，多维度介绍了包装行业生态国内外差别，分析了变量时代包装创新和塑料新政下的未来包装发展趋势，解析了黄金设计原则的中国实现路径，并分解了功能实现、加工复现、产线适配和成本分析的实施路径。Professor Jun Wang, who serves as the Director of WGDO Green products and Packaging Committee, Professor, Doctor, Minjiang Scholar, Director of Research Center, Department of Packaging Engineering, Jiangnan University, recently presented the top ten trends for China's packaging industry in 2023. During the presentation, he discussed future packaging innovations in light of the "Golden Design Rules" and provided a comprehensive comparison of the ecological differences between domestic and international packaging industries. He also analyzed the future development trends of packaging in the age of innovation and under new policies regarding plastics. Additionally, Professor Wang Jun explained the implementation path for the Golden Design Rules in China and broke down the paths for realizing functionality, reproducing processing, adapting production lines, and conducting cost analyses.



王军

Jun Wang

WGDO 绿色产品与包装专委会主任，江南大学包装工程系教授、博导、闽江学者、研究中心主任
Director of WGDO Green products and Packaging Committee, Professor, Doctor, Minjiang Scholar,
Director of Research Center, Department of Packaging Engineering, Jiangnan University

CDP 中国办公室副主任李蜚，主持了“携手价值链伙伴，共创零碳未来”圆桌讨论，参与嘉宾包括中标合信（北京）认证有限公司董事长，中国品牌建设促进会副秘书长李铁男，阿里巴巴集团 ESG 和双碳副总经理王珩（辅秦），达能中国可持续发展副总裁兼社会企业总经理吴俊财，BV 必维集团认证服务副总裁邹凤贤，LCA 专委会主任委员，四川大学碳中和未来技术学院副教授王洪涛。各位嘉宾从品牌建设与高质量发展和零碳价值链的关系，平台型企业、消费品品牌方、供应链企业以及产品生命周期排放角度探讨如何联动价值链上下游伙伴，共同实现净零目标。此外，各位专家就如何解决目前推动零碳价值链面临的障碍与挑战，以及相关标准出台的必要性等议题发表真知灼见。Fei Li, CDP China Associate Director, moderated a roundtable discussion on "Collaboration with Value Chain Partners to Create a Net Zero Future." The discussion featured several distinguished guests, including Tienan Li, Chairman of China Standard Conformity Assessment Co., Ltd; Deputy Secretary-General of China Council for Brand Development, Heng Wang (Fu Qin), Vice General Manager of ESG Strategy and Operation, Alibaba Group, James NG, China Vice President of Sustainability and General Manager of Social Business, Fanny Zou, Vice President, Bureau Veritas Certification China, and Hongtao Wang, Director, Committee of Life Cycle Green Management, China Electronic Energy Saving Technology Association; Associated Prof., College of Carbon Neutrality Future Technology, Sichuan University. The guests discussed how to collaborate with upstream and downstream partners in the value chain to jointly achieve the net zero emission goal from the perspective of the relationship between brand building and high-quality development and the zero carbon value chain, platform-based enterprises, consumer goods brands, supply chain enterprises, and product lifecycle emissions. The experts provided

valuable insights on how to tackle the obstacles and challenges in promoting the zero-carbon value chain, as well as the importance of establishing relevant standards.



员工健康是在消费者健康基础上，CHL 关注和推动的另一重要话题。企业员工健康管理日益受到重视，成为企业可持续健康发展重要要素。CHL 通过向成员公司收集实践案例，分享好故事，鼓励企业关注员工身心健康。陈君石院士向 10 家（北京华联、大润发、达能、麦德龙、雀巢、新希望六和、亿滋国际、蒙牛、屈臣氏、欧莱雅）对案例手册贡献的 CGF 成员公司代表颁发了纪念奖杯。Employee health was discussed as another important topic that CHL focuses on and promotes, building on the foundation of consumer health. Employee health management is becoming an increasingly important element for sustainable and healthy business development. Through collecting case studies from member companies and sharing good stories, CHL encourages enterprises to pay attention to the physical and mental health of their employees. Academician Chen Junshi awarded commemorative trophies to representatives of 10 CGF members (Beijing Hualian, RT-Mart, Danone, Metro, Nestlé, New Hope Liuhe, Mondelēz, Mengniu, Watsons, L'Oreal) who contributed to the case manual.



在 CGF 中国全体会员单位的努力下，在评委团各位专家的加持下，共同推出了第二本《黄金设计原则案例集》。本次案例集是在 CGF 黄金设计原则推荐中国落地方案推出后的又一个里程碑。两年来，黄金设计原则案例集在中国消费品品牌、零售流通企业的可持续发展战略层面，引发了行业的广泛关注与
共
鸣。

With the efforts of all CGF China members and the support of expert judges, the second volume of the *Golden Design Rules Case Collection* has been jointly launched. The release of this case study collection is another significant achievement following the implementation of CGF's Golden Design Rules in China. Over the past two years, the collection has garnered widespread attention and resonance from the industry, particularly in terms of promoting sustainable development strategies for Chinese consumer brands and retail enterprises.

陈君石院士向 16 家（百事公司，宝洁中国，达能中国，高露洁棕榄中国，光明乳业，汉高中国，赫力昂中国，嘉吉中国，联合利华中国，玛氏中国，蒙牛集团，欧莱雅中国，雀巢大中华大区，新希望乳业，艺康中国，亿滋中国）入选案例集的 CGF 成员公司代表，和 7 位评委团代表（陈俊青，曾钰涵，李斌，姜万永，陈晓婷，熊维，蒋南青）颁发了纪念奖杯。Academician Junshi Chen awarded representatives of 16 CGF members (PepsiCo, P&G China, Danone China, Colgate Palmolive China, Bright Dairy, Henkel China, Haleon China, Cargill China, Unilever China, Mars China, Mengniu Group, L'Oreal China, Nestlé Greater China, New Hope Dairy, Ecolab China, Mondelēz China) selected for the case collection, and 7 representatives of the judging panel (Mike Chen, Yuhan Zeng, Bin Li, Wanyong Jiang, Xiaoting Chen, Wei Xiong, and Nanqing Jiang).



陈君石院士（右四）与获奖企业代表

Academician Junshi Chen (fourth from right) and representatives of award-winning enterprises



陈君石院士（左三）与评委团代表

Academician Junshi Chen (third from left) and representatives of the judging panel

《黄金设计案例集》共有 16 家企业入选，收录约 40 余个案例。同时，入选企业的入选案例实物在健康和可持续展区线下陈列，给与会嘉宾沉浸式体验。A total of 16 enterprises were selected in the *Golden Design Rules Case Collection*, which includes about 40 cases. The selected enterprises' case studies were showcased at the Health and Sustainability exhibition area, providing attending guests with an immersive and interactive experience.







左 右 滑 动 查 看 更 多 图 片
 Swipe left and right to see more pictures







2. 可持续包装设计理念

雀巢的愿景依旧是：任何雀巢包装，包括材料包装都不会被埋藏或造成环境污染，95%的包装材料可回收再生或可降解使用设计，100%的包装材料可回收再生或可降解使用设计。

3. 包装优化的潜在减排方向 / 对改善环境和气候的影响

- 案例1：台湾雀巢咖啡小条包：雀巢台湾咖啡小条包的设计为可回收设计，100%的包装材料可回收再生或可降解使用设计，100%的包装材料可回收再生或可降解使用设计。
- 案例2：雀巢普瑞纳冠能狗粮产品：由原来的PET/AL/PE结构改变为单一塑料材质设计，减少碳排放。
- 案例3：青岛炼奶管：1. 减少塑料的使用量，取消内包装PET。2. 软管的材料由PE/AL/PE结构改变为单一塑料材质设计，减少碳排放。
- 案例4：雀巢即饮咖啡听装外包装去除PE收编改为全铝：减少塑料的使用，减少碳排放。

雀巢中国黄金设计原则案例

符合黄金设计原则



台湾雀巢咖啡小条包



青岛炼奶管



雀巢普瑞纳冠能狗粮产品



雀巢即饮咖啡听装外包装去除PE收编改为全铝

雀巢中国

亿滋中国

1. 企业承诺

亿滋中国致力成为3心品牌：以消费者为中心，以可持续发展为中心，以创新为中心。

2. 可持续包装设计理念

• 2025年，实现全产品线包装100%可回收。
• 2025年，实现全产品线包装100%可再生。

3. 包装优化前置在策略方向 / 亿滋中国“减塑”成果

案例1：奥利奥夹心饼干。通过优化包装设计，实现包装轻量化，减少塑料使用量。

案例2：奥利奥夹心饼干。通过优化包装设计，实现包装轻量化，减少塑料使用量。

4. 为环境

奥利奥夹心饼干。通过优化包装设计，实现包装轻量化，减少塑料使用量。

亿滋中国黄金设计原则案例

符合黄金设计原则



奥利奥夹心饼干

亿滋中国黄金设计原则，旨在通过优化包装设计，实现包装轻量化，减少塑料使用量，提升品牌形象。

奥利奥夹心饼干

亿滋中







LOREAL

2. 可持续包装设计理念

欧莱雅长期致力于实践可持续发展的3R战略，采用生态设计方法，并立足于三个关键原则：减量、再利用和回收。

3. 对改善环境和气候的影响

- 2025年，欧莱雅的所有运营设施将提升能效，100%使用可再生能源，这是实现碳中和。
- (2019年，欧莱雅中国成为了集团中第一个实现所有运营场所“碳中和”的企业)
- 到2030年，我们将让与运输产品有关的温室气体排放量(每单位产品计算)，与2016年相比减少50%。
- 到2030年，我们的战略供应商将把他们直接排放量的绝对值(范围1)和2(与2016年相比)减少50%。

4. 为绿色设计/低碳设计付出的努力

- 到2025年，我们全部的塑料包装都将是可二次填充的、可重复使用的、可回收的、或可降解的。
- 到2030年，我们包装中的塑料将100%为回收或生物基材料。

(欧莱雅集团供应商雅利集团2022年已正式宣布其位于苏州的工厂实现碳中和)

*工厂、分销中心、研发中心以及办公室。

欧莱雅中国黄金设计原则案例

巴黎欧莱雅奇焕精油洗发护发素系列产品亮点

- 1. 使用全塑瓶
- 2. 100%PCR PET瓶身
- 3. 标签：无亮银透明标

其产品通过了严格的设计标准，瓶身使用再生塑料，这也是欧莱雅集团首个使用100%可回收塑料的品类。包装每年可节省41.5%原生塑料，约等于1/24个埃菲尔铁塔的重量。

美即面膜产品亮点

- 1. 减少塑料用量，减小包装尺寸
- 2. 降低实际重量，减少物流运输

美即面膜作为中国品牌，专注于护肤领域的创新，包括在可持续包装方面的创新。此款产品的开发确定了既能满足最大数量需求，又不影响使用速度和产品功效的最佳尺寸。对面膜产品的源头减量具有重要的意义。





光明乳业

1. 企业承诺

光明乳业作为行业内首家开展牛奶低值回收绿色大行动的乳制品企业，坚持履行企业社会责任，将绿色低碳和环保行动打造成公益环保新风尚，从源头推动可持续发展。光明乳业承诺与消费者携手共同推进绿色文明和环保发展，倡导绿色环保新风尚，共建美好家园，共创绿色未来。

2. 可持续包装设计理念+承诺实施黄金设计原则条款

光明乳业以低碳环保、回收循环为方向，在可持续包装理念基础上不断优化突破。光明乳业承诺实施黄金设计原则第三条“去除多余的顶部印刷”和第四条“减少塑料包装”的承诺。

3. 包装优化的潜在减排方向 / 对改善环境和气候的影响

案例1：光明如懿棒产品软包装设计尺寸进行优化，减少包装的顶部印刷。
案例2：光明如懿棒产品采用低值包装，减少塑料外包装。

4. 为绿色设计/低碳设计付出的努力

光明如懿250g发酵乳包装开发瓶体和内盖时采用单一HDPE材质（无阻隔层，无色母），使材质易于回收。通过包装优化将瓶体重量控制在23g，从而达到减少重量。经过持续不懈地努力克服技术难点，最终开发出具有可回收性的包装，为环保做出光明贡献。

光明乳业黄金设计原则案例

符合黄金设计原则



好故事

如懿250g发酵乳包装开发瓶体和内盖时采用单一HDPE材质（无阻隔层，无色母），使材质易于回收。通过包装优化将瓶体重量控制在23g，从而达到减少重量。经过不懈地努力克服技术难点，最终开发出具有可回收性的包装，为环保做出光明贡献。

欧莱雅中国

宝洁中国

光明乳业



中国承诺2022 实现首家碳中和工厂：2023年所有生产脉动的工厂实现碳中和；到2025年，脉动产品全生命周期碳足迹减排42%，到2050年，达成实现碳中和目标。

2. 可持续包装设计理念，承诺实施黄金设计原则

- 100%可回收包装
- 使用PETg标签替代PVC标签
- 包装减重
- 灵汽产品采用无色透明PET瓶

3. 包装优化的潜在碳减排方向 / 对改善环境和气候的影响

- 相较于2004年，脉动瓶身减重30%，减少PET使用，有助于减少碳排放

4. 为绿色设计/低碳设计付出的努力

- 包装持续减重
- 投资研发“碳捕捉”技术，脉动首款智慧破概念瓶诞生

脉动“智慧碳”概念瓶

符合黄金设计原则



好故事

脉动“智慧碳”概念瓶诞生于“碳中和”理念，旨在实现包装碳中和。通过采用100%可回收PETg标签替代PVC标签，使用无色透明PET瓶，以及优化瓶身设计，脉动“智慧碳”概念瓶在生命周期内实现了碳中和。这不仅是对环保的承诺，也是脉动品牌可持续发展的体现。

大润发

达能中国

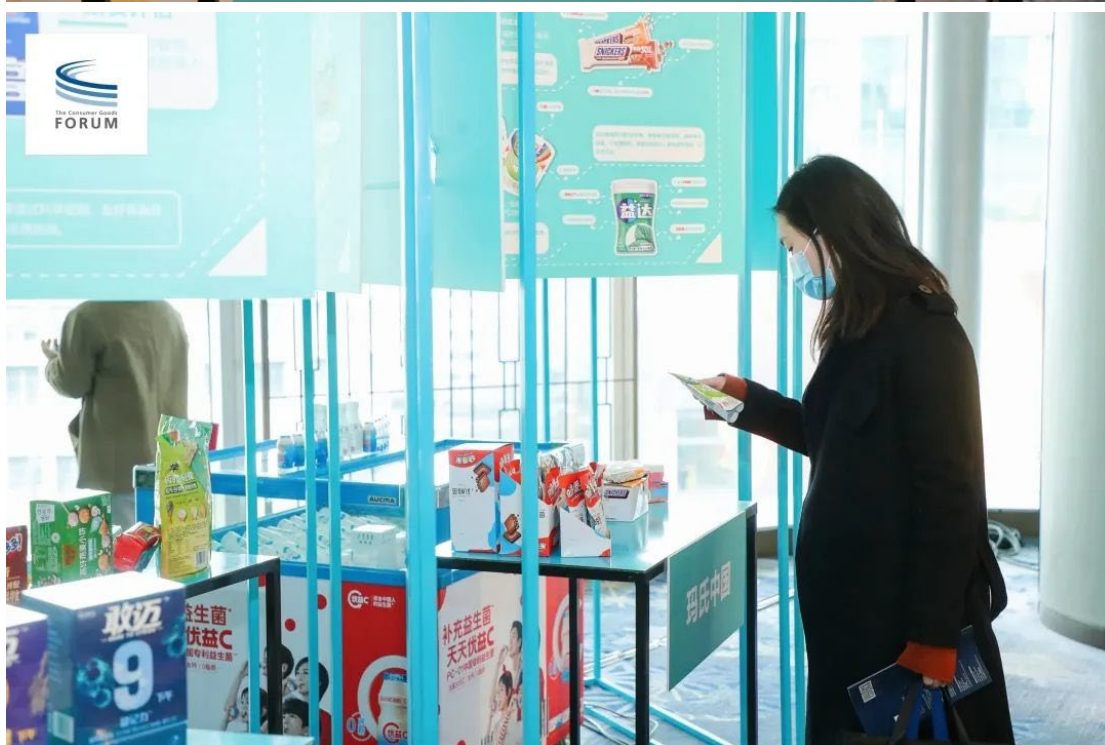
安姆科集团

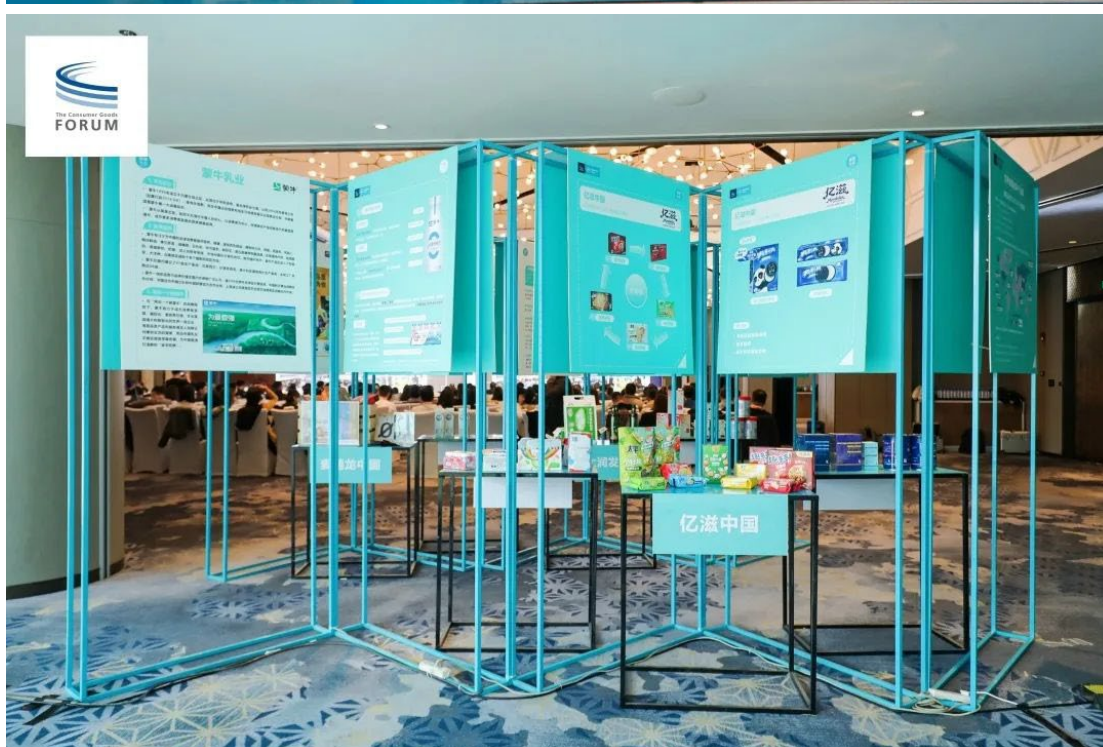
达能中国











3 月 21 日，“从对话到行动：优化商业转型”--第三届健康可持续协作大会圆满举行！

"From Conversation to Action: The Transition to Better Business"--The 3rd CGF China Health and Sustainability Collaboration Conference Successfully Held on March 21

2023 年 3 月 21 日，由消费品论坛举办的第三届健康和可持续协作大会在上海康莱德酒店顺利召开。来自大中华区的成员和行业专家，共同探讨消费品行业热门话题，包括健康消费趋势，塑料包装可回收设计，碳减排，健康和可持续的创新解决方案，引领行业潮流，探讨行业趋势。

On March 21, 2023, the 3rd CGF China Health and Sustainability Collaboration Conference held by the Consumer Goods Forum was successfully held at Conrad Shanghai. Members and industry experts from Greater China came together to discuss hot topics in the consumer goods industry, including trends in health consumption, recyclable designs for plastic packaging, carbon emission reduction, and innovative solutions for health and sustainability. They came together to lead the industry and explore emerging trends.



主会场

Main Venue

北京华联综超食品安全部总监 & CGF 中国健康指委会主席团代表林芳，雀巢大中华大区可持续发展总监 & CGF 中国可持续指委会主席团代表张琦为大会作开场介绍，向莅临会场的各界嘉宾表示了热烈欢迎与诚挚感谢，并介绍了当天的日程安排。

Fang Lin, Director of the Food Safety Department of Beijing Hualian Lifestyle Market & Vice Co-Chair of CHL China Steering Committee, Qi Zhang, Head of Sustainability, Nestlé Zone Greater China & Vice Co-Chair of CGF China Sustainability Steering Committee, gave opening speech at the conference, extending a warm welcome and sincere gratitude to the guests from all walks of life who were present, and introducing the agenda for the day.



林芳 (左一)

Fang Lin (first from left)

北京华联综超食品安全部总监

Director of the Food Safety Department of Beijing Hualian Lifestyle Market

张琦 (左二)

Qi Zhang (second from left)

雀巢大中华大区可持续发展总监

Head of Sustainability, Nestlé Zone Greater China

中国工程院院士，国家食品安全风险评估中心研究员、总顾问陈君石发表欢迎致辞。陈君石院士提到食物系统要有可持续性和韧性，呼吁人人都应该享有安全和营养健康的食品，减少食物浪费。同时呼吁我们不仅要保护人的健康，还要保护地球的健康，确保我们人类所赖以生存的自然环境能够持续地发展。

Junshi Chen, Member of Chinese Academy of Engineering & Chief Advisor and Researcher of CFSA (China National Centre for Food Safety Risk Assessment) delivered a welcome speech. Academician Junshi Chen emphasized the importance of sustainability and resilience in the food system, advocating for universal access to safe and nutritious food, as well as a reduction in food waste. He also urged people to prioritize not only the health of humans but also the health of the planet, ensuring the

sustainable development and thriving of the natural environment upon which humanity depends for survival.



陈君石

Junshi Chen

中国工程院院士

Member of Chinese Academy of Engineering

国家食品安全风险评估中心研究员、总顾问

Chief Advisor and Researcher of CFSA (China National Centre for Food Safety Risk Assessment)

雀巢大中华大区营养健康总监 & CGF-健康生活 CHL 中国指导委员会联席主席高丽娟分享了 CGF 健康生活 CHL 行动联盟的工作内容和进展。CHL 通过更好的选项(Better Options)、更好的选择(Better Choices)、更好的社区(Better Communities)三个方面，帮助人们过上更健康、更可持续的生活，同时为企业和社区创造共享价值。目前 CHL 在中国联合 12 家品牌商，在 5 家零售商全国 500+家门店落地了健康指导货架项目推动消费者健康。并通过案例手册分享和劳动力营养联盟评估工具推广等方式推动员工健康。

Kelly Gao, Head of Nutrition, Health and Wellness, Nestlé Zone Greater China, Co-Chair of CHL China Steering Committee, provided insights into the achievements and ongoing initiatives of the CGF Healthier Lives China CHL CoA. CHL aims to promote healthier and more sustainable lifestyles, while creating shared value for businesses and communities, through three key areas: Better Options, Better Choices, and Better Communities. CHL is currently working with 12 brand partners in China to promote consumer health through the Health Guidance Shelf project. This initiative has been implemented in over 500 retail stores across 5 national retailers. Additionally, they are promoting employee health by sharing case studies and promoting the Workforce Nutrition Alliance evaluation tool.



高丽娟

Kelly Gao

雀巢大中华大区营养健康总监

Head of Nutrition, Health and Wellness, Nestlé Zone Greater China

CGF 健康生活 CHL 中国指导委员会联席主席

Co-Chair of CHL China Steering Committee

达能中国可持续发展副总裁兼社会企业总经理 & 可持续发展中国指导委员会联席主席吴俊财先生，向大家介绍了 CGF 中国可持续发展的战略工作组：黄金设计原则；碳减排本土倡议；反食品浪费，森林正效，和其他本土倡议。同时向大家介绍了作为工作组成果之一的《黄金设计原则案例集》，入选案例生动展示了包装设计优化对回收再生和循环经济的促进作用，本次案例集有 16 家企业，递交了约 40 个案例，且 70% 以上案例均具有减碳潜力，呈现出在绿色低碳成为全球发展大趋势的背景下，中国消费品行业也顺应趋势，将减少碳排放，降低气候影响纳入企业的未来目标，共同为循环经济，国家双碳目标和全球气候变化方面，做出自己的努力。

During his presentation, James NG, China Vice President of Sustainability and General Manager of Social Business, Danone & Co-Chair of CGF China Sustainability Steering Committee, introduced the strategic working group for sustainable development in CGF China. The group focuses on several key initiatives, including the Golden Design Rules, local initiatives aimed at reducing carbon emissions, efforts to combat food waste, Forest Positive, and other locally-driven initiatives. Mr. Wu also introduced the *Golden Design Rules Case Study Booklets*, which is one of the working group's achievements. The case study booklets collected 16 companies' 40 also cases that vividly demonstrate how packaging design optimization can promote recycling and the circular economy. More than 70% of the cases presented have the potential to reduce carbon emissions. Against the backdrop of green and low-carbon development becoming a global trend, the Chinese consumer goods industry is also embracing this trend by making a concerted effort to reduce carbon emissions and mitigate their

impact on the climate as part of their future goals. Together, they are contributing to the circular economy, China's carbon peak and carbon neutrality goals, and global climate change.



吴俊财

James NG

达能中国可持续发展副总裁兼社会企业总经理

China Vice President of Sustainability and General Manager of Social Business, Danone

CGF 可持续发展中国指导委员会联席主席

Co-Chair of CGF China Sustainability Steering Committee

联合国环境署-同济大学环境与可持续发展学院特聘教授、中国合成树脂协会塑料循环利用分会会长杜欢政发表题为“政策，技术，商业模式结合构建塑料闭环循环研究”的主旨演讲。他表示，塑料污染治理的新时代已经悄然来临。从“小散污”到规范化，从纯线下到数字化，从粗放式到精细化，对产业链的转型提出了更高的要求。针对碎片化治理和价值链缺损两大核心痛点，杜欢政教授提出“政策、技术、商业模式”相结合的系统化解决方案，分门类、分场景、分品种构建闭环循环，由此形成消费品牌和消费者双向发力，共同推动塑料绿色低碳循环的新格局。

Huanzheng Du, Professor of UNEP-Tongji Institute of Environment for Sustainable Development & President of CPRRA (China Plastics Reuse and Recycling Association), delivered a keynote speech titled "Research on the Closed Circuit Cycle of Building Plastics by Combining Policy, Technology, and Business Models". According to him, a new era in plastic pollution control has already begun. The shift from unregulated to regulated, from purely offline to digitalization, and from extensive to refined management has placed higher demands on the transformation of the industry chain. Professor Du Huanzheng proposed a comprehensive solution to addressing two major challenges in plastic pollution control (fragmented governance and incomplete value chain) by combining policy, technology, and business models. He suggested building the closed-loop system based on different categories, scenarios and product types. This approach would enable both consumer brands and consumers to work together to promote a new pattern of green, low-carbon plastic recycling.



杜欢政

Huanzheng Du

联合国环境署-同济大学环境与可持续发展学院特聘教授、中国合成树脂协会塑料循环利用分会会长

Professor of UNEP-Tongji Institute of Environment for Sustainable Development & President of CPRRA
(China Plastics Reuse and Recycling Association)

中国疾病预防控制中心营养学首席专家、中国疾病预防控制中心营养与健康所研究员赵文华分享介绍了国民膳食营养的现状 & 长期变化趋势，特别报告了中国婴幼儿、儿童少年、劳动力人口和老年人群的膳食营养特点、营养不良及膳食相关慢性病患病情况。同时分享了对人群营养与健康改善策略的思考，指出需要通过政府政策制订、产业食物供应、个人食物消费等多方面共同努力、齐头并进，才能实现国民营养改善和健康中国行动目标。

Wenhua Zhao, Chief Expert in Nutrition, Researcher of Institute of Nutrition and Health, China CDC, shared insights into the current status and long-term trends of national dietary nutrition in China. She particularly highlighted the dietary characteristics, nutritional deficiencies, and the prevalence of diet-related chronic diseases among different age groups, including infants and young children, adolescents, working adults, and the elderly population. She also shared her thoughts on improving the nutrition and health of different populations, emphasizing the need for a coordinated effort from multiple parties, including government policy-making, food industry supply, and individual food consumption habits. Only through joint efforts and collaboration can China achieve its national nutrition improvement and Healthy China goals.



赵文华

Wenhua Zhao

中国疾病预防控制中心营养学首席专家

Chief Expert in Nutrition, China CDC

中国疾病预防控制中心营养与健康所研究员

Researcher of Institute of Nutrition and Health, China CDC

商道纵横合伙人 & 副总经理郎华带来了“中国可持续消费洞察”主题演讲。她提到，相关研究显示，中国居民消费产生的碳排放量占全社会碳排放总量的 53%。可以预测随着促消费政策的持续强化，消费复苏势必会带来更多的碳排放。一边是促消费，一边是减少排放，促进绿色低碳的消费模式将有利于带动经济活动的绿色增长。中国低碳消费现状如何？谁是低碳消费的领跑者？哪些因素阻碍或驱动低碳消费？低碳消费在日常消费支出中的比例如何？郎华女士的演讲对于以上问题进行了全面解答，并为供需两端全面促进可持续消费提供了可行方案。

Fiona Lang, Partner and Vice-General Manager, SynTao, delivered a keynote speech on "Insight into Sustainable Consumption in China". She said that research shows that carbon emissions generated by Chinese household consumption account for 53% of the total social carbon emissions. It can be predicted that with the continued strengthening of consumption promotion policies, the recovery of consumption will inevitably bring more carbon emissions. On one hand, there is the promotion of consumption; on the other hand, there is the reduction of emissions. Promoting a green and low-carbon consumption model will help drive green growth in economic activities. What is the current situation of low-carbon consumption in China? Who is the leader in low-carbon consumption? What factors are hindering or driving low-carbon consumption? What is the proportion of low-carbon consumption in daily consumption and expenditures? Ms. Lang's speech provided a comprehensive answer to the above questions and offered feasible solutions for promoting sustainable consumption from both the supply and demand sides.



郎华

Fiona Lang

商道纵横合伙人 & 副总经理

Partner and Vice-General Manager, SynTao

科信食品与健康信息交流中心副主任阮光锋分享了中国消费者“三减”洞察及健康传播探索,他介绍道,“三减”是当前健康发展的重要方向之一,但目前我国消费者的健康认知水平依然较低,部分消费者不愿意为了“三减”牺牲食品的口味或随便改变产品配方,食品企业新研发的“三减”产品也存在叫好不叫座的情况,因此,应充分认识到消费者的营养健康认知水平对行业可持续发展的影响,通过创新传播形式,共同推动消费者教育,弥合业界、专家、消费者之间的认知鸿沟,建立合理预期,为行业健康发展做出贡献。

Guangfeng Ruan, Deputy Director, China Food Information Center, shared insights into Insights on Healthy Diet Among Chinese Consumers and Targeted Health Communication, He explained that "reducing salt, oil, and sugar" is one of the important directions for healthy development, but currently, the health awareness level of Chinese consumers is still relatively low. Some consumers are unwilling to sacrifice the taste of food or change the product formula casually for the sake of "reducing salt, oil, and sugar". The "three-reduction" products newly developed by food companies also face the challenge of being well-received but not widely purchased. Therefore, it is important to fully recognize the impact of consumers' nutrition and health knowledge on the industry's sustainable development. Innovative forms of communication should be utilized to promote consumer education and bridge the cognitive gap among industry, experts, and consumers. By establishing reasonable expectations, we can contribute to the healthy development of the industry.



阮光锋

Guangfeng Ruan

科信食品与健康信息交流中心副主任

Deputy Director, China Food Information Center

本届健康可持续协作大会采取分会场形式。从上午 11:30 至下午 16:30，会议在可持续分会场与健康分会场同步进行。

The Health and Sustainability Collaboration Conference is being held in a split format. Sessions took place simultaneously in the Sustainability and Health from 11:30 am to 4:30 pm.

可持续分会场

Breakout 1:Sustainability

EMF(艾伦·麦克阿瑟基金会)中国塑料倡议项目负责人陈晓婷博士，介绍了“终结塑料污染全球行动：一项具有法律约束力的国际文书”的最新进展情况。面对日益严峻的全球塑料污染挑战，早在 2016 年，艾伦·麦克阿瑟基金会就发布了具有里程碑意义的报告——《新塑料经济：重新思考塑料的未来》，首次披露了当前线性塑料经济模式对环境和经济造成的巨大负面影响，正式提出了新塑料经济愿景。在此愿景的推动下，当前全球已有超过 500 家企业、政府、非政府组织和相关机构加入了《新塑料经济全球承诺》，在推动塑料包装的减量、可重复使用、回收基础设施投资和包装设计的改进与创新等方面取得了显著进展；但随着自愿性倡议努力的瓶颈，其进展速度已不足以应对塑料污染的扩张速度与规模。去年，联合国开启了具有里程碑式意义的“终止塑料污染——一项具有法律约束力的国际文书”的谈判工作，目标是在 2024 年底之前完成一项具有法律约束力的全球协议草案。预计该协议草案将涉及塑料包括生产、设计和处置在内的整个生命周期，可重复使用和可回收产品以及材料设计等内容。在谈判的背景下，2022 年 9 月，艾伦·麦克阿瑟基金会和

世界自然基金会共同发起“全球商业联盟”，一方面希望通过联盟工作模式，促进塑料价值链参与方、金融机构和非政府组织合作，为达成一项行之有效的国际条约提供支持；另一方面也为商界建立信心，更好的向政府传递来自进步企业、非政府组织和金融机构发出的倡议和主张。艾伦·麦克阿瑟基金会塑料倡议中国项目在 2023 年将以上述工作为主要抓手，围绕塑料公约的政府间谈判举办一系列政策、产业对话会，持续推动中国塑料价值链上下游围绕关键议题的沟通与交流。

Dr.Tina Chen, Programme Manager, Plastic Initiative, The Ellen MacArthur Foundation Beijing Office, presented the Latest Progress on Developing an International Legally Binding Instrument on Plastic Pollution, as early as 2016, the Ellen MacArthur Foundation released a milestone report—*The New Plastics Economy: Rethinking the future of plastics*, which first revealed the huge negative impact of the current linear plastic economy model on the environment and economy, and officially proposed the vision of the new plastics economy. Driven by this vision, over 500 businesses, governments, NGOs, and other organizations worldwide have joined the *New Plastics Economy Global Commitment*, which has made significant progress in reducing plastic packaging, promoting reuse, investing in recycling infrastructure, and improving packaging design and innovation. However, with voluntary initiatives reaching their limits, progress has not been fast enough to address the scale and pace of plastic pollution. Last year, the United Nations launched landmark negotiations for a "legally binding international instrument" to end plastic pollution, with the goal of completing a draft global agreement with legal force by the end of 2024. It is expected that the draft agreement will cover the entire life cycle of plastics, including production, design, and disposal, as well as reusable and recyclable products and material design. With negotiations going on, in September 2022, the Ellen MacArthur Foundation and WWF jointly launched the "Global Business Alliance," with the aim of promoting collaboration among stakeholders in the plastic value chain, financial institutions, and NGOs to support the development of an effective international treaty. The alliance also aims to build confidence among businesses and better convey the proposals and demands from progressive companies, NGOs, and financial institutions to governments. The Ellen MacArthur Foundation's Plastics Initiative in China will focus on the above-mentioned work as its main strategy in 2023. It will hold a series of policy and industry dialogues around the intergovernmental negotiations for the plastic convention, and continue to promote communication and exchange on key issues among the upstream and downstream of the value chain of China's plastic industry.



陈晓婷

Tina Chen

EMF(艾伦·麦克阿瑟基金会)中国塑料倡议项目负责人

Programme Manager, Plastic Initiative, The Ellen MacArthur Foundation Beijing Office

欧莱雅中国研发和创新中心前沿科学研究团队博士刘志博,发表了题为“让可持续包装产品可视化”的演讲。在全球推进经济社会可持续发展的大背景下,欧莱雅集团与11位独立科学家共同合作开发了一套“产品环境和社会影响信息及等级标注系统”,旨在告知消费者产品对环境和社会的影响,从而使他们能够在充分了解的情况下做出明智的消费选择。该系统是基于生命周期评估理论(Life Cycle Analysis, LCA)的一种精确的计算方法,用于评估产品对温室气体排放、水资源短缺、水体酸化和生物多样性损失等14种生态环境的影响,以确保将产品从其原材料的生产,到产品生命末期的管理这一全生命周期内所有对环境的影响都纳入考量,将合理细分的同一品类中的产品进行评分,并按照A级到E级的区间进行公布,从而让人们能够准确了解欧莱雅产品对环境与社会的影响情况。

Dr. Zhibo Liu, Doctor, L'Oréal China Research & Innovation Center, Advanced Research, delivered a speech entitled "The Visualization of Sustainable Packaging Product". In the context of the global drive towards sustainable economic and social development, L'Oréal has partnered with 11 independent scientists to develop an "information and rating system for environmental and social impacts of products". The goal of this system is to inform consumers about a product's impact on the environment and society, empowering them to make informed purchasing decisions. This system is an accurate calculation method based on the Life Cycle Analysis (LCA) theory, used to evaluate the 14 impacts of products on the environment, including greenhouse gas emissions, water resource scarcity, water body acidification, and biodiversity loss. It ensures that all environmental impacts from the production of raw materials to the end-of-life management of products throughout their lifecycle are

taken into account. Products in the same category are scored and published in the range of A to E grades, allowing customers to gain a clear understanding of the environmental and social impact of L'Oréal's products.



刘志博

Zhibo Liu

欧莱雅中国研发和创新中心，前沿科学研究团队博士

Doctor, L'Oreal China Research & Innovation Center, Advanced Research

玛氏箭牌中国研发副总裁董虹，以“挖掘包装潜能·‘豆’趣环保圈粉”为主题进行演讲。玛氏相信未来始于当下，并致力于通过今天的实际行动为一代人构建可持续的美好明天。在健康和可持续协作大会上，玛氏箭牌中国研发副总裁董虹女士通过 M&M'S 的案例，现场分享了挖掘可持续包装创新的潜能，不但可以提升包装的可持续性，让包装对环境更友好，还给品牌赋予了更多内涵和活力，助力品牌赢得消费者喜爱和商机，以实力环保圈粉。

Hong Dong, Vice President R&D, Mars Wrigley China, gave a speech on the topic of "Unlock Packaging Potential and Energize Brand with FUN ". Mars firmly believes that a better future starts with the actions taken today. It is committed to creating a sustainable and brighter tomorrow through practical measures that are implemented today. At the Health & Wellness and Sustainable Collaboration Conference, Ms. Dong Hong, the Vice President of Research and Development for Mars Wrigley in China, shared on stage the potential of sustainable packaging innovation using the example of M&M'S. This approach not only enhances the sustainability of packaging and makes it more environmentally friendly but also adds more depth and vitality to the brand, helping to win consumers and business opportunities while demonstrating the brand's commitment to environmental protection.



董虹

Hong Dong

玛氏箭牌中国研发副总裁

Vice President R&D, Mars Wrigley China

东华大学先进低维材料中心李斌教授,主持了“实现可持续包装商品在中国市场主流化”的圆桌讨论,参与嘉宾包括亿滋国际亚洲饼干品类研发副总裁及苏州研发中心负责人古满琥,雀巢大中华区包装总监王雪涛,赫力昂中国包装及可持续发展总监胡明生,以及中国合成树脂协会塑料循环利用分会副会长陈俊青。嘉宾们讨论了可持续包装的定义,以及如何推动可持续包装在中国的落地,涉及的领域包括消费者的认同教育,供应链的上下游联动,相关法律法规的设立以及行业的顶层设计等。部分嘉宾还展示了一些最新的可持续包装设计方案,令人眼前一亮。

Professor Bin Li, Senior Research Professor, Center of Advanced Low Dimension Materials, Donghua University, chaired a roundtable discussion on "To Mainstream Sustainable Packaging Products in China Market." The guests included Manhu Gu, VP for Biscuit, Asia, Global R&D and Suzhou Technical Center Site Lead, Mondelēz International, Xuetao Wang, Head of Packaging, Nestlé Zone Greater China, Alex Hu, Packaging and Sustainability Director, Haleon China, and Mike Chen, Vice President of CPRRA (China Plastics Reuse and Recycling Association). The attendees engaged in a discussion on the definition of sustainable packaging and the strategies to facilitate its adoption in China. The topics addressed included educating consumers on its significance, establishing a synchronized supply chain, enacting pertinent laws and regulations, and developing top-level industry designs. Several guests also showcased cutting-edge sustainable packaging design solutions that were impressive.



光明乳业党委副书记、副总裁贲敏，介绍了消费者眼中的可持续包装。光明乳业最早的历史可追溯至 1911 年，一百多年来，见证了我国乳品行业从一无所有到百花齐放的发展历程。回首百年征途，光明乳业坚定不移的走高质量发展之路，筑牢企业生命线；深耕厚植乳制品领域，打造乳业全产业链生态；加大乳业科研投入，助力突破乳业技术壁垒；聚焦绿色可持续理念，引领行业高质量发展。

Ms. Min BEN, Vice President, Bright Dairy, gave a presentation on The Sustainable Packaging from the Perspective of Consumers. Bright Dairy has a history dating back to 1911 and has witnessed the remarkable development of China's dairy industry from its infancy to a thriving landscape with numerous dairy companies. Over the course of a century-long journey, Bright Dairy has remained unwavering in its pursuit of high-quality development and has established a strong foundation for the company. The company has cultivated expertise in the dairy product sector, creating an entire industry chain and ecosystem. It has also increased investment in scientific research to help overcome technical barriers in the dairy industry. With a focus on green and sustainable principles, the company is leading the industry toward high-quality development.



贲敏

Ms. Min BEN

光明乳业党委副书记、副总裁

Vice President, Bright Dairy

达能中国可持续发展副总裁兼社会企业总经理吴俊财，分享了“可持续包装中的减碳创新”。作为一家领先的跨国食品饮料公司，达能以“通过食品，为尽可能多的人带来健康”为企业使命，多年来坚持可持续发展。2022 年年初，达能武汉和邛崃工厂取得由 SGS 颁发的 PAS2060 碳中和认证证书，成为中国饮料行业率先实现碳中和的两家工厂。在助推循环经济方面，达能从设计阶段就融入可回收的理念，目前，达能已实现脉动瓶的全瓶可回收，并一直致力于包装创新。2022 年，脉动宣布出资研发新型包装材料，运用先进的“碳捕捉”技术，减少石油的使用和碳排放对环境的影响。

James NG, China Vice President of Sustainability and General Manager of Social Business, Danone, shared "Innovations on Carbon Emission Reduction on Sustainable Packaging". As a leading multinational food and beverage company, Danone is committed to sustainable development with a mission to "bring health through food to as many people as possible". In early 2022, Danone's factories in Wuhan and Qionglai became the first two factories in China's beverage industry to achieve carbon neutrality, receiving the PAS2060 carbon neutrality certification from SGS. Danone has integrated the concept of recyclability into the design to promote the circular economy. They have achieved full bottle recyclability for their Mizone bottle and are committed to packaging innovation. In 2022, Mizone announced an investment in research and development of new packaging materials that use advanced "carbon capture" technology to reduce the use of petroleum and minimize the environmental impact of carbon emissions.



吴俊财

James NG

达能中国可持续发展副总裁兼社会企业总经理

Vice President of Sustainability and General Manager of Social Business, Danone China

阿里巴巴集团 ESG 和双碳总经理杨灵叶, 发表题为“低碳友好型商品如何共建消费趋势”主题演讲。低碳消费正在发展成为新兴的、潮流的消费趋势。据 88 碳账户最新数据, 累计已有 1.79 亿用户参与减碳, 其中 92% 用户是因为“低碳生活的理念很好”。参与减碳的用户中, 40 岁以下用户占了八成。低碳消费的商品供给, 也在蓬勃发展, 企业从能源转型切入, 到产品研发、材料革新, 再到面向消费者提出消费倡导, 从供应到消费全价值链都在行动起来。阿里希望带动消费者减碳, 这是在阿里的 ESG 战略目标下进行的。ESG 是阿里面向未来发展的核心基石战略, 围绕减碳 3+ 的方向, 会坚定不移地推进可持续消费, 缔造绿色循环经济。

Lingye Yang, General Manager of ESG Strategy and Operation, Alibaba Group, delivered a keynote speech entitled "How the Low-Carbon Friendly Product Co-build Consumption Trend". Low-carbon consumption is becoming a burgeoning and fashionable consumer trend. According to the latest data from 88 Carbon Account, a total of 179 million users have joined in carbon reduction efforts, with 92% citing the "appealing concept of low-carbon living" as their primary motivation. Among those who have participated in carbon reduction, 80% are under the age of 40. The supply of low-carbon consumer goods is thriving as companies across the entire value chain, from energy transformation and product research and development to material innovation and consumer advocacy, are taking action. As part of its ESG strategic objectives, Alibaba aims to inspire consumers to reduce their carbon footprint. ESG is a cornerstone strategy for Alibaba's future development. Focused on reducing carbon emissions, Alibaba is committed to promoting sustainable consumption and creating a green circular economy.

低碳消费的难点，在于供需咬合。需求侧的核心，是低碳生活方式的构建；供给侧的核心是把品牌侧做的减碳动作能够做到可衡量、可认证、可传递。也因此，低碳生活方式，将是现代化数字生活方式的典型特征；低碳商品，也将成为更有竞争力的商品品类。从 88 碳账户能观察到，低碳消费演进现在走到了第三个阶段，在快消、服饰等方向开始出现低碳类商品的规模化供给，这将大大利于用户在衣食住行上形成全面的低碳感知。低碳商品供给的扩展，是低碳消费市场的基础，低碳友好商品体系推动了全行业低碳商品供给规模化的逐步实现；而减碳心智的培育，是低碳消费市场的核心驱动引擎，以 88 碳账户为低碳消费主阵地，也在与各行业头部品牌共建低碳商品、低碳营销、低碳权益。

One of the key challenges of low-carbon consumption is ensuring that supply and demand are aligned. The essence of the demand side is the establishment of a low-carbon lifestyle, while the essence of the supply side is to ensure that the decarbonization efforts made by brands are measurable, certifiable, and communicable. As a result, a low-carbon lifestyle is set to become a defining characteristic of modern digital lives while low-carbon products will emerge as a more competitive product category. According to the observations made from the 88 Carbon Account, the evolution of low-carbon consumption has now progressed into its third phase. A large-scale supply of low-carbon products in fast-moving consumer goods, clothing, and other areas has begun to emerge, which will greatly benefit users in developing a holistic low-carbon perception in their daily lives. The expansion of the supply of low-carbon products forms the basis of the low-carbon consumption market. The low-carbon and environment-friendly product system has facilitated the gradual realization of a large-scale supply of low-carbon products across various industries. The cultivation of a decarbonization mindset is the core driving force behind the low-carbon consumption market. The 88 Carbon Account serves as the primary platform for low-carbon consumption and has collaborated with leading brands across different industries to promote low-carbon products, marketing, and rights.



杨灵叶

Lingye Yang

阿里巴巴集团 ESG 和双碳总经理

General Manager of ESG Strategy and Operation, Alibaba Group

雀巢大中华大区可持续发展总监张琦，主持“低碳消费新征程”圆桌讨论，参与嘉宾包括联合利华北亚区可持续发展总监寇维维，宝洁中国供应链包装创新总监杨万敏，蒙牛低温事业部包装研发负责人江雷和阿里巴巴集团 ESG 和双碳业务部生态伙伴运营负责人郑悦（知悦）。三位品牌嘉宾就目前各自领域内的可持续消费优秀理念和实践进行了分享，并就低碳消费新征程上的痛点和发力点进行了充分交流和探讨。阿里巴巴的嘉宾阐述了作为平台企业的可持续行动，以及针对品牌方的痛点如何共同推动低碳消费。大家一致认为，低碳消费的征程充满挑战；同时也坚信，只要各方携手合作，则未来可期。

Qi Zhang, Head of Sustainability, Nestlé Zone Greater China, moderated a roundtable discussion on "New Journey to Low-carbon Consumption." The distinguished guests included Weiwei Kou, Sustainability Director, North Asia, Unilever, Neo Yang, Director, Supply Chain Packaging Innovation, P & G China, Peter Jiang, Director, Fresh Dairy Business Unit, Mengniu Group, and Yue Zheng (Zhi Yue), ESG Partnership Management Leader, Alibaba Group. During the event, the three guest speakers representing their respective brands shared their outstanding sustainable consumption ideas and practices in their fields. They engaged in extensive discussions and exchanges on the challenges and opportunities for low-carbon consumption in the new journey. The guest speaker from Alibaba specifically discussed the sustainable actions taken by Alibaba as a platform enterprise and how to collaborate with brand owners to promote low-carbon consumption and address their pain points. All participants shared the consensus that the path toward low-carbon consumption is full of challenges, but they remain optimistic that by collaborating and working together, a sustainable future is possible.



健康分会场

Breakout 2: Health

贝恩咨询中国区副合伙人丁燕虹分享介绍了全球各国机构对于“健康饮食”的定义,以及交叉对比后的共通点。全球众多消费品集团和零售集团都在可持续发展和健康领域积极行动,各显神通。从一众海外案例研究中了解到,数字化项目实施成功率高;此类项目实施速度更快,成本更低,人力消耗更小。另一种成较为广泛采纳的形式是量化的饮食影响解决方案,对照着政府推荐的每日消费指南向消费者提供信息。

Yanhong Ding, Associate Partner, Bain & Company China, shared "Healthier and Sustainable Diets Factbase Paper Global Learning" as well as the commonalities found after cross-referencing them. Many consumer goods and retail groups around the world are actively pursuing sustainability and health initiatives, and they are each demonstrating their unique strengths. Research on overseas case studies has shown that digital projects have a higher success rate. These projects can be implemented more quickly, at a lower cost, and with fewer human resources required. Another form of approach that has been widely adopted is a quantitative solution for assessing the dietary impact, which provides consumers with information based on the government's daily consumption guidelines.



丁燕虹

Yanhong Ding

贝恩咨询中国区副合伙人

Associate Partner, Bain & Company China

“双碳”目标下，各行各业正加速低碳可持续转型，促进绿色消费，推动经济高质量发展势在必行。淘宝天猫商家品牌策略货品、内容及 ESG 负责人秦翕嫣以“天猫绿色消费趋势”为主题分享绿色消费生活方式下的人群洞察。淘宝天猫作为连接供给侧与需求侧的平台，将致力于协同消费品厂商发展绿色产业，促进绿色消费理念的深根发芽，用数字技术驱动消费产业绿色升级。

As part of the carbon peaking and carbon neutrality goals, it is essential for all industries to accelerate their transition towards low-carbon and sustainable business, promote green consumption, and drive high-quality economic development. Qin Xiyan, Head of Brand Strategy, Product, Content, and ESG at Taobao and Tmall, presented on the topic of "Tmall's Green Consumer Trends" and provided valuable insights into consumer behavior and trends related to green living. Taobao and Tmall, as platforms that bridge the supply and demand sides, are committed to collaborating with consumer goods manufacturers to develop green industries, promote the concept of green consumption, and drive the green transformation of the consumer industry through digital technology.



秦翕嫣

📍 Emily Qin

淘宝天猫商家品牌策略货品、内容及 ESG 负责人

Alibaba CDC Great TaoBao DIGITAL Lab Product & Content & ESG Strategy Leader

2023 年对于全球消费品行业而言, 不仅充满了挑战, 同时也意味着机遇、调整和上升。在当下 ESG、可持续发展和气候变化成为全球共同话语体系背景下, 消费品尤其是食品饮料行业对于可持续发展提出了更多的要求和期待, 欧睿国际 ESG 及可持续发展高级经理沈浩然 (Vic Shen) 在本次大会分享了食品饮料行业可持续健康饮食趋势以及如何创建一个健康、坚韧和更负责任消费的可持续未来。

In 2023, the global consumer goods industry is facing both challenges, opportunities, adjustments and upward growth. In the current global context of ESG, sustainable development, and climate change, the consumer goods industry, especially the food and beverage sector, is placing increased emphasis on sustainable development. Vic Shen, Sustainability Leader, Euromonitor International, shared insights on the sustainable trend of healthy diets in the food and beverage industry, as well as strategies for creating a sustainable future that is healthy, resilient, and more responsible in consumption, at the conference.



沈浩然

Vic Shen

欧睿国际可持续发展负责人

Sustainability Leader, Euromonitor International

贝恩咨询中国区副合伙人丁燕虹主持了主题为“健康和可持续饮食未来在中国的发展”的圆桌讨论，嘉宾包括玛氏箭牌中国科学法规事务总监许敏青，索迪斯大中华区品牌与传播总监沈磊，OATLY大中华区可持续发展负责人林春燕，凯诒电商 CEO 韩松育与益普索中国资深研究总监程皓。嘉宾们从生产商与服务商的视角探讨了健康与可持续饮食的内涵与成功经验，讨论了如何利用技术与创新满足消费者的健康饮食需求、如何通过企业的努力推动消费观念、趋势和习惯改变等话题。Yanhong Ding, Associate Partner, Bain & Company China, moderated a roundtable discussion on the topic of "The Future of Healthier & More Sustainable Diets in China." The discussion included guest speakers from various companies, such as Mingqing Xu, Director of Scientific Regulatory Affairs, Mars Wrigley China, Shirley Shen, Director of Brand and Communication, Sodexo Greater China, Chloe Lin, Leader of Sustainability, Greater China, OATLY, Maco Han, CEO of Kaijie E-commerce, and Hao Cheng, Senior Research Director, Ipsos China. The speakers, from the viewpoints of manufacturers and service providers, discussed the implications and successful practices of healthy and sustainable diets. They also delved into topics such as how to utilize technology and innovation to cater to consumers' needs for healthy diets, and how enterprises can drive changes in consumption concepts, trends, and habits.



中国营养学会秘书长韩军花以“膳食指南与可持续发展”为主题发表演讲。经过上百名营养科学家三年多的研究，中国营养学会 2022 年 4 月份重磅发布了《中国居民膳食指南 2022》，给出了我国目前居民的最佳饮食解决方案。报告将以新版膳食指南为依据，结合国内外营养科学最新研究进展和证据，提出如何践行大食物观，推动食物资源的可持续发展的建议。

At the conference, Junhua Han, Secretary-General, Chinese Nutrition Society, delivered a speech on the topic of "Dietary guidelines and sustainability ". After over three years of research conducted by hundreds of nutrition scientists, the Chinese Nutrition Society unveiled the *Chinese Dietary Guidelines 2022* in April 2022, which offered the optimal dietary solutions for the Chinese people. The report, based on the latest version of the dietary guidelines, incorporated the latest domestic and international research progress and evidence in nutrition science. It provided recommendations on how to implement a "big food" perspective to promote the sustainable development of food resources.



韩军花

Junhua Han

中国营养学会秘书长

Secretary-General, Chinese Nutrition Society

东北农业大学黑龙江绿色食品科学研究院副院长隋晓楠教授介绍了植物基肉制品的未来与挑战。随着全球低碳热潮涌动，“碳达峰”、“碳中和”逐渐成为焦点。在此背景下，需要食品产业做出调整，而植物基肉制品正是符合“双碳”趋势的产物之一。同时，在“大食物观”视角下，发展植物基肉制品，对保障蛋白质供给和可持续发展具有重要战略意义。隋晓楠教授的报告回顾了植物基肉制品的发展历程，从原料复配、核心技术、质构优化和风味调控的角度对植物基肉制品的制造展开了深入探讨，并对植物基肉制品的未来发展和挑战进行了展望和分析。

During the conference, Professor Xiaonan Sui, Deputy Dean of Heilongjiang Institute of Green Food Science, Northeast Agricultural University, presented the future and challenges of plant-based meat products. With the increasing global emphasis on low-carbon initiatives, achieving carbon peak and carbon neutrality has become a key focus. Given this context, the food industry needs to make adjustments, and plant-based meat products are among the products that meet the trend of achieving carbon peak and carbon neutrality. From the perspective of the "big food" concept, the development of plant-based meat products is of significant strategic importance in terms of ensuring protein supply and promoting sustainable development. In Professor Sui Xiaonan's presentation, she provided a comprehensive review of the development history of plant-based meat products. She delved deeply into the manufacturing of plant-based meat products from various angles such as raw material formulation, core technology, texture optimization, and flavor regulation. Furthermore, she also offered her insights and analysis on the future development and challenges of plant-based meat products.



隋晓楠

Xiaonan Sui

东北农业大学黑龙江绿色食品科学研究院副院长

Deputy Dean of Heilongjiang Institute of Green Food Science, Northeast Agricultural University

尼尔森 IQ 中国副总裁倪一做了题为《健康新消费需求洞察》的演讲。调研显示，在后疫情时代，中国消费者将“安全感”作为首要需求，35%的中国受访者认为“身体健康”是未来一年的首要需求。通过深入研究消费者在身体和心理上的行为模式，尼尔森 IQ 发现，推进消费者个人态度观点的力量正在发生变化，优化身心、新兴健康服务与科技和新食品饮料原料等趋势在未来两年内变得更加重要。此外，随着健康理念越发深化，清晰透明的元素呈现成为健康新消费需求的核心。

Brady Ni, Vice President, NielsenIQ China, gave a speech entitled "Insight into the New Consumer Demand for Health & Wellness". According to a recent survey, Chinese consumers in the post-pandemic era prioritize their "sense of security" as their primary need. Of the Chinese respondents surveyed, 35% stated that "physical health" is their top priority for the upcoming year. Through extensive research into consumer behavior patterns related to physical and psychological health, Nielsen IQ has discovered that the power to influence consumer attitudes is shifting. In the next two years, optimizing physical and mental well-being, developing innovative health services and technologies, and exploring new food and beverage ingredients will become increasingly crucial to meeting consumer demand. In addition, with the deepening of the concept of health and wellness, clear and transparent elements have become the core of new consumer demand for health and wellness.



倪一

Brady Ni

尼尔森 IQ 中国副总裁

Vice President, NielsenIQ China

小食代主编黄海云主持主题为“营养与老年健康”的圆桌讨论，嘉宾包括中国疾病预防控制中心营养学首席专家、中国疾病预防控制中心营养与健康所研究员赵文华，阿里巴巴集团公共事务部总监，卫生健康线负责人魏铭言，达能开放科研中心协同健康负责人罗红良以及雀巢科研健康科学研究院中国区负责人余恺。嘉宾们探讨了在老龄化趋势下食品行业的机遇与挑战，零售平台针对银发消费的洞察，以及企业为顺应老龄化趋势、服务银发消费者所做的成功实践。

The roundtable discussion on " Nutrition and health in old age " was hosted by Haiyun Huang, Editor-in-Chief, FOODINC. The guests included Wenhua Zhao, Chief Expert in Nutrition, Researcher of Institute of Nutrition and Health, China CDC, Mingyan Wei, Director of Public Affairs and Head of Health Line, Alibaba Group; Hongliang Luo, Head of One Health, Danone OSRC; and Kai Yu, China Leader of Nestle Research Institute of Health Sciences. The speakers discussed the opportunities and challenges that the aging trend presents for the food industry. They also shared insights on how retail platforms can cater to the needs of elderly consumers and highlighted successful practices that businesses have implemented.



主会场

Main Venue

CGF 可持续发展总监尹文修 (Ignacio Gavilan) 通过视频形式介绍了 CGF 塑料废弃物行动联盟与反食品浪费行动联盟，他表示，塑料污染与食品浪费都是当今时代的严峻问题，CGF 行动联盟汇集知名消费品制造商、零售商，共同为减少塑料污染与食品浪费做出努力。

In a video presentation, Ignacio Gavilan, CGF Sustainability Director (Plastic Waste & Food Waste), introduced the CGF Plastic Waste Coalition of Action and the CGF Food Waste Coalition of Action, highlighting the urgent nature of both plastic pollution and food waste in today's world. The CGF action coalitions bring together top consumer goods manufacturers and retailers in joint efforts to reduce plastic pollution and food waste.



尹文修 (Ignacio Gavilan)

Ignacio Gavilan

CGF 可持续发展总监

CGF Sustainability Director (Plastic Waste & Food Waste)

CGF 森林正效高级经理 Debora Dias 通过视频形式介绍了 CGF 森林正效行动联盟。该联盟旨在采取大规模有意义的行动解决因供应商品导致的森林砍伐、森林退化和林地转用问题。联盟正致力于推动棕榈油、大豆、纸张纸浆与纤维基包装、牛肉这四个关键商品部门发展森林正效型生产，推动为地球与人类创造一个森林正效的未来。她也呼吁所有人加入进来，共同为这个目标努力。

Debora Dias, CGF Forest Positive Senior Manager, introduced the CGF Forest Positive Coalition of Action via video. The coalition aims to take large-scale and meaningful action to address deforestation, forest degradation, and transformation caused by commodity production. The coalition is dedicated to promoting forest positive production in four critical commodity sectors: palm oil, soy, paper and pulp fiber-based packaging, and beef. The aim is to create a forest positive future for the planet and humanity. She also urged everyone to join the coalition and work towards this goal together.



Debora Dias

CGF 环境可持续发展高级经理

Senior Manager, Environmental Sustainability, CGF

CGF 健康生活总监 Sharon Bligh 分享了健康生活 CHL 行动联盟的全球战略更新内容，将聚焦在以消费者为中心和以员工为中心两个方面。CHL 在法国、英国、土耳其、美国、哥伦比亚、哥斯达黎加、墨西哥、中国和日本等国家共同推动消费者行为改变行动，目前在全球范围共有 206 个以上的组织在参与 CHL 的行动。同时，通过与全球营养改善联盟(GAIN)共同创办的劳动力营养联盟，双方计划在 2025 年对 300 万名员工产生积极影响。并分享了 2023 年为 CGF“员工福祉年”，重点关注心理健康，并在全球启动录制 CEO 倡议系列视频，进行宣传推广。

Sharon Bligh, CGF Healthier Lives Director, shared updates on the global strategy of the Health & Wellness CHL Coalition of Action. The coalition will have a dual focus on consumer-centric and employee-centric initiatives. CHL is leading efforts to change consumer behavior in countries such as France, the UK, Türkiye, the U.S., Colombia, Costa Rica, Mexico, China, and Japan. Over 206 organizations globally are participating in CHL's actions. The Workforce Nutrition Alliance, co-founded by CHL and the Global Alliance for Improved Nutrition (GAIN), aims to positively impact three million employees by 2025. And for 2023, it will be the "Employee Well-being Year" for CGF, with a strong focus on mental health. A global series of CEO initiative videos have been launched to promote and raise awareness for this cause.



Sharon Bligh

CGF 健康生活总监

CGF Healthier Lives Director

上海交通大学全健康研究中心主任、上海交通大学医学院-国家热带病研究中心全球健康学院副院长周晓农分享介绍了 One Health 理念的社会发展背景，以及我国开展 One Health “全健康”理论与实践研究的重要性和必要性。“One Health”需要跨部门、多学科和全球范围内通力合作，共同提高人类、动物和环境的整体健康。同时也能实现发展中国家的扶贫与经济提升；降低全球大流行风险；提升全球公共卫生水平；构建有效的动物、人群健康系统；构建高效的动物、人群健康系统；年净效益达 40 亿美元（无大流行）和 350 亿美元（百年一遇的大流行）。

During a presentation, Xiaonong Zhou, Director of the Center for Holistic Health, Shanghai Jiao Tong University, Deputy Dean of the School of Global Health, Shanghai Jiao Tong University School of Medicine-National Center for Tropical Diseases, discussed the social development background of the One Health concept, as well as the crucial role of conducting One Health research in China to promote global health. The "One Health" concept necessitates collaboration across sectors, disciplines, and global boundaries to enhance the health of humans, animals, and the environment. This approach also has the potential to reduce poverty and promote economic growth in developing countries, lower the risk of global pandemics, improve worldwide public health, and establish efficient animal and human health systems. If implemented successfully, the net benefits could reach up to 4 billion US dollars per year (without pandemics) and 35 billion US dollars (in the event of a once-in-a-century pandemic).



周晓农

Xiaonong Zhou

上海交通大学全健康研究中心主任、上海交通大学医学院-国家热带病研究中心全球健康学院副院长

Director of the Center for Holistic Health, Shanghai Jiao Tong University, Deputy Dean of the School of Global Health, Shanghai Jiao Tong University School of Medicine-National Center for Tropical Diseases

WGDO 绿色产品与包装专委会主任，江南大学包装工程系教授、博导、闽江学者、研究中心主任王军发布了 2023 中国包装行业十大趋势，介绍了“黄金设计原则”新背景下的未来包装创新，多维度介绍了包装行业生态国内外差别，分析了变量时代包装创新和塑料新政下的未来包装发展趋势，解析了黄金设计原则的中国实现路径，并分解了功能实现、加工复现、产线适配和成本分析的实施路径。

Professor Jun Wang, who serves as the Director of WGDO Green products and Packaging Committee, Professor, Doctor, Minjiang Scholar, Director of Research Center, Department of Packaging Engineering, Jiangnan University, recently presented the top ten trends for China's packaging industry in 2023. During the presentation, he discussed future packaging innovations in light of the "Golden Design Rules" and provided a comprehensive comparison of the ecological differences between domestic and international packaging industries. He also analyzed the future development trends of packaging in the age of innovation and under new policies regarding plastics. Additionally, Professor Wang Jun explained the implementation path for the Golden Design Rules in China and broke down the paths for realizing functionality, reproducing processing, adapting production lines, and conducting cost analyses.



王军

Jun Wang

WGDO 绿色产品与包装专委会主任，江南大学包装工程系教授、博导、闽江学者、研究中心主任
Director of WGDO Green products and Packaging Committee, Professor, Doctor, Minjiang Scholar,
Director of Research Center, Department of Packaging Engineering, Jiangnan University

CDP 中国办公室副主任李蜚，主持了“携手价值链伙伴，共创零碳未来”圆桌讨论，参与嘉宾包括中标合信（北京）认证有限公司董事长，中国品牌建设促进会副秘书长李铁男，阿里巴巴集团 ESG 和双碳副总经理王珩（辅秦），达能中国可持续发展副总裁兼社会企业总经理吴俊财，BV 必维集团认证服务副总裁邹凤贤，LCA 专委会主任委员，四川大学碳中和未来技术学院副教授王洪涛。各位嘉宾从品牌建设与高质量发展和零碳价值链的关系，平台型企业、消费品品牌方、供应链企业以及产品生命周期排放角度探讨如何联动价值链上下游伙伴，共同实现净零目标。此外，各位专家就如何解决目前推动零碳价值链面临的障碍与挑战，以及相关标准出台的必要性等议题发表真知灼见。

Fei Li, CDP China Associate Director, moderated a roundtable discussion on "Collaboration with Value Chain Partners to Create a Net Zero Future." The discussion featured several distinguished guests, including Tienan Li, Chairman of China Standard Conformity Assessment Co.,Ltd; Deputy Secretary-General of China Council for Brand Development, Heng Wang (Fu Qin), Vice General Manager of ESG Strategy and Operation, Alibaba Group, James NG, China Vice President of Sustainability and General Manager of Social Business, Fanny Zou, Vice President, Bureau Veritas Certification China, and Hongtao Wang, Director, Committee of Life Cycle Green Management, China Electronic Energy Saving Technology Association; Associated Prof., College of Carbon Neutrality Future Technology, Sichuan University. The guests discussed how to collaborate with upstream and downstream partners in the value chain to jointly achieve the net zero emission goal from the perspective of the relationship between brand building and high-quality development and the zero carbon value chain, platform-based enterprises, consumer goods brands, supply chain enterprises, and product lifecycle

emissions. The experts provided valuable insights on how to tackle the obstacles and challenges in promoting the zero-carbon value chain, as well as the importance of establishing relevant standards.



员工健康是在消费者健康基础上，CHL 关注和推动的另一重要话题。企业员工健康管理日益受到重视，成为企业可持续健康发展重要要素。CHL 通过向成员公司收集实践案例，分享好故事，鼓励企业关注员工身心健康。陈君石院士向 10 家（北京华联、大润发、达能、麦德龙、雀巢、新希望六和、亿滋国际、蒙牛、屈臣氏、欧莱雅）对案例手册贡献的 CGF 成员公司代表颁发了纪念奖杯。Employee health and wellbeing was discussed as another important topic that CHL focuses on and promotes, building on the foundation of consumer health. Employee health management is becoming an increasingly important element for sustainable and healthy business development. Through collecting case studies from member companies and sharing good stories, CHL encourages enterprises to pay attention to the physical and mental health of their employees. Academician Chen Junshi awarded commemorative trophies to representatives of 10 CGF members (Beijing Hualian, RT-Mart, Danone, Metro, Nestlé, New Hope Liuhe, Mondelēz, Mengniu, Watsons, L'Oreal) who contributed to the case manual.



在 CGF 中国全体会员单位的努力下，在评委团各位专家的加持下，共同推出了第二本《黄金设计原则案例集》。本次案例集是在 CGF 黄金设计原则推荐中国落地方案推出后的又一个里程碑。两年来，黄金设计原则案例集在中国消费品品牌、零售流通企业的可持续发展战略层面，引发了行业的广泛关注与共鸣。

With the efforts of all CGF China members and the support of expert judges, the second *Golden Design Rules Case Study Booklets* has been jointly launched. The release of this case study booklets is another significant achievement following the implementation of CGF's Golden Design Rules in China. Over the past two years, the collection has garnered widespread attention and resonance from the industry, particularly in terms of promoting sustainable development strategies for Chinese consumer brands and retail enterprises.

陈君石院士向 16 家（百事公司，宝洁中国，达能中国，高露洁棕榄中国，光明乳业，汉高中国，赫力昂中国，嘉吉中国，联合利华中国，玛氏中国，蒙牛集团，欧莱雅中国，雀巢大中华大区，新希望乳业，艺康中国，亿滋中国）入选案例集的 CGF 成员公司代表，和 7 位评委团代表（陈俊青，曾钰涵，李斌，姜万永，陈晓婷，熊维，蒋南青）颁发了纪念奖杯。

Academician Junshi Chen awarded representatives of 16 CGF members (PepsiCo, P&G China, Danone China, Colgate Palmolive China, Bright Dairy, Henkel China, Haleon China, Cargill China, Unilever China, Mars China, Mengniu Group, L'Oreal China, Nestlé Zone Greater China, New Hope Dairy, Ecolab China, Mondelēz China) selected for the case collection, and 7 representatives of the advisors panel (Mike Chen, Yuhan Zeng, Bin Li, Wanyong Jiang, Xiaoting Chen, Wei Xiong, and Nanqing Jiang).



陈君石院士（右四）与获奖企业代表

Academician Junshi Chen (fourth from right) and representatives of award-winning enterprises



陈君石院士（左三）与评委团代表

Academician Junshi Chen (third from left) and representatives of the advisors panel

《黄金设计案例集》共有 16 家企业入选，收录约 40 个案例。同时，入选企业的入选案例实物在健康和可持续展区线下陈列，给与会嘉宾沉浸式体验。

A total of 16 enterprises were selected in the *Golden Design Rules Case Study Booklets*, which includes about 40 cases. The selected enterprises' case studies were showcased at the Health and Sustainability exhibition area, providing attending guests with an immersive and interactive experience.





左右滑动查看更多图片

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2. 可持续包装设计理念

雀巢的愿景依旧是：任何雀巢包装，包括材料包装都不会被埋藏或造成环境污染，95%以上的包装实现可回收再生或可降解使用设计，100%的包装材料在生命周期内可被回收再利用。

3. 包装优化的潜在减排方向 / 对改善环境和气候的影响

案例1：台湾雀巢咖啡小条包：雀巢台湾咖啡小条包的设计为可回收材料，100%的BOPP/PE/PE改成BOPP/PE/VMOPP/PE，更易于回收利用，同时减少包装材料重量，每年可以减少10%的碳排放。

案例2：雀巢普瑞纳冠能狗粮产品：由原来的PET/AL/PE结构改变成单一塑料材质设计，减少碳排放。

案例3：青岛炼奶管：1. 减少塑料的使用量，取消内包装PET，2. 将管子的颜色从原来的白色改成蓝色，3. 软管的材质由PE/AL/PE结构改变为单一塑料材质设计，减少碳排放。

案例4：雀巢即饮咖啡听装外包装去除PE收编改为全铝：雀巢即饮咖啡听装外包装去除PE收编改为全铝，减少塑料使用，通过回收再利用可以减少碳排放。

雀巢中国黄金设计原则案例

符合黄金设计原则



台湾雀巢咖啡小条包

雀巢台湾咖啡小条包的设计为可回收材料，100%的BOPP/PE/PE改成BOPP/PE/VMOPP/PE，更易于回收利用，同时减少包装材料重量，每年可以减少10%的碳排放。



青岛炼奶管

雀巢即饮咖啡听装外包装去除PE收编改为全铝，减少塑料使用，通过回收再利用可以减少碳排放。



雀巢普瑞纳冠能狗粮产品

雀巢普瑞纳冠能狗粮产品的设计为可回收材料，100%的PET/AL/PE结构改变成单一塑料材质设计，减少碳排放。



雀巢即饮咖啡听装外包装去除PE收编改为全铝

雀巢即饮咖啡听装外包装去除PE收编改为全铝，减少塑料使用，通过回收再利用可以减少碳排放。

雀巢中国

亿滋中国

1. 企业承诺

亿滋中国致力为3亿中国消费者提供高品质、高性价比的食品和饮料，并致力于实现可持续发展目标。

2. 可持续包装设计理念+承诺实现黄金设计原则

• 2025年，实现全产品线符合黄金设计原则
• 2025年，实现全产品线符合黄金设计原则

3. 包装优化前置在策略方向 / 亿滋中国“减碳”实践

案例1：奥利奥夹心饼干。通过优化包装设计，减少材料使用，实现减碳目标。
案例2：奥利奥夹心饼干。通过优化包装设计，减少材料使用，实现减碳目标。

4. 为碳减排

奥利奥夹心饼干。通过优化包装设计，减少材料使用，实现减碳目标。
奥利奥夹心饼干。通过优化包装设计，减少材料使用，实现减碳目标。

亿滋中国黄金设计原则案例

符合黄金设计原则



奥利奥夹心饼干

亿滋中国致力于实现可持续发展目标，通过优化包装设计，减少材料使用，实现减碳目标。



奥利奥夹心饼干

亿滋中国致力于实现可持续发展目标，通过优化包装设计，减少材料使用，实现减碳目标。

亿滋中







LOREAL

2. 可持续包装设计理念

欧莱雅长期致力于实践可持续发展的3R战略，采用生态设计方法，并立足于三个关键原则：减量、再利用和回收。

3. 对改善环境和气候的影响

- 2025年，欧莱雅的所有运营设施将提升能效，100%使用可再生能源，这是实现碳中和。
- 2019年，欧莱雅中国成为了集团中第一个实现所有运营场所“碳中和”的企业。
- 到2030年，我们将让与运输产品有关的温室气体排放量（每单位产品计算），与2016年相比减少50%。
- 到2030年，我们的战略供应商将把他们直接排放量的绝对值（范围1）和2（与2016年相比减少50%）。

4. 为绿色设计/低碳设计付出的努力

- 到2025年，我们全部的塑料包装都将是可二次填充的，可重复使用的，可回收的，或可降解的。
- 到2030年，我们包装中的塑料将100%为回收或生物基材料。

(欧莱雅集团供应商网络2022年已正式宣布其位于苏州的工厂实现碳中和)

*工厂、分销中心、研发中心以及办公室。

欧莱雅中国黄金设计原则案例

巴黎欧莱雅奇焕精油洗发护发素系列产品亮点

- 1. 使用全塑瓶
- 2. 100%PCR PET瓶身
- 3. 标签：无亮银透明标

其产品通过了严格的设计标准，瓶身使用再生塑料，这也是欧莱雅集团首个使用100%可回收塑料的品类。包装每年可节省41.5%原生塑料，约等于1/24个埃菲尔铁塔的重量。

美即面膜产品亮点

- 1. 减少塑料用量，减小包装尺寸
- 2. 降低实际重量，减少物流运输

美即面膜作为中国品牌，专注于护肤领域的创新，包括在可持续包装方面的创新。此款产品的开发确定了既能满足最大数量需求，又不影响使用速度和产品功效的最佳尺寸。对面膜产品的源头减量具有重要的意义。





光明乳业

1. 企业承诺

光明乳业作为行业内首家开展牛奶低值回收绿色大行动的乳制品企业，坚持履行企业社会责任，将绿色低碳和环保行动打造成公益环保新风尚，从源头推动可持续发展。光明乳业承诺与消费者携手共同推进绿色文明和环保发展，倡导绿色环保新风尚，共建美好家园，共创绿色未来。

2. 可持续包装设计理念+承诺实施黄金设计原则条款

光明乳业以低碳环保、回收循环为方向，在可持续包装理念基础上不断优化突破。光明乳业承诺实施黄金设计原则第三条“去除多余的顶部印刷”和第四条“减少塑料包装”的承诺。

3. 包装优化的潜在减排方向 / 对改善环境和气候的影响

案例1：光明如懿棒产品软包装设计尺寸进行优化，减少包装的顶部印刷。
案例2：光明如懿棒产品采用低值包装，减少塑料外包装。

4. 为绿色设计/低碳设计付出的努力

光明如懿250g发酵乳包装开发瓶体和内盖时采用单一HDPE材质（无阻隔层，无色母），使材质易于回收。通过包装优化将瓶体重量控制在23g，从而达到减少重量。经过持续不懈地努力克服技术难点，最终开发出具有可回收性的包装，为环保做出光明贡献。

光明乳业黄金设计原则案例

符合黄金设计原则



好故事

如懿250g发酵乳包装开发瓶体和内盖时采用单一HDPE材质（无阻隔层，无色母），使材质易于回收。通过包装优化将瓶体重量控制在23g，从而达到减少重量。经过不懈地努力克服技术难点，最终开发出具有可回收性的包装，为环保做出光明贡献。

欧莱雅中国

宝洁中国

光明乳业



中国承诺2022 实现首家碳中和工厂：2023年所有生产脉动的工厂实现碳中和；到2025年，脉动产品全生命周期碳足迹减排42%，到2050年，达成实现碳中和目标。

2. 可持续包装设计理念，承诺实施黄金设计原则

- 100%可回收包装
- 使用PETg标签替代PVC标签
- 包装减重
- 灵汽产品采用无色透明PET瓶

3. 包装优化的潜在碳减排方向 / 对改善环境和气候的影响

- 相较于2004年，脉动瓶身减重30%，减少PET使用，有助于减少碳排放

4. 为绿色设计/低碳设计付出的努力

- 包装持续减重
- 投资研发“碳捕捉”技术，脉动首款智慧破概念瓶诞生

脉动“智慧碳”概念瓶

符合黄金设计原则



“智慧碳”概念瓶通过生产工厂在生产过程中，将二氧化碳直接捕集并封存，从而减少碳排放。该瓶身采用100%可回收PETg材料，相比传统PET瓶，重量减轻30%，有助于减少碳排放。

好故事

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大润发

达能中国

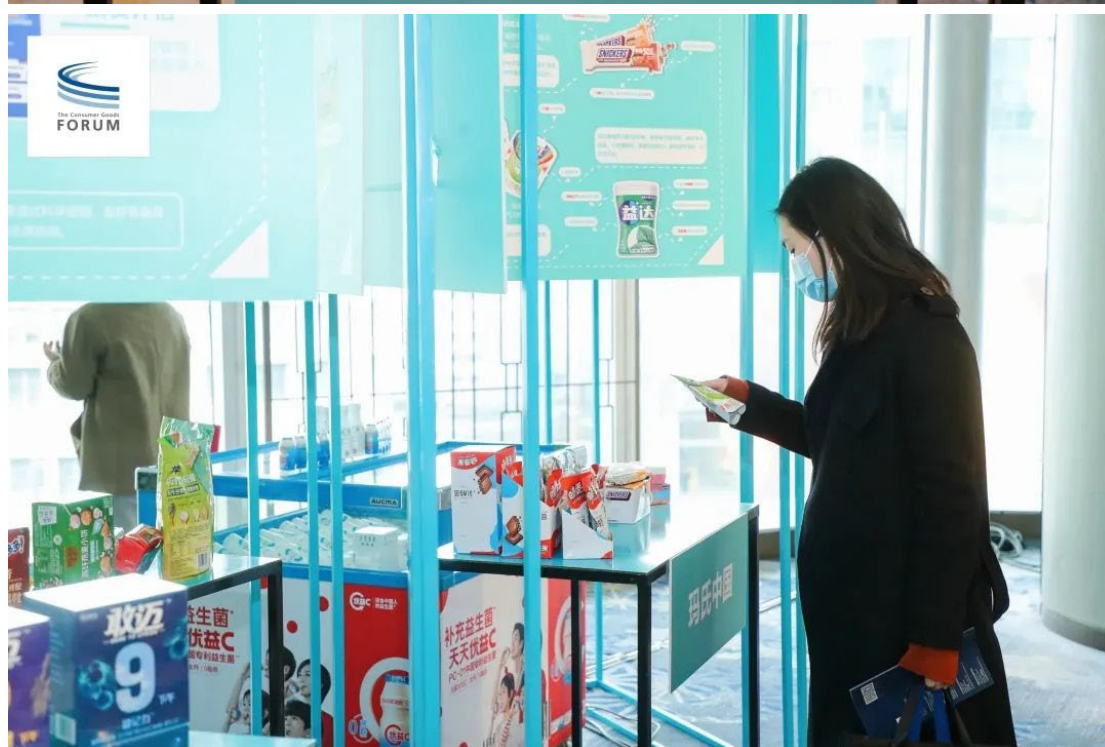
安姆科集团

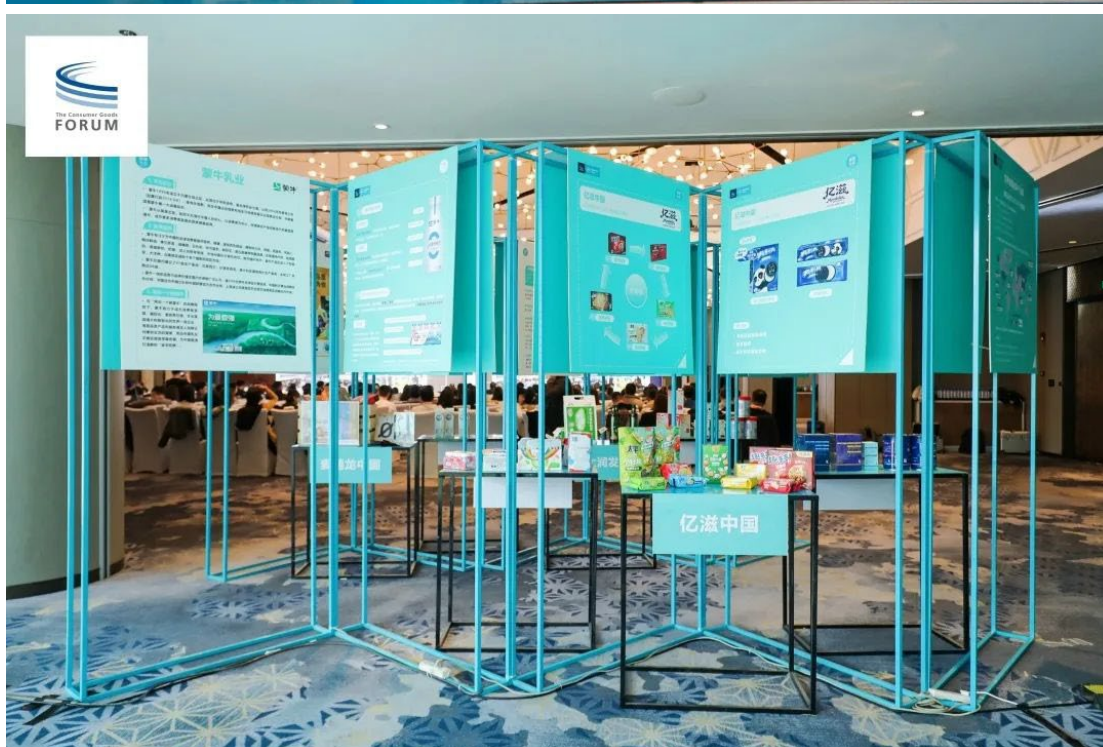
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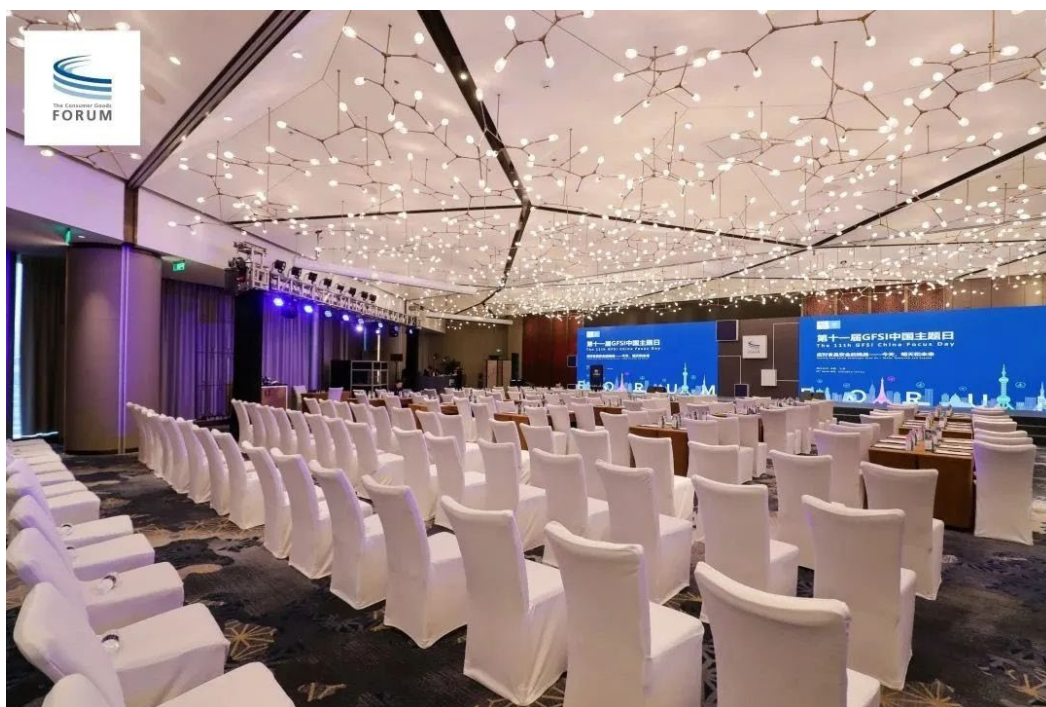


3 月 21 日，“应对食品安全的挑战：今天，明天，未来”--第 11 届 GFSI 中国主题日活动圆满举行！

The 11th GFSI China Focus Day Themed "Tackling Food safety challenges head on - today, tomorrow and beyond" was held successfully on March 21!

2023 年 3 月 21 日，由消费品论坛举办的**第 11 届 GFSI 中国主题日**在上海康莱德酒店顺利召开。与会嘉宾围绕食品安全创新趋势话题，并结合“食品安全能力建设”、“认证方案协调和实施”、“协作沟通和法规事务”和“科技&食品安全”，共话食品安全的今天、明天与未来。

On March 21, 2023, the **11th GFSI China Focus Day**, held by the Consumer Goods Forum (CGF), was successfully held at Conrad Shanghai. During the event, participants explored the current state of food safety and considered trends in food safety innovation for both the near future and beyond around the topics of food safety innovation trends such as "Food Safety Capability Building", "Certification Programme Harmonization & Implementation", "Collaboration and Regulatory Affairs" and "Technologies & Food Safety".



上午的全体大会由麦德龙商业集团和物美科技质量总经理 & GFSI 中国工作组运营委员会联席主席陈超先生主持。大会伊始，消费品论坛执行总裁陈维赞先生代表 CGF 向所有参会嘉宾表示热烈欢迎，并向参会代表介绍了 CGF 全球战略框架，以及包括全球食品安全倡议大会、全球 CEO 峰会等在内的 CGF 全球活动。

The morning plenary session was chaired by Mr. Kelvin Chen, QA Head of METRO Commerce Group and Wumart Tech & GFSI China Local Group Operating Group Co-Chair. At the beginning of event, Mr. Wai-Chan CHAN, CGF Managing Director, warmly welcomed all participants on behalf of the CGF, and introduced the CGF global strategic framework and CGF global events including the GFSI Conference and the Global Summit.



陈维赞

Wai-Chan CHAN

消费品论坛执行总裁

Managing Director, The Consumer Goods Forum (CGF)

国家市场监督管理总局认证监督管理委员会司长刘卫军视频致辞，他代表国家市场监督管理总局认证监督管理委员会以及国家认证认可监督管理委员会对本次大会的召开表示祝贺。刘司长围绕大会主题关键词“今天，明天和未来”，结合其所负责的中国质量认证工作、国家认监委与 GFSI 的合作、食品领域面临的挑战这三方面进行交流。他提及现在中国的质量认证已经成为中国产品服务迈向中高端的重要抓手。与此同时，中国 HACCP 与 GFSI 技术等效要求最新版在近期已经完成互认，后续国家认监委与 GFSI 的合作一定会彰显更大的作为。最后，刘司长表示未来食品产品安全可持续发展需要秉承人类共同体的理念，各方携手，共创未来。

Mr. Weijun Liu, Director of the Department of Certification Supervision and Regulation of the State Administration of Market Regulation (SAMR), delivered a video speech. He expressed his congratulation on the convening of the conference on behalf of the Certification Supervision and Governance Department of the State Administration for Market Regulation and the Certification and Accreditation Administration of the People's Republic of China (CNCA). During the conference, Director Liu discussed the theme of "today, tomorrow and beyond" in relation to three key areas that he takes charge of, including quality certification work in China, the collaboration between CNCA and GFSI, and challenges facing the food industry. He emphasized that China's quality certification has emerged as a crucial stepping stone for Chinese products and services to transition to the mid-to-high-end market. At the same time, the latest version of the technical equivalence between China HACCP and GFSI has been mutually recognized recently. The collaboration between CNCA and GFSI will definitely show greater achievements in the future. Finally, Director Liu stressed the importance of promoting the safe and sustainable development of food products in the future by adhering to the concept of a community of

mankind. He also called for cooperation and collaboration among all parties to create a better future for the food industry.



刘卫军

Weijun Liu

国家市场监督管理总局认证监督管理司司长

Director of the Department of Certification Supervision and Regulation, State Administration of
Market Regulation (SAMR)

克罗格公司企业食品技术和法规副总裁 & GFSI 全球指导委员会联席主席 Howard Popoola 先生代表 GFSI 全球视频致辞，感谢大家的参与和努力，并介绍 GFSI 全球三大战略目标，包括对标协调、能力建设，以及公私合作伙伴关系。

Mr. Howard Popoola, Vice President of Corporate Food Technology and Regulatory Compliance at The Kroger and Co-chair of the GFSI Global Steering Committee, delivered a video speech on behalf of GFSI. He expressed his gratitude to everyone for their participation and efforts and introduced GFSI's three global strategies, including benchmarking and harmonization, capability building, and public-private partnerships.



Howard Popoola

克罗格公司企业食品技术和法规副总裁 & GFSI 全球指导委员会联席主席

Vice President - Corporate Food Technology and Regulatory Compliance, The Kroger Co. & GFSI Global Steering Committee Co-Chair

中国工程院院士、国家食品安全风险评估中心研究员、总顾问& GFSI 中国荣誉专家陈君石先生分享食品安全的前沿进展，从前沿理念、前沿实践等内容进行介绍，强调中国的食品安全状况要在现有基础上更上一层楼，必须按照四个最严的方针，实施社会共治。在这个过程中，要运用前沿理念，找出前沿问题，以先进科学技术为支撑，制定切实可行的解决方案和管理措施。前沿理念即以风险为基础（而不是以危害为基础），以此确定需要优先解决的前沿问题，参考国外经验，提出适合国情的解决方案。

Mr. Junshi Chen, Member of Chinese Academy of Engineering & Chief Advisor and Researcher of CFSA (China National Centre for Food Safety Risk Assessment), and Honorary Expert of GFSI China, shared the frontier progress of food safety. He introduced frontier concepts and practices related to food safety, and emphasized that China's food safety situation should be further improved on the existing basis and must follow the four strictest guidelines to achieve social co-governance. In this process, efforts should be made to formulate practical solutions and governance measures supported by advanced science and technology while applying frontier concepts and identifying frontier problems. The frontier concept is based on risk rather than hazards to identify the frontier problems that need to be solved first, and propose solutions suitable for national conditions with reference to foreign experience.



陈君石

Junshi Chen

中国工程院院士、国家食品安全风险评估中心研究员、总顾问& GFSI 中国荣誉专家
Member of Chinese Academy of Engineering & Chief Advisor and Researcher of CFSA (China National
Centre for Food Safety Risk Assessment)

沃尔玛中国首席道德合规官，高级副总裁陈明智先生以“沃尔玛自有品牌食品安全管理新探索”为主题发表演讲。他首先介绍了沃尔玛食品安全管理的历程，同时，针对自有品牌食品，分享了沃尔玛在原有零售商索证索票等管理措施外，进行了产品设计及危害分析（PDHA）的食品安全管理新探索。该项目通过对产品配方、产品工艺、过程控制等文件审核，及产品生产的现场审核来完整评估产品的食品安全风险，并从源头保障食品安全，为兑现食品安全承诺、落实食品安全主体责任树立了企业典范。

Mr. Bengti Tan, Senior Vice President & Chief Ethics & Compliance Officer of Walmart China, delivered a keynote speech on the theme of "New Exploration of Walmart's Private Brand Food Safety Management". He first introduced the history of Walmart's food safety governance. At the same time, for private brand food, he shared Walmart's new exploration of food safety governance in product design and hazard analysis (PDHA) in addition to the original food safety governance measures such as retailer's evidence request. Through the review of product formula, product process, process control and other documents, as well as the on-site review of product production, the project fully evaluates the food safety risks of products, and ensures food safety from the source, setting an enterprise model for fulfilling food safety commitments and implementing the main responsibility of food safety.



陈明智

Bengti Tan

沃尔玛中国首席道德合规官，高级副总裁

SVP & Chief Ethics & Compliance Officer, Walmart China

阿里巴巴本地生活资深副总裁肖水贤先生从即时电商网络餐饮现状、数字技术推动行业治理变革、商户食安能力提升、食安监管能力升级等角度，探索数字化治理对于网络餐饮提质提速发展的助力。

Mr. Shuixian Xiao, Senior Vice President of Alibaba Local Life Services, explored the contribution of digital governance to the quality and rapid development of online catering from the perspectives of the current situation of instant e-commerce online catering, the promotion of industry governance reform by digital technology, the improvement of merchants' food safety capabilities, and the upgrading of food safety supervision capabilities.



肖水贤

Shuixian Xiao

阿里巴巴本地生活资深副总裁

Senior VP of Alibaba Local Consumer Services

麦德龙商业集团和物美科技质量总经理 & GFSI 中国工作组运营委员会联席主席陈超先生代表 GFSI 中国做工作进展介绍，详细阐述了 GFSI 中国工作组在 2022 年的工作内容和成果，包括能力建设、认证方案协调和实施、公私合作伙伴关系，以及科技食品安全。

Mr. Kelvin Chen, QA Head of METRO Commerce Group and Wumart Tech & GFSI China Local Group Operating Group Co-Chair, made a work progress presentation on behalf of GFSI China, detailing the work content and achievements of GFSI China Local Group in 2022, including Capability Building, Certification Programme Harmonization & Implementation, Collaboration and Regulatory Affairs and Technologies & Food Safety



陈超

Kelvin Chen

麦德龙商业集团和物美科技质量总经理 & GFSI 中国工作组运营委员会联席主席

Head of QA, METRO Commerce Group and Wumart Tech & GFSI China Local Group Operating Group

Co-Chair

在科技创新保障食品安全板块，大会现场展示了 GFSI 中国工作组食品安全技术应用案例集，并对参加的企业代表进行颁奖祝贺。颁奖嘉宾包括 GFSI 中国工作组首席顾问车文毅先生，以及蒙牛集团副总裁，安全质量负责人 & GFSI 中国工作组运营委员会联席主席杨志刚先生。**参与企业包括蒙牛集团、阿里巴巴本地生活、玛氏公司、旺旺集团、百事公司、嘉吉蛋白中国、唯链科技、永辉彩食鲜，以及京东云。** GFSI 中国工作组食品安全技术应用案例集涵盖了包括餐饮数字食安、一站式集成平台、追溯平台、智慧质量、区块链、远程审核、食安云网等精彩内容，突出了致力于支持技术应用的中国企业所采取的行动。通过分享最佳实践，产生规模化影响力，向世界阐述更多中国的技术好实践。

In the segment of Technologies in Food Safety, a collection of food safety technology application cases by GFSI China Local Group was displayed at the conference. Awards and congratulations were given to the representatives of participating companies. The award presenters included Mr. Wenyi Che, GFSI China Local Group Chief Advisor, and Mr. Zhigang Yang, Vice President and Head of Safety and Quality, Mengniu Group & GFSI China Local Group Operating Group Co-Chair. **Participating companies include Mengniu Group, Alibaba Local Life Service, Mars, Want Want China, PepsiCo, Cargill Protein China, VeChain Technology, Yonghui Fresh Food, and JD Cloud.** GFSI China Local Group food safety technology application case covers wonderful content such as digital food safety in catering, one-stop integration platforms, traceability platforms, smart quality, blockchain, remote audit, and food safety cloud network, highlighting the actions taken by Chinese companies committed to the application of food safety technology. By sharing best practices, we can achieve the necessary impact at scale and tell more good practices of China's technologies to the world.



GFSI 中国工作组食品安全技术应用案例集颁奖

Awards Ceremony for GFSI China Local Case Booklet on Technologies

GFSI 全球科学技术咨询小组（STAG）主席 David Crean 先生以及中国农业大学特殊食品研究中心主任，教授，博士生导师罗云波先生共同分享了后疫情时代的食品安全趋势。David Crean 介绍 GFSI 全球 STAG 小组的概况，以及 STAG 报告中关于大数据 big data 的内容。罗教授则从后疫情时代食品安全观念的影响、监管新形势，以及机遇和挑战等维度出发进行分享，强调后疫情时代对于食品企业来说通过保证食品的安全及健康，帮助恢复消费信心，促进食品消费行业的健康发展是行之有效的可持续发展路径。

Mr. David Crean, Chair of the Science and Technology Advisory Group (STAG) of GFSI, and Mr. Yunbo Luo, Director of Research Center for Special Food of China Agricultural University, shared the food safety trends in the post-pandemic era. David Crean gave an overview of the GFSI Global STAG Group and what the STAG position paper contains about big data. Professor Luo shared the impact of food safety concepts, the new regulatory situation, opportunities and challenges in the post-pandemic era, emphasizing that it is an effective sustainable development path for food enterprises to restore consumer confidence and promote the healthy development of food consumption industry by ensuring the safety and health of food in the post-epidemic era.



David Crean

GFSI 全球科学技术咨询小组 (STAG) 主席
Chair of the Science and Technology Advisory Group



罗云波

Yunbo Luo

中国农业大学特殊食品研究中心主任，教授，博士生导师
Director of Research Center for Special Food, China Agricultural University

沃尔玛全球食品安全合规副总裁 & GFSI 全球指导委员会成员 Sara Mortimore 女士视频分享了沃尔玛的食品安全数字化之旅。她表示，沃尔玛正在持续推动利用数字化工具制定食品安全合规方面的战略。广泛的数据收集和分析，已经成为沃尔玛食品安全团队工作的有力支撑。她也分享了沃尔玛食品安全战略得以实施的关键在于内外部透明、准确的信息沟通，沃尔玛食品安全管理体系也基于庞大而精准的数据库，以及完善透明的沟通机制，并不断进行更新和持续改善。

Ms. Sara Mortimore, Vice President, Global Food Safety Compliance at Walmart and Member of GFSI Global Steering Committee, shared Walmart's digital journey in food safety via video. She said Walmart is continuously pushing to develop strategies for food safety compliance using digital tools. Extensive data collection and analysis have become a strong support for the work of Walmart's food safety team. She also shared that the key to the implementation of Walmart's food safety strategy lies in transparent and accurate information communication inside and outside Walmart. Walmart's food safety governance system is also based on a large and accurate database, as well as a sound and transparent communication mechanism, which is continuously updated and improved.



Sara Mortimore

沃尔玛全球食品安全合规副总裁 & GFSI 全球指导委员会成员

Vice President, Global Food Safety Compliance, Walmart

阿里巴巴集团政策研究室副主任 & GFSI 中国工作组运营委员会联席副主席贾娅玲女士代表 GFSI 中国工作组介绍了 GFSI 对标要求与中国电子商务食品安全实践的差距分析报告。她从 GFSI 对标要求、报告背景和内容，以及对比分析结果等角度进行了阐述。报告提及两方面的建议：1) 电子商务已成为供应链中越来越重要的一部分，建议在未来版本的 GFSI 对标文件中提及这一点；2) 本地工作组建议整合原有的对标要求内容，并考虑电商在人员、产品、渠道和信息等方面的特殊性。这将有助于指导认证方案所有者（CPO）在其方案中定义详细的标准，并最终将其落地。

On behalf of GFSI China Local Group, Ms. Elaine Jia, Vice Director of Policy Research of Alibaba Group and Vice-Chair of the Operating Group of GFSI China Local Group, introduced the gap analysis report

between GFSI benchmarking requirements and China's e-commerce food safety practices. She elaborated on the GFSI benchmarking requirements, the background and content of the report, and the results of the comparative analysis. The report mentions two suggestions: 1) E-commerce has become an increasingly important part of the supply chain, which is suggested to be mentioned in future version of GFSI benchmarking documents. 2) LG suggest to integrate the original benchmarking requirements content and consider the particularity of e-commerce in terms of people, product, channel and information. It will help to guide CPOs to define their detailed standard in their programs and finally land it.



贾娅玲

Elaine Jia

阿里巴巴集团政策研究室副主任 & GFSI 中国工作组运营委员会联席副主席

Vice Director of Policy Research, Alibaba Group & GFSI Chin LG Operating Group Vice-Chair

GFSI 全球高级技术经理 Anne Gerardi 女士分享了全球 ICT 调研的情况，从背景、调研数据分布等角度进行了介绍。她提到 GFSI 正在寻求探索在审核活动和评估中使用 ICT 的好处和影响，寻求证据，以更好地了解这些方法所带来的食品安全结果。

Ms. Anne Gerardi, Global Senior Project Manager of GFSI, shared the global ICT research and introduced it from the perspectives of background, research data distribution, and other aspects. She mentioned that GFSI was seeking to explore the benefits and implications of using ICT in audits and assessments and to seek evidence to better understand the food safety outcomes of these approaches.



Anne Gerardi

GFSI 全球高级技术经理

GFSI Senior Project Manager

中国检验检疫科学研究院副研究员李彦蓉先生主持“圆桌讨论：ICT（信息与通信技术）技术在食品安全领域的应用”，参与嘉宾包括蒙牛集团体系管理部高级总监宋晓东、新希望六和食品安全和质量管理部总经理王雅靖、唯链科技业务总监张勇、DNV 管理服务集团大中国区食品行业总监张冬冬。围绕 ICT 技术在现有食品安全全链条管理中的应用、区块链技术的变革和影响、以及 ICT 技术的前景、未来发展趋势等角度进行了探讨。

Mr. Yanrong Li, Research Associate of the Chinese Academy of Inspection and Quarantine, presided over the panel themed "Application of ICT in Food Safety ". Participating guests include Xiaodong Song, Senior Director of the System Management Department of Mengniu Group, Yajing Wang, General Manager of Food Safety and Quality Management Department of Newhope Liuhe, James Zhang, Business Development Director of VeChain Technology, and Dongdong Wang, DNV Business Assurance RGC F&B Industry Director. This paper discusses the application of ICT technology in the whole-chain governance of existing food safety, the change and influence of blockchain technology, and the prospect and future development trend of ICT technology.



圆桌讨论：ICT（信息与通信技术）技术在食品安全领域的应用
Panel: Application of ICT in Food Safety

下午的全体大会由达能中国食品安全总监 & GFSI 中国工作组运营委员会联席副主席徐杰先生主持。消费品论坛 GFSI 总监 Erica Sheward 远程接入，向各位的参与表示感谢，并详细介绍了 GFSI 的进展情况，包括 RTTT 力争上游项目进展、2023GFSI 全球大会等内容。

The afternoon plenary session was chaired by Mr. Jie Xu, Food Safety Director of Danone Greater China & GFSI China LG Operating Group Vice-Chair. The CGF GFSI Director Erica Sheward attended the conference virtually and she thanked everyone for their participation and gave details of GFSI's progress, including the RTTT project, the 2023 GFSI Global Conference and more.

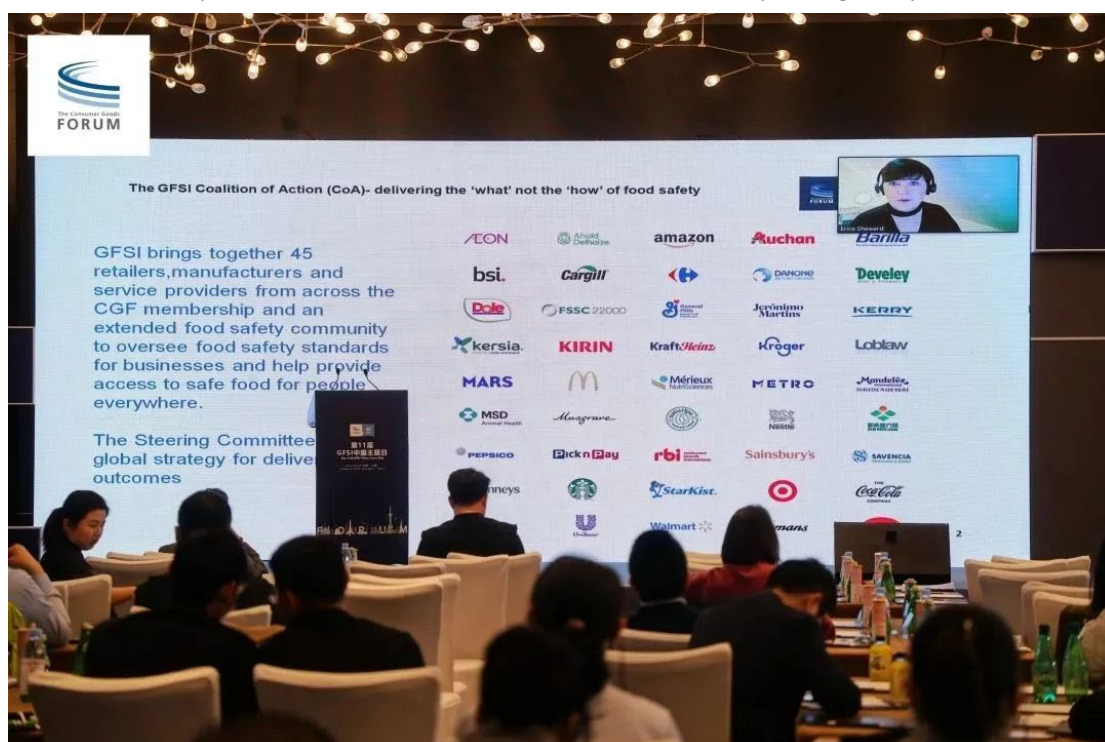


徐杰

Jie Xu

达能中国食品安全总监 & GFSI 中国工作组运营委员会联席副主席

Food Safety Director, Danone Greater China & GFSI China LG Operating Group Vice-Chair



Erica Sheward

GFSI 全球总监

GFSI Director

在面向未来的能力建设板块，Lexicon 公司联合创始人兼首席研究员 Douglas Gayeton 视频接入，分享了能力建设未来的框架及设想。

In the segment of Future Capability Building, Douglas Gayeton, Co-Founder and Chief Investigator of The Lexicon, shared the future framework and vision of capacity building through video access.



Douglas Gayeton

Lexicon 公司联合创始人兼首席研究员
Co-Founder and Chief Investigator, The Lexicon

星巴克中国食品安全&质量副总裁 & GFSI 中国工作组运营委员会联席副主席杨琦先生分享了星巴克中国的食品安全能力建设。他从公司使命、愿景、战略开始，多角度介绍了星巴克中国的赋能体系建设，包括食安数字化生态系统建设、员工个性发展等等。与此同时，他还提及星巴克中国联手高德地图推出“沿街取”服务，消费者能获得线上下单、线下由店员送餐到路边的体验，到达时只需开车窗拿咖啡，展现星巴克中国的探索和创新。

Mr. Stam Yang, VP of Food Safety & Quality of Starbucks China & GFSI China LG Operating Group Vice-Chair, shared Starbucks China's food safety capability building. Starting from the company's mission, vision and strategy, he introduced the construction of Starbucks China's empowerment system from multiple perspectives, including the construction of food safety digital ecosystem, and employee personality development, among others. At the same time, he also mentioned that Starbucks China, together with AutoNavi, has launched the "Fetch along the Street" service. Consumers can get the experience of placing orders online and delivering meals to the roadside by shop assistants offline. When they arrive, they only need to open the window to get coffee, which shows Starbucks China's exploration and innovation.



杨琦

Stam Yang

星巴克中国食品安全&质量副总裁 & GFSI 中国工作组运营委员会联席副主席

VP, Food safety & Quality, Starbucks China & GFSI China LG Operating Group Vice-Chair

国家市场监督管理总局认证认可技术研究中心博士/高级工程师孙敏杰女士从 China HACCP 认证制度发展现状、认证实施制度优势、认证机构能力提升措施，以及获证组织能力提升措施等角度为现场嘉宾介绍 China HACCP 的赋能作用。

Ms. Minjie Sun, Food Ph. D/Senior Engineer of the China Certification & Accreditation Research Center of the State Administration for Market Regulation, introduced the empowering role of China's HACCP to the guests on the site from the perspectives of the development status of China's HACCP certification system, the advantages of the certification implementation system, the capacity improvement measures of the certification body, and the capacity improvement measures of certified organizations.



孙敏杰

Minjie Sun

博士/高级工程师, 国家市场监督管理总局认证认可技术研究中心
Food Ph. D / Senior Engineer, China Certification & Accreditation Research Center

在公私合作伙伴关系板块, 新西兰初级产业部 (MPI) 食品法典委员会副主席 Raj Rajasekar 先生视频接入, 并对 Codex 全球情况作分享介绍。

In the segment of Improving Food Safety through Public-Private Partnerships, Mr Raj Rajasekar, Vice Chair of Codex Alimentarius Commission of the Ministry for Primary Industries of New Zealand, attended the conference via video and shared the global situation of Codex.



Raj Rajasekar

新西兰初级产业部（MPI）食品法典委员会副主席

Vice Chair, Codex Alimentarius Commission, Ministry for Primary Industries, New Zealand

雀巢研发(中国)有限公司雀巢食品安全研究院(NFSI)院长鲍蕾女士作关于创新分析技术促进原材料的安全的主题分享。她从食品价值链条、分析检测技术、食品掺假鉴定、检验方法标准、沟通与协调等内容进行了介绍，强调通过创新和技术取得信任。

Ms. Lei Bao, Head and Senior Expert of Nestle Food Safety Institute of China, gave a topic sharing on Ensuring the Safety of Food Raw Materials and Ingredients through Innovative Analytical Approaches. She introduced such content as food value chain, analysis and detection technology, food adulteration identification, inspection method standards, and communication and coordination, emphasizing obtaining trust through innovation and technology.



鲍蕾

Lei Bao

雀巢食品安全研究院 (中国) (NFSI)院长

Head and Senior Expert, Nestle Food Safety Institute of China

在一处认证，处处认可板块，国家市场监督管理总局认证监督管理委员会-食品农产品认证处赵政处长出席并发表演讲，他从认证行业发展现状、食品农产品认证制度，以及食品农产品认证实施政策环境等角度为大家进行了详细介绍。

In the segment of Once Certified, Recognized Everywhere, Zheng Zhao, Director of the Division of Food and Agricultural Products of the Department of Certification Supervision and Regulation of the State Administration of Market Regulation, attended the meeting and delivered a speech. He gave a detailed introduction from the perspectives of the development status of the certification industry, the certification system of food and agricultural products, and the policy environment for the implementation of food and agricultural product certification.



赵政

Zheng Zhao

国家市场监督管理总局认证监督管理局-食品农产品认证处处长

Director of the Division of Food and Agricultural Products, Department of Certification Supervision
and Regulation, State Administration of Market Regulation (SAMR)

IQC 咨询技术总监 & GFSI 中国工作组-认证方案协调和实施组组长汪伟伟先生为大家介绍了关于 GFSI 认可的认证相关策略-问卷调查分析，从受访企业概况、受访企业供应商管理策略以及痛点难点 & 建议等进行了详细的要点分享。审核员能力、认证机构水平、证书真实性的问题、GFSI 认知度、供应商认证意识等问题是未来重点关注的问题方向。

Peter Wang, Technology Director, IQC Consulting & GFSI China Certification Programmes Harmonization & Implementation Task Force Leader, introduced the Survey Analysis on Company Related Policy on GFSI Recognized Certification and shared the key points in detail from the overview of the interviewed companies, the company policy on supplier management, and the pain points, difficulties and suggestions. Issues such as auditors' competence, level certification bodies, certificate authenticity, GFSI awareness and supplier certification awareness will be the focus in the future.



汪伟伟

Peter Wang

IQC 咨询技术总监 & GFSI 中国工作组-认证方案协调和实施组组长

Technology Director, IQC Consulting & GFSI China Certification Programmes Harmonization & Implementation Task Force Leader

Loblaw 公司质量保证高级总监 & GFSI 全球 ATPD 工作组成员 Andrew Clarke 先生视频接入，为大家介绍 GFSI 全球 ATPD (Auditor Training and Professional development) 项目的内容，从项目的历史发展、挑战和机遇，以及未来计划等角度进行分享。

Mr. Andrew Clarke, Senior Director of Quality Assurance and Technical Support at Loblaw Companies Limited, gave a video introduction to the GFSI's Global ATPD (Auditor Training and Professional Development) program, and shared his views from the perspectives of historical development, challenges and opportunities of the project, as well as future plans.



Andrew Clarke

Loblaw 公司质量保证高级总监 & GFSI 全球 ATPD 工作组成员

Senior Director Quality Assurance and Technical Support, Loblaw Companies Limited

中国认证认可协会 CCAA 副秘书长郭京女士从中国认证认可协会的概况、职能、会员情况、人员注册、国际和区域合作、标准化工作等多方面角度为大家进行了详细介绍。

Jing Guo, Deputy Secretary-General of the Chinese Certification and Accreditation Association (CCAA), gave a detailed introduction from the perspectives of the profile, functions, membership, personnel registration, International and Regional Collaboration, and standardization of CCAA.



郭京

Jing Guo

中国认证认可协会 CCAA 副秘书长

Deputy Secretary-General, Chinese certification and Accreditation Association, CCAA

中国食品工业协会总工程师 & FSSC 中国区顾问李宇先生主持“圆桌讨论：以信任为基础，审核员能力提升是重点”，参与嘉宾包括旺旺集团品质中心副总处长张建忠先生、中国认证认可协会认证人员能力评价中心项目主管孙兵先生、梅里埃营养科学审核服务总监蔡爱红女士、BRCGS 北亚地区首席代表金光日先生。围绕 GFSI“一处认证，处处认可”的理念落实情况、如何提升审核员能力、对应的管理措施，以及如何有效的激发审核员能力的积极性等角度进行了探讨。

Mr. Yu Li, CTO of CNFIA & China Liaison of FSSC, chaired the panel themed "Trust as Foundation - Auditor Competence". The guests included Mr. Jianzhong Zhang, Deputy Director of Quality Center, Want Want Group, Mr. Bing Sun, Project Manager of China Assessment Service for Certification Personnel of CCAA, Ms. Aihong Cai, Auditing Service Director of Merieux NutriSciences China, and Mr. Ray Jin, BRCGS Regional Head of North Asia. Focusing on the implementation of GFSI's concept of "Once Certified, Recognized Everywhere", the conference discussed how to improve the ability of auditors, alongside corresponding governance measures, and how to effectively stimulate the enthusiasm of auditors.



圆桌讨论：以信任为基础，审核员能力提升是重点
Panel: Trust as Foundation - Auditor Competence

GFSI 中国主题是展示 GFSI 中国成果和影响力的重要载体，再次感谢所有嘉宾和参会代表的莅临和支持，期待与大家下次相聚！

GFSI China Focus Day is an important carrier to showcase the achievements and influence of GFSI China. Thank you again for your presence and support. We look forward to meeting you next time.