



Forest Positive

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

What We Do

The Consumer Goods Forum (CGF)'s Forest Positive Coalition of Action is led by 22 of the world's leading consumer goods retailers and manufacturers with a shared commitment of becoming forest positive businesses by removing deforestation, forest degradation and conversion from key commodity supply chains, positively impacting the world's forests. By leveraging collective action and accelerating systemic efforts to realise this commitment, the Forest Positive Coalition is transforming how we do business, and we expect and want everyone we work with – producers, traders and suppliers – to do the same.

Why We Do It

We believe forest protection is a driver of economic growth, not a sacrifice to it, by providing healthy ecosystems and supporting productive landscapes and resilient communities. While our companies made progress on our 2020 goal to achieve zero-net deforestation, we have learned that acting on individual supply chains will not alone drive the transformation needed to achieve a forest positive future. A much more interconnected and wide-ranging response is needed to tackle the complex issue of deforestation. The Theory of Change driving our approach, developed through extensive stakeholder collaboration, reflects this commitment to integrated, multi-partner initiatives that support the development of forest positive businesses:

Accelerating efforts to remove deforestation from commodity supply chains



Encouraging more transformational change in key commodity landscapes



How We Do It

Coalition-wide Actions

Across the Coalition's commodities, members take action to: work with suppliers and traders to ask they implement forest positive practices across their entire commodity operations; join forces to target challenges in key production landscapes; engage with key stakeholders and governments to create an enabling environment to remove deforestation and promote forest conservation; and ensure transparency and accountability through public reporting.

Commodity-specific Roadmaps and Reporting

We have identified four high-demand commodities in our industry whose means of production are strong drivers of deforestation: palm oil, soy, paper, pulp, and fibre-based packaging, and beef. By focusing on key production geographies and working with integral stakeholders, we support forest positive business models that share the Coalition's mission, positively impact the world's forests, and support the rights of workers and local communities. Each working group has developed a Roadmap for its respective commodity to outline specific actions and align members on commitments and expectations. Importantly, we seek to engage with traders and suppliers to ensure that not only are the products used in member companies' supply chains forest positive, but that all products offered by those traders and suppliers are forest positive as well.

Stakeholder Engagement

Collaborating with stakeholders is an essential part of creating a forest positive future. In developing the Coalition's Theory of Change and roadmaps, members have participated in dialogue with key stakeholders including grassroots organisations and NGOs, and will continue to do so as the Coalition progresses. Consistent, transparent and productive dialogue will be essential for maintaining the momentum and impact of our work.



Membership and Governance

Twenty-two of the world’s largest consumer goods companies are members of the Forest Positive Coalition. It is sponsored at the CGF Board level by Alexandre Bompard, CEO, Carrefour, and Grant F. Reid, President and CEO, Mars, Inc. Its Steering Committee is chaired by Chris McGrath, Vice President and Chief of Global Impact, Sustainability, and Well-being, Mondelez International, and Bertrand Swiderski, Sustainability Director, Carrefour.



Partnerships and Collaborations

The Coalition is supported by its strategic and technical partners, the Tropical Forest Alliance and Proforest. The Coalition also works closely with the CGF’s Human Rights Coalition (HRC) to align its efforts with the HRC’s work promoting the CGF’s Priority Industry Principles against forced labour, which guide the social sustainability aspect of the forest positive strategy.

What is “Forest Positive”?

The Coalition is driven by a vision guiding responsible forest stewardship by companies, suppliers, traders and other stakeholders, who share a common vision for the future of the world’s forests. In this forest positive future, businesses make systemic efforts to remove deforestation, forest degradation and conversion from key commodity supply chains, therefore positively impacting the world’s forests and supporting the rights of workers and local communities.

Help us Build a Forest Positive Future

The Coalition believes ending deforestation is a task that cannot be achieved alone. The collective power of the Coalition and its member companies places the Coalition in a significant position to lead and drive the forest positive agenda. This work will only be strengthened by the support of others. CGF members interested in joining the Coalition and external stakeholders looking to collaborate can reach out to the CGF Forest Positive team for more details.

“We are fully committed to engaging supply chain actors, taking action on the ground and working collectively to catalyse change. Multi-stakeholder action is critical, particularly political engagement at the national and regional levels, as is strong support from the investment community.”



Alexandre Bompard,
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