



SRS

SUSTAINABLE RETAIL SUMMIT 2020

PURPOSE AND
THE SHARED ROAD
TO RECOVERY

15th - 16th
OCTOBER 2020

#SRS2020 tcgfsrs.com

Executive Summary



Contents



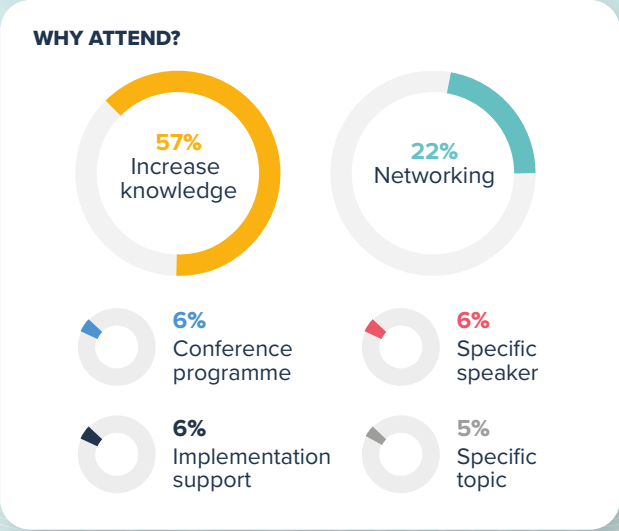
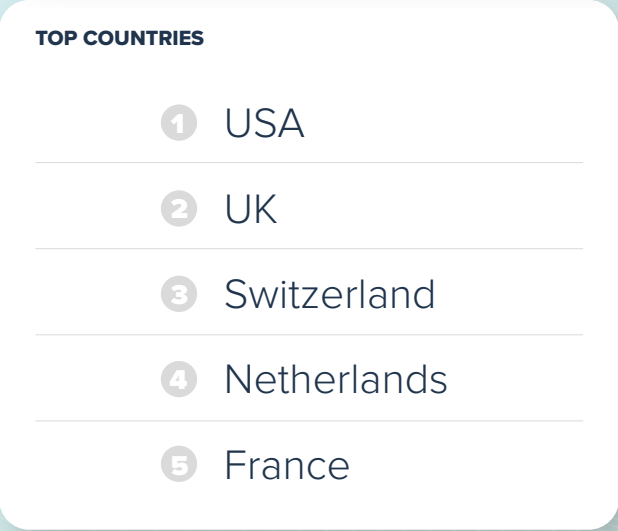
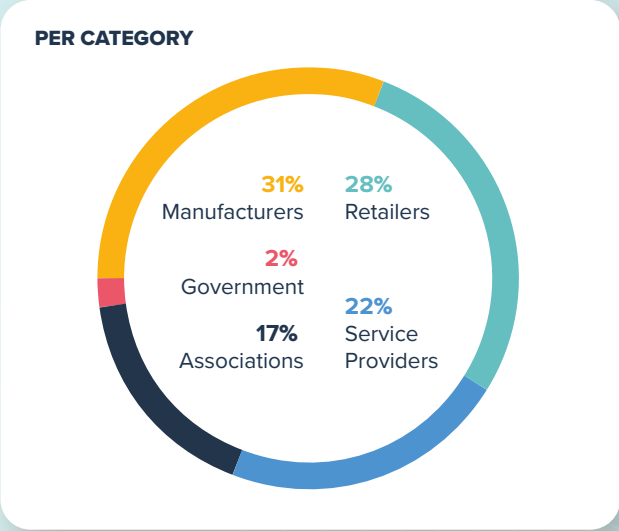
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In Numbers

CGF's first fully-virtual corporate event





Key Quotes



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

“If nothing changes in our approach, the amount of plastic waste that will end up on our oceans could triple by 2040. We can't let that happen.”



Donato Giorgio,
President Global Manufacturing, Essity

“How can you balance preventing COVID-19 and keeping workers motivated? People working in factories cannot work from home and have to continue producing.”



Isabelle Grosmaître,
One Planet One Health Catalyst, Danone
and CHL Co-Chair

“COVID-19 has made the work of Collaboration for Healthier Lives even more meaningful; a turning point in history for a genuine reset.”



Jason Tarry,
UK CEO, Tesco

“We believe that the Collaboration for Healthier Lives Initiatives will take us to another level of collaboration.”



Veronika Pountcheva,
Global Director Corporate Responsibility and Senior
Vice President, METRO AG, and Co-chair, CGF Human
Rights Coalition — Working to End Forced Labour

“We need to develop and implement systemic approach which allows businesses and their suppliers to find, prevent and address to potential human rights impacts by deploying Human Rights Due Diligence systems”



Lord Mark Price,
Founder of WorkL and Engaging
Business, Former MD of Waitrose

“What does it actually mean to be happy at work? Being rewarded and recognised, sharing information, feeling empowered and being satisfied with your job.”

Executive Summary **Key Quotes**



Megan Van Someren,
Global Brand and Food & Beverage Chair, Edelman

“Trust is make or break for brands today, and it cannot be bought, it must be earned.”



Alexandra Cousteau,
Ocean Activist - Head of Oceans 2050 and Senior Advisor to Oceana

“The biggest enemy we have to restoring abundance to our oceans is the idea that the worst has already happened.”



Selina Juul,
Chairman of the Board and Founder, Stop Wasting Food Movement

“We are all part of the problem and we are all part of the solution.”



Denis Machuel,
CEO, Sodexo

“What we see moving forward is that we hear our consumers asking for a new world that goes away from the societies that we’ve built, the economy that we’ve built. We believe we have to move from a low-cost structure to a value structure, and value people and culture.”



Jaap Van Vreden,
Sourcing and Procurement Director at Russian Retailer Lenta and Board Member at European Marketing Distribution (EMD)

“Sourcing and procurement is about creating, to be curious, to be new things — the same as what you have in life.”



Bertrand Swiderski,
Sustainability Director, Carrefour

“It’s much harder to coordinate action. It’s easier to work alone. But we do not have a choice. We have to do it. We believe it’s the only way to change the situation [on deforestation].”

Executive Summary **Key Quotes**



Sander Defruyt,
Lead of the New Plastics Economy,
Ellen MacArthur Foundation

“We need to change the system fundamentally. It’s not about tweaking the system. System change means all actors need to act, but industry actors and policy makers have the keys.”



Simon Reddy,
Director, International Environment,
The Pew Charitable Trusts

“We are reminded on a daily basis there is a plastic pollution problem created in one generation, and the solution can be found in one generation.”



Jeremy Oppenheim,
Co-founder and Managing Partner, SYSTEMIQ

“It does come down to trust; it should come with some honesty.”



Sotos Marinidis,
Vice President & General Manager Eastern Europe & Central Asia, Procter & Gamble

“There is not one consumer who is unaware [of the plastic problem]”



Commissioner Didier Reynders,
European Commission for Justice

“We need to rebuild from today’s crisis differently: fairer, more resilient, more competitive, and more sustainable.”



Lauren Richardson,
Chief Procurement Officer, Colgate-Palmolive

“Asking for help is a real sign of strength in order to move forward with sustainability.”



Dr Agnes Kalibata,
Special Envoy UN Secretary-General for the 2021 Food Systems Summit

“What gives me hope, is that you are an extremely actionable group and you get things done. You are also extremely influential, you influence what I eat and what is available. It would be good that you think about what your place in the world is and how you can make it better.”



Thursday 15th October

12:00 | **WELCOME TO SRS 2020**

 **Wai-Chan Chan,**

Managing Director, The Consumer Goods Forum

To kick off the fifth annual Sustainable Retail Summit—and the CGF’s first-ever virtual conference—**Wai-Chan** welcomed the more than 400 delegates from around the world who logged in to the event by saying “hello” in Mandarin, Japanese, Cantonese, English, French and Spanish. He shared that while the 2020 edition of the Sustainable Retail Summit looked different than before, the spirit of the event—bringing together leaders from around the world, sharing knowledge and creating shared visions—remained stronger than ever. He explained how the event would focus on the CGF’s new Coalitions of Actions, which were developed this year, and thanked the event’s sponsors, including Exclusive Partner Procter & Gamble.



Wai Chan-Chan
The Consumer Goods Forum

12:05 | **KEYNOTE FROM THE EUROPEAN COMMISSION**

 **Emmanuelle Maire,**

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

Emmanuelle began by describing the landscape of the sustainability efforts in the European Commission. She focused on plastics, waste and the need for new business models. Though she acknowledged that while plastic is an essential element of our modern life, we need to move from a linear to circular economy. “If nothing changes in our approach, the amount of plastic waste that will end up on our oceans could triple by 2040,” she said, amounting to 29 million tonnes every year. “We can’t let that happen.” She stressed the importance of employing upstream and downstream solutions, and offered some examples of programmes in Europe, like the EU Plastics Strategy and the New EU Plastic Pact, which are going in the same direction — towards a circular plastics economy. These would not be possible without support from stakeholders and partners. The EU can’t accomplish its goals on its own, she said; with the help of bilateral and multilateral efforts, it can be successful. She gave a few examples of countries that have taken strong action, such as India, China and Canada, and noted 68% of countries in the world have restrictions on the use of plastic bags. She concluded with a call to action for all stakeholders: “How can you contribute? Work together.”



Emmanuelle Maire
EU Commission



12:15 | LEADERSHIP WITHIN THE POST-COVID CONTEXT – PURPOSE RE-DEFINED?

 **Tom Heap,**

Freelance Broadcaster & Journalist, BBC

 **Malina Ngai,**

Group Chief Operating Officer,
A.S. Watson Group and Chief Executive
Officer, A.S. Watson (Asia & Europe) Ltd.

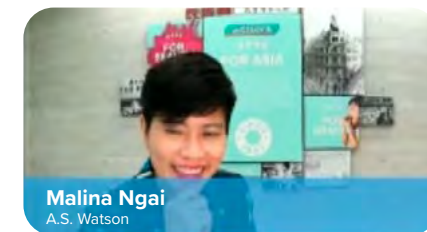
 **Denis Machuel,**

CEO, Sodexo

Tom spoke first with **Malina** and asked her about the purpose-driven conversation that has been so important since the COVID-19 pandemic started. Speaking from Hong Kong, **Malina** said being a purpose-driven business means having a solid purpose, and for her and A.S. Watson, that means “putting a smile on customers’ faces.” COVID actually strengthened this purpose, she said, and it has not changed their focus on purpose, but instead the priority. The priority is now on sustainability.

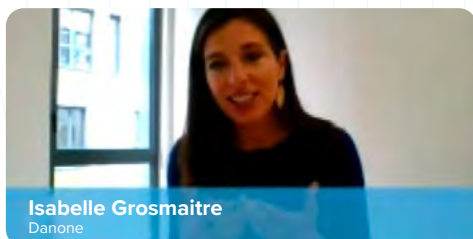
Turning to the subject of plastics, **Tom** referred to COVID as the “revenge of plastics” since there has been increased usage of single-use packaging to prevent its spread. Malina agreed, but said the commitment now is to drive down non-recyclable plastics in supply chains, alongside consumer education. Working to create enabling environments for plastic waste management will also be important, especially since this aspect is not as developed in Asia as it is in Europe. The CGF helps make progress in all of these areas by encouraging cumulative effort by starting with a “vision to make an impact,” she said.

In **Denis’** experience, Sodexo has changed as a result of COVID because they saw the impact of the “care economy.” He said the focus needs to be on a transformative change in how we value the individuals in our supply chains. What people really want is more meaning; while keeping products like food at lower prices, the industry should also be able to take care of workers in the supply chain. “What we see moving forward is that we hear our consumers asking for a new world that goes away from the societies that we’ve built, the economy that we’ve built,” he said. “We believe we have to move from a low-cost structure to a value structure, and value people and culture.”

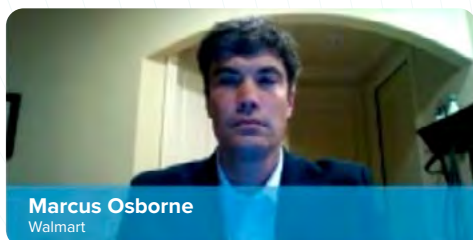




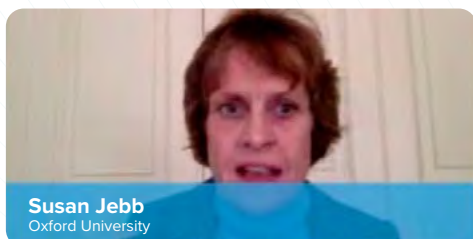
Sharon Bligh
The Consumer Goods Forum



Isabelle Grosmaître
Danone



Marcus Osborne
Walmart



Susan Jebb
Oxford University



Jason Tarry
Tesco

12:40 | HEALTH & SUSTAINABILITY IN THE POST-PANDEMIC WORLD - THE LEARNINGS

Sharon Bligh,

Director, Healthier Lives,
The Consumer Goods Forum

Isabelle Grosmaître,

One Planet One Health Catalyst,
Danone and CHL Co-chair

Marcus Osborne,

Vice President, Health & Wellness
Transformation, Walmart and CHL Co-chair

Susan Jebb,

PhD, OBE, FRCP (Hon), FMedSci, Professor of
Diet and Population Health, University of Oxford

Jason Tarry,

UK CEO, Tesco

Sharon opened the session and invited the Collaboration for Healthier Lives (CHL) Co-Chairs to share the CHL story, a Coalition of Action to empower people to live healthier lives. “88% of millennials are looking for brands that are doing good: good for them and good for the planet,” said **Isabelle**, and the coalition works towards this by engaging locally, using digital and data to scale and learning by doing. **Marcus** then talked about the four dimensions for scalability, including the [Global Learning Mechanism](#), the one-stop, open access source for information on health and wellness-related activities being led by the consumer goods sector; putting employees at the core of the agenda, by working towards the [Workforce Nutrition Alliance's](#)

ambition to impact 1.3 million employees in their organisations and supply chains by 2025; focusing on digital as an enabler to impact at scale; and reinventing collaborations between retailers and manufacturers to ensure shared business value.

Sharon then moved from the global to local approach, and introduced Jason for a deep-dive into the work that has been done in the UK. **Jason** said the role CGF members play in helping customers and colleagues live healthier lives has never been more important, and CHL is a great example of the industry using innovative ways to help customers make better choices. The focus of the initiative in two London boroughs has been to change consumer behaviour by changing the in-store environments, and to deliver the three key goals: to increase consumption of fruit and vegetables, to switch to better alternatives and to reduce calories eaten on products and categories outside of the Public Health England Eatwell Plate.

Susan then joined the panel to talk about her involvement in the CHL UK initiative. Many dietary habits, healthy or unhealthy, start in the grocery store, she said, and by working with the CGF, she is keen to look at how healthier and more sustainable food purchasing can be encouraged. Marketing in stores has an impact on what people buy and most of the marketing to-date has been focused on increasing profit, so the food industry has to step up and take action to support healthier and more sustainable choices, and her job is to help provide the evidence for what might work, by working with the industry to test and evaluate interventions, like those now being seen as part of CHL UK. She then included examples of those results.

Susan and Jason encouraged participants to download the [one-year report](#), published with Guy's and St Thomas' Charity for further learnings from the UK initiative.

12:40 | KEEPING UP A GLOBAL SUPPLY CHAIN DURING THE PANDEMIC

 **Donato Giorgio,**
President Global Manufacturing, Essity


Donato talked about Essity's priority during the COVID-19 outbreak, which was to ensure the health and safety of their employees. By doing this, they were able to keep their supply chains moving. However, they did face some issues, as they realised different countries faced different challenges to dealing with the pandemic.

Unable to identify a global, standardised medical approach for all employees, they created a Crisis Group composed of manufacturing, health and safety and occupational health experts to collect information from all countries in which they operate, and adapt measures and best-practices to specific situations.

COVID-19 regulations, such as social distancing and mask-wearing, had a significant impact on supply chain workers, as work in factories is built upon social interactivity and collaboration.



13:10 | WHY EMPLOYEE HEALTH AND WELLBEING MATTERS IN BUSINESS

 **Sharon Bligh,**
Director, Healthier Lives,
The Consumer Goods Forum

 **Lord Mark Price,**
Founder of WorkL and Engaging
Business, Former MD of Waitrose

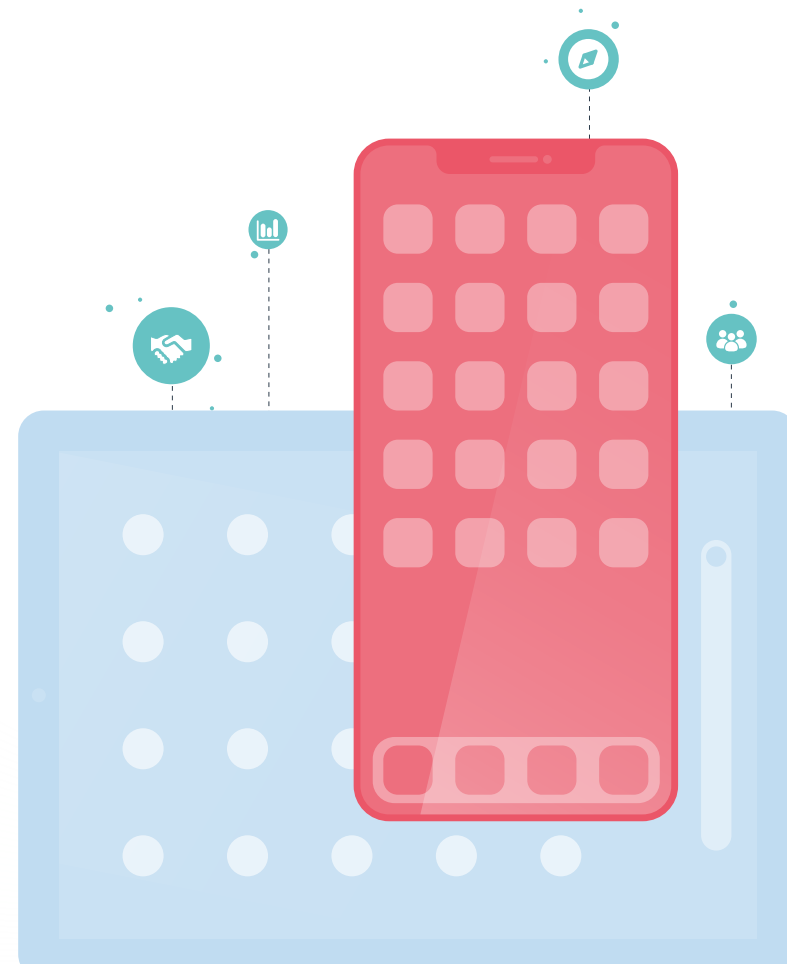
Sharon introduced the CGF's work on Employee Health & Wellbeing, which focuses on the work of the [Workforce Nutrition Alliance](#), co-created with the Global Alliance for Improved Nutrition (GAIN). However, she said, there is no industry standard or KPI to refer to the work the Coalition is doing, so the work of understanding how people are doing through the Employee Wellbeing Survey done with Lord Mark Price, provides good insights into the happiness and wellbeing of employees across the industry.

Lord Mark Price then deep-dived into some of the results from the survey, saying that if people are happy in the workplace, they will be more engaged, and they are going to give customers better service, which will lead to a more sustainable business.



Some of the survey highlights from a combined sample of 19,000+ participants include, the Global Happiness score of 68% and FMCG-specific of 71.28%. However, reward and recognition are the biggest concerns in FMCG. 'Feeling proud' scores the highest, meaning that employees do feel proud of the way their organisations have responded to COVID and the care and attention that has been placed on them.

For more information, download the detailed [survey results and analysis](#).



13:40 | HUMAN RIGHTS & DEFORESTATION – THE NGO PERSPECTIVE

 **Tom Heap,**

Freelance Broadcaster & Journalist, BBC

 **Etelle Higonnet,**

Senior Campaign Director, Mighty Earth

Tom and **Etelle** introduced the topic of deforestation at the Sustainable Retail Summit by first discussing what needs to be the first step taken in order to stop deforestation connected to the production of key commodities and protect the world's forests. That first step, according to **Etelle**, is for all stakeholders involved to “clean up your own act.” However, she said, joint industry action is essential because no one can stop deforestation alone. Collaboration between industry actors and governments, in both producer and consumer countries, is especially important because governments have the power to introduce regulatory legislation and the industry can use such regulations to make sure bad actors do not continue to negatively impact the environment. This type of regulation would be particularly helpful in the European Union, she said. **Etelle** also said there has been progress made against deforestation and gave the example of Walmart, which she said “transformed” the palm oil industry by saying no to deforestation. Other companies can follow suit to “walk the walk”. She concluded by saying “every little bit helps” in order to drive the actions that will make long-lasting impacts for the world's forests.



13:55 | HUMAN RIGHTS & DEFORESTATION – WORKING TOGETHER TO DRIVE POSITIVE IMPACT

 **Tom Heap,**

Freelance Broadcaster & Journalist, BBC

 **Veronika Pountcheva,**

Global Director Corporate Responsibility and Senior Vice President, METRO AG, and Co-chair, CGF Human Rights Coalition — Working to End Forced Labour

 **Christine Montenegro McGrath,**

Vice President and Chief of Global Impact, sustainability, and well-being, Mondelēz International and Co-chair, CGF Forest Positive Coalition

 **Bertrand Swiderski,**

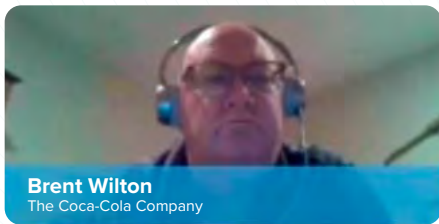
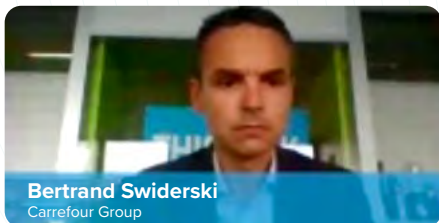
Sustainability Director, Carrefour Group and Co-chair, CGF Forest Positive Coalition

 **Brent Wilton,**

Director Global Workplace Rights, The Coca-Cola Company and Co-chair, CGF Human Rights Coalition — Working to End Forced Labour

Following the conversation with Etelle about deforestation from the NGO perspective, **Tom** introduced the next session featuring the Co-Chairs of the CGF's Forest Positive Coalition, **Chris** and **Bertrand**, and Human Rights Coalition - Working to End Forced Labour, **Veronika** and **Brent**.

Veronika started the session by sharing how the industry has indeed felt a lot of stakeholder scrutiny



for not connecting anti-deforestation and human rights efforts in the palm oil sector. That’s why these two Coalitions are collaborating together because they can no longer afford to look at the issue separately.

Bertrand added that “What we have to do is we must break the silence.” Creating connections and working together is key, he said. While the previous approach to tackling deforestation was focused on individual supply chains, the industry learned that doesn’t work, and creating bridges between Coalitions and working groups is essential. “It’s much harder to coordinate action. It’s easier to work alone. But we do not have a choice. We have to do it. We believe it’s the only way to change the situation [on deforestation],” he concluded.

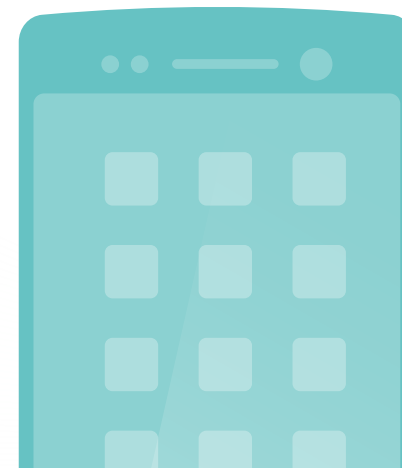
Chris also added that while some progress has been made, companies have also learned a lot about where they fell short of deforestation targets. The Forest Positive Coalition, for example, took two years to understand how they could approach deforestation in a new way. They identified seven different levers to end deforestation, three of which apply to businesses and especially focus on tackling deforestation in supply chains. “The difference this year is the collective action”, she said, and explained how chief procurement officers (CPOs) are now working with sustainability officers and are both involved in the Coalition in order to develop its commodity roadmaps and the KPIs against which member companies and suppliers will be held accountable.

For **Brent**, taking this strategy and applying it on the ground is an essential part of driving the impact. What will be most important is that the industry has to stand together against bad actors and “show the industry is speaking with one voice” and demonstrate the “real strength of brands” behind the actions.

The on-the-ground strategy is critical, **Tom** said, and asked for practical examples from the companies

given that geographically, their head offices are all away from the landscapes where abuses are happening. **Veronika** noted that the best way to identify and address real and potential abuses around the world is to develop and implement Human Rights Due Diligence (HRDD) systems. This is not a new approach, she said, given that the CGF has been working on human rights for more than 10 years, but with the new Coalition, the goal is for members to work with selected suppliers, and using HRDD systems, see significant improvement on the plantation and refinery levels by 2023.


From the Forest Positive side, **Chris** added that it is key to change the mindsets within companies, which particularly starts with involving CPOs. At Mondelez, for example, their supply of beef is monitored through a multi-layer process that looks for evidence of deforestation and human rights risks, a process that would not be possible without the involvement of CPOs. **Bertrand** also added that working with smallholders is important to involve them in the forest positive conversation, and every company has the responsibility of evaluating their suppliers and determining how to best move forwards with them. **Brent** agreed, and said recognising that a one-size-fits-all approach will not drive the change that is needed. The strategy needs to be localised to specific contexts.





Special Sessions

14:20 | TRANSFORMING HOW WE HARNESS OUR PLANET'S HEALTH AND FEED THE GLOBAL POPULATION: INGENUOUS TECHNOLOGIES TO MAXIMISE NUTRITIONAL QUALITY AND REPURPOSE FOOD WASTE

 **Wil Schoenmakers,**
Global Head of Consumer and
Manufacturing, PA Consulting

 **Derk Hendriksen,**
Co-CEO, Treasure8

 **Annabelle Cox,**
CEO, Tensei

This special session focused on food production and the unequal access to affordable, quality nutrition and the reduction of food waste and greenhouse gases. **Wil** set the scene and highlighted how the current methods of food production are harmful to the planet and our health, saying the food industry is the third largest contributor to greenhouse gases and one third of agricultural land is used to produce waste. At the same time, there are around 800 million undernourished people around the world. He asked, "How can highly nutritious food be accessible to more people?" He then introduced Treasure8 and Tensei, two start-ups playing a pivotal role in addressing this challenge.

Derk talked about the work they do at Treasure8, making whole-food nutrition more accessible by dehydrating food sources. Dehydration is not new, he said, but with new disruptive technologies, they are now able to capture nutrition from fresh food and transform it into great tasting, disease-fighting whole food that can be consumed by more people. **Annabelle** then talked about the work they do in alternative fibres, blending agricultural waste crops, perennial grasses and unrealised bio-waste streams together to create new materials. These fibres can help make a notable difference in moving away from single-use plastics.



14:20 | CONSUMER GOODS 2021: ENABLING AN INTELLIGENT & SUSTAINABLE SUPPLY CHAIN

 **Nina Lund,**
Retail & Consumer Goods EMEA Regional Business Lead, Microsoft

Nina started the session by commenting that the pandemic has become the new Chief Innovation Officer in today's consumer goods industry and the disruptions, especially in the supply chain, that it is facing. As consumers demand sustainable solutions, the industry goes from hyper global to hyper local, forcing retailers and brands to rethink some of their models.

She then noted Microsoft focuses on four pillars: optimising brand performance; connecting your enterprise; delivering sustainable and operational excellence; and accelerating innovation. Companies who do the first three pillars in equal excellence can accelerate innovation much faster. Nina shared two examples of how they have put technology in service: connecting farmers in rural areas (Land O' Lakes) and using the Internet of Things to bring back data from coffee machines (Starbucks).

Microsoft has announced that all its data centres will be carbon negative by 2030, and by 2050 they aim to remove the entire carbon footprint of the company since its inception in 1975. This significant 1bn USD investment will demand technologies that do not exist yet. Microsoft also has announced their participation in Transform to Net Zero, a think tank of different players from the consumer goods, transports, logistics industries, to think about the biggest problems in sustainability.

14:20 | **SCIENCE FOCUS. FORESTS AND THEIR SUSTAINABLE MANAGEMENT IS THE MOST SIGNIFICANT NATURE-BASED SOLUTION FOR ACTION ON CLIMATE CHANGE AND CARBON EMISSIONS. HOW CAN GLOBAL MANUFACTURERS AND RETAILERS PLAY A MEANINGFUL ROLE?**

 **Ignacio Gavilan,**

Director, Environmental Sustainability,
The Consumer Goods Forum

 **Ben Gunneberg,**

CEO and Secretary General, PEFC International

 **Dr Vicky West,**

Woodland Carbon Code Manager, Scottish Forestry

 **Brian Kernohan,**

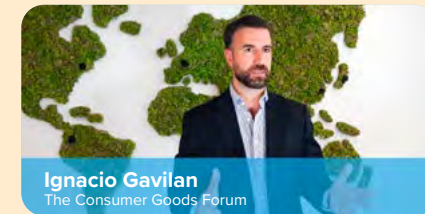
Chief Sustainability Officer,
Hancock Natural Resource Group

Ignacio kicked off this special session by welcoming the guests and introducing the CGF's Coalitions of Action, with an emphasis on the Forest Positive Coalition focused on deforestation. As moderator, **Ben** introduced himself and guests **Vicky** and **Brian**, and started by sharing details on the value forests offer to the environment, to biodiversity, water quality, soil health, community workers, carbon efforts, seas and mangrove efforts, as well as many aspects of the Sustainable Development Goals. He noted that a third of the world's forests are managed for water and soil purposes alone.

Then they moved to the key topic of carbon and carbon sequestration. Given that globally, forests capture 38% of annual carbon emissions, sustainable forest management is essential to climate mitigation with its contribution to carbon sequestration, storage and substitution. **Vicky** gave examples of how the United Kingdom is taking advantage of its forests as part of its climate solution. The UK has committed to being net-zero carbon neutral by 2030 and to do so has launched an ambitious project to plant more trees. Ultimately, the goal is to plant 3,000 hectares of trees per year; this is a significant increase to the current rate of 13 hectares per year. **Brian** then discussed how sustainable forest management and certification can contribute to these types of climate strategies by being a viable and scalable solution with stated environmental and social benefits. Certification can provide transparency and assurance of adaptation and mitigation that can contribute to meeting climate targets.

Ben then asked some questions from the audience. First, is it possible to assign lower carbon footprints to certain types of packaging? He said yes, and noted that plastic packaging is made from fossil fuels, and paper, pulp and fibre-based packaging can be recycled up to seven times, and that number is increasing. Second, how can one buy and invest in these sustainable forest and certification projects? **Brian** said that it is helpful to connect with groups that especially help landowners

finance their planting efforts. Finally, how can monitoring and recognition play a meaningful role? **Brian** concluded saying there is growing recognition that both are helpful. Moreover, innovative opportunities, like global investment vehicles which incorporate investment in ownership of forests, can then use the carbon in those forests to offset emissions from the portfolio, capitalise on knowledge gained from monitoring and recognition.



15:10 | DEEPER RESILIENCE THROUGH TRUST & TRANSPARENCY

 **Megan Van Someren,**

Global Brand and Food & Beverage Chair, Edelman

 **Elie Ofek,**

Professor, Marketing Unit, Harvard Business School

Speakers presented two unique perspectives on the business of brand marketing in the unprecedented landscape that brands must navigate today to unlock trust, and why that matters more than ever. Over the past months and in light of the pandemic, Edelman has seen a profound change in consumer expectations and behaviours, and, as such, it's a new era for brands, where they are expected to do more.

Elie shared insights on the work he has been doing with Edelman on frameworks and approaches to branding, specifically brand trust. The work is timely and reflective of the realities consumers are facing today. Trust is about expecting brands to act consistently with consumers' values.

Megan said that the 2020 Global Edelman Trust Barometer uncovered that brand trust is only second after affordability, when it comes to purchase and loyalty. This insight reveals that trust is make or break for brands today, and it cannot be bought, it must be earned. And in order to earn it, brands must serve both individual and societal needs.

Building and protecting trust is good for business as it acts as a gateway across the consumer journey, from consideration, to purchasing, to loyalty. Trust deepens relationships between brands and consumers and it allows brands to be better equipped to navigate disruption.



15:25 | FOOD WASTE POST-COVID - THE NEW REALITY

 **Tom Heap,**

Freelance Broadcaster & Journalist, BBC

 **Selina Juul,**

Chairman of the Board and Founder, Stop Wasting Food movement

Tom returned as moderator and spoke with **Selina** about her involvement in the fight against food waste in Denmark. Asked where the problem comes from, **Selina** said it was not helpful to “blame and shame” or point fingers. “We are all part of the problem and we are all part of the solution,” she said. In western society, for example, the biggest food wasters are consumers. **Tom** then asked how covid has impacted the food waste problem. **Selina** said consumers have learned to use their food more wisely, especially during lockdowns when they were only allowed to shop once a week. They also had to be more creative with food when faced with shortages or restrictions on purchasing abilities. However, some food might have been wasted in the beginning when many people were stockpiling food. Discussing the situation in lower income countries, **Selina** noted that a large amount of food is wasted at the producer level, especially when there is not a strong infrastructure in place to support the cold chain. Still, she said, “Sometimes the solution can be simple, but they are not one size fits all. Sometimes the solutions are simple, like fixing a road and building up the infrastructure.” Moreover, she said developing these cold chains can be done without using greenhouse gases if the entire value chain is evaluated. Finally, she said monitoring and reporting are essential pieces of the puzzle for companies and governments around the world to demonstrate they are doing their part.

15:50 | THE REAL CHALLENGERS – HOW TO CREATE A PURPOSE-DRIVEN BRAND

Solitaire Townsend,

Co-Founder of Futerra. Author of *The Happy Hero - How To Change Your Life By Changing The World*. Chief Optimist.

Deri Watkins,

Regional President of Pet Nutrition Europe, Mars

Sarah Hickey,

Programme Director, Childhood Obesity, Guy's and St. Thomas' Charity

Paddy Willis,

CEO and Founder, Mission Ventures

Rushina Shah,

Co-Founder, Insane Grain

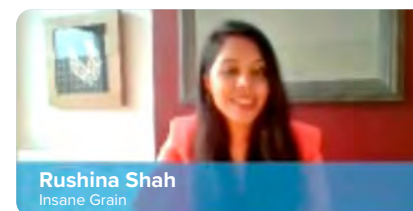
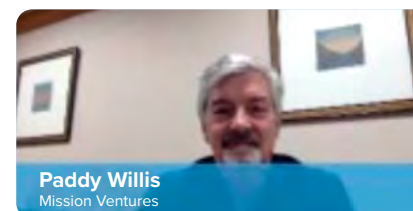
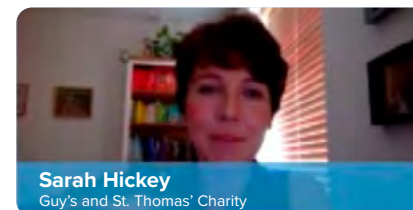
Solitaire welcomed participants to the 'purposeful, disruptive and challenger' brands session of the day, where panellists dug into how to create a purpose-driven brand. She mentioned the work Futerra did with the CGF on the [Honest Product](#), where 98% of respondents said they think brands have a responsibility to make a positive change in the world.

From a large brand perspective, **Deri** said millennials are becoming increasingly economically significant at scale, and if big brands are unable to connect with their values, it challenges their model. There has been a dramatic increase in mergers and acquisitions, not just to access new markets but to learn from businesses that have been built from the ground up with purpose at the centre.

Sarah, who oversees a childhood obesity programme, said she works with the commercial sector as it is one of the biggest factors shaping people's diets. The way products are priced, placed and promoted truly drives purchasing behaviour, and ultimately dictates what families eat. She talked about the Good Food Fund, which is a national investment fund developed alongside Mission Ventures, which aims to tackle the barriers challenger brands have to scale and sustain, and increase the number of healthy and affordable food options available to families. **Paddy**, an entrepreneur in healthy food with a challenger brand, said these brands are led with purpose from the founder's personal experience and reflect the values of an individual rather than the values that have been formed by a committee, which is usually the case within larger organisations. There's a real opportunity to acknowledge the capacity big players have to help drive innovative outreach to support challenger brands.

Rushina, who set up her own business to make a mark on the world, highlighted the importance of working with other entrepreneurs and being part of the Good Food Fund, has helped the small business and has provided them with driven economies of scale.

Finally, Solitaire asked, what is the secret for creating a brand that's going to make a difference in the world? Collaboration with experts in the field provides an opportunity to tap into experience that is difficult for a smaller organisation to access, the panellists agreed.



16:25 | **INSPIRATIONAL KEYNOTE: RESTORING OCEANS TO ABUNDANCE - ALEXANDRA COUSTEAU**

 **Tom Heap,**
Freelance Broadcaster & Journalist, BBC

 **Alexandra Cousteau,**
Ocean Activist - Head of Oceans 2050
and Senior Advisor to Oceana

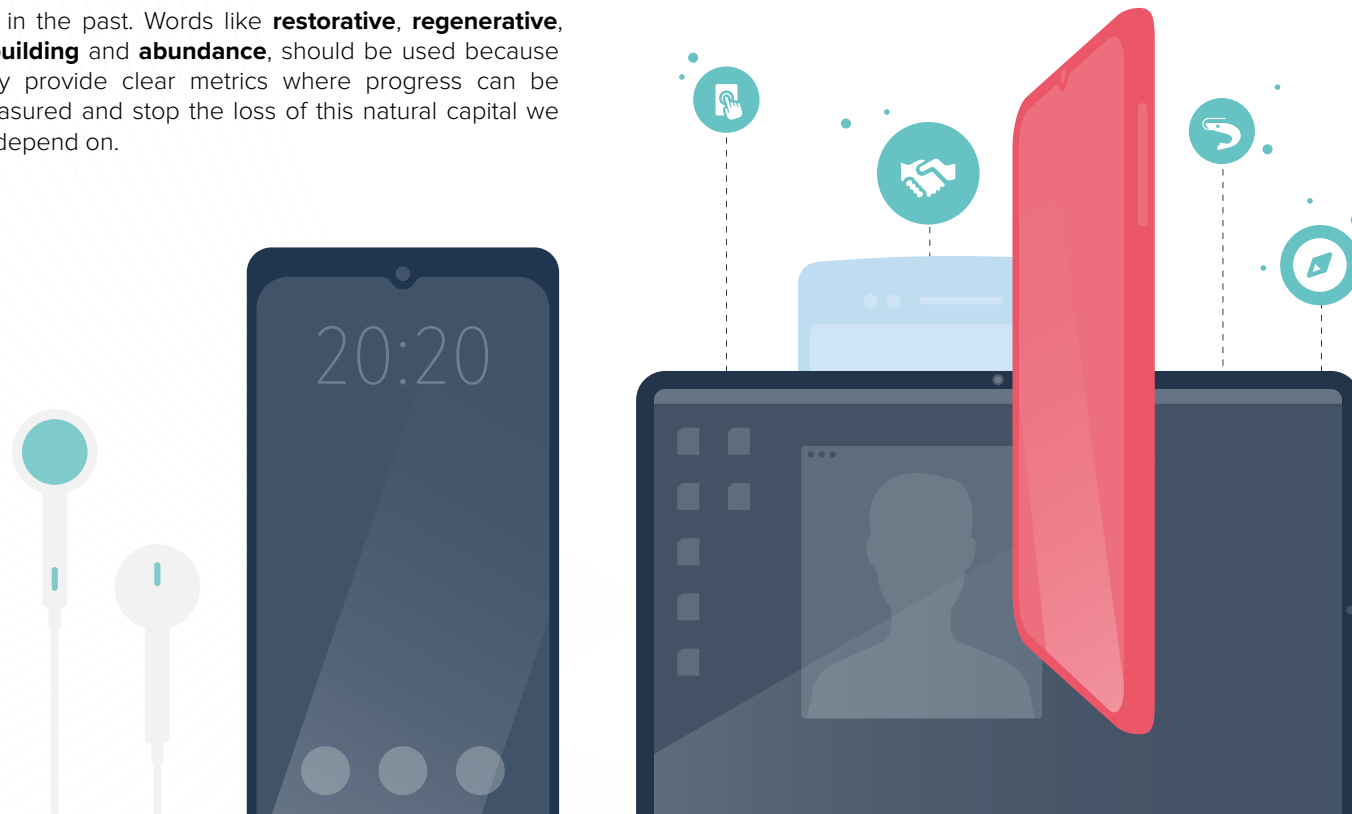
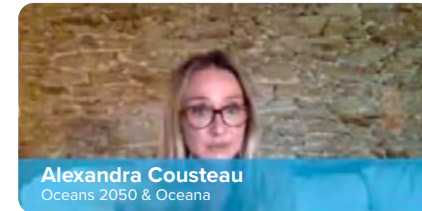
Tom introduced Alexandra, head of 'Oceans 2050', an organisation that is working to restore abundant oceans by 2050. Alexandra started talking about the beginning of understanding the oceans, when her grandfather started exploring and filmmaking, and when her family were able to reveal the oceans to the world. People were inspired by the oceans because they were pristine, full of life and abundant. However, the oceans her grandfather first explored have declined by 50%, as a result of overfishing, pollution, development and climate change, and this has a significant impact on everyone who relies on the oceans for food security, livelihoods, jobs and even the oxygen we breathe.

If we continue on this path, she said, research shows oceans will continue to lose about 1% per year of the life diversity, and in one decade, 60% of oceans will be lost. Science shows oceans can be restored to abundance in one human generation, by 2050. But there are two caveats, firstly, climate change impacts have to be mitigated and warming kept at under five degrees and, secondly, the flow of single-use plastic into the ocean needs to stop. If these challenges are not addressed, there is a good likelihood that oceans will be lost by 2050.

The consumer goods sector contributes to climate change, and while she acknowledged companies are working towards minimising their carbon footprints, Alexandra encouraged them to be even bolder, more innovative and more ambitious to transform the industry and lead on this issue.

Oceans will not be able to be restored to abundance if they are used as plastic landfills. We are faced with throw-away plastic in our every-day lives and despite individual efforts, millions of consumers should not have to restructure their daily routines to avoid plastic, and companies could start using sustainable alternatives, stopping the problem at the source.

Finally, Alexandra concluded her keynote by saying we need to transform how we envision the task ahead of us, and words like conservation and sustainable are best left in the past. Words like **restorative, regenerative, rebuilding** and **abundance**, should be used because they provide clear metrics where progress can be measured and stop the loss of this natural capital we all depend on.



17:00 | EXCLUSIVE PARTNER – PROCTER & GAMBLE - THE GREEN RECOVERY: NO SPACE FOR WASTE. RETHINK WHAT IS POSSIBLE

 **Tom Heap,**

Freelance Broadcaster & Journalist, BBC

 **Jan Dunning,**

Chief Executive Officer and President, Magnit

 **Virginie Helias,**

Chief Sustainability Officer, Procter & Gamble

 **Sotos Marinidis,**

Vice President & General Manager Eastern
Europe & Central Asia, Procter & Gamble

 **Michelle Gibbons,**

Director General, AIM - European
Brands Association

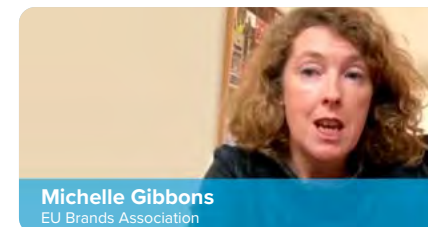
In this session featuring SRS Exclusive Partner Procter & Gamble, **Michelle** started the session with a pre-recorded video on the HolyGrail2.0 project, which is a pilot programme to embed digital watermarks into packaging materials. The codes are not visible to the human eye, but can be scanned by special machinery to identify the type of packaging, which will make the sorting process much more efficient and faster. She said there are three key ingredients for a circular economy in Europe: innovation, sustainability and digitalisation. AIM is facilitating this project and more than 85 companies are involved.

Back on the virtual panel, **Virginie** added two additional benefits of the project. First, due to the improved

sorting process with HolyGrail2.0, the end product (recycled materials) will be very high quality. Second, for consumers and retailers, using digital watermarks can allow for a faster check-out in stores. **Jan** then explained further how the process works from the retailer perspective. Using technology like HolyGrail2.0 is important because it allows for traceability and transparency, which then leads to more accountability. **Tom** then asked about P&G's partnership with Magnit. According to **Sotos**, 90% of Russian plastic goes to waste, but 50-70 percent could be reused or recycled. Two reasons to explain this trend are that consumers either don't know how to recycle or there's no infrastructure to support recycling efforts.

He explained how the partnership works: At Magnit stores, consumers can buy recyclable P&G products and receive a vote to build a playground made of plastic waste in any town in Russia. To incentivise voting, 80 vending machines have been placed in Russia to accept the recyclable P&G products, encouraging increased recycling rates; when a product is deposited, the consumer will receive a coupon for a discount on their next P&G purchase. **Sotos** said setting up the programme was indeed a challenge but an exciting one, as only 44% of consumers in Russia are willing to sacrifice something or a behaviour if it harms the environment, a number that is among the lowest in Europe. In the case of recycling, he said, there is no infrastructure and not enough product to stimulate that kind of behaviour. Still, he said, it is an exciting challenge to take on because he knows that consumers around the world understand the environmental challenges we face.

Virginie added that everyone's goal should be to work together to be creative and ensure everyone on the planet has access to a recycling scheme because plastic waste that goes into the ocean is mismanaged waste.

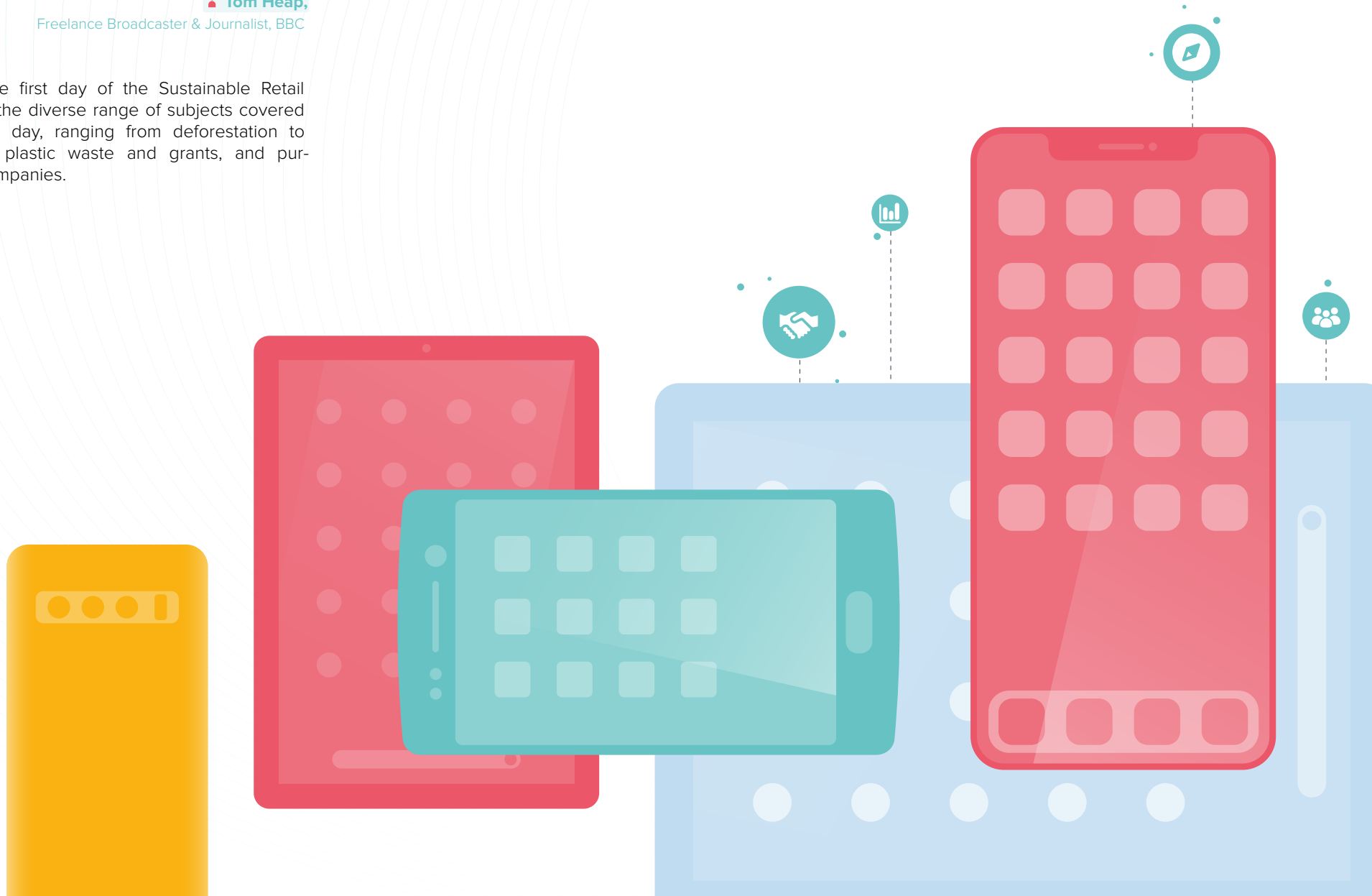


17:25 | **DAY 1 CLOSING REMARKS**

 **Tom Heap,**

Freelance Broadcaster & Journalist, BBC

Tom closed the first day of the Sustainable Retail Summit noting the diverse range of subjects covered throughout the day, ranging from deforestation to forced labour, plastic waste and grants, and purpose-driven companies.





Friday 16th October

12:00 | WELCOME DAY 2


 **Tom Heap,**
Freelance Broadcaster & Journalist, BBC

Tom welcomed back the 400+ participants back for the second day of the Sustainable Retail Summit. He reminded delegates to visit the exhibition booths, thanked the event's sponsors and encouraged them to visit the SRS networking room for an opportunity to win an SRS ticket for 2021.

He explained how, on day two, delegates would hear from leading company CEOs on how business can go even further in embedding sustainability and health into its practices, learn more from the pivotal roles that CPOs and CFOs play, and discover more about the transforming global food systems and the important work being done to promote human rights and due diligence.

12:05 | LEADERSHIP WITHIN THE POST-COVID CONTEXT - UNLOCKING AND ACCELERATING PURPOSE-DRIVEN OPPORTUNITIES

 **Tom Heap,**
Freelance Broadcaster & Journalist, BBC

 **Takaaki Nishii,**
Representative Director, President
& CEO, Ajinomoto Co., Inc.

 **Jan Dunning,**
Chief Executive Officer and President, Magnit

Takaaki talked about the changes Ajinomoto has seen during the pandemic, including the shift in consumer eating behaviours, such as the switch from eating at restaurants to cooking at home, and the increased priority on health. These changes have helped Ajinomoto focus their priorities on nutrition, with their 'Nutrition without Compromise' approach, which is driven by the philosophy that when nutritious foods taste good, is easily accessible, and respects local customs and flavours, global health can be optimised.

Looking towards 2021, many challenges faced in 2020 are expected to continue, he said, and thus, a collective effort is needed across the industry to truly impact global nutrition. As an asian company, Ajinomoto wants to contribute their nutrition perspectives globally and the Nutrition for Growth Summit in Tokyo next year,



where CGF alongside the Global Alliance for Improved Nutrition (GAIN) will lead on the Workforce Nutrition Alliance, is a great opportunity for businesses to play a key role in improving global nutrition.

At Ajinomoto, their commitment to nutrition is rooted in their mission: 'Eat well, Live well' and they are proud to co-chair the Japanese chapter of the CGF's Collaboration for Healthier Lives initiative, focusing on healthy longevity.

Jan then talked about the changes in consumer behaviour they have seen since COVID-19 started. Thanks to their loyalty programmes, they noticed customers were shopping less, but spending more at each visit. They also noticed a substantial increase in the sales of fruit and vegetables, indicating that customers are gearing towards healthier consumption patterns.

He also talked about the need of having a local approach in Russia, given the extent of the country and how they have implemented regional procurement offices to align with local production.



12:30 | **NATALIE KNIGHT - THE CFO PERSPECTIVE**

 **Peter Freedman,**
former Managing Director,
The Consumer Goods Forum

 **Natalie Knight,**
Chief Financial Officer and member of the
Management Board, Ahold Delhaize

Peter was delighted to introduce Natalie for a number of reasons, but particularly because the voices of Chief Financial Officers are seldom part of SRS and he looked forward to exploring several sustainability topics and the world of investors.

Everyone is talking about Environmental, Social and Governance (ESG) Investing. Is it real or is it greenwashing on the part of investors? **Peter** asked. I definitely don't say it is greenwashing, **Natalie** said, but we are

currently in a transition period. For many years it felt like a 'checking the box' exercise, but there have been many developments and the more sophisticated investors are linking their financial models to ESG impacts. In retail, waste is an important KPI and the connection between waste and plastic reduction have direct ties to the company's profit.

The only way to really get sustainability where you want it to be is an incorporation with the finance team, **Natalie** said. Not only because what gets measured gets managed, but it is also a way to cascade sustainability within the organisation and make it tangible to employees, as opposed to something that is being done as an external exercise. It is also about incorporating it into capital allocation processes. Sustainability elements, whether it be carbon or waste, can also be seen as potential accelerators and decelerators in terms of how investment is done.

Natalie ended by saying that the place where the CFOs can play the biggest role and have a personal impact is on being transparent about the correlations between sustainability and financial performance.

13:00 | **TECH TALK: BUILD A FOREST FRIENDLY SOY SUPPLY CHAIN**

Tech Talk: U.S. Soybean Export Council (USSEC) Build a Forest Friendly Soy Supply Chain

 **Brent Babb,**

Regional Director of Europe & Middle East/North Africa, U.S. Soybean Export Council (USSEC)

 **Jasper Scholten,**

Manager Life Cycle Assessment, Blonk Consultants

Brent introduced this Tech Talk by noting that on a national scale, the positive result of environmental legislation in the US has been decreased amounts of US cropland and increased amounts of forest land from 1980 to 2015. Moving to the subject of soy production, **Jasper** then introduced more data to explain how the industry can quantify sustainability. Looking at soy production, the highest carbon footprint for soy production comes from, in order of highest to lowest emissions, Russia, Ukraine, Italy, France, Brazil and the United States. On average, the source of the carbon emissions comes first from cultivation, then from overseas transportation (though only Russia, Ukraine, Brazil and the US export soy), followed by transportation to markets. Little to no carbon emissions come from processing.

He then introduced the subject of forest conservation, and how it plays into the carbon footprint of the soy supply chain chains. When incorporating the land use change (LUC) emissions, or the emissions from transforming grasslands into agricultural land, to the previous set data, the size of Brazil and Argentina's footprints increases dramatically. For comparison, Brazil's footprint becomes nearly 15 times larger than that of the US, with the US having the smallest footprint of the seven coun-

tries. **Brent** then explained how various institutions in the US are able to ensure that American soy production remains forest friendly. With the US Soybean Sustainability Assurance Protocol, nearly all soy farmers in the US comply with sustainable production guidelines.

13:15 | **HEALTH & SUSTAINABILITY – A CALL TO ACTION**

 **Sharon Bligh,**

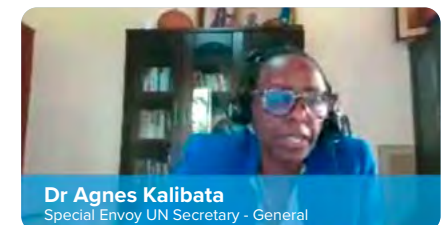
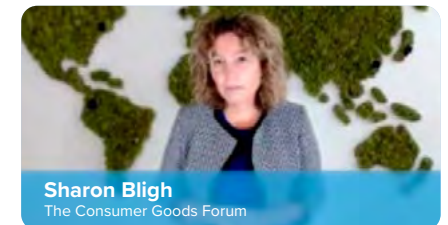
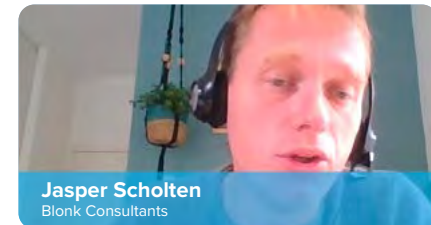
Director, Healthier Lives,
The Consumer Goods Forum

 **Dr Agnes Kalibata,**

Special Envoy UN Secretary-General
for the 2021 Food Systems Summit

On World Health Day, **Sharon** was delighted to welcome **Dr Agnes Kalibata** to talk about the 2021 UN Food Systems Summit and the role the public and private sector can play across the world. The UN Food Systems Summit aims to unleash the power of food to deliver progress on all 17 Sustainable Development Goals (SDGs).

The world's food systems touch every aspect of human existence, Agnes said, which makes them valuable instruments of change. She addressed members of The Consumer Goods Forum, saying that they know the power of food more than most, with CGF member companies employing 10 million employees and 90 million through value chains, and with their brands reaching billions of people every day. 'You have a key role to play', she said, 'because like you, we want to create a healthier, prosperous and more sustainable world'.



The summit will be the culmination of a more than year-long process, to share and learn with the view to foster new bold action, innovations, solutions, partnerships and amplify existing initiatives. The Summit's action tracks have five objectives: achieve no hunger and help everyone be nourished and healthy; build consumer demand for sustainably-produced food, make better use of environmental resources across food systems and reduce biodiversity loss, lift people out of poverty and enable entrepreneurship while addressing inequalities, and promote global actions to build resilience.

My call to action is simple, she said: "Commit to the Summit, by working with your employees, your value chains and with us. Together, we can address these challenges and make our food systems stronger, sustainable, healthier and more equitable".

Sharon then asked how CGF members can get more involved in the UN Food Systems Summit. Anges said the FMCG sector is an important community for the Summit and there are several ways to engage, including through the Champions Network that mobilises people in every region of the world (of which the CGF Managing Director is one); the newly-launched 24-hour Global Relay Conversation, which facilitates structured conversations among groups with different perspectives on how to get their food systems to work for the common good and through the Action Tracks, which are critical for businesses as many are linked to nutrition, consumer behaviour and other elements CGF members are already engaging in.

Finally, Agnes said the Summit is a huge opportunity for business. Many in the industry have been working on sustainability programmes for some time, and the time is now to ensure those ideas are game-changing, and what will make them so is the ability to scale and reach millions of people.

13:35 | **SUSTAINABLE DIETS FOR HEALTHY PEOPLE**

 **Sharon Bligh,**

Director, Healthier Lives,
The Consumer Goods Forum

 **Cécile Beliot,**

Executive Vice President in charge of
Strategy and Growth and a member of
the Executive Committee, BEL Group

 **Helena Laurent,**

Director General, Consumers International

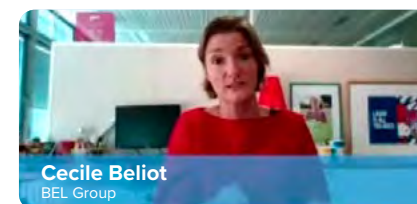
Sharon introduced Cecile and Helena and then connected the audience with video messages from young consumers, who were asked what their priorities are for the industry in the next 12 months to ensure a sustainable and healthy diet on a global level. Responses ranged from limiting food loss and waste and to providing a higher value to sustainable food choices, to offering healthy food and ensuring it is affordable.

Sharon asked Cecile how Bel Group is committed to sustainable diets for people around the globe. Bel's purpose is to champion healthier and responsible food for all, and they are committed to transforming the food system from farm-to-fork. What we eat has an impact on the environment, and they are innovating with plant-based ingredients to foster flexitarian diets. She also talked about Bel's involvement in the CHL France initiative 'On S'y Met'.

At Consumers International, **Helena** said, they have made commitments around four areas in sustainable diets, including: integrating sustainable consumption into their strategy, being a champion for the UN Food

Systems Summit, innovating and working with young leaders around the world, and campaigning for sustainable diets. They have also seen a shift in consumer intent around the world, particularly in emerging markets, but the challenge is getting the move from intention to action and closing that gap.

Finally, Cecile said "There is no tomorrow. We have to change the system now. We are all experiencing climate change now and it's not going to stop. If we want to have an impact and we want to give the planet an opportunity, we need a solution, we need to work together now". Helena's final message to the audience was "Make sustainable irresistible and look out for World Consumer Rights Day on 15th March 2021".



14:15 | **BREAKING THE PLASTIC WAVE - PRACTICAL SOLUTIONS AND BOLD ACTION**

 **Ignacio Gavilan,**

Director, Environmental Sustainability,
The Consumer Goods Forum

 **Martin Stuchtey,**

Co-founder and Managing Partner, SYSTEMIQ

 **Simon Reddy,**

Director, International Environment,
The Pew Charitable Trusts

 **Ashley Hall,**

Director of Sustainable Packaging,
Walmart Stores Inc.

 **Sander Defruyt,**

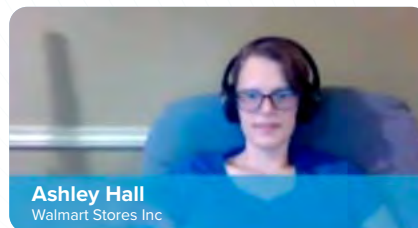
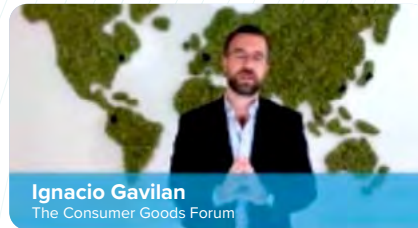
Lead, New Plastics Economy, Ellen
MacArthur Foundation

 **Andrew Clarke,**

Senior Director Quality Assurance,
Loblaw Companies Limited

 **Yoni Shiran,**

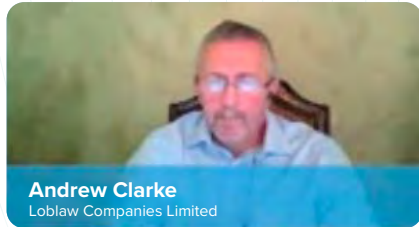
Program Director of Breaking the
Plastic Wave, SYSTEMIQ



Ignacio started by explaining the CGF's new global strategy and the Plastic Waste Coalition of Action. **Simon** and **Martin** then introduced the "Breaking the Plastic Wave" report as quantifying the implications of plastic waste and offering strategies the world could choose to address the plastics problem, making better decisions through better data. The report shows just how big the problem of plastic waste really is. Speaking from the perspective of CGF members, **Ashley** noted collective action is essential to both set goals and achieve them, and that it's important industry actors' work to develop sustainability solutions that the consumer can understand, because the consumer has to ultimately adopt the solution.

Sander then offered the report's key insights. First, "the circular economy is the only solution to address plastic waste and pollution at scale. We can't recycle our way out, we can't reduce our way out." Second, both downstream and upstream solutions, and bold action on elimination and reduction, are critical. Finally, we need to fix recycling economics through schemes like extended producer responsibility (EPR) programmes. In the same way that the circular economy requires a comprehensive solution to the plastic waste problem, **Andrew** introduced the topics of food safety and waste and how they go hand-in-hand with the plastic waste challenge as the use of recycled packaging can raise health concerns for food manufacturers.

Finally, **Yoni** said the biggest takeaway from the report is how we have solutions for 80% of the problem, he said, and we have to continue building on existing solutions, using new technologies and combining upstream and downstream solutions together. The circular economy is a more efficient way to operate, both environmentally and financially. As a service-based economy and not a product-based economy, a circular approach is not only helpful from a waste management perspective but also good for employment.



Ignacio then moved into the Q&A session. He first asked what is the role of the consumer and how will consumers react to the way products are created. **Sander** responded that a system shift is not enough: “We need to change the system fundamentally,” he said. “System change means all actors need to act, but industry actors and policy makers have the keys.” **Ashley** added that “we need to be more strategic in how we work to bring the customer on the way” to a circular economy, and gave the example of how Unilever explains carbon pollution on its packaging for consumers to easily understand.

Finally, the panel discussed the global infrastructure for recycling. Two billion people worldwide do not have access to a plastic collection system. **Yoni** offered that the private sector can work to help change that by engaging in extended producer responsibility programmes and help financially support governments in their waste management systems.





Special Sessions

15:00 | REUSING CONTAINERS WITH CONFIDENCE: HOW LOOP, TESCO AND ECOLAB ARE LAUNCHING THE NEXT GENERATION OF SUSTAINABLE GROCERY SHOPPING

 **Tom Szaky,**

Founder and CEO, TerraCycle

 **Giles Bolton,**

Responsible Sourcing Director, Tesco

 **Dr Jim E. Rekoske,**

Senior Vice President, RD&E –
Industrial Group, Ecolab

 **Nicholas J. Alfano,**

Executive Vice President and General Manager,
Global Food and Beverage, Ecolab

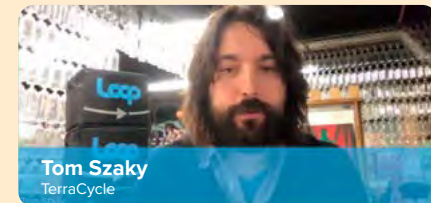
Nicholas opened the session by explaining how consumers have become more familiar with household waste because they are spending significantly more time indoors than usual. The numbers on household waste, he said, are staggering. He explained how the partnership between Loop, Tesco and Ecolab functions to help consumers reduce household waste. Consumers can buy products, packaged in Loop's reusable containers, at Tesco stores. Once the consumer has used the product, they can return used containers to these Tesco stores. Ecolab then cleans, sanitises and

sends the containers back to the manufacturers who refill them to be used again.

Tom explained that there two costs to consider: economic and environmental costs. The cost of packaging does depend on the packaging itself. Shampoo bottles, for example, offer a 75 percent reduction in cost when made from aluminum than single use plastic. The panel also discussed how the current problem with how plastic packaging is used is that packaging is seen as a cost that needs to be minimised. With a shift to view packaging as an asset, we can explore better functionality and aesthetics.

Speaking of materials, **Nicholas** asked about the environmental impact of metal. **Tom** said reusable containers tend to be made of heavier materials like glass and metal. In fact, plastic is a fine material to use as long as it can go around the cycle a minimum of 10 times. With any material, the first use is more costly to the environment. It becomes better for the environment between 2-5 times. **Giles** explained that Tesco's priority is to remove plastics from the supply chain when possible and that is why it has partnered with Loop. **Jim** said Ecolab has been prepared for the task of cleaning containers safely thanks to its engagement with the restaurant industry.

Nicholas concluded by asking whether the success of a partnership like this one requires a change in consumer behaviour. The panellists agreed that consumers are willing to participate, but as Tom said, the challenge for Loop will be how to take it from the stage it's at now to find the recipe so it can work with others.



15:00 | **THE RESURGENCE OF PRODUCT CARBON FOOTPRINT LABELLING**

 **Silvana Centty,**

Senior Consultant, Carbon Trust

Silvana started the session by providing an overview of the current footprint labelling scene. There is increasing demand for product labelling from both consumers and businesses. For example, Quorn committed to be the first major brand to introduce carbon labelling last year and, earlier this year, Evian achieved a carbon neutral label. Similarly, Upfield introduced on-pack carbon labelling across their portfolio and most recently, Amazon introduced the climate-pledge friendly scheme.

Carbon Trust conducted consumer research in February to better understand attitudes towards carbon labelling on products. Results showed continued levels of support for carbon labelling on products across all countries, with two-thirds of consumers saying they think it is a good idea.

Silvana then shared some of the motivations behind companies wanting to include carbon labelling in their products: supports company vision, is part of the



product strategy or it clearly adds value to consumers. She said, product Labels need to have a robust process behind them and be fully transparent. This is key to ensuring the footprinting claims are reliable, comparable and verifiable.

Silvana's final thought was to say the first step for a company who has never done carbon labelling is data and ensuring a process is put together where products can be mapped. This will enable a better understanding of where data needs to come.

15:00 | **SUSTAINABILITY AND FOOD WASTE: HOW DOES ANIMAL HEALTH AND ANIMAL WELFARE FIT?**

 **Jessica Meisinger,**

PhD, North American Sustainability Lead,
Merck Animal Health

 **Angela Baysinger,**

DVM, MS, Animal Welfare Lead for North America,
Merck Animal Health

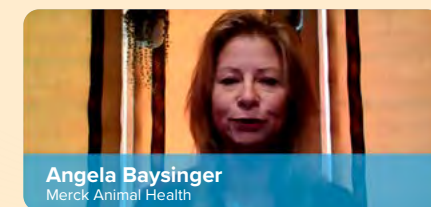
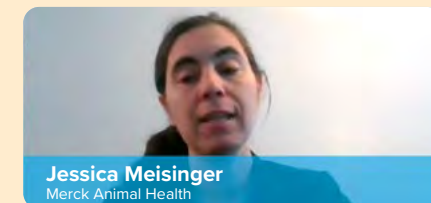
Jessica opened the session by stating that caring about animal health is not only the morally right thing to do, it is also the most sustainable; an animal that is not healthy or productive is a cause of food waste. It would be unethical to raise an animal for food and not use all of it, so remains such as blood, fat, bones are dried and become ingredients for things such as pet food or lubricants.

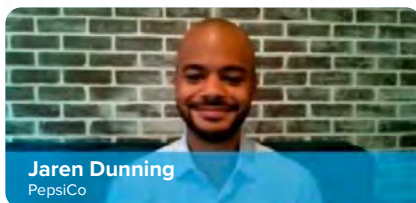
It is very important to keep animals healthy, through vaccinations, antibiotics, animal welfare, animal husbandry and biosecurity. A sick animal has reduced milk, meat and egg yields, which means that the total sustainability

is diluted over fewer units of output. Sickness, death and failure to produce are negative effects not only on quality, but also on the environment, as the resources required are still the same.

Angela listed the five freedoms related to animal welfare: freedom from thirst, hunger, malnutrition; freedom from discomfort; freedom from pain, injury, disease; freedom to express normal behaviours; and freedom from fear and distress. The World Organisation for Animal Health (OIE) put together international animal welfare standards for all species. Raising animals in an adequate environment, where they can express normal patterns of behaviour, means animals will produce and perform better, thus improving animal survivability.

Technology can be used to improve survivability, for instance, through the electronic monitoring of animal behaviour, heat, stress and group routine etc. In doing so, producers can identify early signs of disease or problems. Merck provides producers with technology, vaccines, training and education, ensuring higher survivability and thus less food waste across the whole supply chain.





15:50 | HUMAN RIGHTS DUE DILIGENCE - THE EU PERSPECTIVE

Sairindri Christisabrina,
SSCI Coordinator, The Consumer Goods Forum

Commissioner Didier Reynders,
European Commission for Justice

Katrin Recke,
Senior Sustainability, CSR & Supply Chain Manager,
AIM – The European Brands Association

Jaren Dunning,
Senior Legal Director, Global Human
Rights & Employment Law, PepsiCo

After a welcome from **Sairindri**, a recorded message from **Didier** introduced the landscape of human rights from the European Union perspective. **Didier** said that as a result of the COVID-19 pandemic, we have seen the collapse of supply chains due to short term-oriented supply chain models. Now, with the task of rebuilding back better, supply chains need to be fair, more resilient, and sustainable, while being able to remain competitive. Sustainable companies, he said, “pay attention to the interests of all stakeholders” and address the adverse human and environmental impacts of traditional business models.

Sairindri then asked, if HRDD is not a new concept, why are brands and businesses engaging in the debate on mandatory HRDD legislation today? **Katrin** explained, today, HRDD has a big role to play in increasing respect for human rights. **Jaren** then noted it is important to ask what is the best way legislation can help implement the UN Guiding Principles on Business and Human Rights. He offered three examples: it can help create enabling environments for HRDD systems; it requires all actors,

big and small, to respect human rights; and it encourages businesses to bring their learnings to the table. “All kinds of businesses should be subject to this legislation because all businesses have the potential for adverse human rights impact,” **Katrin** said. **Jaren** added that the legislation could be a mix of mandatory and voluntary requirements, but it’s also important to look at the external structure that would create the enabling environment for rights-respecting businesses. He concluded that bringing all of the key stakeholders to the table is the only way that we’ll be able to identify the best solutions to the challenges we face collectively and for individual actors.



16:10 | **WILL THERE STILL BE SOCIAL AUDITS IN 2 YEARS? A DEBATE ON THE FUTURE OF ASSESSING SOCIAL SUSTAINABILITY**

 **Thomas van Haaren,**

Senior Manager, Sustainable Supply Chain Initiative | SSCI, The Consumer Goods Forum

 **Maysa Zorob,**

Corporate Legal Accountability Programme Manager, Business & Human Rights Resource Centre

 **Jason Judd,**

Executive Director, Cornell University New Conversations Project in the School of Industrial and Labor Relations

 **Sarah Smith,**

Senior Manager, Global Sustainability, Kellogg Company

 **Andy Hickman,**

Head of Human Rights - Food and Procurement, Tesco

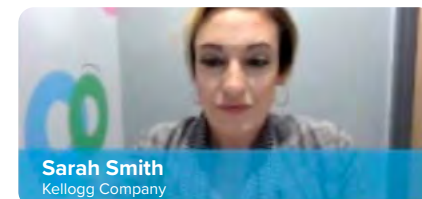
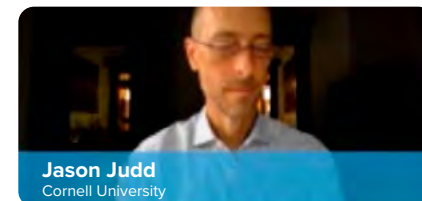
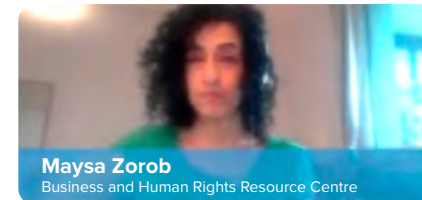
Thomas introduced the session, welcomed speakers and provided some context to the panel. The concept of better-buying and beyond-auditing have been around for some time, he said, but there is a lack of programmes that can be scalable and meet the needs of different companies.

Jason said good supply chain intelligence is a combination of reliable data and the judgment about what it means. In research carried out by Cornell University, they found half of audits in key markets unreliable and they are looking for other measures, such as the quality of factory management systems, geography and ownership that provide more information.

Global retailer brands spend billions collectively on social audits, but there is agreement that social audits fail to deliver real rights protections for workers, said **Maysa**. One example is the corporate human rights benchmark, which scores 150 of the largest companies and where 50% of companies scored 0 on all human rights indicators. This is bad for workers and dangerous for brands, especially as Europe prepares for the Human Rights due diligence legislation.

From the manufacturing perspective, **Sarah** said she believed audits would still come into play but agreed with previous speakers that a significant amount of them are unreliable. We have to start making audits that show sustainable change on the ground, she said.

Andy then provided the retailer perspective. At Tesco, they reduced the number of social audits they do and they prioritise the higher-risk countries. By doing this, they have improved their ability to focus resources on issues identified in audits. As there is a huge spectrum in the quality of social audits, SSCI plays an important role to play in ensuring quality audits and holding standard bodies accountable for audits.



16:35 | **PROCUREMENT LEADERS ON HOW TO BUILD SUSTAINABLE SUPPLY CHAINS**

Peter Freedman,

former Managing Director,
The Consumer Goods Forum

Lauren Richardson,

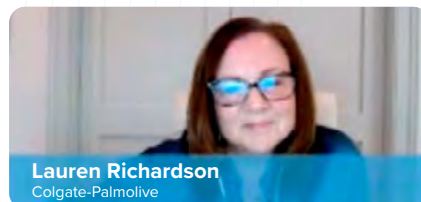
Chief Procurement Officer, Colgate-Palmolive

Erik van Dulmen,

Vice President Europe Not for Resale
Sourcing, Ahold Delhaize

Jaap Van Vreden,

Sourcing and Procurement Director at
Russian Retailer Lenta and Board Member at
European Marketing Distribution (EMD)



Peter introduced the session by discussing some of the unique problems that face Chief Procurement Officers, and noted that unfortunately Erik was unable to join due to technical difficulties. He first wanted to know how Lauren and Jaap are both evaluated.

Lauren said sustainability is a part of both her financial and operational objectives. **Jaap** said his company, Lenta, is a new member of the CGF and he is looking forward to learning more about sustainability targets. **Lauren** said learning from the others has been the secret for engaging cross functionally. She gave the example of how the task of changing product packaging made her realise how siloed her team was, which led her to bring together procurement and sustainability officers to collaborate. **Jaap** explained when he started with Lenta, there was no procurement office. Now, they have built a procurement system that works specifically with private label suppliers. **Lauren** said that everyone in the industry can learn, and everyone can start with their consumers and understand what is important to them. Similarly, **Jaap** said despite intense competition in the industry in Russia, on sustainability topics, the industry must join forces and work together.

For his final question, **Peter** turned to the topic of certifications and standards. He said there are a lot of standards on the market that face criticism. For **Lauren**, audits offer a snapshot of how an organisation performs on the ground at any given time, so there are other tools that are needed to supplement certifications.

17:05 | **FIRESIDE CHAT - JEREMY OPPENHEIM OF SYSTEMIQ**

 **Tom Heap,**
Freelance Broadcaster & Journalist, BBC

 **Jeremy Oppenheim,**
Co-founder and Managing Partner, SYSTEMIQ

In the final session of the Sustainable Retail Summit, **Tom** asked what the economy would look like if businesses operated regeneratively. **Jeremy** responded enthusiastically: “A lot better!” He continued to say that his picture of the world is one where there is a thriving economy and different technologies, business models and collective actions are being leveraged to deliver on the Sustainable Development Goals.

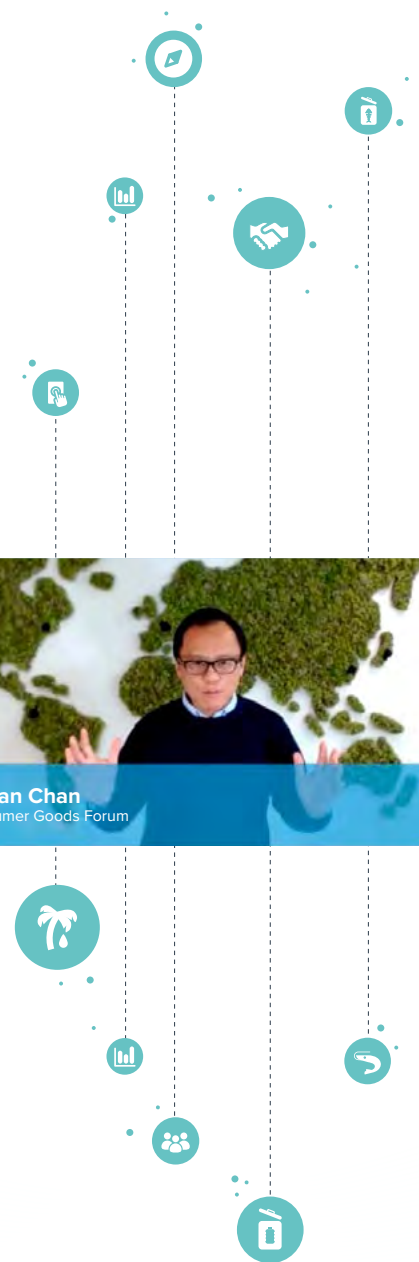
Tom then asked if there are ways to generate profit that are good for companies’ bottom lines and also good for the planet. **Jeremy** gave the example of IKEA, which targets mainstream consumers by making products affordable but has also increasingly incorporated the use of sustainably-sourced materials and is actively exploring ways to contribute to the circular economy. **Tom** pursued this idea and asked whether or not driving this change will be about unleashing the power of the consumer. **Jeremy** responded that it actually comes down to providing information to consumers that they can really trust. “It does come down to trust; but it should come with some honesty,” he said. “There have been a lot of commitments made, but the follow through has been uneven. It’s really hard to know which commitments to trust”.



17:20 | **CLOSING REMARKS**

 **Wai-Chan Chan,**
Managing Director, The Consumer Goods Forum

To close the Sustainable Retail Summit, **Wai-Chan** first thanked all of the 80 speakers and the 400+ delegates who attended the event. He then offered his thoughts and reflections on the key takeaways from the event. After hearing from experts and leaders from across the industry, he said he sees the need to focus on three Cs: conscience, commitment and collaboration. Conscience means that the industry must have the conscience to do something that is good for the environment. “It’s up to us to do something, if not, nothing will happen,” he said. Second, the industry has to set commitments in order to make things happen fast enough. Finally, he said, we can’t do any of this alone and collaboration is the final piece of the puzzle. He concluded by thanking the event’s exclusive partner and premium sponsors, as well as the other sponsors and exhibitors.





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

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Social Moments

Re-live the conversation by searching event hashtag #SRS2020

Barilla Group @barillagroup · Oct 14

Looking forward to attending the @CGF_The_Forum's virtual Sustainable Retail Summit on 15 and 16 October! We will share the results achieved on our #GYGP journey, and present the projects defined for the following months. #SRS2020 bit.ly/3iBkFMW

#SRS2020: PURPOSE AND THE SHARED ROAD TO RECOVERY

Building Resilience Through Forward-Thinking Leadership

PEFC International @PEFC · Oct 15

Thanks to everyone that joined us for our session at the @CGF_The_Forum #SRS2020 today, as with @sfiprogram we discussed a #forestpositive future, mitigating #ClimateChange through the 3S forest carbon framework: sequestration, storage and substitution.

Q&A

Virginie Helias @virginiehelias · Oct 15

Today at #SRS2020, I joined our very own Sotirios Marinidis, @michegibbons of @AIMbrands and Jan Dunning of @magnitretail to discuss what is needed to accelerate the circular economy on plastics. #Partnerships4Impact

Tropical Forest Alliance at World Economic Forum @tfa... · Oct 15

#SRS2020 is live today! Make sure to visit the TFA virtual booth if you're attending.

Join us here: theconsumergoodsforum.com/events/sustain...

Sustainable Retail Summit

Purpose & the Shared Road to Recovery: Building Resilience Through Forward-Thinking Leadership

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VIRTUAL

Executive Summary **Social Moments**

METRO AG @METRO_News · Oct 15
Happy to be part of today's #SRS2020 Human Rights & #Deforestation panel to share our view on urgent action that needs to be taken and what can be achieved through cross-sector collaboration between the industry and its partners. mpulse.de/en/movingbound... #METROsustainable 🌱/kk



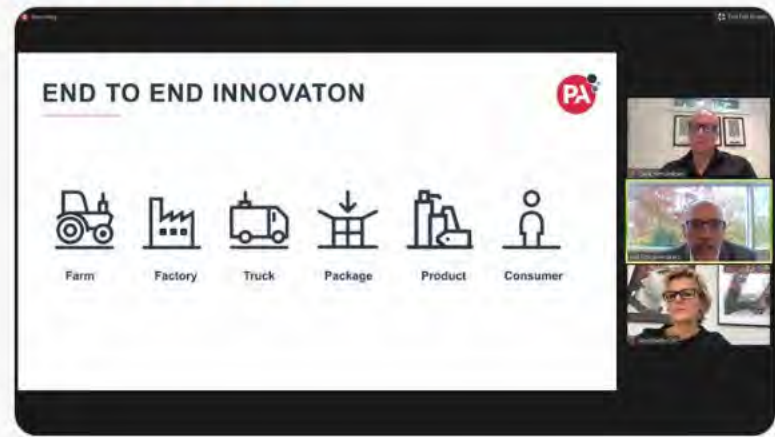
Consumer Goods Forum @CGF_The_Forum · Oct 15
More #plastics in the sea than fish by 2050? It's possible, but it's not the only option. We need to act, says @acousteau. We still have time to fix this! #climatechange #plasticwaste #SRS2020 #oceans



Yovan Jankee @Ironcheyovan · Oct 15
Really interesting to hear the inside story at #SRS2020 today. Didn't really expect these results but it goes to show that we must be willing to keep trying a variety of approaches in supporting healthier living choices.

Sharon Bligh @SharonBligh75 · Oct 15
Check out the results of Collaboration for Healthier Lives UK initiative. Great to understand what works and what does not with special thanks to @GSTTCharity @Oxford_NDPH @Tesco @danone twitter.com/CGF_Health/sta...

PA Consulting @PA_Consulting · Oct 15
"Millions of startups are created globally each year - but corporates struggle to collaborate with them on sustainability issues" - Wil Schoenmakers, Global Head of Consumer and Manufacturing at PA, speaking at today's Sustainable Retail Summit #SRS2020 @CGF_The_Forum



futerra @futerra · Oct 15
Wonderful conversation today at #SRS2020 with @MarsGlobal, @GSTTCharity, @MissionVenture and #InsaneGrains on how parity and purpose is the winning formula for connecting with customers through sustainable products. Thank you to @CGF_The_Forum for hosting!

Executive Summary **Social Moments**

 **Selina Juul** @SelinaJuul · Oct 15
#WorldFoodDay #WFD2020 #WFD
#SRS2020 #Champions123

#madspild #stopmadspild #StopSpildAfMad #FoodWaste
#StopWastingFood #danmarkreddermaden @OneThirdDK
@CGF_The_Forum

 **Consumer Goods Forum** @CGF_The_Forum · Oct 15
Thanks to @SelinaJuul for joining us at #SRS2020 to talk about her actions on tackling #foodwaste . This issue is more important than ever! 1.3 billion tonnes of food lost each year; these are not sustainable #FoodSystems




Selina Juul
Stop Wasting Food Movement


Tom Heep
Moderator

 **European Brands Association** @AIMbrands · Oct 16
Great discussion today on mandatory #HRDD legislation with @PepsiCo and @dreynders - all have a role to play to positively impact peoples lives

 **Consumer Goods Forum** @CGF_The_Forum · Oct 16
Katrin @AIMbrands talks about #HRDD legislation, responsibility and liability. Liability should be limited to sanctions or for severe #humanrights incidents within own operations. #SRS2020



 **Sylvie Borias** @SylvieBorias · Oct 16
[THREAD] .@cecibeliot at #SRS2020 : « @belcorporate we believe in a diverse and inclusive diet combining the best of the 2 worlds, sustainable dairy and plant-based, to continue to offer portions of goodness to the many »#ForAllForGood #WorldFoodDay

 **Consumer Goods Forum** @CGF_The_Forum · Oct 16
#SRS2020 now welcomes @belcorporate as Cecile discusses company commitment to #health #cheese and working with farmers to ensure #sustainable #foodsystems #WorldFoodDay2020



P&G Procter & Gamble @ProcterGamble

It's a wrap! A huge thank you to everyone who attended #SRS2020 including some challenges for us all to take away and consider how to further commit to solving some of the most complex challenges facing our world. #ItsOurHome spr.ly/6012G4mre



Unleashing the Circular Economy of Plastics

A.I.S.E. @AISEdetergents · Oct 16

Visit us at our first #virtual booth at the @CGF_The_Forum Sustainable Retail Summit 2020 #SRS2020: bit.ly/3k5IVDV and learn about the A.I.S.E. Charter for Sustainable Cleaning #AISECharter2020: bit.ly/37d1110



The Global FoodBanking Network @foodbanking · Oct 16

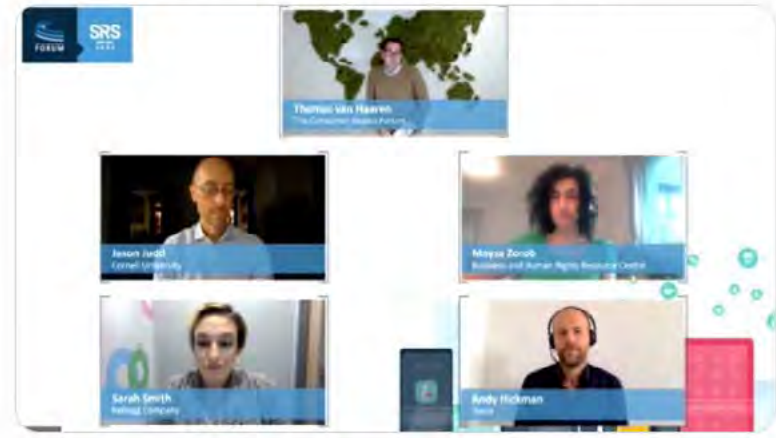
In the wake of #covid19 response, how can businesses go even further in embedding sustainability and health into their practices? GFN is looking forward to getting some insights at this year's virtual #SRS2020!



Business & Human Rights @BHRRCC · Oct 16

Maysa Zorob, our Corporate Legal Accountability Manager @cla_bhrrc, speaking @CGF_The_Forum #SRS2020 on the future of #socialaudits

'Global retail brands spend billions on social auditing companies. But, social audits have failed to deliver real rights protections to workers'



About The Consumer Goods Forum

The Consumer Goods Forum (“CGF”) is a global, parity-based industry network that is driven by its members to encourage the global adoption of practices and standards that serves the consumer goods industry worldwide. It brings together the CEOs and senior management of some 400 retailers, manufacturers, service providers, and other stakeholders across 70 countries, and it reflects the diversity of the industry in geography, size, product category and format. Its member companies have combined sales of EUR 3.5 trillion and directly employ nearly 10 million people, with a further 90 million related jobs estimated along the value chain. It is governed by its Board of Directors, which comprises 58 manufacturer and retailer CEOs.

For more information, please visit:
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