



SRS

SUSTAINABLE RETAIL SUMMIT 2019

24th-25th
OCTOBER 2019

BERLIN

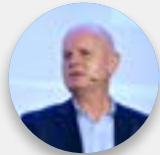
Executive Summary



Key Quotes



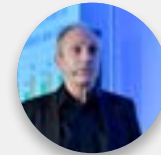
Peter FREEDMAN
 Managing Director, CGF
You are all converts, many of you years ago, to the cause of positive change



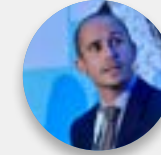
Olaf KOCH
 CEO, METRO AG
We cannot do what we do alone. We need collaboration and that is why the CGF is so critical for us



Tom HEAP
 Freelance Broadcaster & Journalist, BBC
Is our food and farming system killing us and our planet? We need to find a way to turn this around for the world



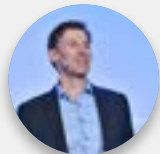
Dr Lawrence HADDAD
 Executive Director, GAIN
Some businesses are part of the global health problem, and so they have to be part of the solution



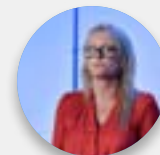
Kieran GUILBERT
 Slavery and Trafficking Editor, Thomson Reuters Foundation
We need to cover the issue in a way that will encourage more businesses to leave the safety of the pack and speak up on forced labour



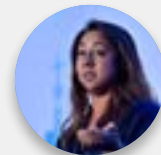
Marcus OSBORNE
 VP of Health & Wellness Transformation, Walmart and CGF Health & Wellness Co-Chair
People want products that are better for them and better for the world



Inge Erland NAESSET
 Director QA & Sustainability, NorgesGruppen ASA
We can influence both the unconscious and conscious decisions that consumers make



Justine CURRELL
 Executive Director, Unseen UK
There has to be a penalty for those companies who do not take these issues seriously



Nilani SRITHARAN
 Company Nutritionist, Sainsbury's
Collaboration isn't easy, but it is an opportunity for us to come together, learn from each other and make it work



Cristianne CLOSE

Global Markets Practice Leader, WWF

What can businesses do? You can change consumer behaviour, you are in the driver's seat of this and we really want to collaborate



Vincent DOUMEIZEL

Director Food Programme, Lloyd's Register Foundation

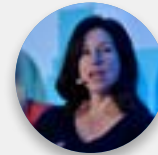
We are all environmental activists four times a day. What we decide to eat is a force for change



Sarah BLANCHARD

Head of Corporate Responsibility, METRO AG

We don't need to all start eating insects, but we do need to diversify our sources of protein



Irit TAMIR

Director of Oxfam America's Private Sector Department, Oxfam America

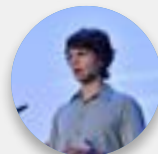
Act to mitigate risks, address the risks in your own supply chains, and advocate with your peers and governments



Eva DALENSTAM

Policy Officer Circular Economy, European Commission

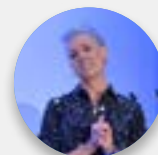
We need to shift focus to reuse, repair, refurbish and empower circular economy patterns



Sebastian GRIEME

Fridays for Future

Global warming is a dramatic danger to our civilisation. It makes the earth a far more dangerous place and is affecting our food systems systematically



Dr. Gunhild A. STORDALEN

Founder and Executive Chair, EAT

If we can change diets and consumer choices, then everything else moves forward

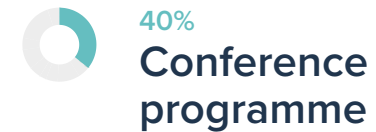
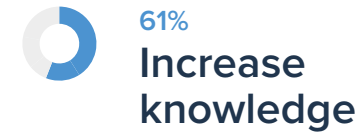
SUSTAINABLE RETAIL SUMMIT IN NUMBERS



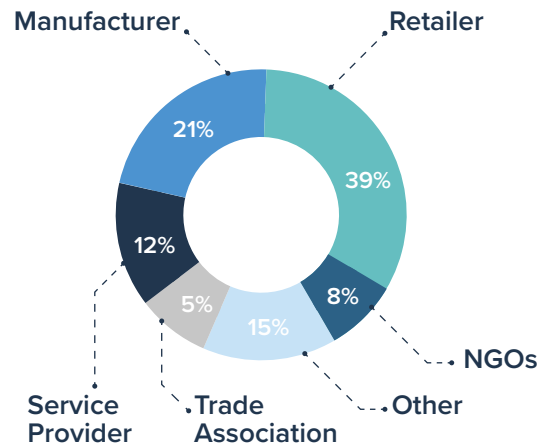
TOP 5 COUNTRIES

- 1 Germany
- 2 UK
- 3 Netherlands
- 4 USA
- 5 France

WHY ATTEND



PER CATEGORY



DIVERSITY



SRS 2019 Ambassadors

The CGF would like to express its sincere thanks to all ambassadors involved in designing the Sustainable Retail Summit 2019 programme - for their time, valuable ideas and great energy!



**Sarah
BLANCHARD**

Head of Corporate Responsibility
METRO AG



**Veronika
POUNTICHEVA**

Global Director Corporate
Responsibility & Senior
Vice President
METRO AG



**Andrea
WEBER**

Director Corporate Responsibility
METRO AG



Paul CREWE

Chief Sustainability Officer
& Executive Director
Anthesis Group



Fiona WALMSLEY


Senior Manager, Group
Sustainability, Woolworths Group
Australia


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OFFICIAL OPENING



 **Peter FREEDMAN,**
Managing Director,
The Consumer Goods Forum

 **Olaf KOCH,**
CEO, METRO AG

Overview

The 2019 edition of the Sustainable Retail Summit began with an official welcome from the CGF's Managing Director Peter Freedman and Olaf Koch, CEO of METRO AG. **Peter** set the tone for the day, emphasising that this year has been a game-changer in terms of consumer attitudes to positive change, calling out the influence of Greta Thunberg, Extinction Rebellion, and the EAT-Lancet report, amongst others. The industry has achieved a lot, but much more remains to be done. **Olaf** then took to the stage, telling delegates that change starts with how we influence people. He praised delegates, saying that by being here they are acknowledging that we must work together and collaborate to drive positive change.



THE CGF IN ACTION

Sorting Fact From Fiction & Addressing the Hard Truths

Isabelle GROSMAITRE,
Health & Alimentation Catalyst,
Danone and CGF
Health & Wellness Co-Chair

Tom HEAP,
Freelance Broadcaster
& Journalist, BBC

Christine MCGRATH,
VP & Chief of Global Impact &
Sustainability, Mondelēz International
Co-Chair Sustainability, CGF

Marcus OSBORNE,
VP of Health & Wellness
Transformation, Walmart and CGF Health
& Wellness Co-Chair

Veronika POUNTCHEVA,
Global Director Corporate Responsibility
& Senior Vice President, METRO AG
Co-Chair Sustainability, CGF



THE CGF IN ACTION

Key Topics

discussed by the speakers included:



Tom, who returned as moderator for the fourth successive year, took to the stage and dived straight into the topic of the “hard truths”, the chosen theme of the event. The whole food and farming system is bust, he said, and we need a revolution in the way we provide our consumers with food. Luckily, he said, there are people in this room very committed to making this change.

Co-chairs of the respective Steering Committees for Social and Environmental Sustainability and Health & Wellness then came to the stage to provide insight into the work being done by the CGF on these topics, from eradicating forced labour, tackling deforestation, to supporting healthier diets and lifestyles. The conversations were honest and hard hitting as speakers discussed the need for action, and how multi-stakeholder collaboration is vital to driving progress.

Isabelle and **Marcus**, Co-Chairs of the Health & Wellness Pillar, began by pro-

viding context around some of the critical health challenges faced globally and the work that the Pillar has undertaken to address them. Marcus highlighted that people are looking for solutions to address their health issues and want products that are better for their health and for the world. He described the role of the workplace in tackling these challenges, revealing that almost 3/4 employees would remain committed to their jobs if their employers offered strong health and wellbeing programmes.

Isabelle went on to delve into the Collaboration for Healthier Lives (CHL) initiative, which aims to empower people to make healthier choices. She emphasised the need to engage local stakeholders to help roll out the initiative and thanked those that have taken a leadership role. Isabelle concluded by presenting the Pillar’s intention to set up a Global Learning Mechanism which, beyond sharing best practices, will be leveraged to ensure transformation at scale.

Veronika and **Christine**, co-chairs of the Sustainability Committee then gave insights into the CGF’s work on social and environmental topics. On deforestation, they spoke about the work done behind the scenes to assess what has and has not worked and the pathway forwards post-2020. The industry has a new theory of change on deforestation, which we are confident will drive progress, but we can not solve deforestation alone.

On plastics, they noted it is a complex matter, as collection and recycling is a large consideration - industry must harmonise the materials that are being used and help to develop waste infrastructure.

And, with forced labour, the two noted one of the hardest truths of the industry: we still see forced labour in our supply chains. This is an area in which the industry needs to go from good to great. The Sustainable Supply Chain Initiative has just launched its benchmarking criteria, which will allow companies to more easily navigate standards.



KEYNOTE SPEECH



👤 Solitaire TOWNSEND,
Co-Founder, FUTERRA



Solitaire, Co-founder of Futerra, then spoke on shifting consumer behaviour and trends, sharing some hard-hitting truths with delegates, noting that an increasing number of consumers want brands to be sincere, honest and transparent. Futerra have done significant research around Gen Z, the biggest consumer group, and have found that they more than any other consumer segment are increasingly demanding the facts and data, and feel they have a responsibility to choose the right product. 94% said there is a need for more transparency and honesty above everything else. Being honest about the challenges you face raises consumer confidence, Solitaire told delegates.



MEGATREND 1

Inspiring Healthier Lives: Overcoming Challenges to Drive Change



Leonie BARELDS,
Senior Specialist Children's
Rights and Business, UNICEF

Kieron BOYLE,
CEO, Guy's and St Thomas' Charity

Dr. Lawrence HADDAD,
Executive Director, GAIN

Tom HEAP,
Freelance Broadcaster
& Journalist, BBC

Inge Erland NAESSET,
Director QA & Sustainability,
NorgesGruppen ASA

Nilani SRITHARAN,
Company Nutritionist, Sainsbury's

Overview

The first Megatrend of 2019 SRS saw cross sector health experts take the stage with moderator Tom to take a deep dive into the crucial work that needs to be done to address global health challenges and inspire healthier lives. In every region of the world today, health related factors are in the top 10 risks for the burden of disease and the industry plays an essential role in promoting good health and wellbeing, and building effective partnerships.

MEGATREND 1

Key Topics

discussed by the speakers included:

Moderator **Tom** introduced the session, stating that lifestyle choices are coming up as the biggest causes for disease in the developed and developing world, before inviting **Lawrence** to take the stage. Lawrence began by speaking about health and nutrition issues and shared alarming data with the aim to nudge the audience to do more. He explained that one in three people in the world are malnourished and pointed out that the centre of all these types of malnutrition is poor quality diet. He went on to state that one of the key problems is that nutritious foods are not affordable, available, or desirable and while sometimes business are part of the global health problem, they have to be part of the solution.

Kieron and **Nilani** went on to present their key takeaways from their work on the CHL UK initiative so far. Describing CHL as an exciting, cross-sector initiative, Kieron expressed that what is most distinct about the initiative is that the two boroughs they work in, Lambeth and Southwark, are two of the most diverse in the UK. Housing 14 of

the UK's richest and 14 of the UK's poorest neighbourhoods, they were able to learn through the CHL initiative that income and environment play key roles when it comes to accessing healthier food options and shaping people's decisions.

Nilani continued by presenting key learnings from the various in-store trials run by Sainsbury's, from their product placement trial run in 6 stores and their biscuits trial run in 8 stores. Describing Sainsbury's as having a mixed affluence shopper base, she explained that much of their shopper insights are used to help them decide which actions to implement. She explained that CHL is aligned with the company's values and is also good for business. She concluded by saying that though collaboration is not always easy, it is an opportunity to come together and learn from each other to make CHL work.

Inge then took to the stage to present the biggest challenges faced in Norway, linking unhealthy diets as the next big

cause of early deaths. He explained that industry plays a key role in influencing both the conscious and unconscious choices that consumers make. He highlighted that the industry can only be truly successful if they come up with collaborative solutions that go hand-in-hand with consumer preferences and trends.

Leonie then shared a video about the challenges around healthy diets and access to nutrition for children, and shared data on malnutrition in countries and communities around the world. She went on to emphasise that one cannot act on their own in tackling these challenges, multi-stakeholder collaboration is needed to ensure that children have access to nutritious, safe, affordable and sustainable diets throughout their lives.

The session concluded with a panel discussion with the session speakers as well as Health & Wellness Co-Chair **Isabelle** and moderator Tom.





KEYNOTE SPEECH



 **Hein SCHUMACHER,**
CEO, FrieslandCampina N.V.



Hein, CEO of FrieslandCampina N.V. spoke on the sustainability challenges facing the dairy industry to achieve carbon neutrality while continuing to provide nutrition to a growing population. Working at the primary source of the food chain - the farmers - and setting standards that are above governmental standards is essential. Measurement and monitoring are absolutely key, he said, and we must come up with tools and systems that deliver unambiguous data to measure CO₂. Once you measure, you can start to make progress, he stressed. The industry must work hard to innovate to reduce the environmental impact of cattle, as well as provide a good living for farmers.



SPECIAL SESSIONS

PEFC and SFI - Sustainable Packaging and Certification Solutions within the Circular Economy – How Forest-Based Products Reduce Plastic Waste and Carbon Emissions, While Contributing to SDG Targets, Including Sustainable Forest Management

Ignacio GALIVAN,
Director, Environmental Sustainability, The Consumer Goods Forum

Minna KANTSILA,
Sales Director, Food Service Boards, Metsä Board Corporation

Ulrike SAPIRO,
Senior Director, Water Stewardship & Agriculture, The Coca-Cola Company

Virginie GATIN,
Global Manager Sustainable Development, Heineken International

Fredrik ROSEN,
Senior Vice President, Bioeconomy, RISE Research Institutes of Sweden

Fabienne SINCLAIR,
Head of Marketing, PEFC International

This Special Session took a deep dive into Sustainable Packaging and Sustainable Forest Management. Panelists painted the picture of the large role that forests play in biodiversity conservation, land erosion prevention, energy production, and providing jobs. They went on to present findings from an international consumer survey that showed when asked how to become more sustainable, the top response by survey participants across all countries was to recycle to a greater degree. There is a need to work together to accelerate a circular economy and make recycling easier and working together is essential in making the most of forests in the most sustainable way. In order to be truly sustainable as an industry, we need to keep the dots connected and must not forget about our forests.



Amcor - Plastic Packaging and the Circular Economy: the How

Graham HOULDER,
Co-Founder & Project Coordinator, CEFLEX

Dr Michael SCRIBA,
Advisor to the Board of Directors, Mtm Plastics GmbH

Ulrike RICHTER,
Director of Flexibles Sustainability Initiative, AMCOR

Luca ZERBINI,
VP Film & Foil and Flexibles Sustainability Initiative, Amcor Flexibles

The packaged goods and retail sectors understand the plastic waste challenge we all face, and it's becoming clearer what needs to be done to bring about meaningful change. But how do we turn this clarity into real-world action? Panelists spoke about key areas for action to align and adopt plastic packaging standards and move towards a circular economy, as well as the challenges of the current recycling model, and the role that brands, retailers and packaging manufacturers can play in supporting the development of collection and recycling infrastructure.





MEGATREND 2

Building Awareness on Forced Labour - is Enough Being Done?



Laura CHAPMAN RUBBO,
Director, Global Public Policy,
The Walt Disney Company

Justine CURRELL,
Executive Director, Unseen UK

Kieran GUILBERT,
Slavery & Trafficking Editor,
Thomson Reuters Foundation

Tom HEAP,
Freelance Broadcaster
& Journalist, BBC

Irit TAMIR,
Director, Private Sector
Department, Oxfam America

Overview

The second Megatrend brought the spotlight on to social sustainability. **Tom** began the session by asking delegates to participate in a live poll on the equivalent cost of victims of forced labour today, compared to the 40,000 dollars in 1850. A slave today is valued at roughly 90 dollars. The speakers came together from the private and public sectors, and spoke about the challenges being faced in driving out the root causes of forced labour.

MEGATREND 2

Key Topics

discussed by the speakers included:



Justine then spoke on how modern slavery is a shared problem. She reminded delegates that this was all about people. It is the illicit trade of human beings, bought and sold for profit. At Unseen, they have seen their UK Helpline take over 6,000 calls in 2018, with 54% of modern slavery cases via the hotline reporting labour exploitation. As consumers, she said, we can drive behaviours related to what businesses do. She noted that businesses need to work harder to improve transparency. There is a moral obligation for companies to care, as well as a legal obligation following increasing legislation on this issue.

Kieran then took to the stage to highlight the power of journalism in communicating about forced labour. The world has changed and this topic has come to the fore in recent years. The UK Modern Slavery Act, concerns over the Thai seafood industry and the launch of the SDGs have helped do this. Because of increased awareness, we are now seeing more nuanced reporting. At TRF, he said, we report on a variety of relevant topics and stressed the importance

of covering some of the grey areas as well as positive actions from businesses, and not just the extreme cases.

Irit then spoke about the local work being done by Oxfam; working together to take human suffering out of value chains. She introduced a woman called Maria who works on a tea plantation. Maria spoke about the poor healthcare workers received, as well as zero childcare. She then noted that three weeks ago, Oxfam issued a report on the food industry in three countries – India, Brazil and US. The report revealed the poor conditions being experienced, including poverty wages, recurring debts, dangerous exposure to pesticides, lack of drinking water, long working hours and inadequate rest breaks. She asked companies to talk to workers in their supply chain; mitigate risks and advocate with peers and governments.

Laura then spoke from the corporate side. Disney's consumer products business is about taking the famous characters and embodying them in physical products. They

do not manufacture, however. They license. Disney is a step-removed, but human rights and labour rights remain an important part of their work. She said they work with 7-8,000 vendors and each contract has a workers' rights condition. Anything can essentially have a Disney brand – from carpets to tables to t-shirts - she said. This is a challenge for our supply chain, and we have to go beyond simply having a code of conduct. She said there are great tools out there to help, but, as businesses, you need to take the time to dig into them. She concluded by saying companies need to do more to share knowledge and raise awareness.



KEYNOTE SPEECH



Dr. Gunhild STORDALEN,
Founder & Executive Chair, EAT



The final keynote speaker of the day, **Dr. Gunhild**, spoke to delegates about EAT's mission, their projects and partnerships, and her conviction that food can be a medicine for people and the planet. She warned that we need to radically change our diets and we have only 10 years to cut emissions by half. If we are to stand the smallest chance of meeting our targets, including the sustainable development goals, or the Paris climate agreement, we know that the food system has to become net-carbon. We don't need more science in order to act, she concluded, we have more than enough knowledge to translate science into solutions.



MEGATREND 3



Getting Real on the Environment - Tackling Truths & Dispelling Myths



Emma CHOW,
Lead, Food Initiative, Ellen MacArthur Foundation

Cristianne CLOSE,
Global Markets Practice Leader, WWF

Eva DALENSTAM
Policy Officer in the European Commission Directorate General for the Environment, Sustainable Production, Products and Consumption Unit at the Directorate for Circular Economy and Green Growth

Tom HEAP,
Freelance Broadcaster & Journalist, BBC

Etele HIGONNET,
Senior Campaign Director, Mighty Earth

Pablo MONTOYA DÁVILA,
Head of Sustainability, Grupo Exito

Ryuji NOMURA,
Executive Officer & General Manager, CSV Strategy Department, Kirin Holdings Company, Limited

Veronika POUNTCHEVA,
Global Director Corporate Responsibility & Senior Vice President, METRO AG and CGF Sustainability Co-Chair

Kevin RABINOVITCH,
Global VP Sustainability, Mars, Incorporated

Overview

With deforestation, refrigeration and waste (both foods and plastics) being significant sources of greenhouse gas emissions, the need for our industry to address these and other sustainability challenges is clear. It is no longer enough

to just talk about what needs to happen. This session dissected the real issues at play and highlighted what can be done to influence countries around the world to tackle these global threats.

MEGATREND 3

Key Topics

discussed by the
speakers included:



Tom introduced the environmental megatrend and the need to get real on topics like deforestation and plastics. **Cristianne** began by framing the general picture of how earth's natural systems are in the red. She explained that we are using resources faster than nature can replenish them and the natural capital that sustainable enterprises and prosperity is in severe decline. She urged that companies need to commit, act and advocate for people and nature, and we need to work together.

Etelle, Veronika and **Kevin** then came on stage to talk deforestation. Etelle noted companies are doing good things, but we are far from where we need to be. She asked companies to move faster to fight climate change and biodiversity loss. Kevin then looked back on the CGF Resolution and the learnings we have had over the last few years. The theory of change in 2010, which was being advocated by everyone, based on certification, did not have the impact expected. He said we need to go beyond individual supply chains and look at supplier by

supplier. **Veronika** then noted if we get market transformation, we make this the norm. She noted that she is optimistic that the new theory of change will deliver if all the right checks and balances are in place. She also highlighted the importance of working with NGOs and other stakeholders on this journey.

Pablo began by looking at food waste in Colombia. He shared Grupo Exito's strategy to prevent food waste, including the kg baseline and the social and environmental perspective. Then, on waste management and the circular economy, he noted Colombia has achieved more than 90% solid waste collection in urban areas, but most goes to landfills. He said retailers need to help find solutions, working with governments and suppliers.

Emma spoke on the linear economy and the need to transform. She emphasised the need to go beyond optimisation of the current linear one, the need to tackle the underlying systemic issues, and the need

for a circular economy. She explained that this is why they, with the support of organisations like the CGF and WWF, developed the new global commitment. The first progress report shows unprecedented levels of transparency and moves towards 2025 commitments.

Eva then went further into closing the loop. The EU Commission's goal is a green deal for Europe, the first time the environment has ever been put first. The new circular economy action plan will build on previous work. She said we need to shift focus to reuse, repair, refurbish and empower circular consumption patterns, halt biodiversity loss and support collaboration towards systemic transformation.

Ryuji looked at PET bottle collection and recycling in Japan and the work being done by the CGF's Japan Sustainability Group. He explained that the collection rate in Japan now stands at over 92%, which was achieved over many years of hard efforts.



WELCOME TO DAY 2



Start-ups Pitching to Food Waste Innovation



Jeremy BASSET,
CEO
CO:CUBED

Sarah BLANCHARD,
Head of Corporate Responsibility,
strategy, innovations, METRO AG

Debora DIAS,
Senior Manager, Environmental Sustainability
The Consumer Goods Forum

Martin GRÅDAL,
CTO & Founder, Whywaste

Rogier KLEIN SPROKKELHORST,
Manager International Sales, Contronics

Yoav LEVY,
CEO & Co-Founder, Evigence

Mette LYKKE,
CEO, Too Good To Go

Pablo MONTOYA DÁVILA,
Head of Sustainability, Grupo Exitó

Neil TOMKINS,
Director of Sales, Rubikloud

WELCOME TO DAY 2



Key Topics

discussed by the speakers included:

Corporate start-up innovation expert **Jeremy** opened the high energy Start-Up Pitch Battle, a new addition to this year's programme, which brought together speakers from five start-ups, including Too Good To Go, Evigence, Why Waste, Contronics and Rubikloud, to pitch their innovative solutions to tackling food waste to a panel of industry experts.

Martin presented the Semafor Deli, which focuses on products that are at risk of expiring, setting a clock for each product and automatically marking them down or putting them on promotion, giving staff motivation to sell a particular product when time is running out. It increases efficiency and compliance, as management can be sure that staff are working in an optimised way. He said that it reduces waste by 30% and man hours by 70%.

Rogier then pitched Contronic's dry mist solution, making the case that the average supermarket is a hostile environment for fresh produce as the water evaporates out

of your products into the air. Dry mist does not create moisture, but it has a cooling effect, allowing food to be preserved for longer. It can reduce food waste in store by up to 35%, and on bananas has been up to 50%. It provides an alternative to plastic packaging. They need ambassadors to trial this, he said.

Mette then took to the stage and presented Too Good To Go, an app designed to empower customers to save food from going to waste. Consumers can select where they would like to go to pick up food, and pick it up at closing time, all the while enjoying the element of surprise that comes with receiving a "magic" package where the retailer chooses what to give.

Yoav then pitched Evigence's Visual Freshness Sensors which come in the form of printable labels that are readable by both the naked eye and by smartphones. This is a simple, cost-effective method that allows handlers across the ecosystem to literally see the freshness state of each and every

carton, helping to eliminate blind-spots in the cold chain and reduce waste.

Neil was the last entrepreneur to take the stage, presenting Rubikloud, a leading machine intelligence platform for enterprise retailers. The platform is global and lends itself to bigger organisations as it needs a minimum of two years of data. They consolidate and democratise the data, applying specific machine learning models to your data set.



BREAKOUT SESSION



BREAKOUT SESSION 1



Driving Collaboration & Enabling Health

Demir AYTAÇ,
Global Business Alliance
Executive, Migros Ticaret A.S.

Maggie BISCARR,
Director, Global Partnership
Solutions, PepsiCo, Inc.

Sandra BRAEUNLEIN-REUSS,
Senior Manager Consumer, Shopper
and Media Insights, The Nielsen
Company Germany GmbH

Khaled introduced the session by stating that the global health challenge is a big challenge and collaboration is essential to drive positive change. He took to the stage again to share insights on the CHL UK initiative, saying that while several challenges have been encountered, encouraging progress has been made. The next key areas of focus for the initiative include establishing a common calendar of events, pushing collective action, exploring branding and campaigning.

Tanmay went on to present interim survey findings that showed there is a significant gap between ambition and action when it comes to addressing these critical health challenges. The survey identified hygiene, smoking and hydration as the most important health topics to address,

Marion CAILLARD,
CSR Manager, Mediaperformances

Tanmay JAIN,
Project Leader, Boston Consulting Group

Thomas KYRIACO,
Customers Alimentation
Initiatives Director, Danone

Bertrand SWIDERSKI,
Sustainability Director, Carrefour

while sleep, diet and relaxation were the areas with the largest gap between ambition and action. **Sandra** continued by revealing that the main barrier that consumers see when it comes to food and healthier lifestyles is that there is the perception and concern that healthier options are more expensive. She emphasised that the industry can influence that perception and shift that concern.

Maggie shared the CHL US “One for Good” case study for driving collaboration and enabling health in Hagerstown. After sharing a video of the movement in Hagerstown, she reminded the audience that their successes are the result of an intensive strategic planning process and committed partners. **Nikta** then presented the work happening in France

Khaled TAWFIK,
Partner, Boston Consulting Group

Nikta VAGHEFI,
Nutrition Director, Groupe Savencia

Rosie WARIN,
CEO, Kin & Co

following the launch of the CHL initiative in Lyon. She shared that the “On S’y Met” movement already has about 30 partners coming together in favour of healthier lives. She explained that the primary focus to begin with has been the composition of customer shopping carts as well as raising consumer awareness. **Thomas** continued by specifying that the initiative is part of the city of Lyon’s local alimentation strategy and highlighted the importance of having local stakeholders on board. He explained the online recipes that have been made available to the public as well as the plan to implement digital activations in the near future.

BREAKOUT SESSION 1



Rosie took a deep dive into employee health and wellbeing, stating that every country has its own challenges. She highlighted the key steps that are necessary to start implementing employee health and wellbeing programmes in the workplace and encouraged the audience to keep a look out for full report giving further details on this coming soon. **Marion** shared her perspective on strong consumer expectations and the importance of speaking their language to establish more efficient brand, retailer, consumer relationships.

we have been used to working alone, he said, we now have to do something different and build a new experience for the consumer, and for this, collaboration is key.

Demir shared the Turkish case study by giving insights on the CHL Turkey wellbeing journey. He explained that huge strides have been made in raising awareness on healthier living. He went on to state that this is not a one action project, it is a continuous process from which they are constantly learning. **Bertrand** went on to emphasise the need to work collectively to address consumer health issues though it can sometimes be a challenge. Where

BREAKOUT SESSION 2

Building Credibility with Consumers



Perrine BOUHANA,
Director, GlobeScan

Tom HEAP,
Freelance Broadcaster
& Journalist, BBC

Tom opened the session on the role of communication and marketing in telling stories about sustainable business practices. **Perrine** introduced GlobeScan's consumer insights report on Sustainable & Healthy Living, a study of 25,000 consumers from around the world. Results showed that trust in brands is at a low, while concern over the environment is at a high. She also discussed the "intent-behaviour gap", with 54% of consumers saying healthy and sustainable living is a priority, but that only 37% say they mostly live this way now. She then highlighted how companies can close this gap and that the number 1 driver of sustainable and healthy living is healthy eating. Perrine then explored the key challenges for companies to overcome, as the consumer insights explored the barriers stopping consumers from living

Jo RALLING,
Head of Communications, The
Food Foundation & Veg Power

Dean SANDERS,
CEO, Founder & Chairman, GoodBrand

a sustainable and healthy life, including the cost and lack of government and business support.

Jo looked at VegPower's work to get more people to eat more vegetables. Data shows that people of all age groups don't eat enough vegetables. To help improve this situation, VegPower was developed as a unique collaboration to use advertising for good, bringing TV, media agencies, chefs, supermarkets and non-for profit groups together. The #EatThemToDefeatThem campaign reached two-thirds of the UK. The campaign received excellent traction and engagement on social channels, with over 17,500 original tweets and 100,000 YouTube video views. She then showcased how the campaign had impacted behaviours, with children who

had seen the ads noting they were more likely to eat vegetables. Survey results also showed kids who had seen the ads were more than twice as likely to ask for vegetables. And, sales of vegetables increased – the equivalent of an extra portion of vegetables per week in every household with kids in the country.

Dean explored the story behind brands, and the powerful stories that can be told, using a Nespresso example around coffee farmers. He said brands shouldn't be waiting to be 100% certified; it is a journey and the ongoing stories need to be told. Consumers want to be reassured, and the choices consumers make matter. Consumers get excited about narratives of hope.

BREAKOUT SESSION 3

Fit for Future



Tarique ARSIWALLA,
Co-Founder, Protix

Sarah BLANCHARD,
Head of Corporate Responsibility,
strategy, innovations, METRO AG

The third Breakout of the day saw expert speakers come together to present and debate consumer trends and innovative, yet realistic solutions for the future of protein.

Sarah kicked the session off by sharing some of this year's headlines in sustainability - from Greta Thunberg to Extinction Rebellion - saying that it is becoming harder and harder to clear our way through the noise. The media bombard us with articles about dietary choices, branding consumers "naive vegans" or "callous carnivores".

She then shared some of her company's findings regarding shifting consumer preferences and trends. Having access to local products is a top priority for their

Vincent DOUMEIZEL,
Director Food Programme,
Lloyd's Register Foundation

Tom HEAP,
Freelance Broadcaster
& Journalist, BBC

consumers. She expressed her wish for a future where people have a much more varied diet, which nourishes human beings, and animals, and regenerates the planet.

Vincent made a strong case for seaweed and algae for both animal feed and human consumption. It is about permaculture – algae is a great source of energy, it does not compete with any land production, and can even replace plastics. So why are we not scaling up? Vincent explained that we do not currently have a great deal of space in coastal regions, and significant numbers of consumers are not yet requesting it. We are all environmental activists four times a day, he said, and what we decide to eat is a force for change.

Tarique then took to the stage and spoke about the consumption of insects, as they provide a new sustainable and circular source of proteins, lipids and other micronutrients. Their insects grow on food leftovers, so they are also helping to tackle the food waste problem.

Moderator **Tom** closed the conversation with some personal thoughts on whether we can make meat more climate-friendly. A complex matter, with potential implications on animal welfare, he concluded.

BREAKOUT SESSION 4

The War on Waste

Tim BRETT,
President, Western Europe, The
Coca-Cola Company

Paul CREWECHIEF,
Sustainability Officer & Executive
Director, Anthesis Group

Gökmen GÜVEN,
Chief Sales Officer, Wholesurplus

Paul introduced the session by noting his long-standing involvement with the CGF's environmental work. He said there are three simple reasons why the war on waste is important: 1/3 of all food produced is wasted; 1 trillion dollars every year is wasted; 1.3 billion tonnes are wasted. He said we need to act together to solve this. Waste is nonsensical.

Ignacio then updated delegates on the CGF's work on waste. On food waste, there is a resolution to halve food waste within own operations by 2025. Since that launch in 2015, many of the CGF members have done good work, including the co-creation of the Food Loss & Waste Protocol. On plastics, Ignacio noted the CGF endorsed the EMF's new plastics economy commitment, and we've created groups on redesigning packaging and finding ways to harmonise, as well as groups on improving waste management downstream – collection and recycling – and raising consumer awareness.

Eric HANNON,
Partner, McKinsey & Company

David KAT,
VP Business Development, Wasteless
- Sell More, Waste Less

Mette LYKKE,
CEO, Too Good To Go

Veronika then spoke more on food waste. She said METRO decided to look on the inside and outside of their blue box stores. She said METRO is serving three main customer groups, each with their own needs and impacts on how the company handles food waste. **Gokmen** then spoke more on one of these solutions, Whole Surplus. He said Whole Surplus is a one-stop waste management platform, which helps recover the best social and financial value out of the surplus food. This includes data analytics, donations and re-selling, as well as non-consumable options like converting for animal feed production and recycling/bio-energy production.

Mette looked at how we need to fight food waste together. She said something has gone wrong over the last 40 years. She said food waste is a massive issue, with negative environmental, social and economic impacts. However, there are opportunities here. **David** then looked closer at the cost of food waste.

Veronika POUNTCHEVA,
Global Director Corporate Responsibility
& Senior Vice President, METRO AG and
CGF Sustainability Co-Chair

Cost price of wasted food is over double that of total food profits. He said they are trying to reduce the number of markdowns and the amount of waste, because they want companies to increase margins.

Eric then helped move the conversation on to the plastic waste challenge, noting by 2040, world waste volumes will be multiplied by 1.7 times. One of the major causes of leakage to nature is the lack of any household waste collection in much of the developing world, yet we cannot just look to developing nations as the root cause of these problems. **Tim** looked at how we need to work towards a world without waste. No one company has all the solutions though; we need to work together, he said. As companies, we have a packaging waste problem, more so than a packaging problem. He said his goal is to find the most sustainable way to deliver products to consumers. To conclude, he said we need to open new possibilities through innovation.





SPECIAL SESSIONS

VEOCEL™ - Collaborating for the Better: the New Era of Eco-Responsible Wipes

Jürgen EIZINGERN,
Vice President of Global Business
Management Nonwovens, Lenzing AG

Melanie SUMEREDER,
Sustainability Relations Manager NW, Lenzing AG

Daniela GAIGG,
Blogger

Edwin OOSTERLAAR,
Managing Director, Sweeps BV

This Special Session kicked off by sharing how consumers think that wipes contain only 6% of plastic whereas they actually contain around 40% of plastic as per common industry standards. Speakers shared that 9 out of 10 consumers would like to see what materials are used in their wipes, which is a good thing as it shows that consumers care. Beyond focusing on what is inside the product, it is essential to think about what is outside the product - that is, packaging and the environment. Sustainable business is the only way to do business in the wet wipes industry.



P&G Ambition 2030, Beyond the Bottle

Faiza LAHLOU,
Director, Communications Europe,
Procter and Gamble

Elvan ONAL,
Vice President
P&G Europe Home Care

The P&G Special Session highlighted the amount of water used by households, and thus its importance to the company. There is a need to put the consumer back at the centre of what the company does, and how they can better use innovation. To help achieve this, they decided to ask the next generation about what they thought the world would look like in 2030, and how P&G can help promote responsible consumption. The speakers explored more concrete examples of how P&G is implementing positive change and explained that the industry is responsible for the lives of consumers and can be a genuine force for growth and good. The session concluded with examples of the various efforts that are helping to reduce the company's carbon footprint, saving energy and protecting the planet.



CLOSING PLENARY



Carolyn STEEL,

Leading Thinker on Food and Cities

Carolyn began by sharing that 20% of meals in the US are eaten in a car, giving the idea that food is a life hack. Instead of seeing food as something to be hacked, she said, it should be seen as one of the most important things in our lives. She described a practical real life alternative to utopia - sitopia, a world ruled by food. She went on

to state that there is no silver bullet solution either in production or in nature and we can only work with nature in the future, and if we value food, positive changes happen.

Sebastian GRIEME,

Speaker, Fridays for Future Germany

Sebastian then talked to delegates about the growing momentum of the dynamic youth movement, Fridays for Future, and the drivers behind it. He presented startling statistics on climate change from the science community, noting that warming beyond the 1.5°C must be avoided, otherwise there will be severe consequences. 55%

emission reduction by 2030 is necessary within ten years. Not one of you in this room, he warned, can keep going like you are today. He closed with a strong and clear message to delegates: it is up to you whether you want to be part of the problem or the solution.



Vincent COLLIARD,
Explorer, Icelegacy

Arctic explorer, **Vincent**, was the last speaker to take the stage, telling delegates about his explorations to the Arctic. From childhood being an explorer was his dream, even though his father had told him being an explorer was not a “real job”. He then spoke about the visible effects of climate change on landscapes and ecosystems. Here

in Berlin, he said, we don’t feel one or two degrees of temperature difference, but we see it clearly in the Arctic. Polar bears can no longer hunt seals due to melting ice caps. He closed by telling delegates that corporations now have a great opportunity to grow their business responsibly and with conviction.



Tom HEAP,
Freelance Broadcaster
& Journalist, BBC

Tom concluded the session by thanking the event sponsors and organisers and gave a recap of some of the key messages that made an impact over the two days. He explained that what he found most interesting in his various discussions at the event is that there has been undoubtedly some change. He went on to say that

there has been a movement from hope to action, and that this has to continue at a pace. He invited Managing Director of the CGF, **Peter Freedman**, on stage who brought the 2019 SRS to a close and invited all to the 2020 edition set to take place in Amsterdam.

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

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12 RESPONSIBLE CONSUMPTION AND PRODUCTION

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¹ Recyclable means that the packaging possesses the right attributes for successful collection, sorting, and recycling in the real world and at scale. For more information visit www.amcor.com



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Start-Ups



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Networking Moments

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Social Moments

Solitaire Townsend @GreenSolitaire · Oct 24
 Passionate invitation from @IGrosmaître to food companies to put health at their heart...or be left behind.
 #2019SRS 2019SRS



Vincent Doumeizel @Doumeizel · Oct 24
 Tomorrow in Berlin at #2019SRS, will share with @CGF_The_Forum how food from ocean is a solution for a more sustainable future
 We are all environmental activists, 3 times a day, food choices shape the world we want
 Join the #blurevolution!
 @LR_Foundation



Irit Tamir @itamir77 · 23 Oct
 I'm on my way to #Berlin for the Sustainable Retail Summit to talk about how corporations can eliminate forced labor in the or supply chains hosted by @CGF_The_Forum #2019SRS

METRO AG @METRO_News · Oct 25
 It was a great pleasure for us — @CGF_The_Forum @CGF_Sus @euref #2019SRS #METROSustainable 🌱

PEFC International @PEFC · Oct 25
 Sustainability and recycling at the heart of the @CGF_The_Forum #2019SRS with PEFC-certified recycled pallets reimagined into furniture. We think they look great 👍



Consumer Goods Forum @CGF_The_Forum · Oct 25
 Many thanks to our Exclusive Partner @METRO_News for the wonderful Cocktail & Dinner last night. It seems that a great time was had by all!
 #2019SRS



METRO AG @METRO_News · Oct 24

„#Wholesale is our origin & our future. Our passion is for the independent business owners. Their success is our business, including making their businesses more #sustainable step by step,“ said @OGKoch in his opening key note at #2019SRS. Learn more [theconsumergoodsforum.com/driving-sustai... al](https://theconsumergoodsforum.com/driving-sustai...)



Lee Green @leegreen282 · Oct 23

I love it when an event comes together! @CGF_The_Forum #2019SRS starts tomorrow.



Ulrike Sapiro @ulrikesapiro · Oct 25

“The world has a packaging waste problem, but we don't have to be depressed. We have the solutions to achieve a World Without Waste by collecting, recycling and reusing our packaging. Here is what we do.” Coke business leader Tim Brett speaks at #2019SRS @CocaCola_EU



EuroCommerce @eurocommerce · 24 Oct

We are at the @CGF_Sus #2019SRS in Berlin. We and our #consumers take #deforestation seriously, and take serious steps to address it. Europe should work with, and offer incentives to, exporting countries to reduce risk commodities. See our paper bit.ly/deforestation2...

PEFC International @PEFC · 24 Oct

We are delighted to be at the @CGF_The_Forum Sustainable Retail Summit #2019SRS alongside @sfiprogram, once again bringing forests to the agenda. Join us at lunchtime for our Special Session on sustainable packaging & certification solutions for a circular economy. See you there!

Re-live the conversation by searching event hashtag [#2019SRS](https://twitter.com/hashtag/2019SRS)



Help us build the next edition of the SRS event!

Send an email to:
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About The Consumer Goods Forum

The Consumer Goods Forum (“CGF”) is a global, parity-based industry network that is driven by its members to encourage the global adoption of practices and standards that serves the consumer goods industry worldwide. It brings together the CEOs and senior management of some 400 retailers, manufacturers, service providers, and other stakeholders across 70 countries, and it reflects the diversity of the industry in geography, size, product category and format. Its member companies have combined sales of EUR 3.5 trillion and directly employ nearly 10 million people, with a further 90 million related jobs estimated along the value chain. It is governed by its Board of Directors, which comprises more than 50 manufacturer and retailer CEOs.

For more information, please visit: www.theconsumergoodsforum.com.

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