



SRS

SUSTAINABLE RETAIL SUMMIT 2018

25th-26th LISBON
OCTOBER 2018 PORTUGAL

Executive Summary



Key Quotes



Tiago PITTA E CUNHA
CEO, Oceano Azul Foundation
The ocean, if we don't listen, will stop talking



Peter FREEDMAN
Managing Director, CGF
The word 'Responsibility' should be replaced by 'Imperative' in Corporate Social Responsibility



John ROSS
CEO & President, IGA
The fears of our shopper are an opportunity to serve



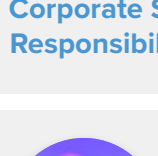
Solitaire TOWNSEND
Co-Founder, Futerra
Consumers are much more forgiving of honesty than of secrecy



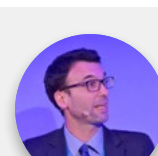
João Pedro MATOS FERNANDES
Portuguese Minister of the Environment
The opportunity is now, both for business and the environment. A sustainable world requires sustainable production and consumption



Brent WILTON
Director Global Workplace Rights, The Coca-Cola Company
If anyone thinks that forced labour does not exist in their business or supply chain, then they are either not looking at it or lying to themselves



Demir AYTAÇ
Chief Human Resources Officer, Migros Ticaret A.S.
Good business is a responsible business with a good purpose



Jobst KOEHLER
Senior Integration and Migrant Training Specialist, IOM
Businesses are gateways for integration and should strive to make workplaces more inclusive for migrants



Paul CREWE
Executive Director and Chief Sustainability Officer, Anthesis Group
Plastic is not evil... It's a great product that must be used at the right place, right time and right consistency



Tom HEAP
SRS Moderator,
Freelance Broadcaster
& Journalist, BBC

**We need to broaden
our horizons about
who can teach
us lessons**



Alice WEBB
Director, BBC Children's
& BBC North

**A sustainable work-
place makes great
business sense**



James HONEYBORNE
Executive Producer,
Blue Planet II (BBC)

**For a healthy
planet, we need
healthy oceans**



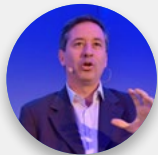
Marcela VILLAREAL
Director, Partnerships and
South-South Cooperation
Division (DPS), FAO

**Lack of investment is
the most important
problem for food loss**



Mike COUPE
CEO, Sainsbury's

**Collaboration will lead
to better outcomes
for our industry**



Pierre CHANDON
Chaired Professor of
Marketing, L'Oréal - Innovation
and Creativity, INSEAD

**To effectively nudge
consumers, you have
to move from the
mind to the heart**



Gideon MALTZ
Executive Director, Tent
Partnership for Refugees

**Businesses have
the opportunity to
change the course
of a refugee's life**



Isabelle GROSMAITRE
Alimentation
Catalyst, Danone

**Health & Wellness
will create healthy
businesses**

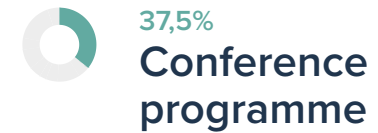
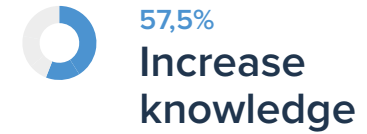
SUSTAINABLE RETAIL SUMMIT IN NUMBERS



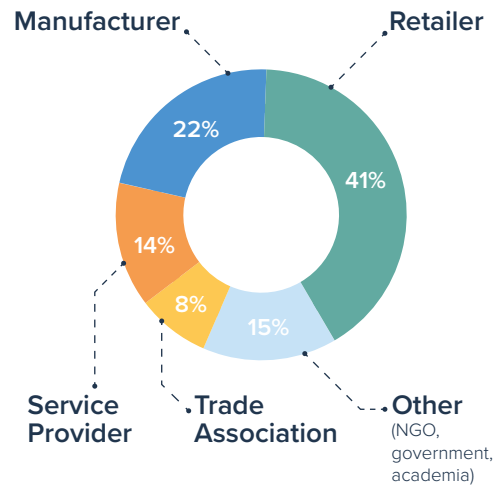
TOP 5 COUNTRIES

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

WHY ATTEND



PER CATEGORY



DIVERSITY



A world map with the number 26 and the word countries overlaid in the center.

26
countries

SRS 2018 Ambassadors

The CGF would like to express its sincere thanks to all committee members involved in designing the Sustainable Retail Summit 2018 programme - for their time, valuable ideas and great energy!



Demir AYTAÇ
MIGROS TICARET A.S.
Turkey



Mike BARRY
MARKS & SPENCER
UK



Paul CREWE
ANTHESIS GROUP
UK



Isabelle GROSMAITRE
DANONE
France



Alex HURD
WALMART
USA



Leonor MOREIRA SOTTOMAYOR
SONAE MC
Portugal



Sara MIRANDA
JERÓNIMO MARTINS
Portugal



Barry PARKIN
MARS, INCORPORATED
USA



Monica VENTOSA
APED – PORTUGUESE ASSOCIATION OF RETAIL COMPANIES
Portugal

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SPECIAL SESSIONS

It Starts at the Farm: How Mutti Integrated Supply Chain Management to Win Consumers

Ugo PERUCH,
Director of Agricultural
Department, Mutti SpA

Alberto SARTORI,
Supply Chain Manager, DNV GL

DNV GL, hosted an interactive session with Ugo Peruch, Director of Agricultural Department at Mutti SpA on the supply chain of the future. Ugo talked about how Mutti, the leading Italian premium packaged tomato brand, is integrating innovative solutions into their supply chain management. They are using blockchain as a trust generator that ensures information consistency, trust, confidence, transparency and tracking. Alberto talked about how they can provide independent third-party verification services to guarantee companies like Mutti are in control of the authenticity of the data being stored using blockchain technology.



How Investing in Certified Forest Products Helps Meet Global and Corporate Sustainability

Chris BUSS,
Deputy Director of
the IUCN Global
Forest and Climate
Change Programme

Daniel PELLEGRINI,
Vice President Commu-
nications, Sustainable
Forestry Initiative

Duarte ROCHA,
International Quality
Manager, Sonae MC

Fabienne SINCLAIR,
Head of Marketing,
PEFC International

Pedro Filipe SILVA,
Sustainability Manager, The Navigator Company

Sustainable Forestry Initiative, The Navigator Company, Sonae MC, PEFC International and IUCN Global Forest and Climate Change Programme came together to discuss the merits of certifications for sustainably-sourced forest products. They said this can be an effective tool to address global deforestation and climate change by ensuring the preservation of forests' ecosystem services like carbon sequestration, as well as promoting greater transparency in companies' supply chains. The panellists discussed the need for better communication between retailers, manufacturers and suppliers in their procurement strategies, increased social inclusion of local indigenous and smallholder communities, and the promotion of forests' value to buyers of certified products.



Plastic Packaging, Sustainability and the Circular Economy: Can they Ever Co-Exist?

Gerald REBITZER,
Director Sustainability,
Amcor Flexibles

Plastic packaging has been in the sustainability spotlight recently, with calls for bans on packaging and plastic-free aisles. Gerald discussed single use plastics and the circular economy in the context of climate change, which he highlighted as the number one sustainability challenge. He talked about the work they are doing in collaboration with the Ellen MacArthur Foundation, addressing plastic waste at its source and ensuring plastic items are kept in the economy and out of the environment.



OFFICIAL OPENING



Peter FREEDMAN,
Managing Director,
The Consumer Goods Forum

Tiago PITTA E CUNHA,
CEO, Oceano Azul Foundation

Overview

The 2018 edition of the Sustainable Retail Summit was opened by CGF's Managing Director Peter Freedman and Oceano Azul Foundation's CEO Tiago Pitta e Cunha, who set the scene for why the event is vital to the industry's future. With a focus on "purpose", **Peter** provided insights into why companies need to take action on the challenges now being faced by the consumer goods industry. **Tiago** then dived deeper into our oceans and what needs to happen now if we are to save them. He highlighted oceans are in a worse environmental condition than most people realise and emphasised the importance of educating and mobilising millennials, to create conscious efforts in changing current habits.



PRE-CONFERENCE INDUCTION



The CGF in Action Shifting Behaviours for Business Transformation



Mike BARRY,
Director of Sustainable Business
(Plan A), Marks and Spencer

Isabelle GROSMAITRE,
Alimentation Initiative Catalyst, Danone

Tom HEAP,
Freelance Broadcaster
& Journalist, BBC

Alex HURD,
Senior Director, Health &
Wellness, Walmart

Lowinn KIBBEY,
Global Head, Johnson & Johnson
Human Performance Institute

Barry PARKIN,
Chief Procurement and Sustainability
Officer, Mars, Incorporated

Veronika POUNTCHEVA,
Global Director, Corporate Responsibility
I Senior Vice President, METRO AG

Brent WILTON,
Director, Global Workplace Rights,
The Coca-Cola Company

Overview

Following an introduction from Tom Heap, who was returning as moderator for the third successive year, Lowinn provided insights into self-activating personal well being. He noted if you have a higher sense of meaning in life, you can achieve better health. He then got delegates out of their chairs for an educational stretch, something they can do in any meeting to get the blood flowing again.

Members of the respective Steering Committees for social and environmental sustainability and health and wellness then came to the stage to provide an overview of the work being done by the CGF in these areas. The conversations were both frank and honest, as discussions revolved around the revolution that is taking place, the need for action and how collaboration is the only viable way to ensure success at scale.

PRE-CONFERENCE INDUCTION

Key Topics

discussed by the speakers included:



Alex and Isabelle, Co-Chairs of the Health & Wellness initiative, provided an overview of the work they are leading at the CGF. Focusing on the initiative's flagship work in Collaboration for Healthier Lives and how it is empowering consumers and communities around the world. They said more than 50 CGF members are collaborating in these programmes alongside other key stakeholders. Isabelle noted that working on health and wellness will create healthy businesses and emphasised the food revolution was here. Meanwhile, Alex talked on how the CGF is playing a key role in helping companies collaborate to make a real difference and impact at scale.

of the CGF's work and progress on each topic. We have an opportunity and an obligation to act on these topics, he said.

Brent, Co-Chair of the Social Sustainability Committee then gave insights into the CGF's work on forced labour. He noted that the Priority Industry Principles have been designed to combat forced labour in members' supply chains and own operations. He said if anyone thinks forced labour does not exist in their business or supply chain, then they are either not looking for it or lying to themselves.

Veronika then spoke about the pre-launch of the CGF's Sustainable Supply Chain Initiative and encouraged delegates to make sure that suppliers and scheme owners they work with are also part of the certification conversation.

Mike and Barry, Co-Chairs of the Environmental Sustainability initiative then spoke on their group's agenda. Mike said that we are now living beyond our planet's means. He introduced the four key environmental areas that the CGF is working on: deforestation, plastics, food waste and refrigeration. Barry then told delegates that we have an obligation to act on these issues and provided a detailed overview



MEGATREND 1



Inspiring Healthier Lives: One Nudge at a Time



Demir AYTAÇ,
Chief Human Resources
Officer, Migros Ticaret A.S.

Pierre CHANDON,
Chaired Professor of Marketing,
L'Oréal – Innovation and
Creativity, INSEAD

Dr Francisco GOIANA DA SILVA,
Medical School Lecturer, Health
Management and Leadership,
Universidade Da Beira Interior

Joe HARTSIG,
SVP & Chief Merchandising
Officer, Walgreens

Frederico PAIVA,
Head of Healthy
Nutrition, Sonae MC

Overview

The first megatrend focused on inspiring healthier lives. The consumer goods industry is facing many challenges with regards to health and wellness, including obesity, malnutrition, and diet-related noncommunicable diseases. The speakers discussed a variety of topics including nudging, behavioural change, the role of governments, technology and collaboration.

MEGATREND 1

Key Topics

discussed by the speakers included:



Pierre began the session by talking about the research on the behavioural science of eating he has been conducting over the last 15 years. He highlighted strategies to help nudge people towards healthier and more enjoyable eating behaviours, including smart downsizing - as it is easier to change the amount of food we eat rather than what we eat, and ‘epicurean nudges’, moving from the concept of ‘food as fuel’ towards ‘food as pleasure’.

Francisco then highlighted how the Portuguese government is working with industry and retailers to develop an integrated strategy to solve public health problems. He highlighted the need for collective action in order to prevent diseases, rather than treating them when it’s too late. “To build trust, we need to work with everyone in the sector”, he said.

Frederico talked about the complex issues around sustainability, including plastic in the ocean, people starving, overweight populations and, more recently in Portugal, the wildfires dev-

astating significant areas. All of these issues are a call for change and, at Sonae MC, they feel a strong sense of responsibility to play a part in the change. For example, their work on healthier lifestyles means they are broadening the range of healthy products on offer, responding to consumer demands and encouraging healthier choices for consumers.

Joe provided an overview of how Walgreens is using technology to nudge healthier behaviours and reward customers for making healthier choices. He highlighted the purpose of the company is to help people feel good. With their Balance Rewards programme, customers can gain points logging in physical activity, tracking their weight and keeping track of their blood pressure. The programme allows members to automatically track this information through any connected devices. Joe also highlighted their involvement in ‘One for Good’, the US chapter of the Collaboration for Healthier Lives initiative.

Demir began by noting how good business is a responsible business with a good purpose. He mentioned how Migros has committed to work for community health and global sustainability goals. He also talked about the major health movement they have undergone to accelerate this work by establishing “Migros Wellbeing Journeys”, using mobile apps and in-store dieticians to offer consumers personalised discounts on certain food groups.

Alex and Isabelle then joined the speakers on stage for a panel discussion, moderated by Tom Heap. The panellists spoke about the challenges when nudging consumers towards healthier consumptions and how to avoid consumers feeling pressured. The need for making healthy choices, the easy choice for consumers, was also discussed and the essential role of having official endorsement (government and top management commitment) to launch any health and wellness initiative. Discussions on healthy nutrition for lower-income families also took place.



MEGATREND 2



Business Supporting Positive Migration - Harnessing Collective Action



André COSTA JORGE,
General Director, Jesuit Refugee Service

Susana CORREIA DE CAMPOS,
Head of Employee Relations &
Internal Social Responsibility,
Jerónimo Martins Group

Jobst KOEHLER,
Senior Integration and Migrant
Training Specialist, IOM

Gideon MALTZ,
Executive Director of the Tent
Partnership for Refugees

Overview

The second megatrend looked at how businesses can support positive migration and harness collective action. Twenty-five million people are currently trapped in forced labour, and migrants are at the most risk. The deep-rooted, complex issue of forced labour was a key focus of the discussion. The speakers discussed the need for business to learn to make use of the valuable talent pool that migrants represent as well as working collectively to overcome challenges of forced labour in global supply chains.

Key Topics

discussed by the speakers included:



Jobst spoke about the work of the UN Agency IOM in the fields of crisis-related migration and good governance alongside business and governments. He shared facts on the broader picture of migration. There are currently 258 million migrants, making up only 4% of the global population. Migrants constitute almost 10% of GDP, representing a clear opportunity for businesses, he said. Businesses are gateways for integration, he told delegates, and should strive to make workplaces more inclusive for migrants.

Gideon then presented the Tent Partnership for Refugees, and provided context on the global refugee crisis. There are currently more than 20 million refugees and the number is growing. Half of refugees displaced today are going to be displaced for a generation or more. He explained that Tent works with businesses to help them leverage their core operations to help them hire refugees, integrate them into supply chains, invest in refugees, and deliver services to them. He added that younger consumers are generally very supportive of brands that care about refugees.

Susana spoke about Jerónimo Martins Group's corporate projects to foster social cohesion and development, by providing job opportunities to vulnerable groups of people, including migrants, thus avoiding potential traps for forced labour. She spoke about their partnership with the Jesuit Refugee Service helping migrants and refugees adapt to a new country by setting an 18 week-programme in-stores that also counts with the tutorship of employees. The top factor, she said, was to guarantee that migrants find their place in the labour market.

Speakers were then joined by **André** for a panel discussion. The panellists spoke about the importance of giving migrants fair conditions and access to the labour market. This is a crucial opportunity for society to not waste talent and skills. The idea that businesses can play an important role in shaping customer mindsets about refugees was explored. If businesses demonstrate the value of refugees, consumer opinions will also likely shift.



CEO Keynote



How to Drive Cultural Change Towards Sustainability - Insights from a Global Consumer Goods Company

Hans VAN BYLEN,
CEO, Henkel



Hans talked about how to drive cultural change towards sustainability. He said sustainability is anchored in Henkel's long-term strategic framework and is brought to action through a holistic sustainability strategy. Guided by the strong belief that a genuine culture of sustainability can only be based on committed employees, Henkel enables its employees through various initiatives to contribute to sustainable developments in both their professional and private lives.



MEGATREND 3

Waste Not, Want Not - Collaborating on Sustainable Waste



David GOUVEIA,
Director for Agricultural Markets and Agrifood Chain, Office for Planning, Policies and Administration, Ministry of Agriculture, Forestry and Rural Development, Ministry of the Sea, Portugal

Dr Luiza MIRPURI,
Medical Advisor, Mirpuri Foundation

Prof Richard THOMPSON OBE,
School of Biological and Marine Sciences (Faculty of Science and Engineering), University of Plymouth

Fernando VENTURA,
Head of Efficiency & Innovation, Environmental Projects, Jerónimo Martins Group

Overview

The third and final megatrend brought the conversation back to waste, with a special focus on plastics. The speakers provided their own thoughts on the problem and solutions before coming together for a passionate discussion that looked at the future of plastics, plastic-free aisles in stores, the importance of mapping solutions to avoid unintended consequences that are potentially worse than the current situation, and how we have reached a tipping point.

MEGATREND 3

Key Topics

discussed by the speakers included:



Environmental scientist **Prof Richard Thompson** started the session by sharing knowledge about the stark reality of plastics, and the impacts on oceans, wildlife and our health. Plastics as materials are not the cause of the problem, they are not the enemy, but how do we have the benefit of them without these consequences? We must use plastics in a more sustainable and responsible way, he said. He shared his concern that due to the hype currently surrounding plastics, we will rush towards the wrong solutions. We need to map the solutions, he said, to avoid unintended consequences that are bad or even worse than the current situation.

David presented Portugal's national strategy to fight food waste developed by their National Committee on Food Waste. The three strategic objectives are to prevent, reduce and monitor. To get there, they created a global action plan and a specific plan for retailers, which includes disseminating best practices, facilitating

and promoting food donation, implementing a collaborative platform to identify availability by type of food, and identifying specific locations for products that are at risk of being wasted.

Fernando then spoke about Jerónimo-Martins Group's efficiency-driven strategy and efforts to reduce waste. Food is their core business, he said, which is why they committed to reduce its losses by 50% by 2025. He noted that by investing in training and more efficient solutions, they have not only been able to make a positive impact on the environment, but also saved money. Around 320 million euros were saved by improving water and energy consumption and carbon emissions. The redesign of the packaging for their Private Brand's products also saved material and carbon emissions.

Luiza presented some hard-hitting facts about plastics. Five billion plastic bags are consumed every year worldwide and if put

together they would cover an area twice the size of France. She shared findings of her research, carried out alongside the team of doctors and biologists at the Mirpuri Foundation, on plastic as a contaminant to humans. On the sustainability side, Luiza explained that the Foundation is involved in multiple projects related to social responsibility and marine conservation such as the "Turn the Tide on Plastic" campaign in collaboration with Hi Fly.

During the discussion that followed, panelists reiterated the urgent need for action on the topic of plastics. Plastics remain the best materials for many approaches, they said, but the issues must be solved. We have reached a tipping point, and action needs to take place now and it needs collaboration across all sectors. Consumers also need to play their part, but industry and governments need to help make it easier for them. We need to get consumers to intervene and contribute to the solutions.



PERSPECTIVES

The Business Perspective: Pre-Launch of the Sustainable Supply Chain Initiative

Hugo BYRNES,
VP Product Integrity,
Ahold Delhaize

Vineet KHANNA,
Senior Vice President,
Global Head of Supply
Chain, Nestlé

Sonja SCHMID,
Manager, Sustainable
Supply Chain Initiative,
The Consumer
Goods Forum

The business perspective came from the team behind the newest initiative by The Consumer Goods Forum, the Sustainable Supply Chain Initiative (SSCI). Speakers introduced the reason behind the creation of the new initiative and its bid to ensure trust in sustainability standards worldwide. Lack of trust and transparency means that it is often difficult for companies to choose from the many third-party schemes that exist on the market. Audit duplication, inefficiencies and cost for all parties are the result.

SSCI will bring clear guidance to the market, providing an open source list of robust and credible schemes that have been benchmarked. The team were inspired by the CGF's Global Food Safety Initiative (GFSI), which has assured food safety standards for the industry for the past 18 years and sought to create a "GFSI for sustainability", adopting the GFSI's structure and value proposition. SSCI addresses one tool in the certification toolbox - third-party schemes - and will start with social sustainability and later expand to environmental.

The Consumer Perspective: Product Transparency

Solitaire TOWNSEND,
Co-Founder, Futerra

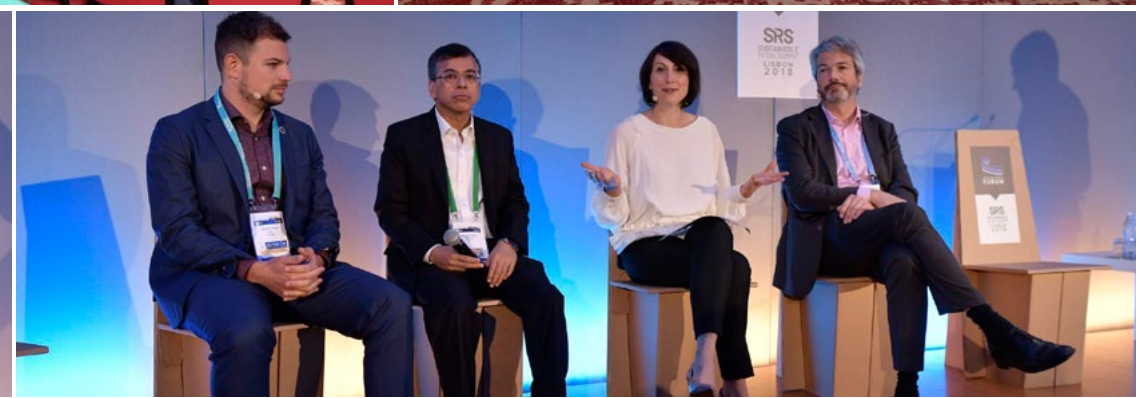
The consumer perspective came from **Solitaire** at Futerra, who announced the launch of 'The Honest Product Guide', jointly developed by Futerra and The Consumer Goods Forum.

Transparency is a hot topic for business and the Guide reveals that consumers are hungry for more transparency about the

social, health, environment, and safety credentials of the products they buy (70%), rather than the companies that made them (30%). Consumers across the world say they are most likely to look for information about the social, health, environmental and safety impact of brands in one place: on product labels (36%).



Accelerating Change: Positive Actions for Business, People and Planet



Accelerating Change:
Positive Actions
for Business,
People and Planet
SESSION 1



Product Transparency as an Enabler for Behaviour Change

Solitaire TOWNSEND,
Co-Founder, Futerra

Sarah HOLLOWAY,
Strategy Director, Futerra

In this parallel session, speakers from Futerra hosted an interactive session on transparency and 'The Honest Product Guide'. The report explores breakthroughs in what experts and consumers agree is the most important aspect of transparency: the honesty of products themselves.

Solitaire opened the session by providing delegates with an overview of Futerra's overall philosophy, emphasising that 'doing less bad is not good enough'. She said their mission is to make sustainability so desirable, it becomes normal.

Following the announcement made on the previous day's session, **Sarah** then provided a thorough explanation of the 'The Honest Product Guide', resulting from Futerra and the CGF joining forces to investigate the cutting edge of transparency. The Guide is designed for those seeking to solve the crisis of trust between the companies and the consumers they serve. **Sarah** urged delegates to change their mindset: transparency is technical, and honesty is human.

Discussions then took place about how modern consumers expect to find information of the products they are buying on the pack and online, and given today's consumers are digitally savvy, they are prepared to find the information they are after elsewhere. Consumers are more forgiving of honesty than of secrecy.

The speakers then distributed 'The Honest Product Test' postcards and asked delegates whether the products they produce and sell are building trust in a human way. Delegates were then asked to score themselves out of the seven attributes on the card, and some provided insights into where they believe their companies stand.

Solitaire and Sarah then asked delegates 'What if your product was a person?' The reason the guide was named 'The Honest Product Guide' rather than 'The Transparent Product' is because a clear trend emerged from the research: the need to 'humanise' transparency.

For more information, please download ['The Honest Product' report](#).

Accelerating Change:
Positive Actions
for Business,
People and Planet
SESSION 2

Combatting Waste – No Sustainability Without Transparency



Paul CREWE,
Chief Sustainability Officer & Executive
Director, Anthesis Group



Kevin RABINOVITCH,
Global VP Sustainability and Chief
Climate Officer, Mars, Incorporated



Waste was the focus of the second parallel session. Speakers talked about how the ability of organisations to work together to share data can unequivocally reduce the challenge of food waste. It was noted how waste is the symptom of a system of inefficiency and that a mindset shift was necessary. On measurement and action, the discussion focused on the FLW Protocol and the CGF's Food Waste Resolution.

Kai introduced the work of the World Resources Institute on food loss and waste, and explained that their Food Loss and Waste Accounting and Reporting Standard provides a common, clear and unambiguous standard for the industry. She also spoke about the significance of the CGF's Food Waste Resolution for the industry.



Kai ROBERTSON,
Senior Corporate Sustainability
Advisor, World Resources Institute

Tiago SILVA,
Corporate Responsibility Senior
Manager, Jerónimo Martins Group

Tiago then gave delegates an overview of Jerónimo Martins Group's strategy on food loss and waste, as well as some hard-hitting world stats on waste. He explained Jerónimo Martins' work upstream and downstream on this topic, and how they have created partnerships with suppliers to source "ugly fruit and vegetables". Downstream, they have given 35,000 tons of food to charities. He also referred that the Group measured and published its food waste footprint using the FLW Protocol. And, besides the commitment of halving food waste by 2025, they set out an intermediate target for 2020.

Kevin provided another company perspective, this time from Mars, Incorporated. He said that the solution to waste is not the same everywhere, and really depends on the different products that you produce or sell and the different regions. Your strategy

must be customised by region. Having a "zero waste" target really inspires creative thinking around solutions, even in the most challenging markets. Finally, he warned that if you don't keep on top of food waste, your solution can "unsolve" itself - it is an ongoing process.

Finally, **Paul** spoke about his experiences of working on food waste at Sainsbury's. They became the second retailer in the UK to be completely transparent with their data. They also cancelled all "Buy one get one free" offers on fresh food, after consumers demanded action. He warned that retailers are often inconsistent in their approach to tackling food waste. A collaborative approach with manufacturers, retailers and producers will make the task easier and will create transparency at a greater rate.

Accelerating Change:
Positive Actions
for Business,
People and Planet
SESSION 3

Embracing Innovation to Drive Sustainability

Harry ASHMAN,
Sustainability Consultant, Capgemini

Aphra MORRISON,
Sustainability Reporting
Manager, Capgemini

Leontien HASSELMAN-PLUGGE,
CEO, Supply Chain Information
Management (SIM)

Alexander VAN ASSOuw,
Commercial Director, Refresco



During this session, representatives from Capgemini, Supply Chain Information Management (SIM) and Refresco looked at the potential role of technology and how digital enablers can be used for good, for driving sustainability changes and educating consumers. The opening introduction by **Harry** and **Aphra** highlighted how technology is not all rosy or completely innocent. Technology drives both consumption and waste. And, while technology is at the centre of our lives, we need to better understand how we can use these for positive outcomes.

The delegates then broke into three groups to address three different focus points: use cases for blockchain being used on an industrial scale and how blockchain can help tell the sustainable story; whether technol-

ogy can be used to empower and engage employees in delivering more sustainable outcomes; and sustainable shopping and how to enable consumers to make the sustainable choice.

The **Blockchain** group, led by **Leontien** and **Alexander**, explored concrete examples of how blockchain is being successfully implemented and the role it can play in supply chains.

The **Tech & Employees** group looked at how we can use technology to harness the interest and enthusiasm of employees in pursuit of sustainability goals, and what the best way to leverage employee expertise and skills to tackle the issues is.

The **In-store Tech Interventions** group discussed how we can improve collaboration

between all parties and how much information is too much. They also looked at what companies can do to support more sustainable choices and the role of technology.

Conversations across all three groups provided personal insights, as delegates talked about their own experiences of using different technologies and the approaches being seen within their own companies.

The three groups then fed back on what was learned from these discussions and the tangible actions already being taken by companies to support positive change. Collaboration was once again a key point, and emphasis was put on how collaboration will impact future supply chains.

Accelerating Change:
Positive Actions
for Business,
People and Planet
SESSION 4 / PART 1

What's New at the CGF? Stepping Up to the Challenge for a Sustainable Future

The CGF Sustainable Supply Chain Initiative: Making Responsible Sourcing Easier for the Industry



Hugo BYRNES,
VP Product Integrity, Ahold Delhaize



Vineet KHANNA,
Senior Vice President, Global
Head of Supply Chain, Nestlé



Sonja SCHMID,
Manager, Sustainable Supply Chain
Initiative, The Consumer Goods Forum



Herman WISSE,
Managing Director, Global Sustainable
Seafood Initiative (GSSI)

On responsible sourcing, the discussion focused on the CGF's Sustainable Supply Chain Initiative (SSCI). Speakers built on the previous day's session and provided further insight into the goals of the SSCI and the subsequent plan of action for the launch and beyond. The session helped delegates to better understand different types of benchmarks and the value of industry benchmarks for third-party schemes, and how to use the SSCI benchmark as part of a broader sustainable sourcing strategy.

Sonja began with a deep dive in to the SSCI and the reasons for its creation. The issue is that today there are many existing compliance schemes on the market and

this makes it very challenging for organisations to choose which schemes to work with. We want to make sure that the schemes reflect the CGF's industry resolutions. The SSCI will first cover social sustainability and then move to environmental in a second phase.

Hugo then spoke about the reason for the creation of SSCI. From a company perspective, the "pain point" is the amount of standards that exist. It is very difficult for companies to know which ones are credible. How do you tell that the audit system is robust? It's great that we now have a tool which allows for a level playing field. Companies can jointly agree on what is needed for social compliance.

In the future, he said, companies should simply be able to ask schemes "Do you have an SSCI audit?"

Finally, **Vineet** said that SSCI is all about "transparency" and "trust". Buyers and manufacturers who are using these third-party schemes are able to trust the results and know that the schemes in question are credible and robust. They also expect to see a continuous improvement of the schemes as a result of the benchmarking process. **Herman** then gave an introduction to the Global Sustainable Seafood Initiative (GSSI), explaining their benchmark tool for seafood and the process they underwent to create it.

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Re-Thinking the Plastics Problem – Implementing Sustainable Strategies



Paul CREWE,
Executive Director and Chief
Sustainability Officer, Anthesis Group



Dr Luiza MIRPURI,
Medical Advisor, Mirpuri Foundation

With regards to plastic waste, Japan’s Kao Corporation provided a great example of reusable plastics in their company and how they collaborate with communities and schools. Representatives from The Consumer Goods Forum, Mirpuri Foundation and Anthesis Group talked more on the challenges ahead and the need to re-balance the conversation around plastics. Recycling is very confusing for consumers. However, advocacy on this topic is now a mass movement and action towards a circular economy is necessary.

Koichi YANAGITA,
Vice President of ESG, Kao Corporation

Koichi spoke about his company’s strategy for reusable plastics. Since introducing refill packs, they have seen that 84% of consumers have switched to this product, which has meant a considerable reduction in the purchase of plastic bottles. He told delegates about the company’s social project for collaborative engagement with communities and schools, where children learn about environmental sustainability and use the refill products in fun activities.



The other speakers then took the stage for a panel discussion. **Luiza** stressed that plastic is a major pollutant in our lives and the threat it poses is a major issue. There are more than 6,000 different plastic polymers that have a negative impact on our health. We need to look at the impact on human health, as well as the environment, and empower consumers with knowledge on the risks. We need plastic, but we need “super-polymers”, Luiza said.

Ignacio offered an explanation as to why plastics have become so important in our lives. Plastic is one of the most efficient ways to move products around. Now, we need to rethink the way we produce and dispose of plastics. We need to think about how we can operate in a more circular way. Consumers are going to have to get used to a new definition of “convenience”, he warned. We need to re-balance the debate and collaborate across the industry to go upstream and downstream. He spoke about the CGF’s endorsement of the Ellen

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

MacArthur Foundation’s vision of a circular economy where plastic does not end up in the land or the ocean. The CGF has created three working groups to look at the redesign of packaging, current waste management systems and consumer outreach and education.

Paul emphasised that plastic is not evil - it’s a great product - but must be used at the right place, right time and the right consistency. He listed some of the benefits of plastics: it is light, malleable, it’s an insulator and ensures food hygiene. He said that we can look forward to innovative alternatives to plastics, such as plant-based plastics made from algae. Paul then spoke about the public mass advocacy movement in the UK on plastics and the customer confusion caused by the inconsistent recycling systems. Unnecessary packaging should be reduced, and especially unnecessary packaging that cannot be recycled.

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Inspiring Healthier Lives – in Action!



Maggie BISCARR,
Director for Global Partnership Solutions, PepsiCo

Ricardo FERNANDES,
Area Leader in Customer Service, Sonae MC

João FREITAS,
Meal Solutions Director, Jerónimo Martins Group



Kana KAWADA,
Manager, Health & Beauty Care Section, Quality Management Dept., AEON Co. Ltd.

Thomas KYRIACO,
Customers Alimentation Initiative Director, Danone

Bertrand SWIDERSKI,
Sustainability Director, Carrefour Group

Khaled TAWFIK,
Principal, Boston Consulting Group

Sharon BLIGH,
Director, Health & Wellness, The Consumer Goods Forum



Sharon opened the session on inspiring healthier lives and invited speakers to talk about the different Collaboration for Healthier Lives (CHL) interventions taking place in communities around the world, including France, Japan and the UK. Speakers from Jerónimo Martins and Sonae MC also took part in this session to share the health initiatives they are working on in Portugal.

Thomas and **Bertrand** began by talking about the alignment of their corporate strategies (Food Transition, Carrefour and Food Revolution, Danone) and how together they are the driving forces for the launch of the French CHL initiative.

They presented an overview of the initiative entitled ‘Ensemble, Vivons Mieux’ that will debut in Lyon, where they plan to use digital to help nudge healthier categories in the basket, provide options in-store on healthier products and work with local authorities to offer, for example, healthier recipes to families complimenting the cities canteen menu for children.

Kana said that Japan is ageing more rapidly than anywhere else in the world, so the focus for the CHL rollout is to improve lifestyle habits to extend a healthy life-expectancy. She talked about the in-store events and promotions they have been organising to educate

consumers to eat more vegetables and moderate their salt intake, amongst other things. Kana mentioned the survey results sent to people who attended the events showed great results, highlighting the increase in people caring about their dietary habits and the increase in consumption of vegetables.

Maggie and **Khaled** talked about the UK chapter of CHL, which will be launched in the London boroughs of Southwark and Lambeth. The proposal is to collectively develop a series of structural and behavioural interventions to help customers understand, find and choose healthier options. They presented delegates with

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a timeline of activities that are planned from the launch of the initiative in Q1 2019. Maggie, who has been heavily involved in the US CHL initiative, emphasised that collaboration is key for success and the importance of building legitimacy by partnering with health authorities and governments.

João then spoke about the changes in Portuguese consumers' lifestyles and economic spending in recent years. People are living on tight budgets and don't have free time to cook healthy meals. At Jerónimo Martins, they want to have a positive impact on consumers health, by providing typical Portuguese 'home-made' meals at affordable prices that include no preservatives or colourants. And by reformulating their recipes, 10 tonnes of sugar, 4 tonnes of salt and 670 kg of fat were removed from their products.

Ricardo then talked about Portugal's change in customers and stated that by 2050 Portugal will be among the top three of the world's most elderly countries. Retailers will have to adjust their value propositions to the needs of the aging population by providing access to an active, healthy lifestyle. This can be done by providing high quality food and an enjoyable shopping experience.

During the panel session, speakers shared their insights into why the CHL activations are key for consumers and the future of our businesses. The inspiring session ended with how they are impacting healthier lives around the world.

CLOSING PLENARY



CEO Keynote

John ROSS,
CEO & President, IGA

John spoke to delegates about millennials. He focused on the future of commerce, stating that it's important for retailers to understand the current needs, however, it is more important to understand what millennials, the future emerging shoppers, will need and what is important to them. He noted this group of consumers are more de-

manding of brands when it comes to their customer journeys and they walk into the store and worry about global warming, GMOs and packaging, etc. The fears of our shopper are an opportunity to serve, he concluded.



Presentation

Marcela VILLAREAL,
Director Partnerships, Advocacy and Capacity Development,
Food and Agriculture Organization of the UN (FAO)

Marcela stressed global hunger is increasing for the third continuous year, due to climate change and conflict. Although hunger is rising, obesity is rising even faster. About one-third of food produced is lost or wasted, and the resources used to produce it are also lost. She said we need a culture change - around how we produce and eat

food. We recognise the private sector as a fundamental partner in the fight against hunger and food waste, she said, and we need to work with them to get to our goal of eliminating hunger by 2030. She finished by stating the FAO want to work with the CGF on their Food Waste Resolution.



Blue Planet II

👤 **James HONEYBORNE,**
Executive Producer, Blue Planet II (BBC)

James began by speaking about the BBC's work on the Blue Planet II documentary series, the motive of the production team, the filming process and the public reaction. The production was focused on connecting the audience to life beneath the waves. They wanted to "tell it like it is" and form an emotional connection with the audience. Even from the few clips shown to delegates in Lisbon, it was clear this was immensely successful. Audiences around the world have now been starkly reminded of the problems of plastics pollution.

👤 **Alice WEBB,**
Director, BBC Children's & BBC North

Alice then spoke to delegates about the BBC's "Greener Broadcasting Strategy", which was developed to help the corporation lower its negative climate impact. The strategy includes initiatives such as Meatless Monday (a decision which made the headlines in the UK), vegetable allotments on their balconies and staff milk in glass bottles instead of plastic. She also spoke about the enormous benefits in taking part in Carbon Literacy training. The BBC was the first organisation that tried to engage so many employees at the same time.

Closing Keynote

👤 **João Pedro MATOS FERNANDES,**
Portuguese Minister of the Environment

In the final presentation, Portugal's Minister of Environment, **João Pedro** Matos Fernandes referred to the European Parliament's Ban on Single-Use Plastics, announced on Wednesday 24th October, and how Portugal has also banned plastic bottles and bags in government institutions. He then made a strong point that he does not

believe everything is in the hands of the consumer and that retail and production merely respond to that. In many cases, the consumer only has a say at one moment of the production chain, when buying. He closed by calling on delegates to understand the opportunity is now, both for business and the environment.



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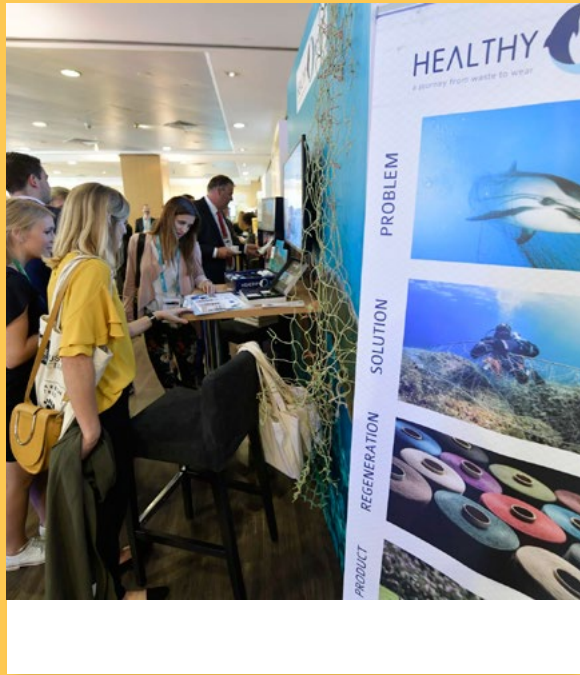


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Social Moments

futerra @futerra · Oct 25

"Trust is not a commodity, it's an emotion. You can't treat trust like an ingredient you put in your product." -@GreenSolitaire #HonestProduct #2018SRS

8 retweets, 9 likes

Solitaire Townsend @GreenSolitaire · Oct 25

#shero @IGrosmaître calling for action at scale from retailers and brands on healthier baskets - and promising big new IJK project! 🌟 #2018SRS

Tom Heap @tomheapmedia · Oct 26

The @sainsburys ceo Mike Coupe says a hard #BREXIT = food shortages "products will be of worse quality or not get there at all" Speaking @cgf #2018SRS With encumbered borders "it is inconceivable certain products would not be short"

4 retweets, 2 likes

Nadia Hurel Bunce @NadiaBunce · Oct 26

Insights on @CGF_The_Forum newest initiative: Sustainable Supply Chain Initiative on how it can help strengthen certification&audit schemes,drive greater transparency &help buyers in sourcing,drawing on the experiences of @ourGSSI with @sonjas_csr @AholdDelhaize @Nestle #2018SRS

2 retweets, 5 likes

Pablo Galaz Esquivel @pablogalaz · Oct 27

La Gufa #HonestProduct Guide revela que los consumidores globales están ansiosos por más #transparencia sobre las credenciales sociales, salud, medioambientales y de seguridad de los productos que compran. bit.ly/thehonestprodu... #2018SRS

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The #HonestProduct Guide reveals that global consumers are hungry for more #transparencia about the social, health, environment, and safety credentials of the products they buy. Learn more at bit.ly/thehonestprodu... #2018SRS

Translate Tweet

1 retweet

Nadia Hurel Bunce liked

METRO AG @METRO_News · Oct 26

Veronika Pountcheva on the objective of the #Sustainable #SupplyChain Initiative (SSCI) of @CGF_The_Forum Goods Forum during #2018SRS. SSCI will support companies by harmonising benchmarking processes of social standards and certifications. #sdg8 #sdg17 #act4sdgs #globalgoals /al



„To ensure good social standards worldwide, we have to make sure that every worker is free to move at any time, no one is forced to pay for his job and work should empower people to live a better life.“

Veronika Pountcheva
Global Director Corporate Responsibility METRO AG

3 retweets, 13 likes

MariaSmith @pitepaltan · Oct 26

What a great and important job educating and engaging us all BBC has done with 'the Blue Planet' If you have not yet seen the second season do it now!
#ourblueplanet #2018SRS

Consumer Goods Forum @CGF_The_Forum

@jameshoneyborne, Executive Producer of Blue Planet II, talks about the award-winning TV series at #2018SRS @OceanHQ #ourblueplanet

5 likes

Kim Kirchherr @KimKirchherr · Oct 26

Take a look at this visual @FAO Marcella Villarreal is sharing. We all play a role in handling food waste. The big blue part is consumption. That means we as individuals CAN make a difference in #foodwaste. It's going to take all of us.
#2018SRS

Jessica @JessKnowsAbout · Oct 26

"Loyalty means helping shoppers feel smart, informed, confident" and it's a real loyalty opportunity. John Ross #iga #2018srs

Andy Moose @AndyMoose108 · Oct 26

With 25% of Japan's population over age 65, strategies are needed to improve quality of life for aging consumers. Kana Kawada of @AEON_JAPAN shares the impact of their efforts to provide personalized healthy product recommendations and information through @CGF_Health #2018SRS

1 retweet



1 retweet, 3 likes

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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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