THE CONSUMER GOODS FORUM
– WORKING TOGETHER FOR EFFICIENCY AND POSITIVE CHANGE

Global Coverage: 400 Retailers & Manufacturers;

Sustainability
Ethical & Sustainable Supply Chains

Product Safety
(Global Food Safety Initiative)

Health & Wellness
Healthier Consumers Worldwide

End-to-End Value Chain
Transparency, Data & Consumer Trust

A Focus on Implementation

Knowledge and Best Practice Sharing
SUSTAINABLE VALUE CHAINS & BUSINESS PRACTICES GLOBALLY

Consumers
Persuade 7 billion consumers?

Supply chain
Some 500 companies control around 70% of choice

Retailers
Manufacturers
Traders
Processors

Investors
Public policymakers

Greatest Point of Leverage

Primary producers/extractors
Engage with 1.5 billion producers?

Impacts on people and nature
CGF SUSTAINABILITY PILLAR

CLIMATE CHANGE

- DEFORESTATION
- REFRIGERATION
- FOOD WASTE

3 Strategic Resolutions
"As the Board of The Consumer Goods Forum, we pledge to mobilise resources within our respective businesses to help achieve zero net deforestation by 2020. We will achieve this both by individual company initiatives and by working collectively in partnership with governments and NGOs".

**SOY**

**PALM OIL**

**PAPER & PULP**

**BEEF**

- A *Public Private Partnership* founded by the US government and CGF. Announced at the Rio+20 conference in June 2012 by former US Secretary of State Hillary Clinton.

- *Priority geographies*: South America, Indonesia and Africa

- Secretariat now hosted by the *World Economic Forum*.

- *Objective*: “to collectively stimulate the direction of capital towards sustainable, low carbon growth and away from activities that undermine it”.

- Developed the ‘*Soft Commodities Compact*’, setting out commitments made by adopting banking institutions.
Certification and Zero Net Deforestation by 2020 – next steps

- Political and corporate momentum is accelerating
  - Corporate commitments and Paris Agreement after COP21 send strong signals to the marketplace
  - Out of the 250 leading companies 60% have forest-related policies, 7% of these have full cross-commodity commitments

- Key building blocks towards zero net deforestation in companies’ operations.
  - Traceability. Complex and obscure supply chains need more collaborative efforts
  - Scale Certification in parallel to Landscape Approaches and land use planning
  - Social inclusion and Forced Labour issues
  - Preventing leakages: stronger forest governance, including strengthening current moratoria to minimize displacement of deforestation across commodities, jurisdictions and ecosystems
Certification schemes implementation

✓ Certification schemes are less effective in cutting deforestation than company-led moratoria
  
  o certification schemes “are based on consensus and have different requirements for reducing deforestation”, whereas the moratorium are more black and white – stop deforestation or lose business.

✓ Challenges to SCALE certification
  
  o It usually operates at the production unit. (Exceptions – MSC effectively has the fishery landscape as a unit of certification; group certification models bring together producers in geographic proximity in ways that can have landscape impacts; and RSPO is piloting jurisdictional approaches with certification at the core. But these are still exceptions).
  
  o Balance the need for cost effective and scalable models with tools that offer sufficient levels of assurance. This will require adaptation and innovation by the standards/certification systems as well as collaboration with other sustainability tools (ISEAL).

✓ Potential Next steps: Landscape Approach (Multi-stakeholder and cross-sectoral land use planning and management) and Jurisdictional Approach Landscape approach using jurisdictional boundaries
Thank you

Q & A

The Consumer Goods Forum
i.gavilan@theconsumergoodsforum.com

CGF Sustainability website:
http://www.theconsumergoodsforum.com/sustainability-strategic-focus/