

# CGF Forest Positive Coalition of Action

Stakeholder Engagement Webinar  
22<sup>nd</sup> April 2024



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# 2. Agenda

1. Welcome and opening remarks
2. About the CGF Forest Positive Coalition
3. Our Theory of Change:
  - a. *Deforestation and Conversion Free (DCF) Supply*
  - b. *Deforestation and Conversion Free (DCF) Suppliers*
  - c. *Forest Positive Landscapes*
  - d. *Transparency and Accountability*
4. Q&A and Discussion
5. Closing remarks

## 3. Participants

### Stakeholder Organisations (39)

Abyd Karmali	Bank of America	Julia Faro	TFA
Alastair Herd	Earthworm Foundation	Karrie Denniston	Walmart
Amanda Berge	WWF-Brazil	Kellie Alvarado	KFC Global
Amanda Thor	General Mills	Kristin DeValue	FAO
Ana Laura Andreani	RTRS	Lara Mouftier	TFA
Andi Sitti Asmayanti	Mondelez	Laura Villegas	RTRS
Andika Putraditama	Lestari Capital	Leony Aurora	TFA
Angie Zhong	Suzano Papel e Celulose	Liling Koh	Xilva
Anna Zampa	TFA	Louise Hawson	sustainable balance
Arturo Tovar	Rainforest Alliance	Louise Nakagawa	Imaflora
Ashley Bastiampillai	TFA	Lucy Almond	TFA
Aura Parks	The Nature Conservancy	Maarten Butselaar	Kerry group
Belen Amiano	Earthworm Foundation	Maisa Signor	TFA
Bjorn Dupong	FAO	Marjolijn Brakenhoff	Bain&Co
Bruno Bischoff	ECOFACT AG	Martha Qureishi	Earthworm Foundation
Carly Batist	Arbimon	Masaru Okubo	SMTAM
Charlotte Williams	3Keel	Matthew Reddy	GEF
Cintia Cavalcanti	Amigos da Terra Amazônia	Melissa Thomas	Conservation International
Dani Teston	WWF Brazil	Mikel Hancock	Walmart
Daniel E Silva	WWF Brazil	Molly Haragan	The Hershey Company
Diogo Spencer	Jerónimo Martins	Mooi See	Proforest
Eddy Esselink	MVO	Nadja Batista	Earthworm Foundation
Emily Kunen	Pepsico	Nathalie Walker	NWF
Erika Monteiro	Proforest	Nicola Brennan	WWF UK
Fitri Arianti	Rainforest Action Network	Nuno Pinto	Jerónimo Martins
Francesca Morgante	RSPO	Pete Garbutt	McDonald's
Gaia Khairina	Daemeter	Pieter Imhof	Bain&Co
Gemma Tillack	RAN	Rachel Kent	Forest Conservation Fund
Gifty Amedi	Cargill	Rachel Wall	Proforest
Hanna Jager	Earthworm Foundation	Rafael Forsetto	TFA
Hillary Fenrich	McDonald's	Renata Isaac	WWF Brazil
Ida Claudi	NORAD	Rhiannon Davies	Proforest
Jack Hurd	TFA	Robin Hobkirk	Earthworm Foundation
James Griffiths	SFI	Ronald Jacoby	Colgate Palmolive
Jane Lino	Proforest	Sabrina Bosson	Earthworm Foundation
Jeff Milder	Rainforest Alliance/Afi	Simon Hall	Walmart
Jennifer Griggs	UBS	Teresa Grillo	Ferrero
Jessica Wettstein	Barry Callebaut	Vanessa Brain	V&V
Jhon Munoz	Earthworm Foundation	Veronique Bovee	Proforest

## 4. Welcome and opening remarks

The antitrust caution was presented, which participants on the call acknowledged.

The purpose of the webinar was to update stakeholders on the actions and strategy of the Coalition's Working Groups since the previous call in May 2022. Prior to the call, stakeholders were asked to provide their opinion on the Coalition, and optionally send in questions and topics for discussion in advance of the call. These questions would be addressed during the Q&A section of the call.

The Consumer Goods Forum (CGF) is a CEO-led membership organization comprising about 400 companies, including multinationals and SMEs, primarily focused on the consumer goods industry. CGF fosters industry collaboration on significant issues that individual companies cannot address alone, leveraging a global network of around 1,000 industry experts to drive positive change.

## 5. About the Forest Positive Coalition

The Forest Positive Coalition was formed in 2020 by The Consumer Goods Forum and brings together 21 of the world's largest retailers and manufacturers, with a combined market value of around US \$2 trillion, to take collective action to remove deforestation, forest conversion and degradation from key commodity supply chains (palm oil, soy, beef, and paper, pulp and fibre-based packaging). This commitment is structured around a comprehensive theory of change with three main components: Deforestation and Conversion Free (DCF) Supply, DCF Suppliers, and Forest Positive Landscapes. The DCF Supply component focuses on ensuring that the Coalition's own supply chains are free from deforestation and conversion. The DCF Suppliers component involves working closely with suppliers to extend these practices throughout the entire supply chain. Lastly, the Forest Positive Landscapes component emphasizes the importance of preserving critical landscapes through collaborative efforts.

The Coalition is supported by the Tropical Forest Alliance (TFA) and Proforest, both of which provide strategic and technical support.

During the discussion the Coalition reiterated the value of ongoing dialogue and thanked stakeholders for their continued engagement. Transparency is at the core of the Coalition's strategy, and it is therefore important to continue connecting with the wider stakeholder community to share our progress, strategies, and actions. Future opportunities for stakeholder engagement will include both in-person meetings and online discussions, aimed at fostering collaboration, sharing best practices, and addressing challenges collectively.

## 6. Our Theory of Change

### 6.1. DCF Supply

#### Progress to Date:

- **Commodity Roadmaps:** The Coalition has developed and refined roadmaps and [implementation guidance](#) for beef, soy, palm oil, and paper, pulp and fibre-based packaging (PPP) supply chains. These living documents guide corporate action on deforestation and conversion and have been strengthened through multiple iterations and stakeholder inputs.

- **DCF Methodologies:** The Coalition has created methodologies for aligning action and reporting on DCF, drawing from existing frameworks like the Accountability Framework Initiative and CDP. These are also living documents, intended to be continually improved.

#### **2024-2025 Actions:**

- **Stakeholder Engagement:** Further stakeholder input is welcomed as the Coalition seeks to strengthen existing guidance and practices.
- **Implementation Focus:** Emphasis on the practical implementation of DCF supply chains, recognizing the need for collaboration to address complex supply chains, and issues such as traceability and smallholder inclusion.

#### **Opportunities for Collaboration:**

- **Feedback on Methodologies:** Stakeholders are encouraged to provide feedback on the roadmaps and methodologies to improve their effectiveness. Stakeholders can contact the Coalition via [forestpositive@theconsumergoodsforum.com](mailto:forestpositive@theconsumergoodsforum.com)
- **Adoption of DCF Policies:** Supply chain companies were urged to review and adopt DCF policies, align their practices with coalition guidelines.
- **System-Level Change:** The Coalition will continue to seek collaboration opportunities in traceability, monitoring, supply chain engagement, and supporting farmers and producers through landscape initiatives.

## **6.2. DCF Suppliers**

#### **Progress to Date:**

- **Supplier Guidance:** The Coalition has published [guidance documents for suppliers](#) of beef, soy, palm oil, outlining what is expected of them in aligning with the coalition's goals.
- **Supplier Assessments:** The commodity Working Groups have conducted assessments to understand supplier progress in implementing DCF commitments, using tools like the Soy Transparency Coalition and the Palm Oil Transparency Coalition.
- **Engagement Meetings:** The Coalition has hosted engagement meetings with suppliers, such as a recent meeting in Brazil, to directly communicate with suppliers and understand their needs and challenges. Discussions have focused on traceability, supply chain challenges, and exploring opportunities for further collaboration.

#### **2024-2025 Actions:**

- **Business Integration:** The Coalition is focused on moving from merely DCF supply chains to fully integrating DCF principles into everyday business operations of suppliers, and leveraging data to support this work.
- **Public Disclosure:** The Coalition and Working Groups are working with members to increase public disclosure of progress and alignment with credible methodologies, ensuring transparency and accountability.
- **Supplier Dialogue:** Working Groups will continue to expand engagement with suppliers to support their transition to forest-positive practices.

#### **Opportunities for Collaboration:**

- **Alignment and Ambition:** There is a need to align on asks and ambitions across supply chains and NGOs to ensure consistent and effective demands, and to avoid diluting the message.

- **NGO support:** The Coalition welcomes NGO support, particularly for complex supply chains such as indirect cattle supply chain, embedded soy, and palm derivatives.
- **Systemic Transformation:** It will be crucial to work with other major actors such as those in the financial sector, governments, and other stakeholders to drive systemic change and prioritize impactful actions.

### 6.3. Forest Positive Landscapes

#### Progress to Date:

- **Landscape Strategy:** Launched in 2020, the Strategy focused on transforming landscapes to Forest Positive through collaboration with existing initiatives on the ground in key geographies.
- **Initiatives Portfolio:** The Coalition has developed a portfolio of 23 landscape initiatives, with 84% receiving funding from multiple coalition members. Initiatives span various regions and commodities, and focus on an overarching approach that is climate, nature, and people positive.
- **Learning Phase:** Over the past three years, the coalition has been establishing and refining its approach, building the business case for engagement in landscapes, and engaging local stakeholders to drive forest positive outcomes.

#### 2024-2025 Actions:

- **Roadmap for Scale-Up:** Going forward, the Coalition will prioritise investment in specific landscapes that align with its principles for collective action, leveraging additional funding, and focus on areas with the greatest impact potential.
- **Blueprint Process:** The Coalition and its members will engage local stakeholders to align initiatives with coalition principles, developing a blueprint to ensure effective implementation and determine funding strategies.
- **SourceUp:** The Coalition will partner with SourceUp to develop a dedicated dashboard to publicly communicate on actions in landscapes, and track progress towards the Coalition's landscape Ambition.

#### Opportunities for Collaboration:

- **Funding landscapes:** The Coalition will engage other potential funders to explore opportunities for joint collaboration in priority landscapes through co-funding, in-kind support and other mechanisms to drive forest positive outcomes.
- **Support for landscapes:** The Coalition encourages investors to fund sustainable solutions and philanthropic organizations to provide technical and financial support for producers.
- **Blueprint Development:** The Coalition will seek input on the development of the blueprints for landscape initiatives, ensuring they are tailored to local contexts and needs.

### 6.4. Transparency and Accountability

#### Actions Progress to Date:

- **Annual Reporting:** The Coalition has implemented annual reporting on coalition and member progress, with increased KPI disclosure from 66% to 74% compared to 2022.
- **Methodology Alignment:** The Coalition has increased aligned on KPIs with external platforms like CDP to ensure consistency and broader impact.

- **Stakeholder Feedback:** The Coalition has actively sought stakeholder comments on annual reports, incorporating feedback to enhance transparency and accountability.

#### **2024-2025 Actions:**

- **Standardized Reporting:** Companies within and outside of the Coalition are encouraged to adopt standardized methodologies for better impact measurement.
- **Increasing Disclosure:** The Coalition will continue to support members as they increase levels of transparency and disclosure aligned with agreed methodologies and KPIs.
- **Continuous Improvement:** The Coalition will continue to seek alignment with external platforms and refining approaches based on stakeholder feedback.

#### **Opportunities for Collaboration:**

- **Feedback Solicitation:** Stakeholders will be invited to provide feedback on the 2024 Annual Report
- **Aligned Reporting:** The Coalition will continue to work with external stakeholders to promote consistent and aligned reporting beyond the Coalition.

## 7. Q&A and Discussion

- **There have been a requests from a civil society partners to establish new landscape or jurisdictional initiatives in specific regions, considering the importance and the threats. Can you explain the process for how and where coalition members decide to take landscape-level action?**
  - For an initiative to be included in the FPC portfolio, it needs to be nominated by an FPC member company. The initiative is then evaluated against the FPC principles for collective action in the landscape, which are outlined in the Coalition's [Landscape Strategy](#). After evaluation by the committee, the initiative can be added to the portfolio.
- **Is the CGF working on addressing challenges with embedded palm oil in dairy supply chains (in addition to challenges with smallholders and palm oil derivatives)**
  - The Coalition uses a similar approach to complex supply chains across their different commodities it focuses. However, this is an area the Coalition is currently working to build a better understanding on. We're also discussing with other organisations who are considering how to address these challenges and would welcome further discussion.
- **DCF methodologies in CGF are not totally aligned with Accountability Framework Initiative, as the negligible-risk origins proposal in the CGF is based on a definition and a methodology that have not been defined in the Framework.**
  - We understand the concerns around negligible risk thresholds and it is a topic of continued discussion. While the Coalition has had multiple consultations with Afi and other stakeholders, not all components of our materials are perfectly aligned with every single component of Afi, and the Coalition does not claim to do so. However, we have aligned on the major components and will continue to iterate on the negligible risk piece, even though it remains technical and challenging.

- **Can the CGF state if it is in support of the negligible risk approach being proposed by Proforest/POCG and in some of the DCF methodologies? The negligible risk approach is not agreed with CSOs as it allows deforestation and there are a number of serious issues/loopholes in the version 0 methodologies (at least for palm). DCF claims cannot be made when there is clearly evidence of deforestation that has occurred post cut-off dates**
  - Negligible risk origin is currently one of the potential options for members to take under the DCF methodologies. These are version 0s and will continue to be iterated on. While we've had multiple conversations with different NGOs on these topics, we welcome stakeholder input to further refine the approaches. It is however worth noting that there is no unified NGO position on these topics today and this presents a challenge for the Coalition when seeking alignment. We remain open to constructive dialogue on these topics to identify ways to improve – balancing efficacy with practicality.
  
- **Bringing more information on NGOs position regarding negligible-risk approach proposed by the CGF-FPC, there is this recent-published letter:**  
[https://wwfbrnew.awsassets.panda.org/downloads/letter-from-cso-to-cgf--17\\_04\\_2024.pdf](https://wwfbrnew.awsassets.panda.org/downloads/letter-from-cso-to-cgf--17_04_2024.pdf)
  - We want to emphasize that the DCF methodology is really designed for DCF sourcing/reporting. The concept of negligible risk is one of several pathways outlined in our DCF methodology. There are many additional elements, such as our landscape work where we see protection and restoration being embedded alongside more sustainable management with equitable social inclusion and stakeholder engagement. Additionally, the Coalition also focuses on as people positive approaches working in collaboration with the Human Rights Coalition. While challenging to standardize, the Coalition has taken a thoughtful approach and welcomes ongoing dialogue and feedback.
  
- **What's the opportunity for a meaningful discussion between the Coalition and civil society to find a way forward on a DCF methodology that can be accepted by NGOs?**
  - The Coalition is open to additional conversations and values NGO feedback. The goal is to focus on outcomes and align efforts to drive solutions collectively. Opportunities for dialogue will be created in the upcoming year, and the Coalition encourages ongoing engagement and constructive feedback to refine methodologies and achieve shared objectives.
  
- **What is the Coalition's view on how to collaborate with governments, both supporting government policies and enforcement? What could be the role of multilateral development funds such as the Global Environmental Facility, International Finance Corporation, or the World Bank to be supportive on the policy and finance front?**
  - The Coalition believes government and donor partnerships are critical for lasting and scalable impact. The Coalition is exploring the best ways to focus these efforts and is open to feedback. Collaboration with governments, donor agencies, and civil society is essential for driving transformation and securing investment. Different stakeholders need to come together to accelerate progress in production landscapes through co-funding initiatives and supporting local governments and communities.



- **Will the FPCs KPIs be updated to ensure a KPI is added on the % of Independently verified NDPE compliance using agreed methodologies?**
  - A potential DCF claim, using NDPE IRF, is only considered when volumes are in the “delivering” category. Most of the major traders have independent audits and that continues to get better. NDPE is also improving their framework as well. We are always open to constructive dialogue on how to align and strengthen approaches.
  
- **Is the CGF able to publish annual assessment reports for the past few years? Is the CGF looking to cascade DCF progress across suppliers at a corporate group level i.e. corporate group as defined by the AFi and across all commodity businesses**
  - Regarding the first element, we are working alongside the Palm Oil Transparency Coalition and the Soy Transparency Coalition to conduct the mentioned supplier assessments, and both have public reports sharing assessment trends and select results. In terms of cascading, CGF DCF methods already acknowledge the need to drive progress across full scope of volumes.
  
- **How does an organization join the Coalition?**
  - Membership is open to any retailer or manufacturer member of the CGF, or service providers that buy or sell the focused commodities (pulp and paper, beef, palm oil, soy). Requirements include the company's CEO signing up to the Coalition's charter, which outlines the aims and commitments, and paying a membership fee to support the Coalition's work. Companies interested in joining should contact the Forest Positive team for more details: [forestpositive@theconsumergoodsforum.com](mailto:forestpositive@theconsumergoodsforum.com).
  
- **What is the strategy for bringing many more CGF members into the Forest Positive Coalition to achieve transformation change on DCF supply chains?**
  - The Coalition is open for retailer, manufacturer and service provider members, provided the organisations buy or sell the commodities we focus on. The CGF team and Coalition members regularly engage with CGF members not currently part of the Coalition to encourage participation. CGF is also developing a wider strategy for uptake of the DCF supply approach across the wider CGF membership and more information will be shared soon. Members interested in joining are welcome to contact the Forest Positive Coalition team: [forestpositive@theconsumergoodsforum.com](mailto:forestpositive@theconsumergoodsforum.com)
  
- **Where can I find more information on the roadmaps and guidance documents?**
  - You can view the roadmaps here:
    - Palm Oil Roadmap:* <https://www.theconsumergoodsforum.com/wp-content/uploads/CGF-FPC-Palm-Oil-Roadmap.pdf>
    - Soy Roadmap:* <https://www.theconsumergoodsforum.com/wp-content/uploads/CGF-FPC-Soy-Roadmap.pdf>
    - Paper, Pulp and Packaging Roadmap:* <https://www.theconsumergoodsforum.com/wp-content/uploads/2020/12/CGF-FPC-PPP-Roadmap.pdf>
    - Beef Roadmap:* <https://www.theconsumergoodsforum.com/publications/forest-positive-beef->

[roadmap-v1-1/](#)

You can also find more materials on this page on our website:

<https://www.theconsumergoodsforum.com/environmental-sustainability/forest-positive/key-projects/commodity-specific-roadmaps-and-reporting/>

- **We feel there is a gap for pulp, paper & packaging commodities from North America which is a major supplier of packaging solutions to the global FMCG sector. Who should we engage with at the FPC to discuss possible projects?**
  - The Coalition's Paper, Pulp and Packaging Working Group is currently engaging directly with certification schemes, including major players in North America, and will continue to do so in the coming months.
  
- **We would like to discuss PPP production landscape projects in the US and Canada.**
  - The Paper, Pulp and Packaging WG is aware that USA and Canada are key areas for PPP production and are open to input to learn organisations working on landscape projects in these regions.
  
- **Do you see the relevance of the Coalition's DCF claim in view of the due diligence required by the EUDR?**
  - Many of the companies in the CGF FPC are working alongside suppliers to demonstrate compliance with the EUDR by the end of the year. At the same time, many of the companies operate and purchase goods in geographies beyond the European Union and goods might not necessarily end up in the EU. So, while EUDR spurs collective action, the CGF FPC ambitions are wider than only goods that end up on the EU market, hence our continued work.
  
- **Is the methodology for calculating NDPE IRF percentages for public reporting being adjusted / updated to remove the potential of double counting in the Delivery Stage of IRF?**
  - The methodology accounts for and adjusts for double counting. This can be seen in the example calculations in the materials.
  
- **I'm pleased to share the OECD-FAO Business Handbook on Deforestation and Due Diligence in Agricultural Supply Chains, structured around a 5-step framework, which may serve as a useful resource for your suppliers in complement to CGF resources and the AFi:**  
<https://www.fao.org/documents/card/en/c/cc6595en>

## Annex 1 - Antitrust Caution

### Introduction

Set out below is a proposed caution. The aim of this is to serve as a reminder to all participants of the antitrust law requirements.

### Anti-trust caution

As representatives of Association members, it is our shared responsibility to ensure that this meeting is conducted in accordance with the Statutes of the Association which state:

*"The association shall not enter into any discussion, activity or conduct that may infringe, on its part or on the part of its members, any applicable competition law. By way of example, members shall not discuss, communicate or exchange, any commercially sensitive information, including information relating to prices, marketing and advertising strategy, costs and revenues, trading terms and conditions with third parties, including purchasing strategy, terms of supply, trade programs, or distribution strategy"*

Even though you will all have had antitrust training in your respective companies and been in situations like this many times before, we would nonetheless remind you that aside from the obvious violations, you should at all times refrain from discussing any company-specific information which is confidential and that you should not agree anything that limits the ability of companies to compete independently in the market place. You are best placed to judge what is and what is not commercially sensitive or confidential, and what are the relevant parameters of competing. Remember that these parameters may include the Sustainability strategy of your company, and you should not disclose confidential information relating to it.

Please also remember that failure to comply with antitrust laws may lead to serious consequences for you as an individual, for your companies and for TCGF itself. Such consequences include severe fines, private actions for damages and the imposition of criminal penalties, including imprisonment, under national laws.

With this brief antitrust admonition, we look forward to a successful meeting.

## Annex 2 – Call Slides (see separate PPT)