

### The Consumer Goods Forum Introduces Sustainability Activation Toolkit

#### 'How-to' guide will drive the implementation of the sustainability resolutions

PARIS, 7 March 2013 – [The Consumer Goods Forum](#) (CGF) today announced the publication of its [Sustainability Activation Toolkit](#). As the consumer goods industry continues to drive sustainability throughout the supply chain, there is an increasing need to share progress and experience amongst consumer goods companies. The publication of the Activation Toolkit is seen as a vital step in helping companies of all sizes successfully implementing the CGF [sustainability resolutions](#).

The Activation Toolkit provides guidance on how to implement the recommendations made by the working groups. The simple “how-to” format contains all the necessary information on the rationale for addressing each topic, what steps to follow, reference documents, useful contacts and, importantly, how to effectively measure progress.

Members and interested parties are encouraged to share the document with those that will benefit from the insight provided or the step-by-step instructions, be they individual business leaders or whole CSR departments.

**Helen Fleming**, climate change director, Tesco and co-chair of the CGF sustainability work stream, said, “There are a lot of companies out there that want to do more in the area of sustainability, but lack the knowledge and resources to truly implement strategies that can provide tangible results. The Activation Toolkit addresses this issue and more. It’s an all-in-one guide that will help no matter what stage of the process a company finds itself”.

**Gail Klintworth**, chief sustainability officer, Unilever and fellow co-chair of the sustainability work stream, added, “The Activation Toolkit is a true collaboration. It brings together the experiences of those that have had success in the area of sustainability, and it provides genuine insight into how companies can achieve the resolutions put forward by the CGF Board. It’s a great resource, and we expect to see some great success stories as a result of the Activation Toolkit”.

A.T. Kearney supported the project team throughout the development of the Activation Toolkit. “We are very pleased to have been able to help these companies develop what we believe will be both a valuable reference tool and implementation guide for the whole industry”, commented **Emmanuel Hembert**, principal, at A.T. Kearney Zurich.

The Toolkit can be accessed [here](#).

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## NOTES TO EDITORS

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### **The Consumer Goods Forum**

The Consumer Goods Forum (CGF) is a global, parity-based industry network, driven by its members. It brings together the CEOs and senior management of over 400 retailers, manufacturers, service providers and other stakeholders across 70 countries and reflects the diversity of the industry in geography, size, product category and format. Forum member companies have combined sales of EUR 2.5 trillion. Their retailer and manufacturer members directly employ nearly 10 million people with a further 90 million related jobs estimated along the value chain.

The Forum was created in June 2009 by the merger of CIES - The Food Business Forum, the Global Commerce Initiative (GCI) and the Global CEO Forum. The Consumer Goods Forum is governed by its Board of Directors, which includes 50 manufacturer and retailer CEOs and Chairmen.

The Forum provides a unique global platform for knowledge exchange and initiatives around five strategic priorities – Emerging Trends, Sustainability, Safety & Health, Operational Excellence and Knowledge Sharing & People Development – which are central to the advancement of today's consumer goods industry.

The Forum's vision is: "Better lives through better business". To fulfil this, its members have given the Forum a mandate to develop common positions on key strategic and operational issues affecting the consumer goods business, with a strong focus on non-competitive process improvement. The Forum's success is driven by the active participation of the key players in the sector, who together develop and lead the implementation of best practices along the value chain.

With its headquarters in Paris and its regional offices in Washington, D.C., and Tokyo, the CGF serves its members throughout the world.

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