

Consumer Goods companies release first global measurement system for packaging sustainability

PARIS, September 6 2011. **The Consumer Goods Forum** today announced the release of the Global Protocol on Packaging Sustainability (GPPS) to enable the consumer goods industry to better assess the relative sustainability of packaging.

The GPPS is part of the sustainability work stream at the Consumer Goods Forum, which is sponsored by two of the organisation's board members: **Philip Clarke, CEO of Tesco** and **Paul Polman, CEO of Unilever**.

Commenting on today's release, Philip Clarke said: "Tesco is a responsible retailer and understands that packaging is important to its customers. We're working hard with our suppliers to minimise the impact of our packaging on the environment. Having a common language will allow us to have the right conversations with our diverse supply chain. We can then work with suppliers to reduce the environmental impact of packaging whilst making sure it still does the essential job it needs to do to protect the products we sell."

Paul Polman added: "One of the strengths of this project is how it has brought together so many companies and organizations from across our industry to work collectively on developing this common language. Now we need to put the language to work. We are already doing so in Unilever and we are seeing the benefit."

The aim of the Protocol is to help companies reduce the environmental impact of their packaging by providing a common language to address a range of business questions about packaging sustainability either within a company or between business partners. That common language consists of a framework and a measurement system. The framework entitled *A Global Language for Packaging Sustainability* was first published in June 2010. The metrics presented in the Protocol published today deliver the measurement system.

Steering Team Co-Chair Roger Zellner of Kraft Foods said: "Our global collaboration has been a unique achievement, and now many diverse players have a common language and measurement tools for decision making."

The Protocol was designed collectively by a diverse group of retailers and manufacturers aided by packaging material suppliers and packaging manufacturers and led by a steering team that included representatives from retailers Walmart, Target and Tesco, and manufacturers Kraft Foods, Procter & Gamble, Nestlé and Unilever. It is based on earlier packaging sustainability guidelines developed by the European Organization for Packaging and the Environment (EUROPEN) with ECR Europe and similar work on metrics for packaging developed by GreenBlue's Sustainable Packaging Coalition (SPC) in the United States.

Use of the Protocol is free of charge from the project website:
<http://globalpackaging.mycgforum.com/> .

NOTES TO EDITORS

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 650 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 2.1 trillion.

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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