

Industry Agenda

Industry Partnership for Consumer Industries 2015

The **Consumer Community of the World Economic Forum** is comprised of a select group of Global Chairs, CEOs and Senior Executives that are actively involved in addressing global challenges facing the world. Through deep engagement across the Forum's multi-stakeholder networks of business and government leaders, international organizations, civil society and experts, the Consumer Community brings visibility and insight to strategic decision-making on the most important industry and cross-industry challenges – challenges like food security, sustainable consumption, and health and wellness. This access, interaction and insight allows the Consumer Community to engage in corporate citizenship and lead positive change in support of the Forum's mission to improve the state of the world.

The Consumer Community

The Consumer community includes 46 leading companies and spans the entire value chain:

Agriculture

Bayer AG
Bill & Melinda Gates Foundation
Bunge Limited
Cargill Incorporated
CF Industries
DuPont
International Finance Corporation (IFC)
Louis Dreyfus Commodities
Monsanto Company
Sime Darby
Sinar Mas Agribusiness & Food
Syngenta International AG
Visy Industries
Wilmar International Limited
Yara International ASA

Food and Beverage

Carlsberg Group
The Coca-Cola Company
Ecolab Inc.
FEMSA
HEINEKEN
Kirin Holdings Company Limited
Mondelēz International
Nestlé SA
Orkla ASA
PepsiCo Inc.
Royal DSM



SABMiller Plc
Suntory Holdings Limited
Unilever
Zonoco Group Co. Ltd

Retail and Consumer Goods

Henkel AG & Co. KGaA
Jerónimo Martins
Lawson Inc.
LIXIL Group Corporation
REMA 1000
Royal Philips
Technogym SpA
Wal-Mart Stores Inc.
Walgreens Boots Alliance
Wesfarmers Limited

Lifestyle

COFRA Holding AG
LVMH Moët Hennessy - Louis Vuitton
Marks & Spencer Plc
Nike Inc.

Overview of Engagement Benefits

Designed for chief executives, senior executives with strategic and business-focused responsibilities, and regional executives, the Partnership programme provides a platform for industry leaders to understand the transformation process affecting their industry, network among peers, acquire personal and organizational learnings by engaging with renowned experts, drive Global Corporate Citizenship on behalf of their institutions, and catalyse change at the global, regional and industry level. Partners of the **Forum's Consumer Community** take the lead on shaping the industry agenda and, ultimately, addressing challenges facing the industry like food security and sustainability. The Forum delivers value to its select group of partners within the Consumer Community through *interaction*, *insights* and *impact*.

Senior executives of Consumer Industry Partner companies benefit from the following privileges throughout the year:

1. **INTERACTION:** Consumer Community partners gain privileged access to the Forum's Annual meetings, regional events, Community gatherings, involvement in ongoing industry and cross-industry projects and the work of the Global Agenda Councils. This privileged access allows partner companies to benefit from the Forum's networking and convening power, engage in corporate citizenship and promote personal and organizational development through leadership grooming and access to a pipeline of new talent. Additionally, this access allows a unique opportunity for business leaders to play an active role in shaping agendas. Specific networks which participate in the Forum's meetings, events and councils include: *the Consumer Governors Community, the Consumer Strategy Officers Community, the Global Agenda Council on the Future of Consumer Industries and the New Champions Community.*

2. **INSIGHTS:** Through interaction in the Forum's networks, Consumer Community partners, along with the most knowledgeable experts in their respective fields, debate and analyse the most relevant ideas and proposals, gathering and sharing critical insights. These critical insights become the foundation for the community's work in shaping relevant global, regional and industry agendas. Additionally, Consumer Community partners are granted access to the Forum's proprietary digital platform, "TopLink", which offers cutting edge insights on industries, economies and global issues; access to ground breaking

reports on a wide range of subjects; and a means to stay connected with other Forum members in between events and meetings. Consumer Community Partners also benefit from the work of the Global Agenda Council on the Future of Consumer Industries, which focuses on transformations shaping the Consumer industry.

3. **IMPACT:** Collaboration among all stakeholders is essential to addressing the world's most pressing global, regional and industry challenges. Through its collaborative multi-stakeholder approach, the Forum enables Consumer Community Partners to take an active role in shaping the agenda so they can focus on priority issues and actionable solutions. Two of the strongest examples of shaping the agenda and catalysing action are the Consumer Community's focus on food security, environmental sustainability and economic opportunity through the **New Vision for Agriculture** and engaging marketers and millennials in sustainable consumption through the **Engaging Tomorrow's Consumer** project.

Portfolio of Industry Initiatives/Projects

Consumer Industry initiatives provide opportunities for sustained interaction and impact through dedicated activities throughout the year. Senior, multistakeholder steering committees and working groups ensure the strategic direction and quality of the work. The current portfolio of Consumer-led and Consumer-related initiatives includes:

Digital Transformation of Industries

This initiative falls under the Global Challenge on the Future of the Internet, one of the ten global challenges identified by the World Economic Forum and its partners for 2015. The challenges and opportunities associated with Digital Transformation are truly cross-industry, multi-stakeholder, and global in nature - with potential variations across regions. Digital is transforming the business landscape: industry boundaries are blurring, giving place to new competitors, rules and ways of creating value. Are organizations prepared for the change? The initiative will analyse the implications of rapid Digital Transformation, on enterprise, industry and society.

New Vision for Agriculture

This initiative works to develop a shared agenda for action and foster multi-stakeholder collaboration to achieve sustainable agricultural growth through market-based solutions. The New Vision for Agriculture (NVA) has defined a vision that highlights agriculture's potential as a positive driver of food security, environmental sustainability and economic opportunity worldwide. NVA engages over 350 organizations. At the regional and country level, it has catalysed multistakeholder partnerships in 16 countries in Africa, Asia and Latin America, including two regional partnerships called Grow Africa and Grow Asia. Together, these efforts have mobilized over US \$10 billion in investment commitments, of which US\$1.2 billion has been implemented, reaching over 3.6 million smallholder farmers.

Future of Healthy

The aim of the Future of Healthy initiative is to highlight the value of healthy populations and elevate the role of health in driving socio-economic growth. It brings together the public and private sectors, civil society and academia to shape the health agenda. The project is structured to provide a platform for critical dialogues among stakeholders to raise awareness on the multi-sector nature of health; shift the discourse of policy-makers towards health-conducive policies; and positively impact practices to create healthy populations.

Climate Change

The Global Project on Delivering Climate Solutions has invested in facilitating and mobilizing a set of public-private partnerships to drive concrete climate action. One such initiative is the New York Declaration on Forests, in which member companies of the Consumer Goods Forum, agricultural commodity producers, governments and NGOs aim to achieve deforestation-free supply chains by 2020 for four key commodities: palm oil, soy, paper and beef. Particular progress has been made on palm oil, with now over 90% of global palm oil supply chains covered by deforestation-free policies.

Circular Economy

The Circular Economy is a new economic model that replaces today's "take-make-dispose" economy with one that is restorative by design and in which stocks and flows of resources are rebuilt as opposed to degraded/disposed. This results in lower and less volatile costs, and holds huge potential for innovation and job creation. The potential scale of the business opportunity is over \$1 trillion.

Additional initiatives of interest to the Consumer community

- Global Agenda Council on the Future of Consumer Industries
- Engaging Tomorrow's Consumer
- Water Initiative
- E15: Strengthening the Global Trade and Investment System
- Partnership Against Corruption Initiative

Contact

For more information on the Consumer Industry Partnership Programme, please contact consumers@weforum.org.