

# SUPPLY CHANGE

Commitments that Count

## Supply Change Webinar

### Supply Change Meets CDP Forest: Benefitting from Annual Disclosure

With special guest presenters from CDP and Kellogg Company

July 08, 2015



A project convened by



FOREST TRENDS

#### Collaborators



Ecosystem Marketplace  
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# Supply Change Meets CDP Forests Webinar: Administrative Notes and Agenda

**Duration:** 1 hour

**Format:** Presentations with Q&A (insert questions into chat box)

**Audio:** Computer's microphone and speakers (VoIP) or telephone.

**Recording:** Webinar will be recorded and available for viewing

**Note:** All attendees are muted upon entry

Webinar & Supply  
Change Introduction

Stephen Donofrio, Advisor, *Supply Change* (a Forest Trends Ecosystem Marketplace project)

CDP Forests Programme

Jillian Gladstone, Manager, Disclosure Services, CDP

Value of Disclosure and  
Supply Change

Amy Braun, Senior Sustainability Manager, Kellogg Company

Walk-thru of Kellogg's  
Supply Change Profile

Stephen Donofrio, Advisor, *Supply Change* (a Forest Trends Ecosystem Marketplace project)

Q&A

All



Stephen Donofrio, Advisor,  
Supply Change (a Forest Trends  
Ecosystem Marketplace project)

Stephen Donofrio, Advisor at Supply Change (a Forest Trends Ecosystem Marketplace project), leads project innovation and strategy, partnerships and stakeholder relationships. Supply Change ([www.supply-change.org](http://www.supply-change.org)) enables users to track the actions that companies are reporting against the commitments they've made to reduce their role in degrading the world's critical ecosystems through sustainable value chain management of deforestation linked commodities. Stephen is also Principal & Founder of Greenpoint Innovations, formerly VP of CDP North America and previously Economist at the Chicago Climate Exchange (CCX).

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@StephenDonofrio

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# SUPPLY CHANGE

Commitments that Count

## About:

## Forest Trends, Ecosystem Marketplace

### About Forest Trends



[www.forest-trends.org](http://www.forest-trends.org)

Forest Trends is a Washington, DC-based international non-profit organization whose mission is to maintain, restore, and enhance forests and connected natural ecosystems, which provide life-sustaining processes, by promoting incentives stemming from a broad range of ecosystem services and products. Specifically, Forest Trends seeks to catalyze the development of integrated carbon, water, and biodiversity incentives that deliver real conservation outcomes and benefits to local communities and other stewards of our natural resources. Forest

Trends analyzes strategic market and policy issues, catalyzes connections between producers, communities and investors, and develops new financial tools to help markets work for conservation and people.

### About Ecosystem Marketplace



[www.ecosystemmarketplace.com](http://www.ecosystemmarketplace.com)

Ecosystem Marketplace, a project of Forest Trends, is a leading source of news, data, and analytics on markets and payments for ecosystem services such as water quality, carbon sequestration, and biodiversity. Ecosystem Marketplace works through a range of qualitative and quantitative analyses to link practitioners and decision-makers with each other and advises companies, governments and other NGOs on carbon/forest carbon market developments, transparency, social and environmental co-benefits and other mechanisms.

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# SUPPLY CHANGE

Commitments that Count

## About Supply Change:

Online tool ([www.supply-change.org](http://www.supply-change.org))

### IMPORTANT LINKS

Profile Preview: Email

[info@supply-change.org](mailto:info@supply-change.org)

→ to schedule a one-on-one profile preview with the Supply Change team

→ Online tool:

[Supply-Change.Org](http://Supply-Change.Org)

Report: *Supply Change:*

*Corporations,*

*Commodities, and*

*Commitment that Count*

→ [Supply-Change.Org](http://Supply-Change.Org)

platform walk thru

→ [Sign up to stay informed](#)

via our bi-weekly news briefs <http://bit.ly/1fn2mFt>

## SUPPLY CHANGE

Commitments that Count

GENERAL



PALM



SOY



TIMBER & PULP



CATTLE



### Commercial agriculture drives at least two-thirds of tropical deforestation.

As companies commit to reduce the ecological impacts of their commodity supply chains, Supply Change provides transparency to their progress – and tracks commitments that count.

What's the issue?

COMMITMENT PROFILES

### Profiles \*

Which entities are stepping up - and how do they measure up?

Filter By ↓

Sort By ↓

3M

Apical

ADM

APP

ASIAN AGRI

Aviko



### IMPORTANT LINKS

- Profile Preview: Email [info@supply-change.org](mailto:info@supply-change.org) to schedule a one-on-one profile preview with the *Supply Change* team
- Online tool: [Supply-Change.Org](http://Supply-Change.Org)
- Report: [\*Supply Change: Corporations, Commodities, and Commitment that Count\*](#)
- [Supply-Change.Org](http://Supply-Change.Org) platform walk thru
- [Sign up to stay informed](#) via our bi-weekly news briefs <http://bit.ly/1fn2mFt>

Download a copy of the Report @ [www.supply-change.org](http://www.supply-change.org)

**SUPPLY CHANGE**  
Commitments that Count

## Corporations, Commodities, and Commitments that Count

A project convened by  
**FOREST TRENDS**

Collaborators: Ecosystem Marketplace  
 CDP  
 WWF

## About Supply Change:

### Important Updates & Opportunities for Collaboration

#### IMPORTANT LINKS

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via our bi-weekly news  
briefs <http://bit.ly/1fn2mFt>

#### Speaking at Conferences and Events:

- RSPO European Roundtable 2015, Round Table for Responsible Soy Annual Conference RT10, Innovation Forum: How business can tackle deforestation

#### Online Tool Developments:

- Relevant Assessments: Behind the Brands, Forest 500, Greenpeace Scorecard on Palm Oil Producers, Union of Concerned Scientists palm oil scorecard 2015 and the Sustainable Palm Oil Transparency Toolkit.
- Relevant Activities: Road to Paris, GFTN, British Retail Consortium, WBCSD Forest Solutions Group, Sustainable Agriculture Initiative Platform

#### Supply-Change.org in Numbers:

- More than 60 company profiles publicly available
- Nearly 20,000 total pageviews, 225 unique views on most visited profile

#### Opportunities for Collaboration:

- Events & learning sessions, research & reports, tracking & benchmarking



# SUPPLY CHANGE

Commitments that Count

## About Supply Change: Harnessing the Power of Collaboration

### IMPORTANT LINKS

- Profile Preview: Email [info@supply-change.org](mailto:info@supply-change.org) to schedule a one-on-one profile preview with the *Supply Change* team
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Current Strategic Partners include Ecosystem Marketplace, CDP and WWF. These organizations have joined Forest Trends with a common vision that Supply Change will empower companies to pursue transparency, action, and leadership to mitigating their environmental impacts through improved commodity value chain management.

#### About CDP



[www.cdp.net](http://www.cdp.net)

CDP is an international NGO that provides the only global system through which more than 5,000 companies from more than 85 countries and 207 cities report, manage and share vital environmental information. CDP now holds the largest collection globally of primary corporate environmental information and puts these insights at the heart of strategic business, investment and policy decisions. Please visit [www.cdp.net](http://www.cdp.net) or follow us @CDP to find out more.

#### About World Wildlife Fund



[www.worldwildlife.org](http://www.worldwildlife.org)

WWF is one of the worlds leading conservation organizations, working in 100 countries for over half a century. With the support of almost 5 million members worldwide, WWF is dedicated to delivering science-based solutions to preserve the diversity and abundance of life on Earth, halt the degradation of the environment and combat climate change.



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Jillian Gladstone, Manager,  
Disclosure Services, CDP

Jillian leads CDP's work on deforestation in North America, supporting companies across various industries to disclose to investors and other stakeholders on the risks they face related to the use of forests-risk commodities in their operations and supply chains. Jillian has ten years of experience working at the intersection of the food industry and the environment, previously as a Sector Manager for The Sustainability Consortium, and running environmental campaigns at Waterkeeper Alliance. Jillian holds a MALD and MS from The Fletcher School and The Friedman Schools at Tufts University, and a B.A. from New York University.

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<https://www.linkedin.com/pub/jillian-gladstone/1/a74/762>

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# CDP's forests disclosure

July 8, 2015

Jillian Gladstone, North America Forests Lead



CDP's forests program works to remove commodity driven deforestation from corporate value chains and to improve global understanding of deforestation-related risk.

Vision, CDP's forests program



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# CDP platform used to track progress against targets

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# Road to Paris 2015 deforestation commitment

English Portuguese

CDP  
DRIVING SUSTAINABLE ECONOMIES

Home What we do Members & signatories Reporting to CDP Reports & data Our partners News & events

## Road to Paris 2015: Commit to business leadership on climate

CDP and the We Mean Business Coalition are offering companies a platform to act and be recognized. Top climate performers report stronger financial performance and a better ability to manage the shifting dynamics of natural resources supply, demand and regulatory controls. This year, we invite companies to look beyond their disclosure and speak out on behalf of the business community in support of a universal climate agreement ahead of the UN Climate Change Conference in Paris.

**95**  
companies have committed to one or more initiative

- Commit to GHG emissions reduction targets that limit global warming to below 2°C
- Commit to having a strategy in place to procure 100% of electricity from renewable sources
- Commit to deforestation-free supply chains
- Provide climate change information in corporate reports
- Responsible corporate engagement in climate policy
- Put a price on carbon

To make your support for a low-carbon economy public, commit to any—or all—of the innovative and practical initiatives above. Join the growing number of companies that have already taken steps to safeguard their future prosperity.

## Commit to remove commodity-driven deforestation from all supply chains by 2020

Addressing deforestation, which accounts for approximately 15% of the world's GHG emissions, is a critical component of climate change mitigation.

Businesses' production and procurement decisions have the power to alter global demand for the agricultural commodities that are the primary drivers of deforestation and forest degradation: soy, palm oil, leather, beef, timber, and pulp. These commodities are wealth generators that feature in the supply chains of companies across economic sectors. The business community can lead the agenda on how these commodities can be sustainably produced in a low-carbon economy.

**18**  
companies committed to action.

**What are the benefits?**

Companies will be taking the first step toward managing deforestation risk within their supply chains, a key part of creating sustainable, resilient supply chains. This commitment will also lead to opportunities to source "deforestation-free" commodities.

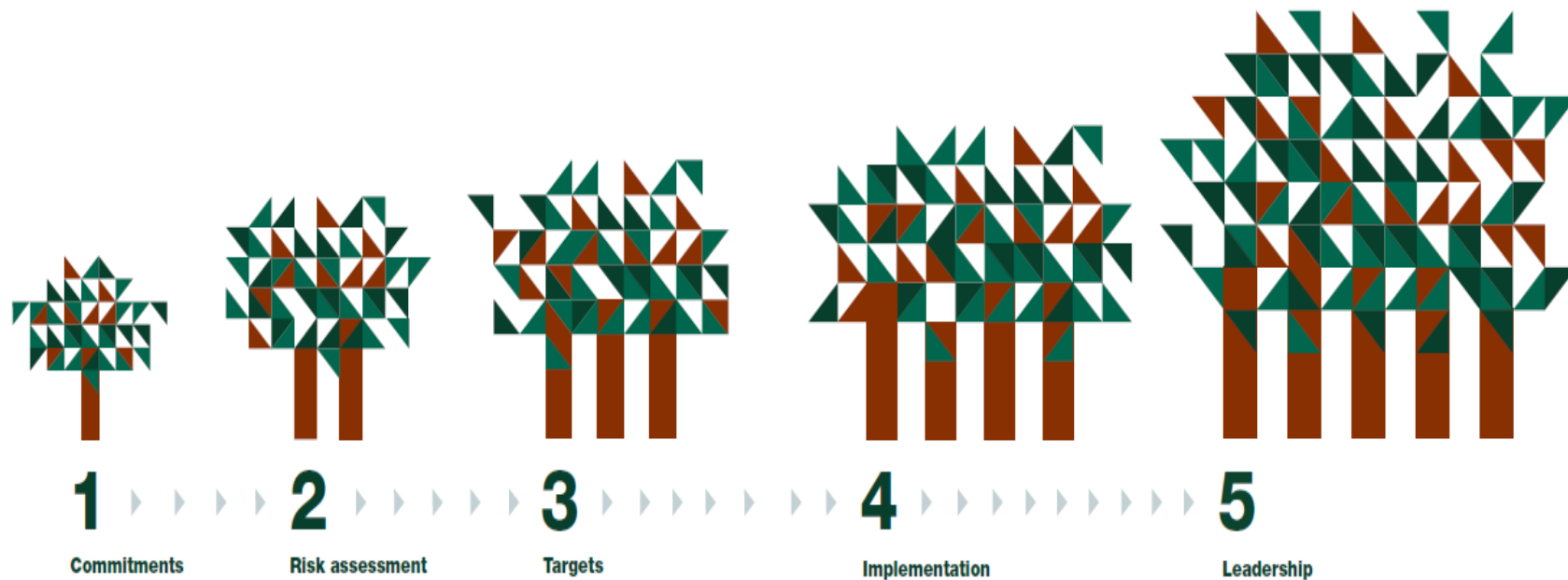
Addressing deforestation is a crucial and cost-effective means of managing supply chains and abating climate change, protecting watersheds and conserving biodiversity.

Companies will reinforce the commitment made by the Consumer Goods Forum members, the 400 companies representing over \$3 trillion in revenue that have pledged to eliminate deforestation from their business operations, as well as the work of the Tropical Forests Alliance 2020, a public-private coalition aiming to reduce commodity-driven deforestation by 2020.

**What is expected of companies that make this commitment?**

- AXA Group
- Colgate Palmolive Company
- Commerzbank AG
- Diageo Plc
- H&M Hennes & Mauritz AB
- KAO Corporation
- Kellogg Company
- Kering
- Koninklijke KPN NV (Royal KPN)
- L'Oréal
- Morgan Sindall Group plc
- Nestlé
- Pick 'n Pay Stores Ltd
- PTT
- Royal Philips
- Sodexo
- Terna

# Roadmap to deforestation-free supply chains



# 2015 Forests questionnaire

The 2015 questionnaire aims to:

- ▶ Guide companies through the journey of removing commodity-driven deforestation from their value chain;
- ▶ Improve understanding of deforestation-related risks;
- ▶ Encourage effective engagement between external stakeholders and companies; and
- ▶ Allow companies to demonstrate progress and good practice.

## CDP's 2015 Forests Information Request

CDP's forests program assists companies and their investors worldwide in understanding and addressing their exposure to forest risk commodities. In 2014, investors with over US\$45 trillion in assets backed CDP's forests information request.





The following set of questions form CDP's 2015 forests information request. Companies are asked to answer these questions in the Online Response System (ORS) provided by CDP through its website. As such, this document is a representation of the request and whilst the questions will remain the same, the format may differ for ease of response. Guidance is available on the CDP website from December 2014 which details all of the options available and provide screen shots of the ORS to aid companies in completing the request.

### An introduction to CDP's forests program

Deforestation accounts for approximately 10-15% of the world's greenhouse gas emissions, equivalent to the entire transport sector<sup>1</sup>. Commodities which may be sourced, directly or indirectly, from recently deforested land represents the deforestation risk for a business.

Global demand for agricultural commodities is the primary driver of deforestation, as timber is extracted and land is cleared to produce beef, soy, and palm oil. These forest risk commodities are the building blocks of millions of products traded globally and feature in the supply chains of countless companies. International pressure is mounting to stop deforestation, a significant cause of greenhouse gas emissions. The loss of natural capital due to land use by the primary production and primary processing sectors is estimated to be costing the global economy US\$1.8 trillion annually.<sup>2</sup>

### The forest risk commodities

Forest risk commodity	Explanation
	<b>Timber:</b> this includes all solid timber as well as products made from processed wood fiber such as paper, cardboard and specialty fibers such as viscose. It also includes timber products used for biomass.
	<b>Palm Oil:</b> this includes crude palm oil, and all of its chemical derivatives. It also includes palm kernel oil and its derivatives. Please note that palm oil used for biofuel production is now to be included in this category, if applicable (see below).
	<b>Cattle Products:</b> this includes all food products containing beef, all clothing, furniture and accessories that are made of leather, tallow and all other products derived from cattle. Please note that tallow used for biofuel production is now to be included in this category, if applicable.
	<b>Soy:</b> this includes all meal or oil containing soy and any derivatives that are obtained from soy. Please note that soy used for biofuel production is now to be included in this category, if applicable (see below).

<sup>1</sup> Van der Werf GR, et al. 2009. CO<sub>2</sub> Emissions from Forest Loss. Nature Geoscience 2, 737-739.  
<sup>2</sup> Trucost. 2013. Natural Capital at Risk: The Top 100 Externalities of Business. Available online at: [http://www.trucostforbusiness.org/cslplugins/filemanager/files/TEEB\\_Final\\_Report\\_v5.pdf](http://www.trucostforbusiness.org/cslplugins/filemanager/files/TEEB_Final_Report_v5.pdf)

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# 2015 Forests questionnaire



Timber



Palm Oil



Cattle Products



Soy

Introduction	F0. Introduction
Current state	F1. Context
Risk Assessment	F2. Risk assessment
Implications	F3. Risks F4. Opportunities
Measuring and Monitoring	F5. Measurement F6. Traceability
Response	F7. Governance and strategy F8. Policies F9. Standards and targets F10. Engagement
Challenges	F11. Barriers and challenges
Sign Off	F12. Sign off

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# Disclosure as a tool to communicate deforestation policies

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Zero deforestation and forest degradation

Zero net deforestation and forest degradation

High Carbon Stock (HCS) management

## ZERO DEFORESTATION?

High Conservation Value (HCV)

No peat land conversion


Avoidance of land area under conservation



By studying and reporting to CDP's forests program, KAO recognizes the latest trends in forests issues. CDP's forests program is one of the important drivers to urge our own activity.

**Motohiro Morimura**

Executive Officer, Vice President Environment and Safety Management, KAO Corporation

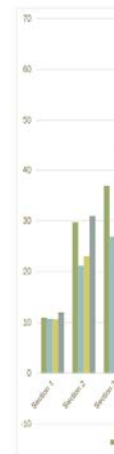


# Private scoring and feedback

- ▼ Scores are private in 2015
- ▼ Every company receives feedback chart and consultation

## Benchmarking

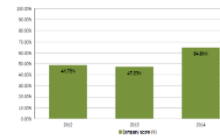
Understand your performance and progress.



### CDP's 2014 Forests Performance Feedback

Competition Reported: Timber, Pulp & Cellulose Products, Dry  
Sector: Wood and Pulp Products  
Sector Label: DCA

#### Historical performance

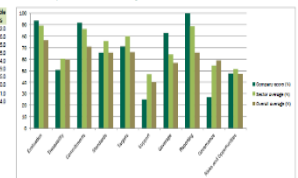


#### Company score breakdown

Scores analyzed by section

Section	Sector	Company score	Sector average	Overall average	Available points
Section 1	Evaluation	30	30	30	30
Section 2	Transparency	21	21	21	30
Section 3	Commitments	20	21	21	25
Section 4	Stakeholders	18	18	18	25
Section 5	Targets	18	18	18	25
Section 6	Climate	18	18	18	25
Section 7	Ownership	18	18	18	25
Section 8	Reporting	18	18	18	25
Section 9	Governance	18	18	18	25
Section 10	Risks and Opportunities	18	18	18	25

Performance comparison to sector and overall averages



# Investor disclosure

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- ▼ Are any of your operations or critical suppliers exposed to deforestation risks?
  - ▼ What systems do you have in place to manage your supply chain?
  - ▼ How confident are you that you will have access to the quantity and quality of commodities required to operate now and in the future?
- 

# 298

## investors

representing **US\$19 trillion** in assets are signatories to CDP's forests program to understand corporate management of the risks associated with deforestation.

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# Disclosure as a stakeholder communication tool

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# 2015 disclosure cycle

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- ▼ **February - July:** disclosure period
- ▼ **September:** company consultations on 2016 materials
- ▼ **December:** individualized feedback provided

For information on how to disclose contact: [Jillian.Gladstone@cdp.net](mailto:Jillian.Gladstone@cdp.net)

# CDP's forests disclosure

July 8, 2015

Jillian Gladstone, North America Forests Lead





As the Senior Sustainability Manager at the Kellogg Company, Amy's responsibilities include embedding and reinforcing sustainability commitments in Kellogg's supply chain for their ingredients, packaging and services. She represents the Kellogg Company in industry groups and with grower organizations as we continue to encourage best management practices, educate suppliers and measure how we work to enhance the environment and livelihoods of the people and places where our ingredients grow. Sustainability projects at Kellogg are as local as Frankenmuth, Michigan, and as far away as Cote D'Ivoire and Bolivia. Amy has experience working in both private and public organizations and has a B.S. in the Program in the Environment and an M.S. in Environmental Policy and Planning from the University of Michigan. <https://www.linkedin.com/pub/amy-braun/1a/707/926>

Amy Braun, Senior Sustainability Manager, Kellogg Company

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# Kellogg's

## GLOBAL SUSTAINABILITY COMMITMENTS



# Why Sustainability Matters

- We care about our consumers and our consumers care about how their food is made and the care that goes into the ingredients
- Sustainability fits with our core values
- Creates trust, strengthens loyalty, drives demand



# Our Sustainability Journey



- In 2008 we announced commitments to conserve natural resources with focus on energy, water, and waste in our manufacturing
- We worked with WWF to perform a hot spot analysis for representative brands and found agriculture to be our largest carbon and water footprint
- We found that our largest carbon and water footprint is in our supply chain, which informed our 2020 commitments





## GLOBAL SUSTAINABILITY COMMITMENTS

Supporting the livelihoods of individuals, families and communities that rely on us and on whom we depend.

Conserving natural resources where our ingredients are sourced and our foods are made.

Driving consumer demand by building trust and love for our foods.

Visit K Connect to learn more about the company's new sustainability commitments.



# 2020 Global Sustainability Commitments: Responsible Sourcing



By 2020, we will responsibly source 10 priority ingredients and materials as defined by continuous improvement and direct investment

- Corn
- Rice
- Wheat
- Potatoes
- Fruits (strawberries and raisins/sultanas)
- Sugar Beet
- Sugar Cane
- Vanilla
- Palm Oil
- Cocoa



# Deforestation-related Commitments

- Consumer Goods Forum Zero Net Deforestation (2010)
  - We pledge to mobilize resources within our respective businesses to help achieve zero net deforestation by 2020 in soy, palm and timber. All soy procured by Kellogg is from low-deforestation risk countries – nearly all from the U.S.
- Palm Oil Commitment (February 2014)
  - We are requiring our suppliers to trace palm oil to plantations that legally compliant, with principles for protecting forest, peat lands, and human and community rights, and comply with all RSPO principles and criteria,
  - Target of December 31, 2015 for traceability that include action plans to close gaps.
  - We engaged KnownSources to use their traceability tools to connect our suppliers to our supply chain sourcing for Indonesia and Malaysia.
- Packaging (part of 2020 Commitments, August 2014)
  - Continue to source timber-based packaging primarily from recycled content, with all remaining virgin material being SFI or FSC certified
- Declaration on Forests (September 2014)
  - We commit to doing our part with a goal of at least halving the rate of loss of natural forests globally by 2020 and strive to end natural forest loss by 2030

# The Importance of Disclosure

- Kellogg has participated in CDP disclosures since 2004
- Disclosure is important for Kellogg:
  - Drives alignment within business
  - Drives investor understanding
  - Provides an outlet for public sharing
  - Consistent tracking
  - Benchmarking
  - Leadership understanding
  - Objective progress (in 2010: 67 C, in 2014: 94 B)
- CDP Forests connects our various commitments on deforestation and sustainability under one umbrella



# The Importance of Benchmarking

- We use tools to understand benchmarking from a number of different organizations – Supply Change, CDP, NGOs, etc.
- The reports are indicators of progress as well as new areas of focus for consumers and the industry
- Benchmarking allows us to:
  - To communicate the landscape internally to leadership and peers
  - Find new platforms for engagement like SAI, FTM, etc.
  - Find potential partners
  - Drive alignment between industry groups and companies, benefiting our supply chain

# Actions Speak Louder than Words

- Our commitment is real
- Our consumers care, and so do we
- We are energized to make a difference



# Kellogg's

GLOBAL  
SUSTAINABILITY  
COMMITMENTS





GENERAL ▲

PALM 🌴

SOY 🌱

TIMBER & PULP 🌲

CATTLE 🐄

## PROFILES \*

SEE ALL PROFILES



### KELLOGG COMPANY

HQ Location  
**United States**

Market Cap  
**21,970,000,000 USD**

Ticker  
**NYSE: K**

Sector  
**Food Products**

Industry  
**Consumer Goods**

Company Website  
[www.kelloggcompany.com](http://www.kelloggcompany.com)

Related Activities  
**CGF Member, NY Declaration on Forests, Publically reported to CDP's forest program 2014, Road to Paris 2015 - Supply Chain, RSPO, Sustainable Agriculture Initiative Platform, TSC**

Commodities Tracked  
**Soy, Timber & Pulp, Palm**

*Last Updated 4 Jun 2015*

### RELEVANT ASSESSMENTS \*

Behind The Brands  
**34 out of 100**

CLUA's Global Commodity Business Report  
**Top-tier**

Forest 500  
**4 out of 5**

Greenpeace Tiger Challenge  
**Forest-friendly**

UCS Palm Oil Scorecard 2015  
**88.5 out of 100**

WWF Palm Oil Score Card 2013  
**2.5 out of 12**

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## PALM

### COMMITMENT SUMMARY



Palm Oil Commitment →

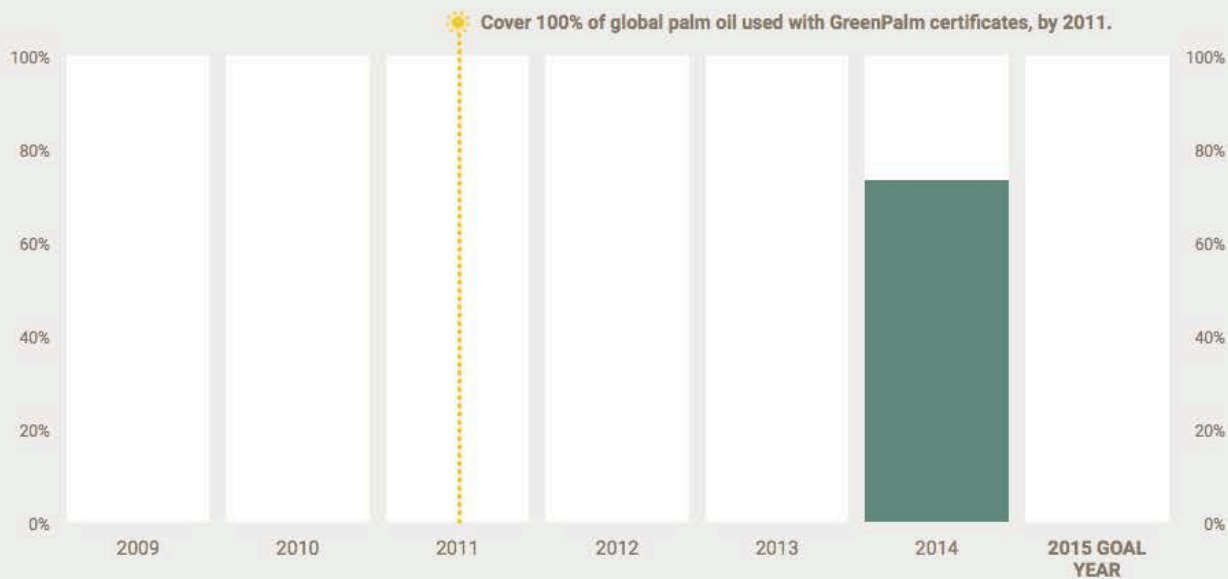
### SELF-REPORTED PROGRESS IN 2014:

# 73%

Total Relevant Volume  
**51600 metric tons**

Total Commitment Compliant Volume  
**37668 metric tons**

#### INTERIM MILESTONES AND ACHIEVEMENT BY KELLOGG COMPANY TOWARD GOAL





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#### COMMITMENT CRITERIA



Zero deforestation



Certification



Peatland protection



Traceability



Zero net deforestation



HCS management/protection



FPIC



Transparency



Zero gross deforestation



HCV area protection



Human rights protection



Reduce use



Sustainable/Responsible



No burning



Legality



Other

#### News



**Corporations demand higher palm oil standards**



[Read More](#)

06.23.2015

#### Resources

[Corporate Responsibility Report 2014](#)

[Responsible Sourcing](#)

[CSR Commitments](#)

[Open For Breakfast](#)

[CDP Disclosures](#)

News and Resources

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Profiles

# SUPPLY CHANGE

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## Q&A

Molly Peters-Stanley  
Director, Forest Trends  
Ecosystem Marketplace  
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Stephen Donofrio  
Advisor, Forest Trends  
EcosystemMarketplace  
sdonofrio [at]  
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Ben McCarthy  
Associate, Forest Trends  
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