

Industry Partnership for Consumer Industries

Industry Partners are select Member companies of the World Economic Forum that are actively involved in the Forum's mission at the industry level. With privileged access to the Forum's multistakeholder networks and experts, partnership brings visibility and insight to strategic decision-making on the most important industry and cross-industry related issues. This access and insight also allows Partners to contribute to leading change in global and regional issues and engage in action to support corporate global citizenship.

“The Forum connects people. It’s one of the best networks I’ve ever seen, especially for the issues where the solutions involve not only business but also government, NGOs and academia.”

Kendall J. Powell, Chief Executive Officer, General Mills USA

Partnership Highlights

The Consumer Industries Community frames multistakeholder projects on themes such as Sustainability, Agriculture, Health and Water security. Over the year, Partners contributed to a broad portfolio of projects and actively participated in numerous working groups and task forces with key public officials and other constituents. Highlights include:

- Supported by the UN, raised water security to be the top media story at the Annual Meeting 2008 and sharing forecast in 2009. Generated dialogue between policy makers and business on water shortage based on a geopolitical and economic forecast of the world in 2025 under a “business as usual” scenario
- In partnership with the World Health Organization, supported development of regional and global partnerships between public and private sector focused on prevention of chronic disease through workplace wellness
- Generated dialogue between 35 Senior Executives from multiple industries on how to harness the power of collaboration to mainstream sustainability for the benefit of tomorrow’s consumer
- Captured best practice in examples of scalable business models which combat poverty and hunger along the food value chain in a report entitled “The Next Billions”
- Built a coalition of over 30 business, government and civil society organisations in Kenya, “The Business Alliance Against Chronic Hunger” to identify innovative business approaches to combating poverty and hunger

Industry Partnership Privileges

Partnership offers privileged access to the Forum’s networks across business, government, academia and non-governmental organizations for the organizations’ Chairman/CEO and senior leadership team to identify issues that can benefit from collaborative action bringing together key leaders to create the necessary change. This is achieved through:

- Participation in community meetings:
 - Invitation to exclusive Governors Meeting (Chairmen/CEO only) during the Annual Meeting in Davos
 - Invitation for a second board-level executive at the Annual Meeting in Davos
 - Invitation to the Annual Meeting of the New Champions with up to two registrations for board level executives
 - Free access to exclusive Industry Partnership meetings for heads of strategy, heads of communication or public affairs and other senior executives
 - Free access to exclusive Regional Meetings for regional heads or other senior executives
- Participation in initiatives and projects
 - Leadership positions within industry projects
 - Priority access to cross-industry projects (e.g. scenarios, risk analysis) and regional meetings
- Engagement in Global Agenda Councils:
 - Based on individual expertise, an Industry Partnership offers even deeper involvement through participation in the Forum’s Global Agenda Councils, which create solutions to the most important issues on the world’s agenda.

Who can participate?

Leading Consumer industry members of the global business community who are committed to the mission of the World Economic Forum. Industry Partnership provides opportunities for senior executives from these companies to engage in Forum activities throughout the year.

“Davos is a unique opportunity to share ideas with people who have committed to improving the state of the world – an ambitious (and attainable) goal.” Mark G. Parker, Chief Executive officer, Nike, USA

Consumer Industry Partners (as of October 2009)

Archer Daniels Midland	Henkel AG & Co. KgaA	PepsiCo
Best Buy	Kellogg Company	SAB Miller
Bunge Limited	Kraft Foods	S.C. Johnson
Burger King	Lawson, Inc.	Sealed Air Corp.
The Coca-Cola Company	METRO Group	Syngenta
Dupont	Monsanto	Unilever
Bill & Melinda Gates Foundation	Nestlé	Yara International
General Mills	Nike	Yum! Brands Inc.
Groupe Carrefour	Olayan Group	

“Those of us who have been involved with the Forum for a number of years have seen the value in leveraging this powerful platform.” Muhtar A. Kent, President and Chief Executive officer, The Coca-Cola Company, USA

Projects and Initiatives

 <p>New Vision for Agriculture</p>	<p>Engages high-level leaders of industry, government and international institutions – with support from leading experts – to define a shared agenda for agricultural development, addressing topics such as investment, technology, policy, trade and environmental sustainability. Participants will define joint priorities, recommendations and opportunities for collaboration for presentation at global and regional forums.</p>
 <p>Driving Sustainable Consumption</p>	<p>Providing for the next generation of consumers in a sustainable manner presents an enormous opportunity for global companies: the race to the sustainable economy has begun. The project aims to catalyze action by embracing a common vision and set of principles on sustainable value chains, and developing partnerships and practical forms of collaboration to embed sustainability within the heart of doing business.</p>
 <p>Managing Future Water Needs</p>	<p>Highlights risks of water insecurity and need for multistakeholder action through a global geopolitical impact assessment. Drives public policy reform at the global and regional levels and catalyzes the development of tools and data to better understand the true impact at a micro level. This project belongs to a series of Forum initiatives on the Environment.</p>
 <p>Workplace Wellness</p>	<p>Fosters collaboration with key stakeholders in global health, including the World Health Organization, through regional dialogue and tool development with a focus on employee health as a strategy to help reduce the burden of chronic diseases.</p>

Global Agenda Councils

The Councils represent an innovation in global cooperation, creating multistakeholder groups to tackle the most important issues on the global agenda. Each Council convenes 15-20 leading experts to propose solutions, devise strategies and evaluate the effectiveness of actions. The insight is fed directly into the Forum’s activities including the Industry Partnership programme. Based on individual expertise, senior executives from Industry Partners may be invited to participate. Of the network of 70 Global Agenda Councils, the following are particularly relevant to the Consumer industries.

• Chronic Diseases and Conditions	• Water Security
• Food Security	• Driving Sustainable Consumption
• Nutrition	• Ocean Governance

Contact

For more information on this Industry Partnership programme please contact consumers@weforum.org.