

Social Impact

Report 2020



from **IGD**

What an extraordinary year 2020 has been, living through a pandemic that has profoundly affected so many aspects of our lives.



The food and consumer goods industry has done a fantastic job, pulling together and working hard to keep food and other essentials on the shelves to protect the most vulnerable in our society.

We owe our thanks to all of the food heroes working across our industry. As part our response to the pandemic, we pulled together organisations from across our industry to safeguard a consistent supply of food to food banks, via charities and food redistributors, ensuring that some of the most vulnerable people in our society did not go without during the crisis.

At IGD, our purpose is to drive change and make a tangible difference to society by uniting and inspiring the food and consumer goods industry. We do this through sharing knowledge, leading collaborations and by delivering great

programmes on specific challenges. We use our unique ability to convene stakeholders across the whole food and consumer goods supply chain, to influence change across four key areas: people, health, sustainability and economics.

With young people set to be amongst the worst affected by COVID-19, from an employability perspective, this summer we launched a virtual work experience programme, bringing some of the industry's biggest retailers and brands together to deliver a week of interactive learning and skills development. In addition, we have continued to develop our free learning offer to ensure its relevance in today's world, with the aim of championing lifelong learning within our industry.

Through our work on sustainability, in 2020 we continued to champion the Food Waste Reduction Roadmap, with signatories who publicly reported data achieving a 17% YOY reduction in food waste.

We also brought together key players along the redistribution supply chain to align on a joint ambition to increase the redistribution of food surplus.

As part of our focus on health we have an ambition to encourage more people to adopt a healthy and sustainable diet and we published Appetite for Change, the outcomes of our behaviour change research, which we plan to build on in 2021.

Through our economic analysis, and engagement with government, we aim to help all food and consumer goods businesses to make well informed decisions, in the interests of society. This includes supporting them to address any immediate risks to the food supply chain. Over the last 12 months we've helped the industry to manage the challenges of COVID-19, and prepare for the end of the transition period with the EU, a workstream that will continue apace as we head into 2021.

None of the above would be possible without the expertise and support of our industry advisory groups, member companies, volunteers, customers

and policy makers and of course, the team here at IGD, who are passionate about creating a tangible difference.

All of the funding for our social impact work is derived from IGD's trading subsidiary, and we are genuinely grateful to businesses for their fantastic support and investment in our commercial insight and expertise.

We have an ambitious programme of work planned for 2021, including expanding the scale of our new virtual work experience programme, refocusing our efforts on inclusion and diversity and bringing the industry together to drive collaborative action on food redistribution.

As an organisation, we strive to create inclusive partnerships and make a tangible difference by addressing common issues which are relevant to society, business and the individual.

We hope that you enjoy reading about what we do and how we've been active in 2020 and we would love for even more of you to join us in driving positive social impact. If you are interested in getting more involved and to see how you can make a difference in 2021 and beyond, please get in touch.

Susan Barratt CEO, IGD.

How we made an impact in 2020

3.3k

organisations engaged

with our free insight, webinars and initiatives.

18k

free learning

hours to industry colleagues
and young people.

17%

**reduction in
food waste**

for businesses publicly reporting
data through the food waste
reduction roadmap.

22k

**pallets of food
provided**

to charities and food banks through
our COVID-19 emergency appeal to
the industry.

People

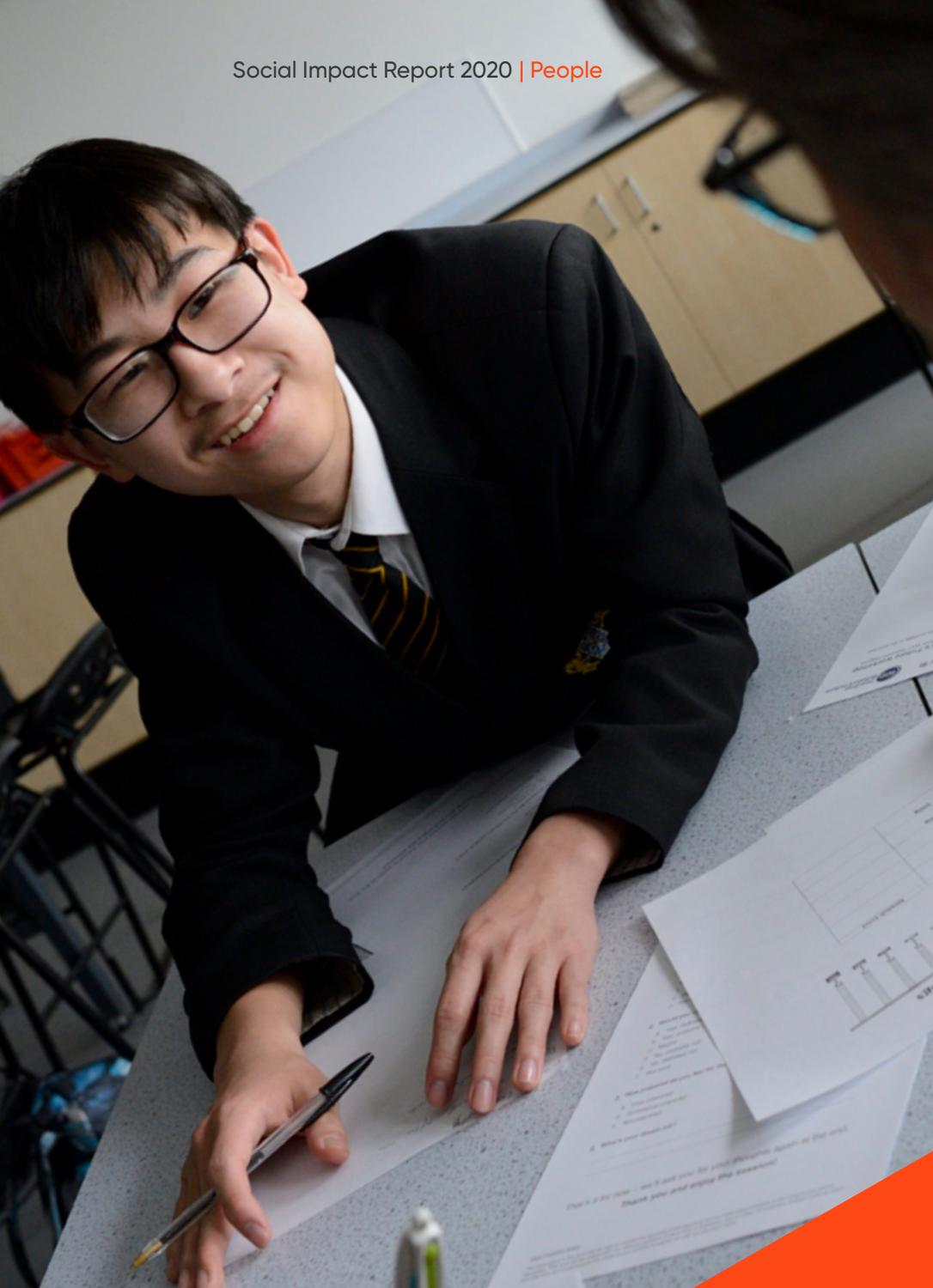
We focus on giving young people opportunities to develop their employability and life skills and on building the knowledge and skills of food and consumer goods industry colleagues, so that we foster an inclusive and productive workforce.

Free learning

We have quickly adapted our free learning resources, so that they continue to support industry colleagues throughout the COVID-19 pandemic. Altogether, we have provided **11,000** free learning hours, through videos, webinars and our other online resources. All of these are available for industry colleagues to access at any time, to suit their needs. This has been incredibly well received, with learner satisfaction feedback standing at an impressive **85%**.

Our Fast Track programme, specially designed to support people who have recently joined the industry, has continued to expand significantly, with over **1,300** people from **250** companies registering to take part. We have developed new content around 'building a digital mindset' and **360** learners from over **210** companies have already benefited from this structured learning journey. Over **200** people took part in our unique talent programmes, sponsored by our Supply Chain Leaders Forum, designed to help supply chain professionals take the next step in their careers.





“ The programme was an insightful opportunity that I would definitely recommend to others! The experts answered queries in great detail and had wonderful advice. I now feel more confident re-entering the working world. ”

Elsie, Virtual work experience participant

Employability

We deliver nationwide workshops in secondary schools, connecting students with industry professionals so that they can hear about the diverse range of careers available in food and consumer goods and learn about employability skills. We have continued our support for students and teachers working remotely by providing online workshops and free resources. We have also delivered two weeks of virtual work experience designed to help young job seekers build their employability skills and to understand the opportunities available in our industry, in the context of rising youth unemployment.

Overall, we helped 6,000 young people in 2020, with the support of 500 volunteers from 50 companies and an amazing 93% of young people said they felt better prepared for the world of work as a result of taking part in these IGD initiatives.

Inclusion & Diversity

Following the launch of our report on Diversity & Inclusion in Grocery at the end of 2019, we've continued to champion this agenda throughout all of our activities. We are actively encouraging companies to share their experiences so that we can accelerate the adoption of best practice. To facilitate this, we organised an online event for HR professionals in December, with the support of our HR leaders forum.

Next steps for the future

Our priority is to scale up all of our people programmes in 2021 so that we can help more people to develop their skills. We will expand the number of virtual work experience opportunities we offer to unemployed people and we will be launching a new programme, specifically designed to support new and aspiring line managers in our industry.

How can you get involved?

To ensure that you can make the most of the free learning that IGD has to offer, or if you would like to volunteer to take part at one of our school workshops visit www.igd.com.



People

Our key numbers from 2020

85%

of people involved

in our learning events agree they helped them develop their skills.

93%

of young people

feel better prepared for the world of work.

6k

young people

took part in our employability programmes.

11k

free learning hours

for food and consumer goods industry colleagues.

Health

Our ambition is to make healthy and sustainable diets easy for everyone by leading industry collaborations and building greater knowledge of what really works.

Ground-breaking research

We are focusing our efforts on championing a shift towards healthier and more sustainable diets, as we see this as a key lever to address both the obesity crisis and climate change. Our first step was to launch our Appetite for Change report earlier this year, outlining the key opportunities to shift people's behaviour and also recommending next steps to help businesses to act. We continued to build our evidence base for this throughout the year, recognising the significant changes in consumption in the wake of the pandemic. We've partnered with experts in behavioural science, using innovative research techniques to identify actionable insights.



And, we've been sharing our findings widely; **1,000** organisations have downloaded our reports or attended our unique webinars.

Collaborative action

We are now leading an industry-wide coalition that will test behaviour change interventions in real life settings. Our aim is to help to identify practical interventions that can be scaled up and then share these widely. **18** leading retailers, manufacturers and foodservice businesses are supporting this initiative and we are working closely with other organisations, such as leading academics, the Behavioural Insights Team, the British Nutrition Foundation, the Food Foundation and the Consumer Goods Forum, to join all of the dots and accelerate progress.

We are in regular dialogue with government officials to ensure that our work is aligned with an evolving policy agenda. For example, senior officials from the Department of Health and Social Care met with our Nutritionist Group to discuss the new obesity strategy and Tamsin Cooper, the leading civil servant on the National Food Strategy, met with our Technical Leaders Forum.



“ I love the collaborative nature of this project- it’s both ambitious and bold. The goal of supporting retailers and manufacturers to trial interventions on behaviour change with expert data analysis is challenging but necessary to improve the health of our people and our planet. We are excited to be a part of it. ”

Beth Fowler, Nutrition & Health Manager, Asda

Free online tools and resources

We continue to help and encourage more companies to reformulate their products to be healthier, by sharing our free tools and insights. Our online resource of practical guides, case studies and free consumer insights had over **22,000** visits this year, twice as many as the previous year. Our nutrition and behaviour change experts led free webinars which were attended by some **500** people from **270** organisations. We've also been proactive in sharing our consumer insight on attitudes to health and nutrition by contributing to over **50** industry events and briefings with government departments. And, we reach over **5,400** people who subscribe to our monthly newsletter of free articles and insights.

Next steps for the future

Our top priority for 2021 is to mobilise the industry to help shift consumer behaviour towards healthier and more sustainable diets. We are preparing to launch new online resources for businesses and to test the impact of specific behaviour change interventions in real life settings. We will continue to make our findings widely available and work to mobilise businesses to implement them.

How can you get involved?

Make the most of our free resources to help make your products healthier, or become an advocate for our work to help create behaviour change towards healthier and more sustainable diets.



Health

Our key numbers from 2020

22k

visits to our online hub

of practical resources and consumer insights on health and nutrition.

1k

organisations

have downloaded our reports or attended our unique webinars.

100%

of stakeholders agree

that we play a leading role in shifting consumer behaviour towards healthier and more sustainable diets.

5.4k

people have received

our regular newsletter, signposting free tools and resources on nutrition.

Sustainability

Our priorities are to champion food waste reduction and food redistribution, and to mobilise industry and critical stakeholders to develop sustainable packaging systems for food and consumer goods products.





Food waste reduction and food surplus redistribution

In a world first, IGD and WRAP united to launch the food waste reduction roadmap in September 2018, to help food businesses measure waste more consistently and give themselves a target for reduction. Two years on, **210** UK food businesses have already committed to target, measure and act on food waste, representing more than half of the UK food industry by turnover. The latest comparable data shows a **17%** reduction in food waste for participating businesses who publicly reported data. This equates to a saving of over **£300m** of food (180,000 tonnes).

In the Autumn, to find ways to redistribute more food surplus, we launched a new initiative to shine a light on food surplus redistribution and convene the stakeholders involved. We hosted a roundtable, in collaboration with Ben Elliot, the UK Government's Food Surplus and Waste Champion, WRAP and the Department for Environment, Food & Rural Affairs (Defra), which led to a commitment from all involved to accelerate progress.

Sustainable packaging systems

February 2020 saw the launch of our new workstream on sustainable packaging systems. We organised a highly successful event, attended by **70** delegates across the packaging value chain and we also launched new, free resources for the industry. We have now taken the lead in bringing businesses and critical stakeholders together to create a joint vision for sustainable packaging systems to 2030 and to mobilise the industry behind a united direction of travel. The first stage was to facilitate systems thinking workshops that will create a draft vision, ready to publish in the first half of 2021.

“ IGD is playing a great role in creating a powerful coalition that can bring about lasting change to sustainable packaging systems. ”

Andy Wright, Group Head of Sustainability, Greencore



Free online tools and resources

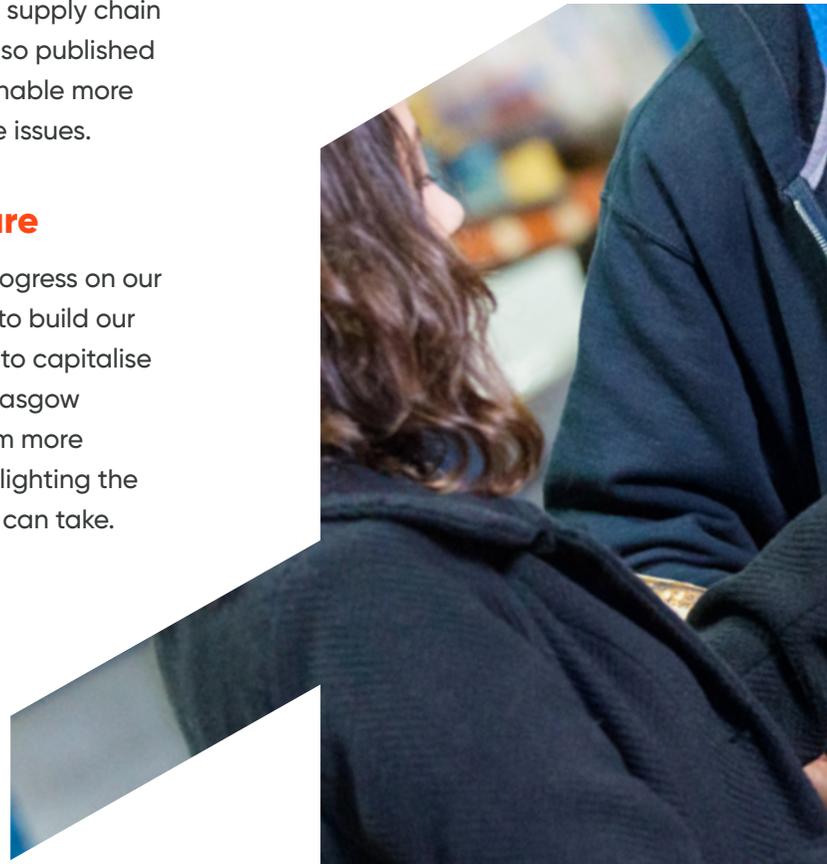
We have developed new, free, online resources for businesses, to help them understand key issues related to climate change and biodiversity loss. For example, we published a report on the implications of the pandemic on the sustainability agenda, to help companies prepare their response. Through our Technical Leaders Forum, we invited experts to discuss key challenges, such as the soy supply chain and net zero targets, and we also published a summary on our website to enable more companies to understand these issues.

Next steps for the future

Our focus for 2021 is to make progress on our key workstreams and continue to build our online resources. We also want to capitalise on the COP26 Conference in Glasgow to encourage more people, from more businesses, to take action, highlighting the practical steps that businesses can take.

How can you get involved?

Reducing food waste is one of the most pressing issues in our industry. Is your company following industry best practice to target, measure and act on food waste and prioritising food surplus redistribution?



Sustainability

Our key numbers from 2020

17%

reduction in food waste

for businesses publicly reporting data through the food waste reduction roadmap.

70

delegates

took part in our sustainable packaging systems event.

90%

of stakeholders

agree that we play a leading role in uniting the industry around developing sustainable packaging systems.

210

United Kingdom businesses

now signed up to the food waste reduction roadmap.

Economics

We support better strategic planning and decision making, for the benefit of consumers, through our economic analysis and engagement with policy makers.

Government and industry liaison

COVID-19 brought about the biggest challenge to food supply for a generation, requiring greater levels of collaboration and closer relationships with government than ever before. In March, at the height of the pandemic, we helped Defra establish their Food Resilience Industry Forum, which brings together key industry contacts and officials from across government departments to share intelligence and address issues. We have participated in this forum throughout 2020 to help tackle the challenges of COVID-19 and plan for the end of the transition period with the EU.

Alongside this, we have continued to participate in a variety of forums bringing together industry bodies, government departments and other experts to share intelligence and our relevant research. These include the Department for Transport's Road Haulage Roundtable, the Defra Food Chain Emergency Liaison Group, Defra's Retailer Forum, and the Food and Drink Industry Roundtable, convened by the Food and Drink Federation.

Feeding the vulnerable

We worked closely with Defra and our extensive industry network to initiate emergency parcels for the clinically extremely vulnerable, as part of the Government's National Shielding Programme. We also put out a rallying call to industry to safeguard a consistent supply to food banks, ensuring some of the most vulnerable people in our society did not go without during the crisis.

Through the donations made via IGD to our food redistribution partners, and through Defra's follow-up fund, our industry was able to supply more than **22,000** pallets to charities and food banks, effectively meeting the original target identified at the start of the pandemic. This made a tangible difference, by serving the needs of those who rely so heavily on food banks for their daily food essentials.

“ I wanted to personally thank you for your continued engagement, advice and collaboration during these challenging times...the insights from IGD and your members have helped us to better understand and respond to the challenges faced by the industry as it responds to COVID-19. ”

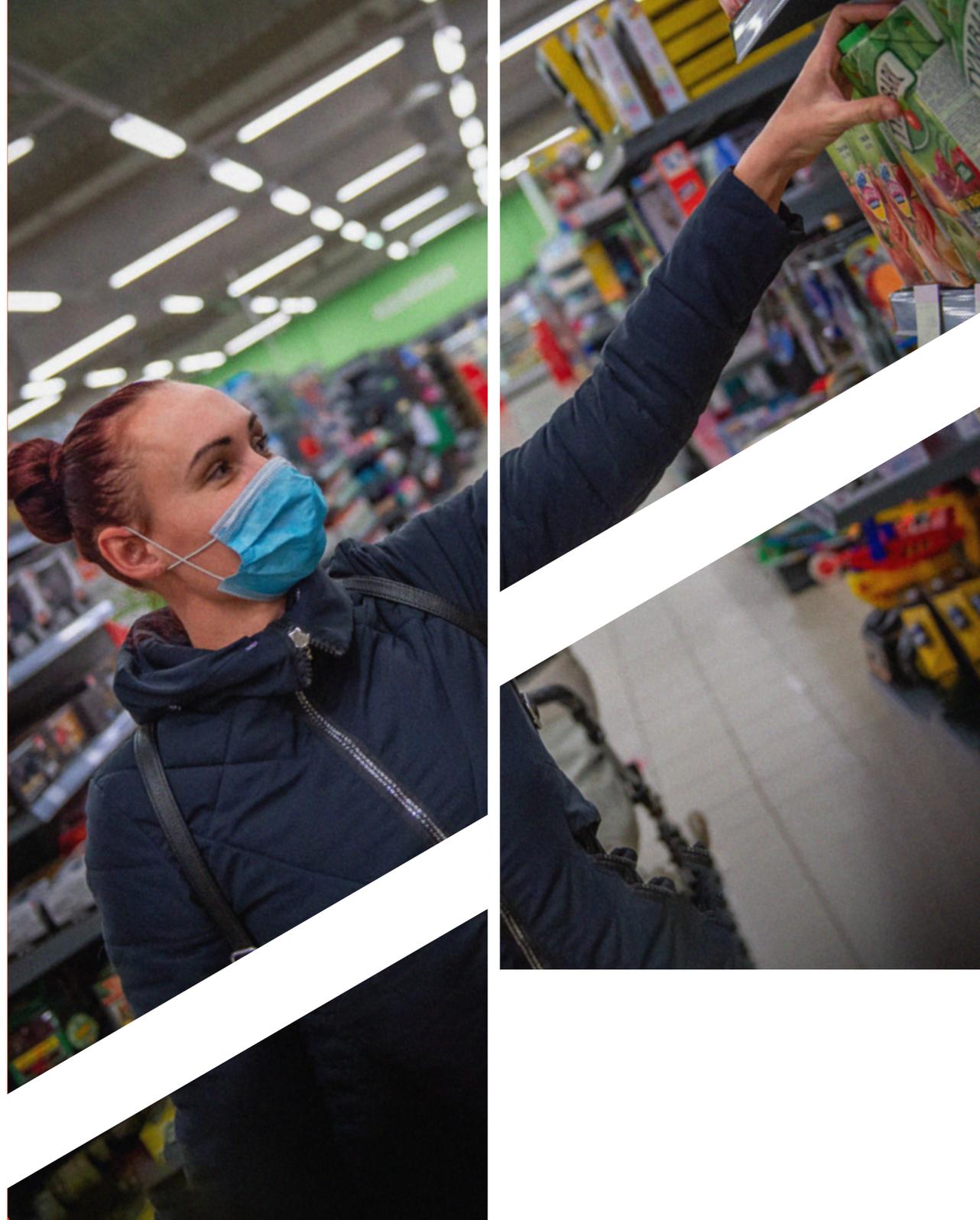


The Rt Hon George Eustice, Secretary of State for the Environment & Rural Affairs

Support for industry for the benefit of consumers

Throughout the pandemic, we have developed new ways of supporting the wider industry, sharing IGD's unique insights, gathered through engagement with government and industry leaders, in addition to our economic analysis and shopper data. Our new economics bulletin has over 2,600 subscribers and is providing relevant and timely economic and political news, including the latest on COVID-19 and our relationship with the EU.

Through our calls with industry leaders and through our working group meetings, we are regularly exploring the big picture issues for the food and consumer goods industry that will shape the strategic direction of these businesses. This is supplemented by our deep-dive webinars, which in 2020 focused on planning for the end of the transition period and have been very positively received. In addition, we continue to act as a key contributor to the EU Exit Food Hub, helping food businesses of all sizes prepare for changes in January 2021. In 2020, IGD helped more than 800 organisations prepare for the UK's departure from the EU.





Next steps for the future

In 2021, we will continue to provide economic insight, tracking the impact of COVID-19 and leaving the EU, to understand what it means for the food and consumer goods sector, to manage the impacts and protect consumers.

We also plan to help industry leaders to look forward, providing insight on other relevant topics such as industry productivity. We will also develop our understanding of new economic models to foster an industry that recognises and demonstrates the value of all types of capital – manufactured, financial, human, social and natural.

How can you get involved?

Sign up for our economics bulletin, keeping you up to date with the latest economic and political developments for our industry.

Economics

Our key numbers from 2020

22k

pallets of food provided

to charities and food banks through our COVID-19 emergency appeal to the industry.

Over

2.6k

subscribers

to our new economics bulletin.

Over

1k

delegates

have joined our EU Exit webinars.

Supported

800

businesses to prepare

for the end of the transition period with the EU.

**IGD unites and inspires the food
and consumer goods industry to
mobilise it as a force for good.**

Inspired to find out more?

Get in touch..

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