



CONSUMER TRENDS IN THE POST COVID-19 ERA – CONSUMER GOODS FORUM PODCAST

VIDEO TRANSCRIPT

**COP @ Speed | Oliver
Wright | COP26 |
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clear ideas and their willingness to work together is incredibly, incredibly energizing. So it's been a really, really powerful session really, really exciting to be a participant and a partner in the process.

Oliver Wright: So I'm Oliver Wright and I lead Consumer Goods at Accenture, and we've just had a session to close out on the commitments that we're working with the Consumer Goods Forum on the changes and the commitment across the industry. That's consumer companies and retailers towards rates to zero. And we've been working in conjunction with CGF since April of this year to look at how we can build commitment across the industry to make a really positive change and commit to the race. When we started in April, we had about 22 of the big companies in the world committed. We've now gone over 50 percent of the total number of companies in the core group of of CGF or their leadership team have now come on board. We've just gone over that halfway point. It's still a bit of a long way to go, but the step change that we've seen only in the last few months is incredibly energizing. And the session today is very clear specifics of the different leaders on their commitment to want to do this and the very

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