



# THE CLIMATE COLLABORATIVE:

## *three years in*

The Climate Collaborative launched with a goal of uniting the natural products industry to drive collective climate action. Over the past three years, our growing community has made it clear that climate action is now a top priority across the natural products industry. By June 2020, 650+ companies have made over, 2,400 climate commitments, with 150+ in the first two months of 2020 alone. Even more promising, 71% of companies report active, sustained progress toward achieving their climate goals.

From start-ups to major global brands, producers and ingredients manufacturers to brokers, distributors, and retailers, the whole industry has come together to tackle climate change through food waste, packaging, transportation, policy, regenerative agriculture, and other projects. We've grown incredibly quickly thanks to the support of our donors, who keep it free for any company who wants to act but lacks the resources.

### *Our impact to date*

**650+**

companies have made  
climate commitments

**2400+**

climate commitments  
have been made  
to date

**71%**

report active progress  
toward climate goals



# 2020 CLIMATE COLLABORATIVE

## impact report

### Sharing Actionable Best Practices *on Climate*

Our **30+ webinars** have provided valuable education and resources to more than **2,000+ attendees** who use them to engage each month with experts and peers on solutions to the most urgent climate issues facing the industry, from packaging to transportation emissions reduction pathways, regenerative agriculture standards mapping, and more.



### Building a Community of *Climate Leaders*

More than 2,500 industry leaders have joined us at **over 20 hands-on, in-person events on climate**, including three years of Climate Day at Expo West featuring preeminent global climate leaders ranging from Paul Hawken, former EPA Administrator Gina McCarthy, Patagonia Founder Yvon Chouinard, and dozens of climate experts, CEOs and leaders in the food industry. Last year's Climate Day brought together over 900 CEOs, sustainability directors, and other industry leaders, showing powerfully how motivated companies are to act in community on climate change.



### Spotlighting Turnkey Resources and *Powerful Stories of Climate Leadership*

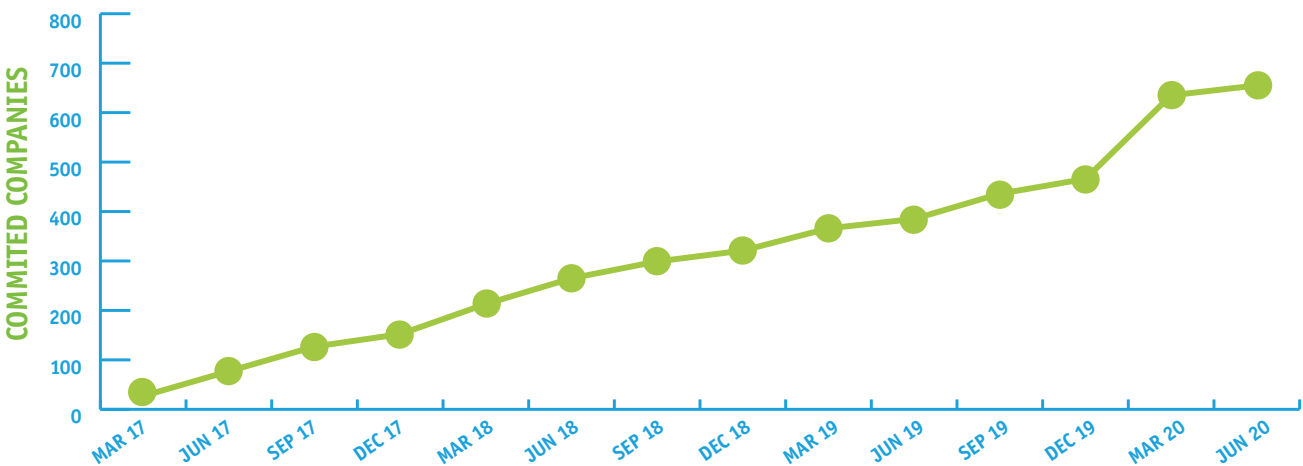
We provide **concrete pathways to act through the 150+ blogs and case studies** on our site and have seen a corresponding 160%+ increase in users (in 2020 we've averaged nearly 3,000 monthly visitors) coming to take advantage of these resources, gain expertise and hear powerful storytelling about how other companies in the industry are tackling climate challenges. We've also spotlighted leadership action through **dozens of industry profiles** in GreenBiz, Sustainable Food News, New Hope, MarketScale, and more.



### Building Collaborative Action through Five *Working Groups Covering:*

- **Regenerative agriculture** – Training companies on measuring carbon soil sequestration, navigating the standards landscape, supporting farmers, and engaging consumers;
- **Consumer Engagement** – Bridging the gap between company goals and priorities and their stakeholders through effective, action-focused dialogues;
- **Retailers** – Giving retailers concrete tools to tackle refrigerants, packaging, food waste, and build internal capacity on climate change;
- **Food Waste** – Bringing best practice guidance and self-assessment tools eliminating food waste in operations, stores, and value chains; and
- **Policy Advocacy** – Providing pathways to engage in direct and indirect advocacy on vital climate policies, through meetings, sign-on letters, op-eds, and more.

### Growth in our Community *Over the Years*





## CLIMATE COLLABORATIVE *timeline*

March  
2017

The Climate Collaborative is launched by OSC2 and SFTA at Climate Day at Expo West, with just a handful of companies & donors, from Annie's, Happy Family, Dr. Bronner's, to Lotus Foods, and National Co-op Grocers.

September  
2017

Seventh Generation becomes the 100th company to make climate commitments, in just 6 months. We also launch our Rooted Community on regenerative agriculture.

March  
2018

The first National Co-op Grocers Climate Collaborative Awards are announced at our 2nd Climate Day

July  
2018

1000 commitments to action is reached when Honest Tea makes a packaging commitment

September  
2018

First Climate Collaborative Tracking Progress Update is published, showing two-thirds of companies are already actively implementing commitments one year in.

March  
2019

Climate Collaborative hosts its 3rd Climate Day, awards the 2nd NCG CC Awards Ceremony, and Launches the Consumer Engagement Advisory Group.

Guayaki, Happy Family, and REBBL reduce their packaging impacts in partnership with the CC and Trayak.

April  
2019

We publish our first Food Waste Best Practice Guide and Self-Assessment Tool for Retailers

July  
2019

We release our second annual Tracking Progress results, showing 71% of companies are making active progress on commitments

September  
2019

Boulder Organic Foods, Bhoomi and Theo Chocolate efforts to reduce packaging impacts are published through CC-Trayak case studies

February  
2020

Our largest commitment growth to date is announced with 150 companies coming on board in the first two months of 2020 alone—congrats to UNFI, Whole Foods, Ben & Jerry's, Aveda, and others for joining!

March  
2020

Climate Day moves online with a Virtual Keynote Dialogue with the CEOs of Danone NA, Seventh Generation, & Badger, and we announced the 2020 NCG CC Award winners. We also launched our Consumer Engagement Playbook for Purpose.

April  
2020

120+ Collaborative companies let their voices be heard in the largest business advocacy day on climate ever, via LEAD on Climate

May  
2020



# CLIMATE COLLABORATIVE: *from our partners*

“ KeHE is thrilled to be part of the Climate Collaborative, as a committed company and donor. It is already helping inform our own climate approach: We’ve now got access to a wider range of tools, best practices, and opportunities for collaboration with a hugely inspiring set of peers within the industry. As we look toward broader value chain engagement on food waste, these shared learnings will be invaluable. We can’t wait to see what’s next as the movement continues to grow!

- Amy Kirtland, Senior Vice President Natural KeHE Distributors

“ Now is the time for extraordinary, purpose-driven organizations to step up and show the business world what needs to be done and how to do it. Natural products companies are perfectly positioned to be climate leaders – you’ve got the customer base, you’ve got the passion and you’ve done this before on fair trade, organic, GMO, and animal welfare... And please become donors to the Climate Collaborative, a magnificent initiative that is building the momentum of this growing movement.

- Paul Hawken

“ We appreciate the platform for shared learning that Climate Collaborative provides. More effective communication about how companies are mitigating GHG emissions in their value chains will accelerate implementation of climate-smart practices throughout the industry.

- Caryl Levine, Co-Founder and CEO, Lotus Foods

A project of



and



Sustainable Food  
Trade Association  
*organic leaders for sustainability*

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