

Re: CGF engagement discussion

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Lucia von Reusner <lucia@mightyearth.org>

Tue 4/28/2020 9:36 AM

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Hi All,

It was great to chat last week, and discuss opportunities to drive attention and accountability around the corporate 2020 no-deforestation commitments, with some creative pressure campaign tactics and coalition input that demonstrate civil society is indeed watching and holding companies accountable for these commitments.

We identified the following areas of opportunity:

- **Calling for a 'fire free summer'** (specific term TBD) to elevate the respiratory issues from haze that will exacerbate COV19.
  - The idea here being that it a) connects our campaigns to the global COV19 response, b) highlights that the fires are a man-made choice that can be changed, c) puts pressure on leaders to either commit to public health by calling for a moratorium on fires, or keep allowing/funding business as usual
- **Campaigning on CGF and member companies** ([here is the list](#) of 'Forest Positive Coalition' member companies, Mondelez and Carrefour are co-chairs)
  - This includes issuing a joint statement in response to the Roadmaps when they are officially published
  - CGF will be hosting a virtual summit in June that our groups should try to be involved with
  - Ensuring a strong response to summer burning
- **Supporting policy development in EU**
  - TFA is point on convening this on behalf of companies

While Etelle and I have some ideas for creative strategies/tactics, **it would be great if everyone dedicated some time to brainstorming ideas for the opportunities above** (or others!) that we can discuss during our next check in call (feel free to reply directly to this thread if you're feeling inspired).

Please [fill in this doodle poll](#) for a call early next week to discuss next steps

Thanks all!

Lucia

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**From:** lucia@mightyearth.org  
**When:** 12:10 PM - 1:00 PM April 23, 2020  
**Subject:** CGF engagement discussion

<https://berkeley.zoom.us/j/2324952486>

Meeting ID: 232 495 2486  
One tap mobile

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