

OXFAM AT A GLANCE

# BEHIND THE BRANDS IMPLEMENTATION INITIATIVE

Oxfam challenges and collaborates with multinational companies to use their power and influence to improve the lives of poor and vulnerable people all over the world.



// We know if we work together we can go so much further. One example is our partnership with Oxfam. When we first sat down with Oxfam, they had a long list of things we could be doing to be a better company. And they were right. They redefined 'good' for us. //

—John Bryant, Chairman of the Board,  
Kellogg Company

Our bountiful planet produces enough food to feed us all, and yet more than 800 million people go to bed hungry each night. Why? Because our food systems are failing. The way we grow, process, and sell our food has become exclusive and unsustainable.

Hidden in the food we buy every day, from chocolate to ice cream, are commodities like palm oil and cocoa that are supplied by hundreds of millions of small-scale producers who provide crops for the world's food supply chains. Many of these farmers are poor and chronically hungry. Millions lack secure rights to the land that they depend on, leaving them vulnerable to deforestation and land grabs by governments and private sector investors that are continually expanding sugarcane, oil palm, and soy cultivation.

By targeting the multinational brands that dominate the agricultural sector, Oxfam aims to transform local, national, and global food systems so that small-scale producers, food workers, and

entrepreneurs realize their rights and capture more value for their work—and so that governments and companies create solutions that help producers and protect the environment.

## REDEFINING 'GOOD'

In 2013, Oxfam initiated a groundbreaking campaign, Behind the Brands, to challenge 10 of the largest food and beverage companies to improve their economic, social, and environmental performance. This initiative has drawn the support of almost a quarter million advocates and spurred well-known companies to make unprecedented commitments: Mars, Mondelez, and Nestlé committed to tackle gender inequality. The Coca-Cola Company and PepsiCo declared zero tolerance for land grabs. General Mills and the Kellogg Company pledged to fight climate change, setting science-based greenhouse gas reduction targets and eliminating deforestation from their supply chains.

PHOTO: Anna Iyiola, a cocoa farmer, holds a sickle, known locally as "go to hell," for harvesting cocoa pods. She stands inside her farm in Ayetoro-Ijesa village. *George Osodi/Panos for Oxfam America*



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## Commercial pressure on land adversely affects farmers' livelihoods, increasing inequality.

Large-scale land acquisitions are estimated to have affected over 48 million hectares since 2000, disproportionately targeting poor countries already marked by food insecurity and weak land governance.

### FROM COMMITMENTS TO IMPACT

When Oxfam engages with companies to adopt new commitments, we know it is only the first step. The true measures of success are improvements in the lives of people living in poverty and protections for our environment and natural resources.

How does Oxfam engage with companies to follow through on these commitments? We:

- Track their progress and collaborate to assess the strengths and weaknesses of their policies and action plans, and publish independent progress evaluations.
- Recognize that implementation is complex, so we lend our expertise to support initiatives where companies seek to do better. We publicly challenge companies that fail to take meaningful steps.

- Support and strengthen multinationals' adherence to the United Nations' Guiding Principles on Business and Human Rights and pilot corporate models to identify what makes the greatest impact. In Ghana, Oxfam is developing an innovative program with leading cocoa, shea, and sorghum companies to boost women's collective economic empowerment.

Oxfam is increasing its focus on companies' suppliers. For example, we are facilitating a multistakeholder process in Brazil involving The Coca-Cola Company and PepsiCo to help resolve a land conflict involving one of their joint sugar suppliers.

### WHAT'S NEXT?

Our goal for 2030 is to push for deeper change and create and promote alternative supply chain models. We will focus on companies' efforts in Brazil, Ghana, India, Indonesia, Malawi, and Thailand, home to

some of the world's largest commodity producers and many of the world's poorest small-scale farmers.

Priorities include women's empowerment and gender equality, respect for communities' land rights, accountability and transparency concerning environmental practices, and ensuring smallholder producers get a fair share of the deal.

To track our progress, Oxfam developed a monitoring, evaluation, and learning framework to evaluate farmers and workers reached, impact on lives and livelihoods in local communities, and climate change action. We will share updates on our progress in publicly available reports.



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