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# A Shared Vision

100% Sustainable Palm Oil in Europe:  
A Snapshot of National Initiatives

**RSPO**

Roundtable on  
Sustainable Palm Oil



June 2015

# Introduction

## The challenge we face

During the last decade, the global demand for vegetable oils has grown by more than 5% a year – and is expected to maintain this growth for the next ten years<sup>1</sup>. As we edge towards a predicted population of nine billion people by 2050, our appetite for products containing palm oil – in everything from pizza, chocolate and toothpaste, to soap, margarine and biodiesel – continues to grow.

The global production of palm oil has doubled in the last decade. In 2000, palm oil was the most produced and traded vegetable oil, accounting for 40% of all vegetable oils traded internationally<sup>2</sup>.

By 2050, the worldwide demand for palm oil is expected to increase from 51 million tonnes today to between 120 and 156 million tonnes, accounting for around 65% of all oils traded (if it reaches the upper limit)<sup>3</sup>.

This growing demand comes at a significant cost; it puts pressure on land use, often at the expense of local communities and tropical forests. It is also fuelling climate change, with tropical deforestation accounting for 15% of annual global carbon emissions<sup>4</sup>.

Yet compared to other oil crops, like soy bean, sunflower or rapeseed, oil palms are very efficient, producing by far the most vegetable oil per hectare of land – often four to ten times more. Switching to

other vegetable oils will result in more forests being converted into agricultural land, not less.

Plus, in producing countries, such as Malaysia and Indonesia, the palm oil sector supports millions of farmers and their families and contributes to economic development and stability.

Shifting away from palm oil is not a feasible option. Effective responses are needed to limit the impact of rising demand for oils on forests and communities, and certified sustainable palm oil must be part of any solution. On this point, leading NGOs and industry stakeholders agree.

## The journey towards sustainable palm oil

Since 2004, RSPO has been collaborating with the global supply chain to transform the palm oil industry and transition towards 100% sustainable palm oil.

As part of this process, it has developed a set of environmental and social criteria which companies must comply with in order to produce CSPO. When properly applied, these criteria will help minimize the negative impact of palm oil cultivation on the environment and communities in palm oil-producing regions.

With more than 2,100 global members, representing NGOs together with all business in the palm oil supply chain – from growers and processors, to consumer goods manufacturers and retailers – around

**Fig 1. Palm oil imports in Europe, including Technical\***

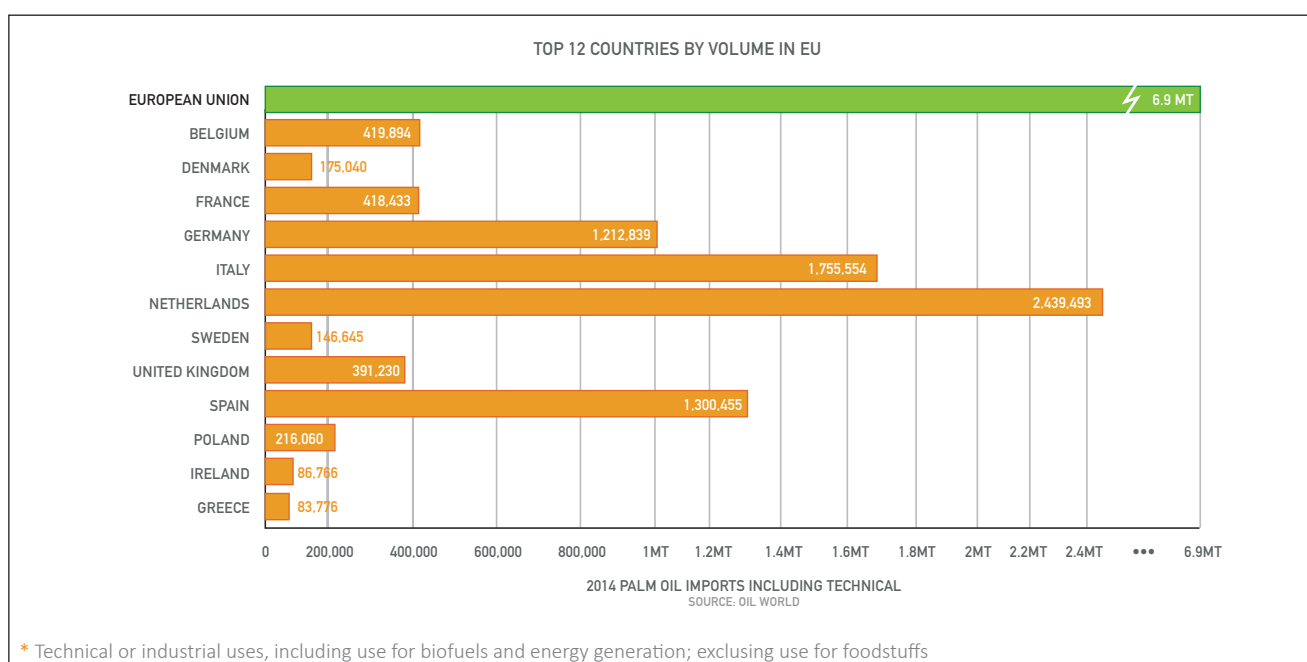
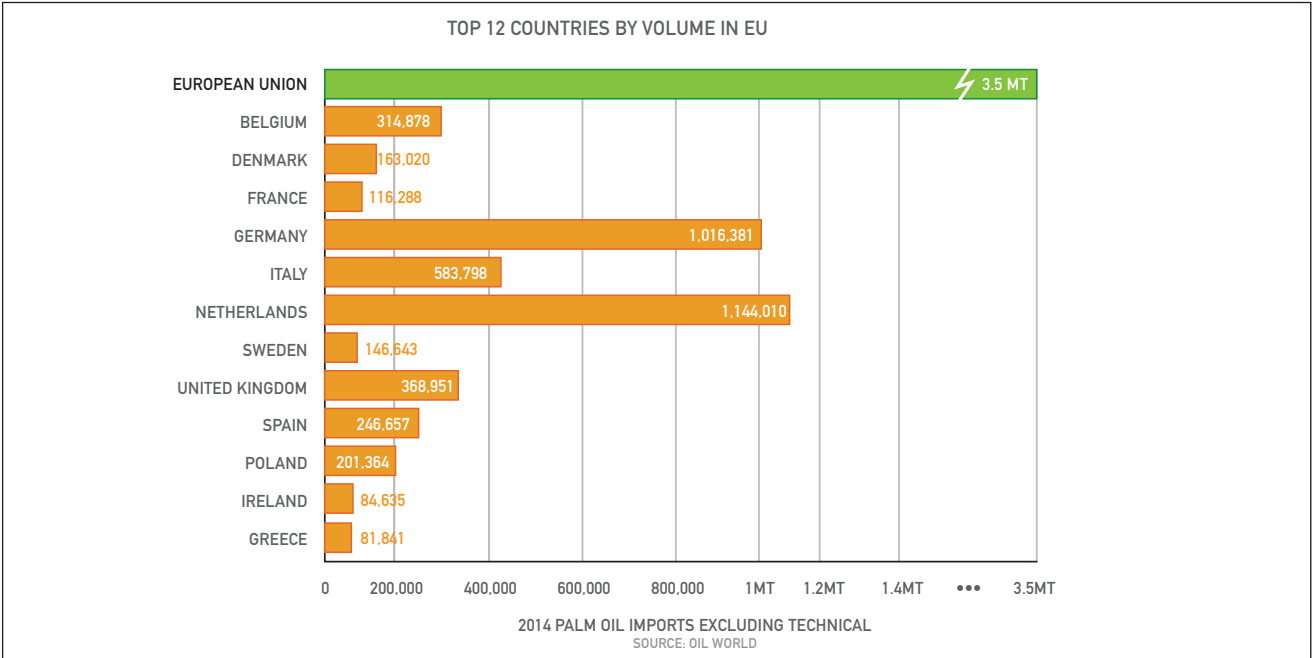


Fig 2. Palm oil imports in Europe, excluding Technical



20% of the world’s palm oil is now grown on plantations certified to RSPO standards.

The negative associations of palm oil are well documented. NGOs, scientists and local communities continue to issue alarming reports about land rights, forest and biodiversity loss by growers, raising questions around the credibility of RSPO certification and RSPO members in the supply chain finding themselves under pressure.

Responsibility in Europe

As the world’s largest economy, Europe has an opportunity and responsibility to move the global economy to a more sustainable path. The continent is the third largest global import market for palm oil and home to some of the world’s biggest brands and companies.

With increased public awareness, industry demand and supply chain accessibility, there is the potential in Europe to create a new model for a sustainable palm oil supply chain for the world.

RSPO has pledged to help support and build a 100% CSPO European market by 2020.

Working together

But to achieve this will require members and stakeholders to share the responsibility and work together to overcome barriers that are holding back progress and to collaborate more effectively across the supply chain and markets.

Providing the standards, certification and infrastructure, RSPO is supporting its members in driving the required market transformation for palm oil in Europe, and it aims to develop a shared plan of action between now and 2020.

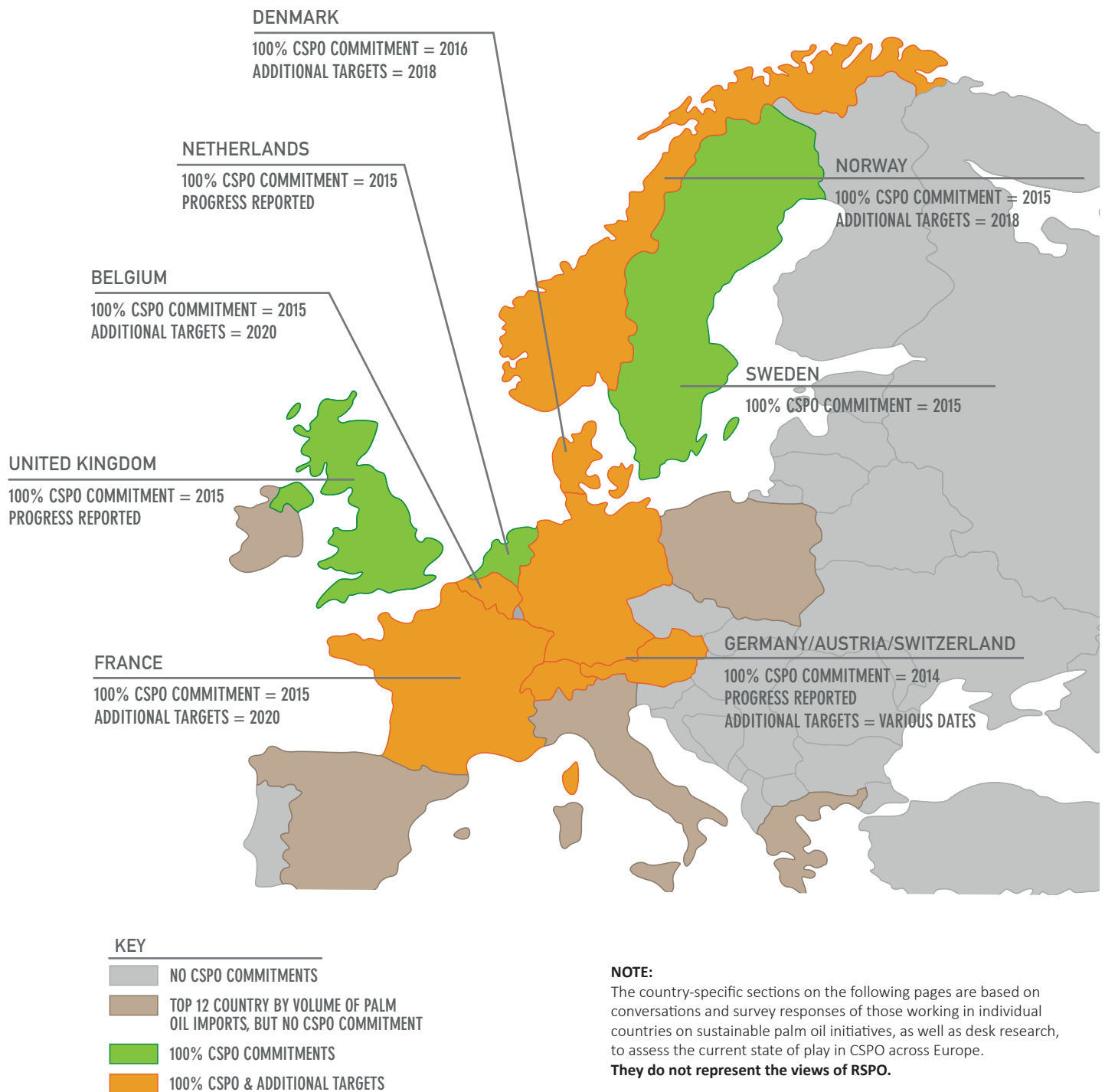
*This report explores the current state of play across Europe, examining the progress made within individual countries and the lessons that can be learned. Based on survey responses of those working on the ground across national CSPO initiatives, as well as desk research, it sets out the challenges and opportunities for Europe’s palm oil supply chain – and concludes with a series of recommendations and questions that must be answered as we progress towards the 100% CSPO goal for 2020.*

References

1. Recipes for Success: Solutions for Deforestation-free Vegetable Oils, The Union of Concerned Scientists and Climate Advisers.
2. Food and Agriculture Organization of the United Nations
3. Corley, 2009
4. Recipes for Success: Solutions for Deforestation-free Vegetable Oils, The Union of Concerned Scientists and Climate Advisers.

# Where are we now? Country by country

Fig 3. Current CSPO commitments in Europe



# Belgium



## Driver for action

The Belgian Alliance for Sustainable Palm Oil (BASP) was originally launched in 2012 to address issues of sustainability and was more recently expanded to include nutrition and health in the Belgian palm oil market.

Following some early successes, BASP was re-launched last year as an official association, in a move that got significant press attention. Whilst its main focus stays on affecting a transformation towards sustainable palm oil, its new secondary focus is on 're-balancing the debate' by talking to journalists and other stakeholders to engage all parties in the debate rather than just promoting the use of sustainable palm oil.

## Commitments

- The commitment of BASP is to have 100% CSPO used by its members by the end of 2015 and thereafter to achieve full traceability, incorporate a High Carbon Stock approach and exclude palm oil sourced from peat lands by 2020
- Certified Sustainable Palm Oil means that the palm oil has been certified according to RSPO principles and criteria and that the palm oil is being traded in conformity to one of the three RSPO-approved trading systems: Segregation, Mass Balance or Book & Claim.

## Progress

Currently led by the food sector, BASP has reached out to the cosmetic industry association which has reacted positively and is interested in the issue of sustainable palm oil, despite finding it very difficult to trace palm oil in its members' products. The animal feed industry federation is not currently a member of the Alliance, however BASP will soon meet them to discuss opportunities for membership or support.

BASP is currently exploring bringing retailers into the Alliance by inviting them to be members of consultative committees.

BASP's 'influencer strategy' has involved educating key opinion leaders, NGOs and journalists about the technical, nutritional and sustainability aspects of palm oil. Previously, this had been focussed solely on reaching industry stakeholders, but in 2015 communications moved towards informing the general public. Its communications activities range from creating brochures for distribution in doctors' waiting rooms, to organising press trips to Malaysia.

[www.duurzamepalmolie.be](http://www.duurzamepalmolie.be)  
[www.huiledepalmedurable.be](http://www.huiledepalmedurable.be)

**"Palm oil-free labels are on the rise generally in Belgium, so the negative image of palm oil amongst consumers needs to be overcome."**

Ariane Louwaeye, Belgium Alliance for Sustainable Palm Oil



# Denmark



## Driver for action

On the back of much media attention on palm oil and soy products during 2013 and 2014, the Danish Ministry of Food, Agriculture and Environment attempted to set up a national initiative. However, the move was rejected by business because of targets deemed to be too restrictive for the market's sustainability leaders – and too onerous for those that yet to commit fully to adopting sustainability principles.

So, it was left to businesses themselves to form national commitments. As a result, there is not a single national initiative in place in Denmark, but rather two separate ones: the first run by the Danish Chamber of Commerce (which covers retailers); the second led by the Confederation of Danish Industry (DI) (which covers food producers).

## Progress

There has been progress amongst the larger retail companies towards transforming their palm oil supply, with the three main supermarkets (accounting for 90% of the market) advancing with their efforts. Most of the large retailers are already covering all private-label food products with certificates and moving towards mass balance.

However, there is a general lack of consumer information and interest. As in Norway and Sweden, companies and associations are cautious when it comes to reaching out to consumer for fear of provoking the 'no palm oil' movement.

[www.di.dk](http://www.di.dk)

[www.danskerhverv.dk/CSR](http://www.danskerhverv.dk/CSR)

## Commitments

- The Confederation of Danish Industry-led initiative made a commitment in June 2014 to buy 100% CSPO by 2016, including the purchase of GreenPalm certificates, and to have 100% segregated certified palm oil by 2018.

“RSPO has proved itself very adept at explaining complicated issues and processes in a manner that is easy to understand, which has helped draw businesses in Denmark to the RSPO standard.”

Louise Koch, Danish Chamber of Commerce

# France



## Driver for action

In France, two major events have made the food industry reconsider its approach to palm oil. In 2010, a number of NGOs raised awareness of its negative impact on the environment. At the same time, the media reported criticism from some nutritionists about palm oil and its effect on the nation's health due to its high saturated fatty acid content. French Senator Yves Daudigny even called for an extra tax on palm oil of €300 per tonne in addition to an existing €100 levy (a move which was later rejected by the French Parliament).

Some companies opted to remove palm oil from their products. But others chose to take action by forming the French Alliance for Sustainable Palm Oil in 2013.

## Progress

Since 2014, the Alliance has managed to position itself as a key reference point in the palm oil debate, recognized by all the stakeholders involved (NGOs, media, key opinion leaders, scientifics, governments, growers, producing countries, refiners, companies, retailers and final users). The Alliance has also become a strong channel of communication to promote a sustainable and traceable palm oil under the criteria defined by its members.

[www.huiledepalmedurable.org](http://www.huiledepalmedurable.org)

## Commitments

- Consisting of 12 members (including global leaders such as Nestlé and Unilever and medium-sized companies such as Labeyrie Traiteur Surgelés and Royale Lacroix), the Alliance has two main goals: to give French citizens information on palm oil; and to encourage the use of palm oil produced in highly sustainable conditions, by mobilising the industry as a whole.
- Alliance members have also made two major commitments: to use 100% RSPO-certified palm oil in their products by the end of 2015; and use 100% sustainable palm oil, according to stricter criteria, by 2020. Stricter criteria include traceability, no peat, no deforestation and no conflict.

“French Alliance for Sustainable Palm Oil considers RSPO to have played a positive role in the market as the only standard of certification that is truly international and all-encompassing. Still the RSPO needs to move forward in order to meet the expectations of the companies’ member of the Alliance.”

Laure d'Astorg, French Alliance for Sustainable Palm Oil

# Germany



## Driver for action

FONAP was set up in 2013 with the goal to increase the proportion of segregated CSPO in the German, Austrian and Swiss markets. The Forum only focuses on sustainability aspects and does not have a health dimension.

## Commitments

- The members of The German Palm Oil Forum (FONAP) have made a public commitment that by the end of 2014 they will use only certified sustainable palm oil in their products, in all supply chain options.
- Owing to the different chemical properties and the resulting application profiles of palm oil, palm kernel oil and their corresponding derivatives, different courses of action are required to achieve the Forum's eventual goal: 100% segregated, certified palm oil and palm kernel oil for the markets in the target area (Germany, Austria and Switzerland). In all cases, the 'tipping point' – the point in time when the amount of certified oil supplied to Germany and Europe exceeds the amount of non-certified oil – should be reached as soon as possible.
- All members have specified their commitments for the years 2015 and beyond. Besides the commitment on the use of 100% certified palm oil, there are new commitments with regard to the use of specific supply-chain options for specific products and also towards taking bigger responsibilities for their own supply chains.

## Progress

FONAP conducted a monitoring report in 2014, based on 2013 figures provided by their members. According to that data, progress so far shows that amongst the Forum's members they have achieved: 52% CSPO in the food sector; 30% across all sectors; 50% in the cosmetics, personal and home care sector; 10% in the chemistry and pharmacy sector; and 1% in the feed sector.

Most of the sectors are still far from reaching their target; the only one which is close to 100% CSPO is the margarine producers.

FONAP includes food manufacturers and retailers, but it also has quite a large number of cosmetic, personal and home care members. The notable absentee is the animal feed sector.

[www.forumpalmoel.org](http://www.forumpalmoel.org)

**“A strong motivating factor for companies to act is that, by moving to CSPO, they are better positioned to deal with consumer and NGO pressure.”**

Daniel May, German Palm Oil Forum



# Netherlands



## Driver for action

The Dutch Task Force on Sustainable Palm Oil was created in 2010, initially because there was a lack of CSPO uptake. Growers had made the first move by starting to produce CSPO and it needed to match the effort downstream.

Its members are sector associations, covering food, feed and retailers, and represents many companies. Task Force participants include: MVO – The Netherlands Oils and Fats Industry, FNLI, Vernof, AKSV, IMACE-NL, VAVI, VBZ, Nevedi and CBL.

the 100% sustainable palm oil by 2015 target. It has decided to form a special working group to develop a plan of action to reach its commitment

[www.taskforceduurzamepalmolie.nl](http://www.taskforceduurzamepalmolie.nl)

## Commitments

- The Task Force's goal is for all palm oil processed in food products and feedstuff in the Netherlands to be sustainable by the end of 2015.

## Progress

The total volume of palm oil processed in the Dutch food industry in 2013 was 298.668 tonnes, which is about equal to previous years. The total volume of CSPO increased from 165.00 tonnes in 2012 to 182.607 tonnes in 2013 which is 61% of the total amount of palm oil processed in the Dutch food industry. The 8% growth, is smaller compared to previous years.

Segregated palm oil used increased from 28% to 31%, the percentage Mass Balance (28%) remained unchanged and the percentage Green Palm certificates dropped from 44% to 41% of the total volume sustainable palm oil. The total volume non sustainable palm oil dropped by 28.970 tonnes from 145.031 tonnes in 2012 to 116.060 tonnes in 2013.

The Dutch animal feed sector, represented by NEVEDI, has developed its own plan of action to reach

“RSPO is definitely a necessary part of the solution. It is a multi-stakeholder platform and if we want to deal with issues such as palm oil, it is important not to have the opinion of a single entity; rather a joint position of multiple parties that have agreed to it.”

Eddy Esselink, Dutch Task Force on Sustainable Palm Oil

# Norway



## Driver for action

The National Initiative in Norway was set up in response to mounting pressure from Norwegian civil society to tackle the problems associated with palm oil – both from an environmental and health standpoint.

Prominent NGOs, such as the Rainforest Foundation, were highly influential in raising the debate and pressuring companies to do something about palm oil. The Norwegian food and beverage association was responsible for bringing together food and retail sector companies to make a commitment to sustainable palm oil in 2014.

## Commitments

- Members of the National Initiative in Norway have committed to either reduce use of palm oil in products or to use only RSPO CSPO by 2015. They have further committed that by 2018 any palm oil products used will be segregated and traceable. The Norwegian commitment applies both to imports of palm oil or finished products consumed in Norway.

## Progress

According to the initiative, the goal to use only RSPO certified palm oil by 2015 is “likely to be met”. However, the secondary goal of establishing fully segregated, traceable palm oil by 2018 is not so certain.

The main sectors involved in the drive to increase the use of sustainable palm oil in Norway are the food and retail sectors. The food sectors are largely represented by the big, international manufacturers; whilst the retail sector comprises three of the four major retailers. In terms of personal care products, the major Norwegian supplier is on board with the initiative and the rest of the players in the cosmetics sector are international companies, not based in Norway.

The animal feed sector is not formally involved with the Norwegian network.

“The role of the RSPO has been that of a credible, international standard. The importance of RSPO in sharing the responsibility towards CSPO in Norway is underlined by its international presence.”

Ellen Behrens, Orkla ASA

# Sweden



## Driver for action

The key driver for change in the Swedish market has been NGO pressure. Here, as in Norway, NGOs push for both certification and also replacement of palm oil in products and have led industry to take a closer look at the provenance of its ingredients.

The process to form the Swedish initiative on sustainable palm oil started a few years ago and was mainly driven by a limited number of companies with interests in increasing use of sustainable palm oil in Sweden. The Swedish food industry federation embraced the vision of these outriders and the initiative was set up in 2014.

## Progress

Each company commits to report how large volume of palm oil they use and the share that is certified according to the principles of RSPO, and also how large volume that is 'segregated'.

The presence of an active NGO scene is a strong enabling factor, pressuring companies to stick to their commitments. However, while the large companies are moving forward with their commitments, the smaller companies are "lagging behind", according to the initiative.

## Commitments

- The main goal of the Swedish initiative on sustainable palm oil is to achieve 100% CSPO in the Swedish food sector by the end of 2015, via any supply chain delivery method, including Book & Claim.
- There is a separate initiative within the detergent industry which is adopting a similar statement to that of the food industry.
- While other sectors are not currently part of the initiative, the retailers have adopted their own individual commitments, but not through an association as there are only three or four major retailers in Sweden.

"If the RSPO had not existed, the Swedish initiative would not have got off the ground. RSPO has aided the Swedish initiative by coming to Sweden and meeting local members and stakeholders, and being able to explain what is happening on the ground in South East Asia."

Johann Anell, Swedish initiative on sustainable palm oil

# United Kingdom



## Driver for action

In October 2012, UK Government and trade associations with a significant membership interest in the supply or use of palm oil made a statement of their various commitments to sourcing sustainable palm oil under the overall heading 'The United Kingdom is working towards achieving 100% sourcing of credibly certified sustainable palm oil by the end of 2015'. The UK Government has played a leadership role, supporting the commitment to sustainable palm oil, and has had a significant impact on the level of uptake in the UK.

Organisations that have signed up to the UK statement represent oil processors and distributors, food and drink manufacturers, retailers, animal feed manufacturers, contract catering and hospitality sector, renewable energy sector, cleaning products industry, speciality chemicals sector, WWF and ZSL.

## Commitments

- The commitment made by these organisations is to achieve 100% sourcing of sustainable palm oil from credible sources by the end of 2015.
- Agricultural Industries Confederation (AIC) feed sector committee confirmed in 2014 that their companies would purchase sustainable palm oil for all new contracts procured from autumn 2014

## Progress

Consumption of CSPO has increased from 277,961 metric tonnes in 2012 to 321,61 metric tonnes in 2013. The figures<sup>1</sup>, which include segregated and GreenPalm certified oils, show consumption has quadrupled since 2009.

The estimated total proportion of CSPO imports in the UK is equivalent to either 55% or 71%, depending on which data sources are used to make the calculation. The lack of a shared data source is a key barrier to fully understanding progress.

Intra-industry meetings, such as the one between the feed sector, agricultural industries and GreenPalm, have led to the feed industry taking steps to move towards using sustainable palm oil.

Regular communication from the association members of the UK Statement to their members to raise awareness has also played an important role.

[www.gov.uk/government/publications/sustainable-production-of-palm-oil-uk-statement](http://www.gov.uk/government/publications/sustainable-production-of-palm-oil-uk-statement)

**“The complexity of supply chains is a major obstacle in moving towards 100% procurement of certified sustainable palm oil but it should remain as the key focus regardless of the issues.”**

Judith Murdoch, Murdoch Associates Ltd

## References

1. CPET Annual Review on UK Consumption of Sustainable Palm Oil, Defra, December 2014



# The road to 2020

PHOTO COURTESY OF WWF



RSPO membership has increased dramatically in the past two years, reaching a total of 2,145 members – half of which are based in Europe – and sales of CSPO have reached record highs of some 5 million tonnes.

Current progress, driven by national commitments and brands responding in part to NGO campaigning, has helped us make steady progress – but is highly variable across markets and sectors. The opportunity exists to reach the goal of 100% CSPO in Europe, but the challenge is significant. It will require transformation from conventional to sustainable palm across the supply chains of all refiners, distributors, manufacturers and retailers operating in Europe.

The combined global uptake of CSPO through physical and certificate trading for 2014 stood at 4.9 million tonnes, but it is not known exactly how much of this is imported into Europe.

## Barriers to Progress

A number of factors are holding back progress:

### Limitations of national commitments

Existing levels of CSPO uptake in numerous EU countries are promising, with the likes of the UK<sup>1</sup>, the Netherlands<sup>2</sup> and Germany<sup>3</sup> reporting good progress.

National initiatives in seven of Europe's countries are working hard to inject motivation, helping members to build and share the necessary know-how, and reaching out to non-committed partners to join

forces and create greater alignment. This collaborative infrastructure has contributed to address some of the inevitable market failures, such as information gaps and asymmetries. However, market forces alone may, in the end, not be enough – and complementary approaches may be needed to significantly scale-up CSPO demand across Europe.

National initiatives have largely acted within a voluntary, self-regulated system, putting some constraints or boundaries on corporate behaviour. Getting the balance right between self-regulation and regulation imposed by government policy-makers could be key. In the UK, for example, the participation of the UK Government in a national initiative and its official endorsement of it, points to a 'mixed' approach where a voluntary pledge is framed into a public policy context, monitored by regulators, in that case DEFRA.

As we approach the UN climate change negotiations in Paris in December, ambitious EU climate change targets could be important in laying the foundations for any public policy initiatives.

### Sectors lagging behind

Today, the food sector is leading the transformation of the European market, followed closely by the retail sector. This largely reflects the importance of food businesses in the palm oil supply chain. The home and personal care sector is now making some progress too, albeit, at a slower pace. However, other sectors are generally lagging behind, such as government pro-

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# The road to 2020 (continued)



PHOTO COURTESY OF SIME DARBY

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curement and the catering industry. Not one of the national initiatives surveyed for this report mentioned the biofuel sector as users of RSPO RED CSPO, yet in some countries biofuel represents a high volume of palm oil use. As for the feed sector, only in the Netherlands and the UK has the industry taken concrete steps.

Members report that it can be difficult to source certified derivatives and fractions made with CSPO and this is a particular constraint for the home and personal care sector, which uses oleo-chemicals for manufacturing.

## Reaching small businesses

It is hard to bring smaller businesses on board, because they often lack the awareness of the issues, understanding of the solutions and the resources and time to map their supply chains. And with such a large number of small business manufacturers in Europe, particularly in the food sector, reaching out to all of them is intensive.

## Price and availability

Price is also mentioned in some cases, but the points of view vary and it is unclear whether, and to what extent, CSPO price will be a major factor holding Europe back from achieving a 100% CSPO.

For both small and medium-sized businesses and the sectors still starting the journey towards CSPO, including derivatives, fragmentation of the supply chain and matching supply with demand remains a key obstacle that needs to be overcome.

## Lack of consumer engagement

The EU's new food-labelling rules that came into play in December 2014 have certainly raised consumer awareness of palm oil in food products. Yet, reaching out to consumers is mentioned as being a tough challenge in all countries surveyed.

Consumers may feel outraged by the issues surrounding palm oil production, but they are less aware of the solution offered by RSPO certified palm oil. In this context many brands are unwilling or unable to communicate to consumers, as they are afraid to expose themselves and fuel further outrage among consumers.

RSPO has invested in raising its visibility and improving its reputation via a more proactive and engaged communications and outreach strategy in Europe. For example, RSPO has launched the Palm Oil Debate with *The Guardian* online, a high-traffic sustainable business hub.

It is a process of continuous improvement, and the RSPO must continue to innovate and demonstrate that its standards and systems are credible and enforced.

## Consistent support for standards

The credibility of RSPO as a multi-stakeholder organisation, which works through third-party certification and promotes transparency and data-gathering to facilitate the monitoring of progress, is widely-recognised.

A consistent set of standards that are supported and acknowledged across the industry – from the innovators leading the way to those that are just starting out on their journey – is crucial to creating a new 'norm' for the industry.

## Data monitoring

To successfully transition to CSPO across Europe, benchmarking, monitoring and measurement is going to be important, especially with all of the national initiatives identifying 2014-2015 as a deadline to reach 100% CSPO in their sectors and markets. Benchmarking is difficult as the commitments are so variable. Without a clear and reliable measure of progress it is difficult to assess the results and know if the commitment has been fulfilled.

## References

1. According to the UK's Department for Environment, Food and Rural Affairs (DEFRA), 2013 imports of CSPO were equivalent to an estimated proportion of either 55% or 71% of total UK palm oil imports, depending on the methodology used to calculate them.
2. The Dutch Task Force reached 61% CSPO in the food sector in 2013, just three years after its establishment.
3. The German food sector achieved 53% CSPO in 2013.

# A shared vision towards 100% CSPO

## The opportunity

The opportunity to build a 100% CSPO market in Europe is within reach and RSPO wants to seize the opportunity to make it a reality by facilitating total market transformation across the region.

Given its scale and ability to influence global markets, a 100% CSPO in Europe would encourage more growers to move to more sustainable production practices, while helping make CSPO more attractive and available to other large markets.

The opportunity exists, but the challenge is significant; it will require a complete shift from conventional to sustainable palm oil across the supply chains of all refiners, distributors, manufacturers and retailers operating in Europe. It will need to target those who will not or cannot source sustainably, and to ensure that the RSPO offers a credible solution that meets the needs of the European market into the future.

In working to increase market uptake in Europe, RSPO has identified some critical questions that will underpin the creation of a shared action plan for market transformation.

## Key considerations include:

- What is our collective ambition for the 100% CSPO in Europe by 2020 target? Should it include biofuels, or the import of finished products? Or will it be restricted to consumer goods manufactured in Europe by imported oil palm products?
- Collaboration is critical to market transformation and there are many platforms and alliances already established. From what have we learnt so far, what do we need to do better together?
- Consumers want to know what's in their products. In many cases public outrage is already high about the impact of palm oil. How can we increase the market demand for CSPO through effective communications and engagement?
- Businesses need an incentive to commit to sourcing 100% CSPO. What are those incentives and how do they drive change and affect outcomes?
- There are limits to voluntary self-regulation. What is the potential of public policy to stimulate the market to reach scale?

## Together, we need to focus on:

### Collaboration

- Challenges will need to be addressed collaboratively with all of the various players across the entire value chain working together to find solutions;
- Ensure the commitments and innovations already made are shared to fuel the progress of markets and sectors lagging behind;
- Continue the dialogue between businesses, with NGOs and governments;
- Progressive businesses can do more in reaching out to the smaller businesses further along the supply chain, to understand their challenges and help find more shared solutions.

### Building awareness

- It is time to become bolder in communicating with consumers, raising levels of understanding about the issues, with the retailers and brands leading from the front;
- Engage in two-way dialogue and show sufficient transparency to become a trusted solution;
- Where public perception is still undecided about palm oil, there is a window of opportunity for proactive communications ahead of the social maturation curve moving towards a level where outrage is high.

### Sharing best practice

- Share information, best practice and learnings with colleagues across your supply chain and across different industries – to facilitate support and investment to help drive forward CSPO demand and use.

### Sharing the vision and working together

- RSPO's mission is to help transform markets to make sustainable palm oil the norm;
- We aim to do this by convening all stakeholders across the value chain to advance the production, procurement, finance and use of sustainable palm oil products;
- We will collaborate with our members to develop a shared vision and plan to make 100% CSPO in Europe a reality;
- Join us and help make that happen.



## About RSPO

Since 2004, the Roundtable on Sustainable Palm Oil (RSPO) has been transforming the palm oil industry in collaboration with the global supply chain, to put it on a sustainable path. Discover who we are and how we work.

RSPO will transform markets to make sustainable palm oil the norm by:

- advancing the production, procurement, finance and use of sustainable palm oil products;
- developing, implementing, verifying, assuring and periodically reviewing credible global standards for the entire supply chain of sustainable palm oil;
- monitoring and evaluating the economic, environmental and social impacts of the uptake of sustainable palm oil in the market
- Engaging and committing all stakeholders throughout the supply chain, including governments and consumers.

RSPO is a not-for-profit that unites stakeholder groups, oil palm producers, processors or traders, consumer goods manufacturers,

retailers, banks/investors, and environmental and social non-governmental organisations (NGOs), to develop and implement global standards for sustainable palm oil.

The RSPO has more 2,100 members worldwide who represent all links along the palm oil supply chain. They have committed to produce, source and/or use sustainable palm oil certified by the RSPO.

RSPO's global headquarters are in Kuala Lumpur, Malaysia, with satellite offices in Indonesia, the UK and the Netherlands.

**For more information visit [www.rspo.org](http://www.rspo.org)**

*This report was produced for the RSPO EU Roundtable 2015.*

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