

WINNING CONSUMER SUPPORT FOR SUSTAINABLE PALM

RSPO
Roundtable on Sustainable Palm Oil



SUSTAINABILITY
WHAT'S NEXT?



Introductions



Danielle Morley

European Director of Outreach
& Engagement, RSPO



Katherine Teh-White

Managing Director, Futureye

The public hear palm is destructive



celebrity credibility

www.youtube.com/watch?v=1DtRVEgixzk



What is a social licence to operate?

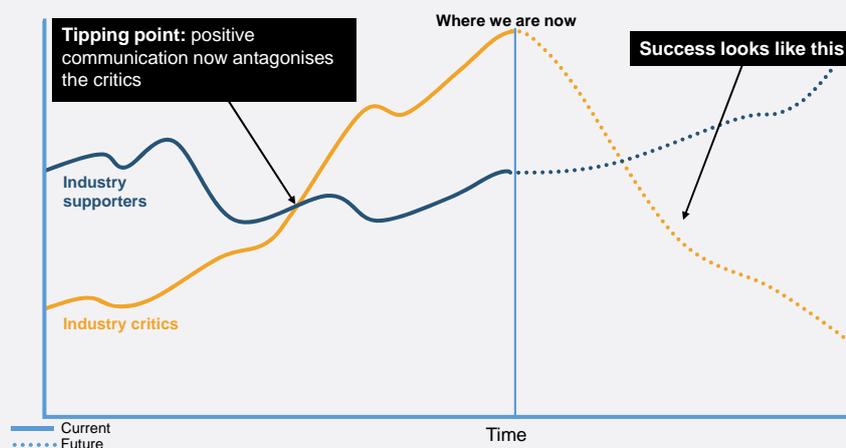
A social licence to operate is the set of conditions society places on your service, company or industry, which it requires you to fulfil in order not to place sanctions on you

Industries that are losing their social licence to operate face greater activism, consumer backlash, litigation, regulation and political interference

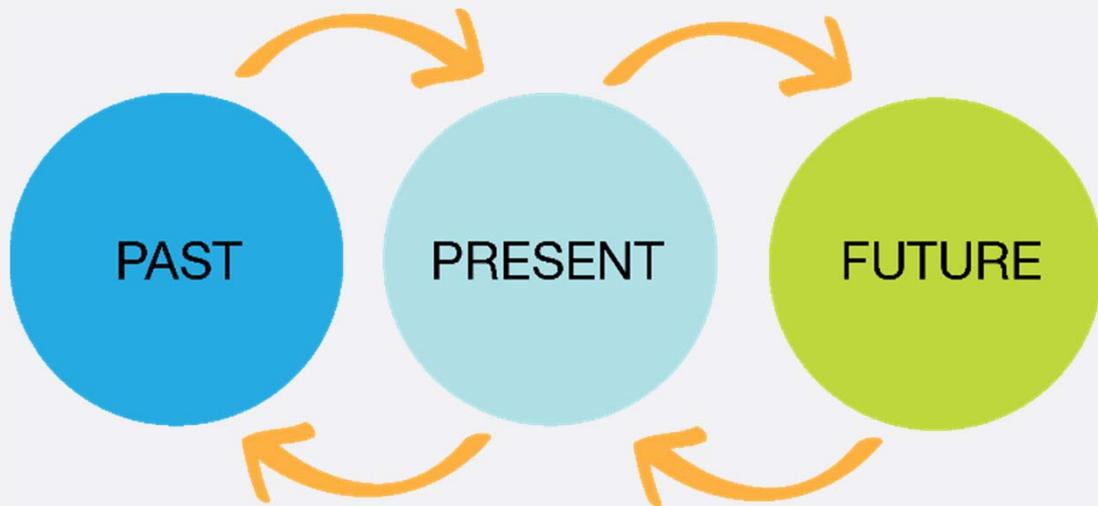
Industries with a social licence have the tacit or explicit agreement to exist and grow

Creating a Social Licence to Operate can start at any time but requires a change in mindset and approach

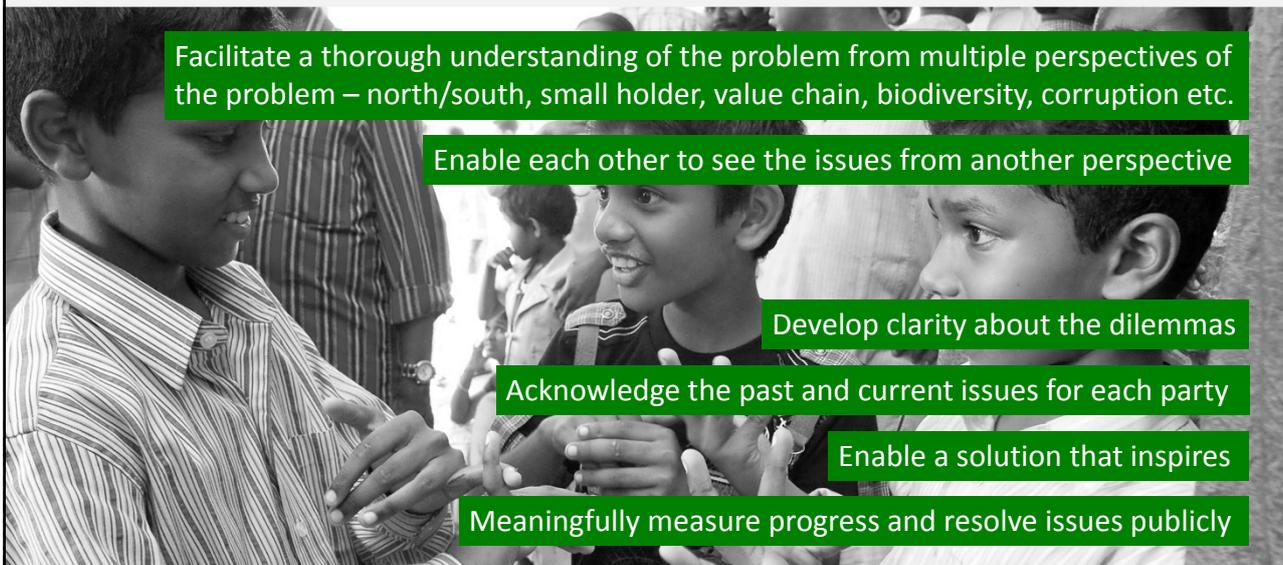
Illustration of negative reputation's impact



The past does not have to determine the future



Facilitators



Futureye's recommended strategy



Embrace the vision

Stop being defensive
Explain the A to Z



Be transparent

Reduce the gaps
Use DAVE in all messaging



Govern for good

Make the transformation visible



Engage

Improve member collaboration and communication



Be accountable

Commit to the standard
Stop kow-towing



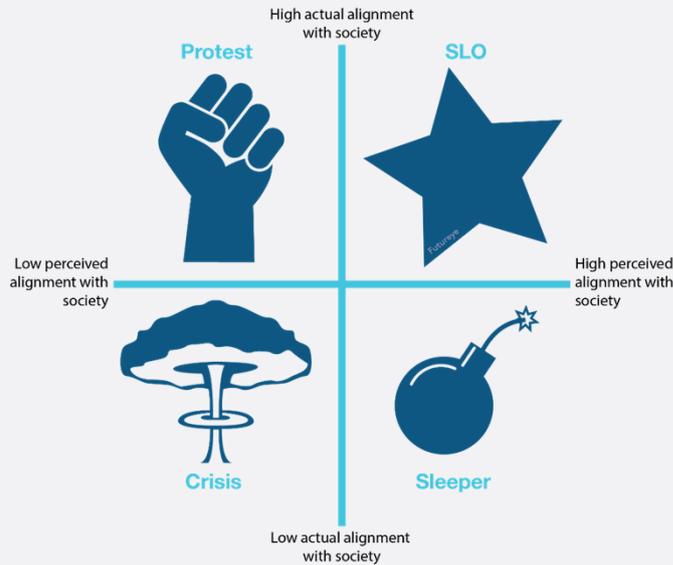
Ethics

Provide an ethical rationale

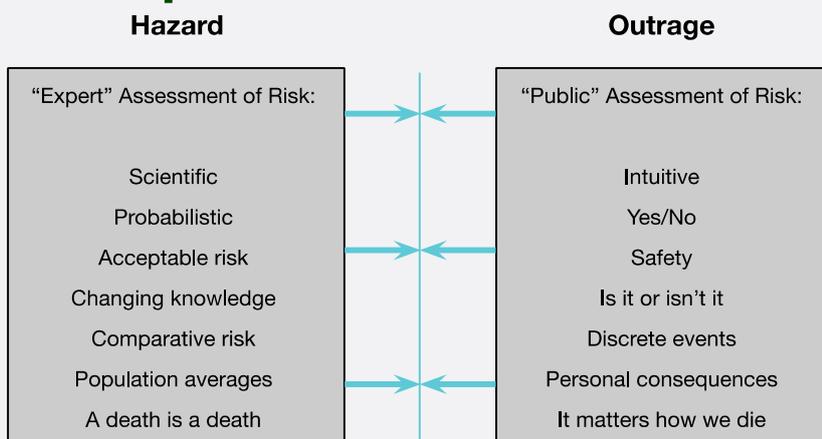
We need to be generatively listening



Scenarios about social alignment



Expert and public assessment of risk



These and other contrasts constitute barriers to mutual understanding

European focus group findings

“Companies should be named and shamed for not using sustainable palm oil”

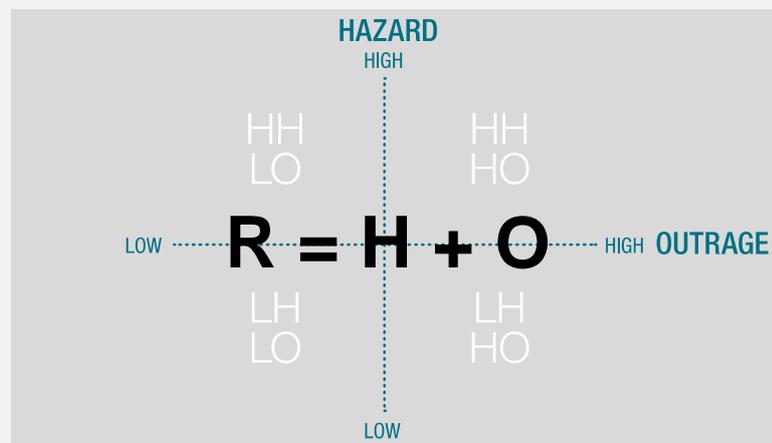
“This is a massive thing”

“I thought it [palm oil] was just in ready meals and I don't eat ready meals. So, I wasn't really interested, but I do like chocolate biscuits so now I'm interested”

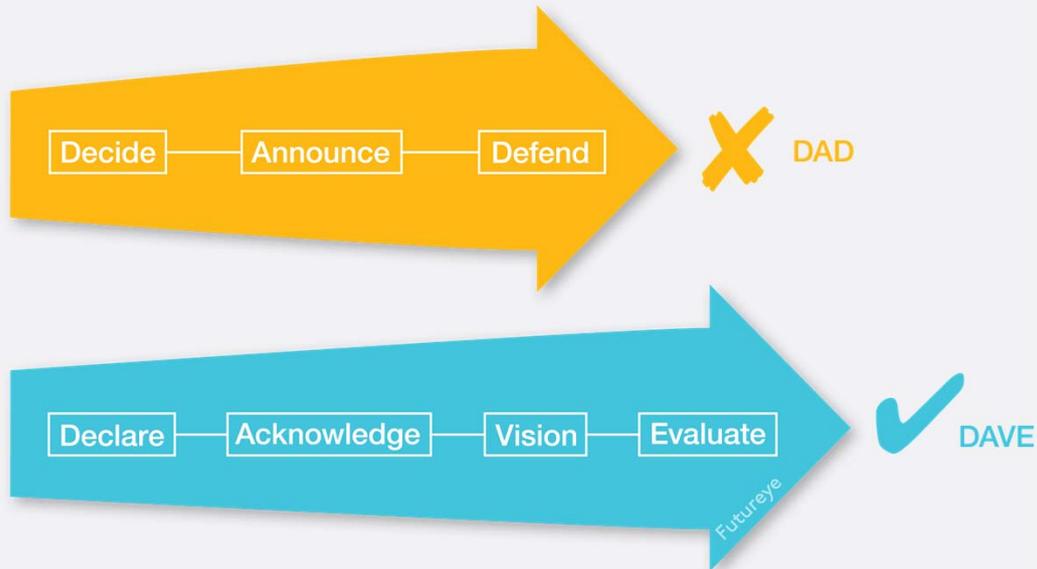
“...what's surprising is the scale of the issue, but how little it's talked about. I came in to here thinking it was a niche issue... when actually its massive, it's got real potential to become part of what we talk about and what we see in food”

“I think its always important to speak. It's [palm oil] in 50% of everything we eat and it needs to be out there so you know if it's good or not. It's for everyone to make up their mind. I will definitely speak to my partner and everyone”

Analyse and segment risks for best strategy



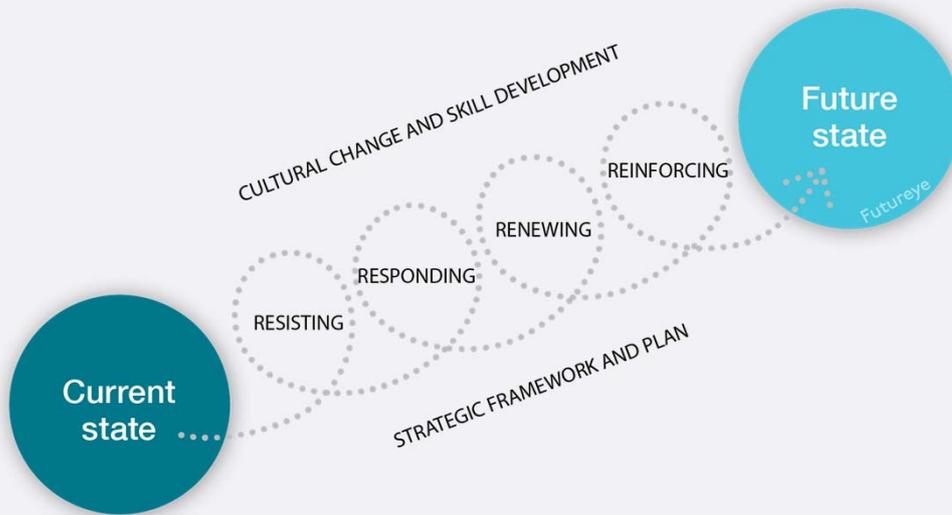
DAD to DAVE



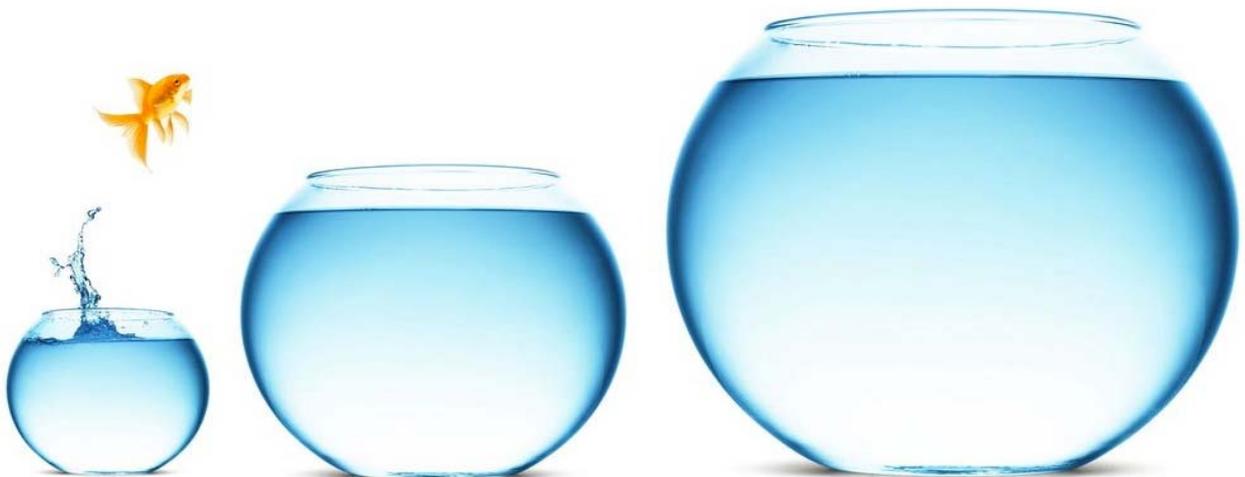
Focus group findings

1. Environmental destruction was the most common perception of palm oil
2. Engagement on the issues turned the groups into wary supporters of the RSPO
3. Leading the world to higher standards appealed to the European consumer
4. If you neutralise negatives, then consumers feel better informed of the risks and emotional reactions reduce
5. A minor price premium on SPO is possible if they feel they are not being 'played'
6. **RSPO** Brand mark becomes valuable with knowledge
7. Bad-Good-Inspiration communicated positively

From fixer to facilitator



Moving forward



RSPO EU Roundtable 2014

**100% CERTIFIED
SUSTAINABLE PALM OIL:
OUR SHARED RESPONSIBILITY**

Media and messaging campaign

- Our license to operate is at risk. ..and we're still facing outrage
- If you are in the supply chain, you're probably under pressure
- Market uncertainty
- Europe at a turning point. 500 million consumers will become aware of palm oil
- Trade gap between production and consumption of CSPO.
- Fighting deforestation means supporting sustainable growers and small holders
- Our call to action is for a Better partnership between growers and supply chain and Shared responsibility to reach 100% CSPO

Panel debate

PANEL DEBATE 1: RSPO - THE BEST OPTION?

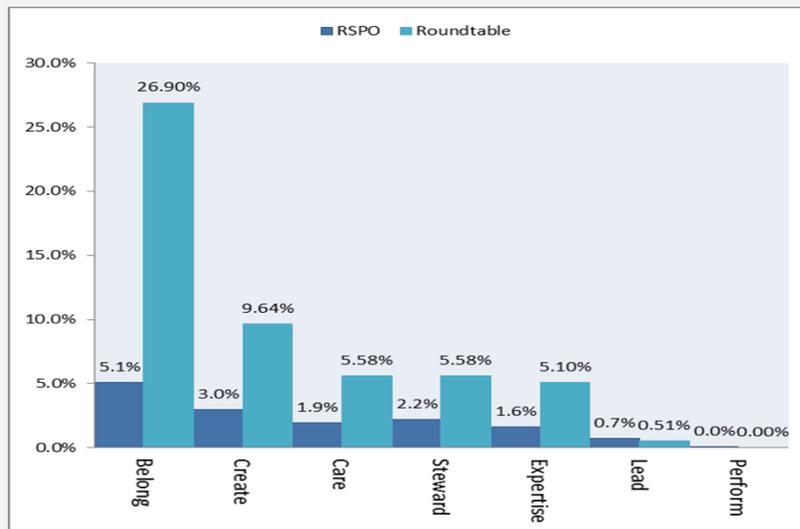
Does RSPO certification presents the best option we have right now to source sustainable palm oil that protects the environment and supports livelihoods?



Perspectives on engagement



EU Roundtable, impact on RSPO reputation



The Palm Oil Debate: with The Guardian

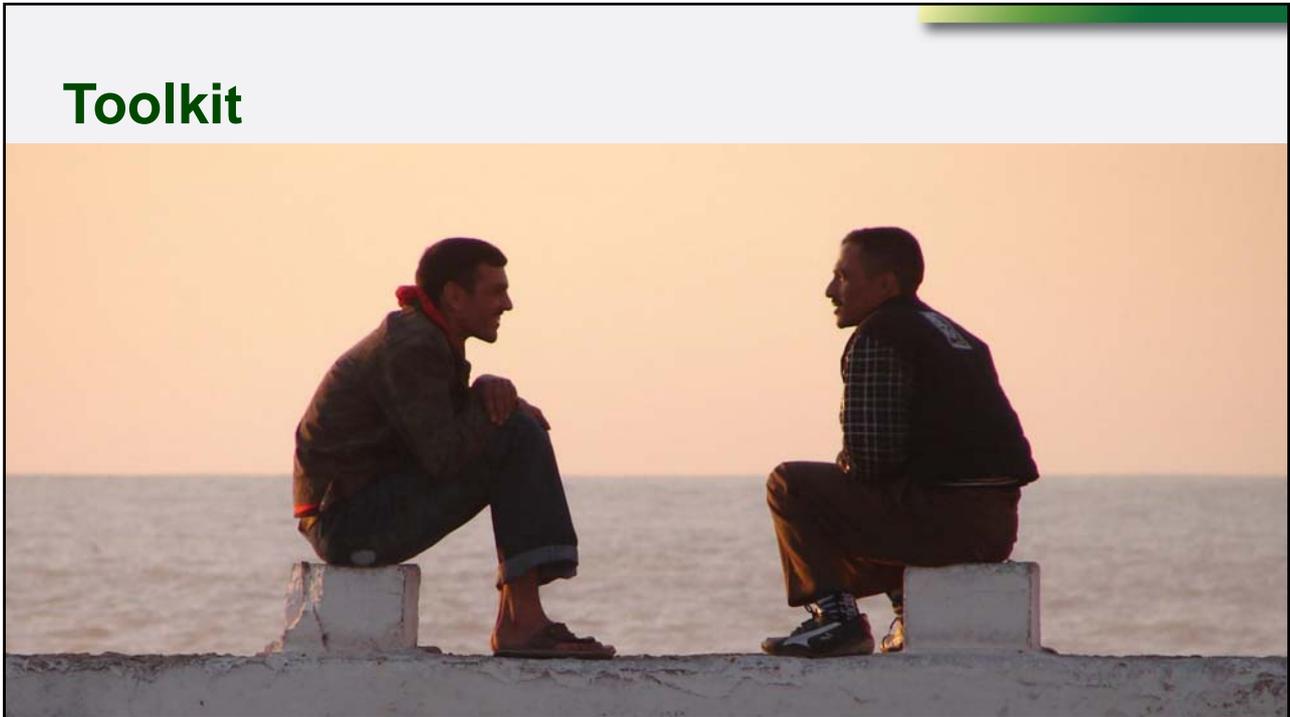
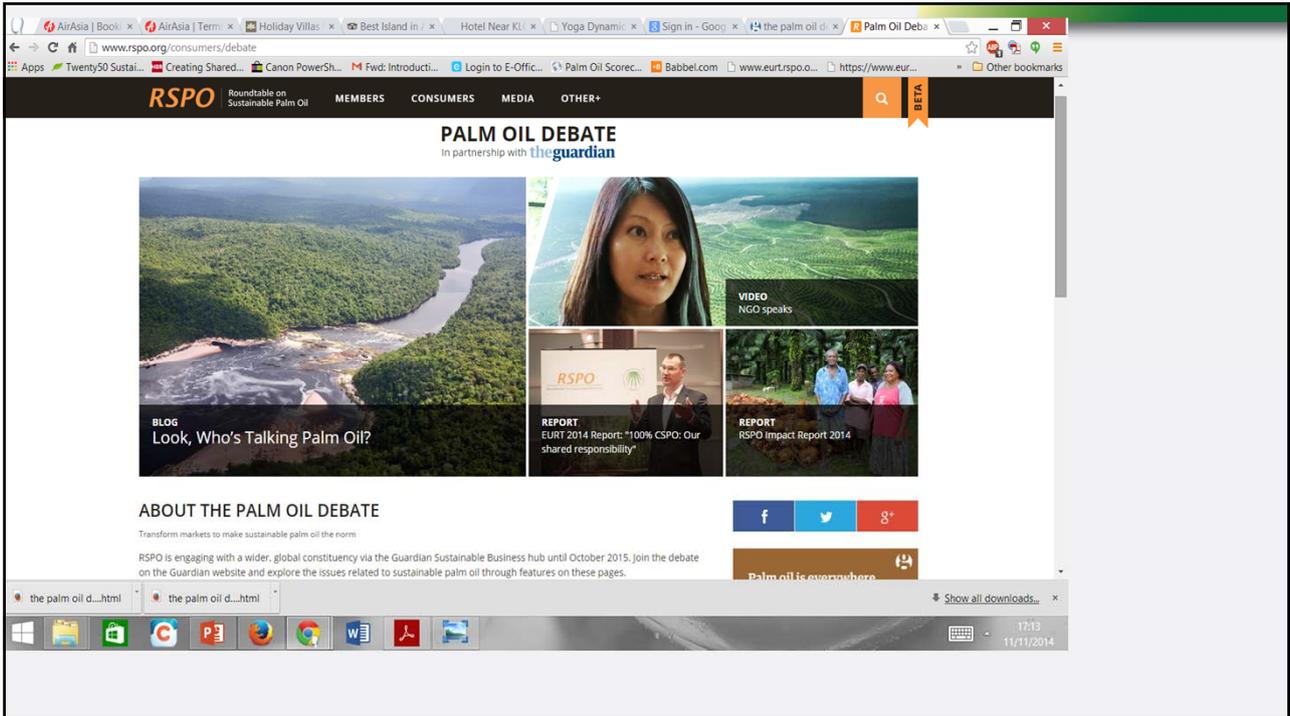


The screenshot shows a web browser displaying the Guardian website. The address bar shows the URL: www.theguardian.com/sustainable-business/series/palm-oil-debate. The Guardian logo is visible in the top right, with the tagline "Winner of the Pulitzer prize". The navigation menu includes: home, UK, world, sport, football, comment, culture, economy, lifestyle, fashion, environment, tech, money, travel, and all sections.

The main content area features an article titled "the palm oil debate" from the "guardian sustainable business" series. It is sponsored by RSPO (Roundtable on Sustainable Palm Oil). The article title is "From rainforest to your cupboard: the real story of palm oil - interactive". The text reads: "You wash with it, you brush with it, you toast it, it's in 50% of what you buy - but what's the real story of palm oil? Use the interactive below to trace the journey of palm oil from the rainforest through to your kitchen cupboard". A large image shows a person's hands holding several palm oil fruits.

Below the article, there is a "join the debate" section with a small photo of a man. To the right, there is an advertisement titled "The future of palm oil: can it be sustainable? - live chat". The Windows taskbar is visible at the bottom, showing various application icons and the system clock displaying 17:11 on 11/11/2014.

<http://www.theguardian.com/sustainable-business/series/palm-oil-debate>



Conclusion

- We can create a movement for change
- We can improve trust in the RSPO reputation
- Dealing with the negatives is vital
- We need to do it together
- We'd like your involvement
 - Toolkit
 - Guardian
 - ??

RSPO

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Danielle Morley

*European Director of Outreach
& Engagement, RSPO*

P: +44 (0) 208 282 6069

E: danielle@rspo.org



Futureeye
Real solutions to real dilemmas

Katherine Teh-White

Managing Director, Futureeye

P: +61 3 8636 1111

E: info@futureeye.com

Tw: @ktehwhite