WINNING CONSUMER SUPPORT FOR SUSTAINABLE PALM

Introductions

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The public hear palm is destructive

Celebrity credibility
www.youtube.com/watch?v=1DtRVEgi$xzK
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

- Facilitate a thorough understanding of the problem from multiple perspectives of the problem – north/south, small holder, value chain, biodiversity, corruption etc.
- Enable each other to see the issues from another perspective
- Develop clarity about the dilemmas
- Acknowledge the past and current issues for each party
- Enable a solution that inspires
- Meaningfully measure progress and resolve issues publicly
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

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We need to be generatively listening
Scenarios about social alignment

Protest
Low perceived alignment with society

SLO
High perceived alignment with society

Crisis
Low actual alignment with society

Sleeper
High actual alignment with society

Expert and public assessment of risk

**Hazard**

“Expert” Assessment of Risk:
- Scientific
- Probabilistic
- Acceptable risk
- Changing knowledge
- Comparative risk
- Population averages
- A death is a death

**Outrage**

“Public” Assessment of Risk:
- Intuitive
- Yes/No
- Safety
- Is it or isn’t it
- Discrete events
- Personal consequences
- It matters how we die

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
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
http://www.theguardian.com/sustainable-business/series/palm-oil-debate
ABOUT THE PALM OIL DEBATE

RSPO is engaging with a wider, global constituency via the Guardian Sustainable Business site until October 2015. Join the debate on the guardian website and explore the issues related to sustainable palm oil through features on their pages.

Toolkit
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
  • ??