

WINNING CONSUMER SUPPORT FOR SUSTAINABLE PALM

RSPO
Roundtable on Sustainable Palm Oil



SUSTAINABILITY
WHAT'S NEXT?



Introductions



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European Director of Outreach
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Managing Director, Futureye

The public hear palm is destructive



celebrity credibility

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



What is a social licence to operate?

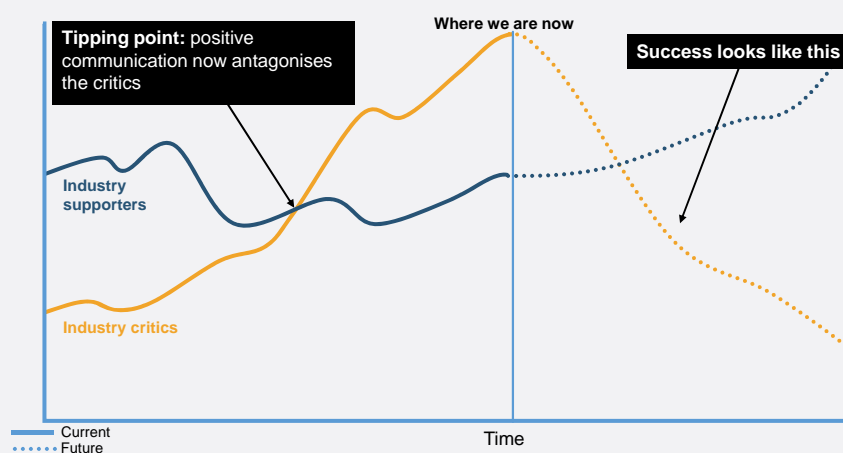
A social licence to operate is the set of conditions society places on your service, company or industry, which it requires you to fulfil in order not to place sanctions on you

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

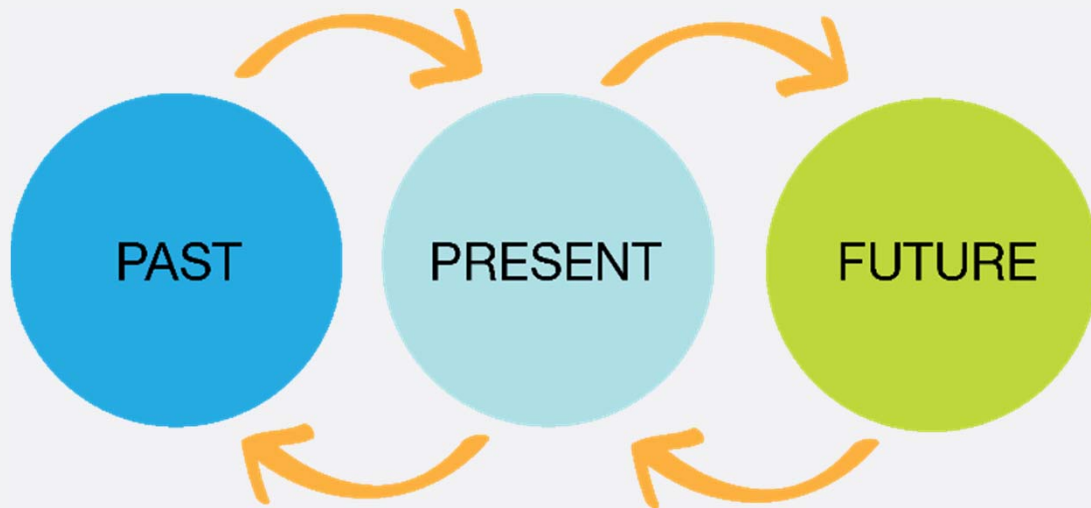
Industries with a social licence have the tacit or explicit agreement to exist and grow

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

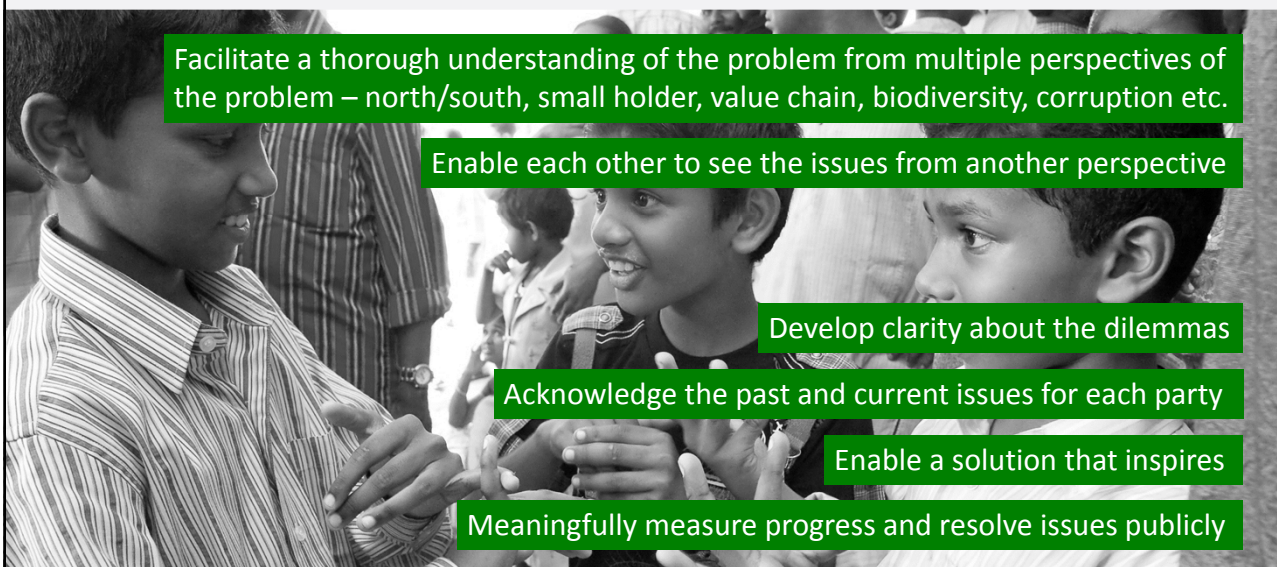
Illustration of negative reputation's impact



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



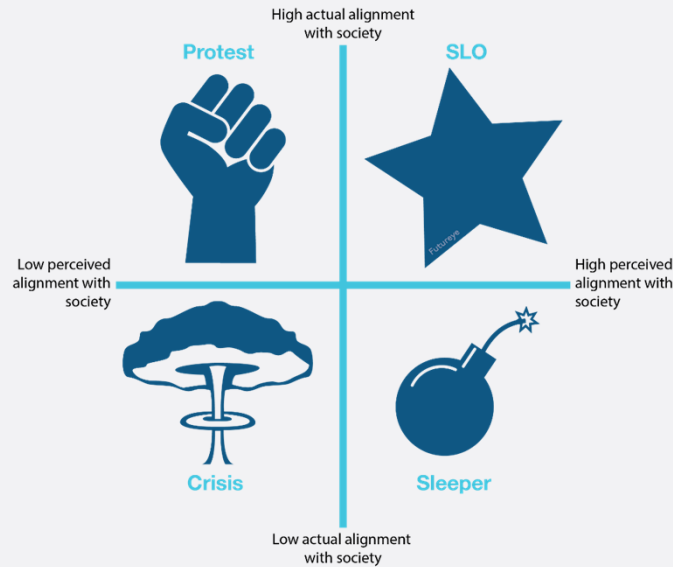
Ethics

Provide an ethical rationale

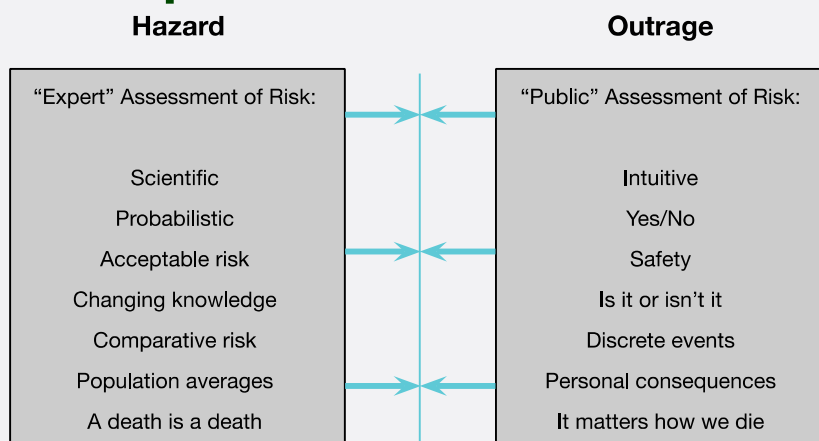
We need to be generatively listening



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”

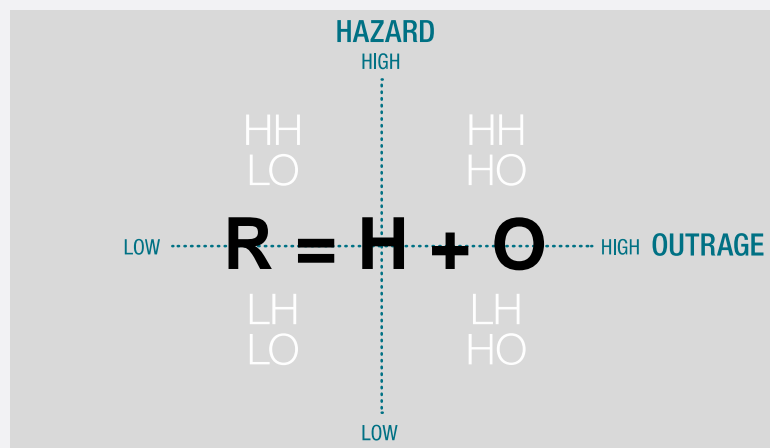
“This is a massive thing”

“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”

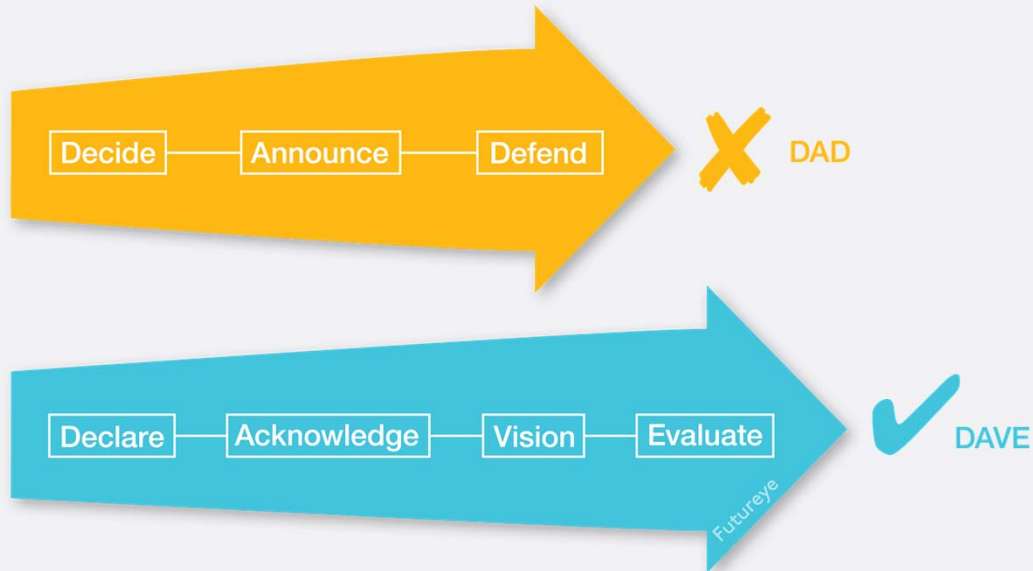
“...what's surprising is the scale of the issue, but how little it's talked about. I came in to here thinking it was a niche issue... when actually its massive, it's got real potential to become part of what we talk about and what we see in food”

“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



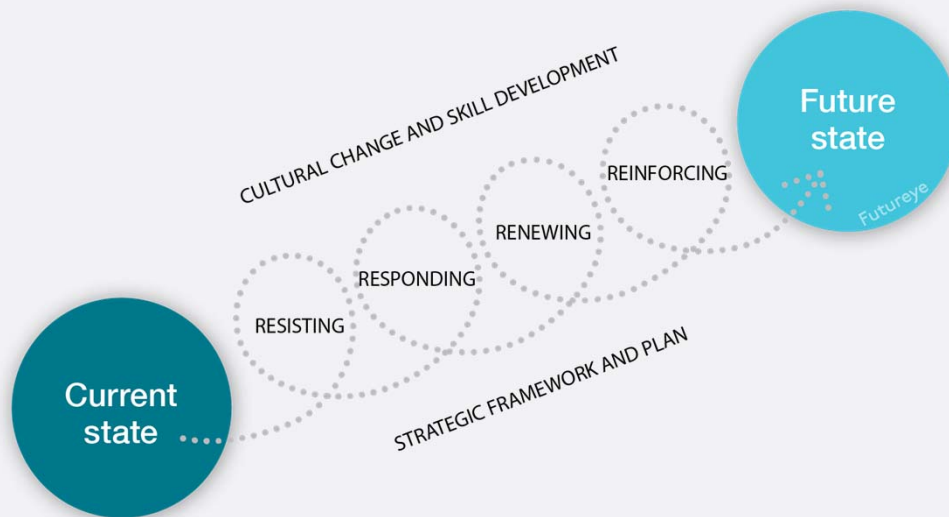
DAD to DAVE



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?

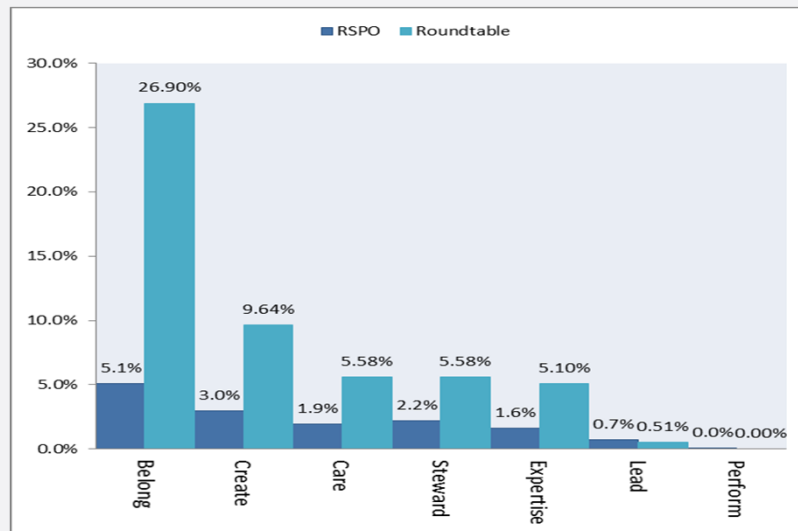
Does RSPO certification presents the best option we have right now to source sustainable palm oil that protects the environment and supports livelihoods?



Perspectives on engagement

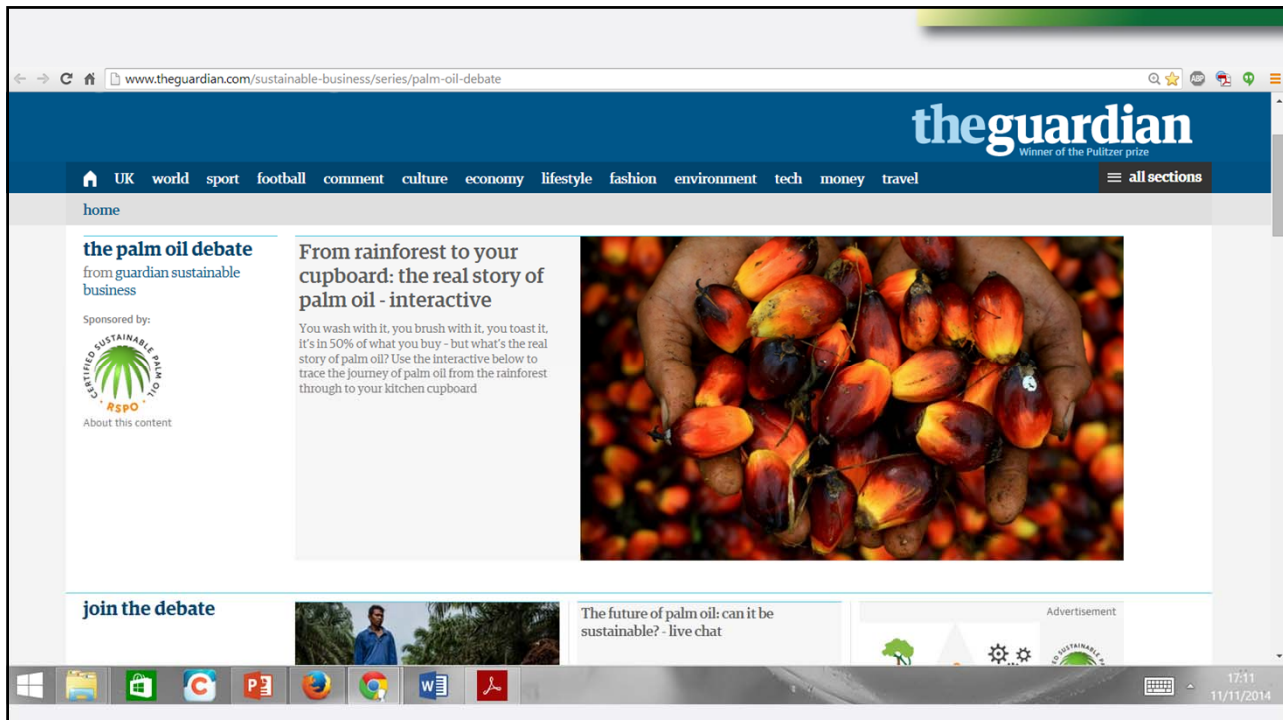


EU Roundtable, impact on RSPO reputation

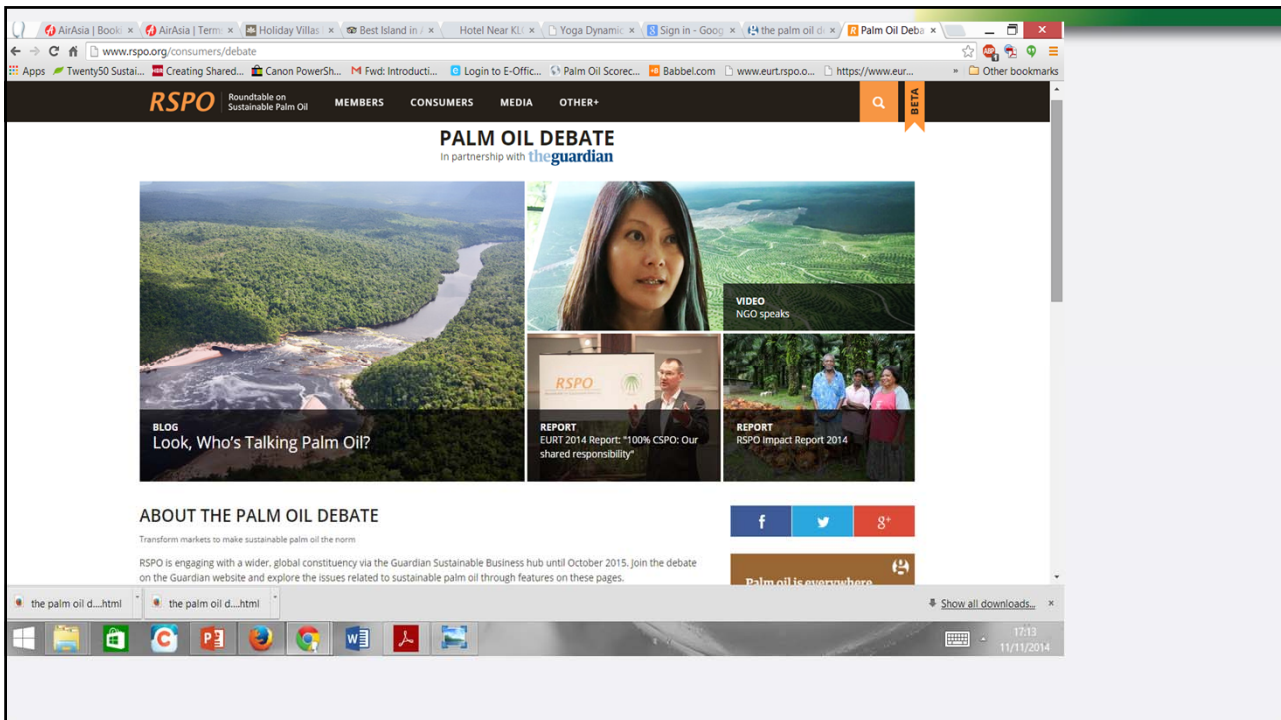


The Palm Oil Debate: with The Guardian





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



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
 - ??

RSPO

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Futureeye
Real solutions to real dilemmas

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