

## Particulars

### About Your Organisation

#### 1.1 Name of your organization

Beautiful Cups B.V.

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#### 1.2 What is/are the primary activity(ies) or product(s) of your organization?

- Grower
  - Processor and/or Trader
  - Consumer Goods Manufacturer
  - Retailer and/or Wholesaler
  - Bank and/or Investor
  - Social and/or Development NGO
  - Environmental and/or Conservation NGO
  - Supply Chain Associate
  - Affiliate
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#### 1.3 Membership number

8-0176-16-000-00

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#### 1.4 Membership category

Organisations

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#### 1.5 Membership sector

Affiliate

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## Affiliate

### 1. Operational Profile

#### 1.1 What are the main activities of your organisation?

Beautiful Cups is the ultimate recyclable coffee cup, a total concept that contributes to sustainable development worldwide. This product helps us stimulate and support companies sustainability policies. Using cardboard coffee cups promotes a better quality of life and a cleaner environment. Did you know that Beautiful Cups reduces the use of cardboard cups by a whopping 50%?

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#### 1.2 Does your organisation use and/or sell any palm oil?

No

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#### 1.3 Activities undertaken to promote sustainable palm oil, the RSPO and/or members in the reporting period.

not applicable

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#### 1.4 What percentage of your organisation's overall activities focus on palm oil?

0%

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#### 1.5 Did members of your staff participate in RSPO working and/or taskforce groups in the reporting period?

No

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#### 1.6 Do you have any collaborations with the industry players/private sector to support them in the market transformation towards CSPO?

No

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#### 1.7 How is your work on palm oil funded?

not applicable

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### 2. Actions for Next Reporting Period

#### 2.1 Outline activities that you will take in the coming year to promote sustainable palm oil along the supply chain.

not applicable

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### 3. Challenges

**3.1 What significant economic, social or environmental obstacles have you encountered in the production, procurement, use and/or promotion of CSPO and what efforts did you make to mitigate or resolve them?**

- Awareness of RSPO in the market
- Difficulties in the certification process
- Certification of smallholders
- Competition with non-RSPO members
- High costs in achieving or adhering to certification
- Human rights issues
- Insufficient demand for RSPO-certified palm oil
- Low usage of palm oil
- Reputation of palm oil in the market
- Reputation of RSPO in the market
- Supply issues
- Traceability issues
- Others

**Other:**

not applicable

**3.2 In addition to the actions already reported in this ACOP, how has your organisation supported the vision of RSPO to transform the market for sustainable palm oil in other ways? (e.g. Funding; Engagement with key stakeholders; Business to business education/outreach)**

- Engagement with business partners or consumers on the use of CSPO
- Engagement with government agencies
- Promotion of CSPO outside of RSPO venues eg trade workshops industry associations
- Promotion of physical CSPO
- Providing funding or support for CSPO development efforts
- Research & Development support
- Stakeholder engagement
- Others

**Other:**

not applicable

**3.3 Please attach or add links to any other information from your organisation on your palm oil policies and activities (e.g.: sustainability reports, policies, other public information)**

not applicable