

Sustainable
Palm Oil
Dialogue

MANIFESTO



Best practices booklet





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As a result of the Fourth Sustainable Palm Oil Dialogue, held on 20 October 2022, the Roundtable on Sustainable Palm Oil (RSPO), the European Palm Oil Alliance (EPOA) and IDH launched the SPOD Manifesto.

To ensure a healthy planet and provide sustainable global socio-economic development for future generations, action is urgently needed to strengthen the responsible production and consumption of palm oil. This requires collaboration between all stakeholders, including Governments, the private sector and NGOs, at national, regional and international level.

While European companies have led the way in making Europe a leading region for sustainable palm oil sourcing, gaps remain in the uptake of certified oil palm products and consumers are still unaware of its positive impacts. This hinders full market acceptance of sustainable palm oil.

This Manifesto therefore asks Consumer Good Manufacturers, Wholesalers and Retailers to undertake or strengthen the following actions to the right.

After several months of activities and public debates around the four (4) calls to actions (CTA) of the Manifesto, RSPO and IDH are pleased to showcase the best in class practices of the Endorsers.

Follow the droplets in this Booklet for inspiration and action.

OUR 4 CALLS TO ACTION



TO SOURCE CERTIFIED SUSTAINABLE PALM OIL (CSPO) FOR ALL FOOD, FEED AND OLEOCHEMICAL PRODUCTS CONTAINING PALM OIL OR PALM OIL DERIVATIVE INGREDIENTS. TO STRENGTHEN THE EFFORTS OF MOVING FROM A VIRTUAL SUPPLY CHAIN (E.G. WHEN THEY ARE BUYING RSPO CREDITS) TO PHYSICAL SOURCING OF CSPO.



TO STRENGTHEN THE ENGAGEMENT IN LANDSCAPE/JURISDICTIONAL APPROACH TO SUPPORT THE GOVERNANCE OF CSPO AND SCALE UP THE POSITIVE IMPACT OF LOCAL INITIATIVES.



TO INTEGRATE SUSTAINABLE PRODUCTION FROM SMALLHOLDERS AT ANY STAGE OF THE PALM OIL SUPPLY CHAIN.



TO STRENGTHEN COMMUNICATION ON SUSTAINABLE PALM OIL, IN ORDER TO INCREASE AWARENESS AMONGST CONSUMERS AND STIMULATE THEIR SUPPORT FOR SUSTAINABLE PALM OIL BY EXPLAINING THE NEED FOR AND BENEFITS OF CERTIFIED SUSTAINABLE PRODUCTION



AAK

“The SPOD Manifesto fits AAK’s agenda to **become more transparent and advocate for sustainable palm oil** as a high-quality ingredient in the specialty oil blends we supply to a range of Consumer Goods companies. Our senior management fully endorses the Manifesto.”

1

AAK has made strong progress in increasing traceability to plantation (TTP) and verified deforestation-free (VDF) palm oil. To ensure we accelerate the progress towards 100 percent TTP and VDF by 2025, we work closely with multiple stakeholders in the palm oil supply chain for transformative change. RSPO-certified volumes play a key role in achieving our VDF targets.

[Read more](#)

2

AAK has entered a partnership with Nestlé, the world’s largest food and beverage company, and palm oil corporation Musim Mas to address deforestation outside of palm oil concession areas in Aceh, Indonesia. The five-year program will positively impact some 1,000 independent smallholders. Aceh is a priority landscape as 87 percent of the Leuser Ecosystem – a protected area important for both biodiversity and carbon storage – lies within the province. [Read more](#)

3

Engaging directly to support smallholders in their journey towards sustainability is essential, as 40 percent of global palm oil supply comes from smallholders which often lack the resources to attain RSPO-certification. To give smallholders access to global markets and ensure sustainable production practices NDPE is an important tool. To promote NDPE, and improve traceability, AAK has started to engage directly with the dealers and middlemen. [Read more](#)

4

The significant reduction in palm-related deforestation in South-East Asia that we have seen in recent years shows what can be achieved when stakeholders work together to transform the palm oil industry. At AAK, we continue to support the RSPO as a board member and engage with our suppliers to achieve our goal of a palm oil supply chain which is 100 percent verified deforestation-free. [Read more here](#) and [here](#)

WHAT’S NEXT

We believe we can progress further within all four CTAs, but we will pay special attention on CTA1 and CTA4 in the short term, and will focus on finding the best partnerships and opportunities for CTA 2 and 3.

1

CTA 1 has been a challenge for us, especially during 2022, including severe market impacts due to geopolitical turbulence as well as changing economic priorities due to increasing inflation. We aim to increase our internal and external engagement to increase RSPO uptake going forward.

4

CTA 4 is close to the heart of AAK’s senior management and we have started being more outspoken about the benefits of sustainable palm oil in the transition to a sustainable food system. We believe that we are just at the beginning of this journey and we will use our endorsement of the SPOD Manifesto to further build on the communication journey we have started.





Alliance for the Preservation of Forests

“As a coalition of companies, we are convinced by the power of a collective approach **to accelerate the transformation of practices in favor of sustainability.**”

Since 2018, the Alliance for the Preservation of Forests has been involved in the TRAILS project, a unique research and development programme based in Malaysia. It aims at addressing the impacts of large-scale commercial agriculture on land cover change, biodiversity and climate resilience by promoting and implementing agro-ecological approaches.

The main objective of the TRAILS project is to work in partnership with local authorities and the private sector to design and assess innovative reforestation strategies, by introducing

mixed forest/plantation systems capable of restoring biodiversity while supporting rural livelihoods and addressing gender inequalities. TRAILS started operating in Sabah (lower Kinabatangan) in 2021.

The Trails project is coordinated by the French agricultural research centre CIRAD, which mobilises a complementary partnership associating established stakeholders from universities, conservation NGOs, private sectors and state agencies from Malaysia.

WHAT'S NEXT



By joining the SPOD Manifesto, the Alliance wishes to take part in a larger initiative that addresses smallholders' issues

and supports the development of the landscapes approach which we strongly believe in.



Dutch Alliance for Sustainable Palm Oil

“The Manifesto is in line with the activities that the Dutch Alliance for Sustainable Palm Oil (DASPO) is promoting in the Netherlands. For our members, it makes sense for DASPO to endorse the Manifesto. Especially action 4 is in line with our activities: **‘To strengthen communication on sustainable palm oil, in order to increase awareness amongst consumers and stimulate their support for sustainable palm oil by explaining the need for and benefits of certified sustainable production.’** MVO, as a member of DASPO and endorser of the Manifesto, fully underlines the approach as stated by DASPO.”

DASPO posts social media messages each week on Twitter and LinkedIn to inform Dutch followers about the importance of sustainable palm oil. We address current events and share facts.

By doing so, we aim to encourage the production and use of sustainable palm oil. Our members share and like these messages to spread their message and ours even further.

WHAT'S NEXT?



We at DASPO believe in the power of sharing information through social media, as well as by sharing knowledge to students, stakeholders and others. Through intensive communication, we aim to provide objective information and reverse the sometimes negative

attitudes of consumers. Sharing facts, articles and opinions contributes to the knowledge about sustainable palm oil. Only through this can we make sustainable palm oil the norm, of course together with the other CTAs in which the other endorsers of the Manifesto are active.



Ferrero

“We are convinced that the best alternative to palm oil is sustainable palm oil.” Beyond the fact that it plays a key role in our products, enhancing the taste and texture of the other ingredients throughout the product’s shelf life, palm oil has an excellent yield compared with other vegetable oils, and is an important contributor to the livelihoods of farmers. In our Palm Oil Charter we set out our ambition for a palm oil industry that is good for people and nature, and our commitment to make this ambition a reality through responsible palm oil sourcing.

The SPOD Manifesto shares the same ambition and calls many stakeholders to action, knowing **we can only reach our shared goal with a joint effort.**



Ferrero joined the RSPO in 2005 and in 2015 became one of the first global companies to source 100% RSPO certified segregated palm oil. Our commitment to sourcing palm oil responsibly does not stop at certification.

Our sourcing approach is based on a few key principles, including sourcing 100% RSPO certified segregated palm oil for Ferrero products from a limited number of reliable suppliers, enabling us to trace our palm oil back to plantation level, while working together with our suppliers to implement improvements and solutions.

We also monitor our full palm oil supply chain for deforestation with the Starling satellite technology (covering around 1 million hectares of land). We set out our ambitions and supplier requirements in our Palm Oil Charter and Supplier Code and publish details of our palm oil supply chain twice a year.



Earthworm Southern Central Forest Spine Landscape. Ferrero is directly contributing to landscape-level transformation in Malaysia together with various other industry leaders. Ferrero’s engagement in this landscape project includes: direct supply chain transformation, forest protection and restoration, developing resilient farmers and protecting workers’ rights. Key targets are to be met by 2025 and will

include amongst others engaging more than 18,000 migrant workers through ongoing labour programmes.



We have partnered with SAN (Sustainable Agriculture Network) to conduct research in oil palm smallholdings in Malaysia to better understand how plant diversity can be an effective nature-based solution to suppress pest insect populations. This research represents the initial part of an integral programme to encourage oil palm producers to adopt enhanced biodiversity conservation practices, establish habitats for beneficial insects and reduce the toxic footprint of pest control.

WHAT’S NEXT?



CTA 4 is one of our key areas of focus. We will enhance our communications with a new, easier to navigate and impactful corporate website and new social channels like the global corporate Instagram channel.

There is still an unfair gap between palm oil perception and reality for many stakeholders (consumers, retailers, policy makers, etc.) and



Ferrero is committed to actively promoting the production and consumption of sustainable palm oil:

By communicating our palm oil sustainability practices for Ferrero as well as for our Nutella brand in many touchpoints to fill the knowledge gap;

- as an active member in National Initiatives (NIs) in several countries;
- as an active member of the Sustainable Palm Oil Choice (SPOC) platform, sharing key data and best practices.

sustainable palm oil awareness remains very low. There is an urgent need to fill the gap by spreading fact-based evidence from independent reliable sources of information, including scientists and NGOs.



Italian Union for Sustainable Palm Oil

“The Italian Union for Sustainable Palm Oil (UIOPS) was founded to promote sustainable sourcing for all producers of food, feed and oleochemical products containing palm oil or palm oil-derived ingredients and raise sustainable palm oil awareness in Italy.

The further growth of the sustainable palm oil supply chain requires a collective effort that starts from the support of local producers and reaches the end consumer communication. We strongly believe in partnerships between companies, NGOs and organisations to achieve our goals and we feel that the time has come to make our voices heard together and clearly communicate why certified sustainable palm oil is the best alternative to palm oil.”

UIOPS develops various activities aimed at increasing sourcing in all sectors (food, feed and oleochemicals) and raising awareness of certified sustainable palm oil among Italian stakeholders.

Main activities include:

- Active membership in the Italian Alliance for Sustainable Development (ASViS), that brings together almost 300 member organisations among civil society, and aims to raise the awareness of Italian society, economic stakeholders and institutions about the importance of Agenda
- 2030, and to mobilise them in order to pursue the Sustainable Development Goals (SDGs) – Members of the ASViS WGs on Goals 2, 12 and 15
- Supply chain engagement activities (B2B and organising, attending or sponsoring events/fairs)
- Institutional communication and media relations (more than 340 articles in 2022 – more than 290 articles in the period January-April 2023)
- Events for the dissemination of science-based information with the support of our Technical Scientific Committee, comprised

of a multidisciplinary group of prominent scientists, technical experts and NGOs).

- Partnerships with NGOs (environmental, conservation, social, consumer)

We need to raise certified sustainable palm oil awareness and knowledge among Italian stakeholders, as large gaps persist. As a result, many consumers are in favour of “palm oil free” products, and this is the main obstacle to increasing CSPO sourcing in the FMCG sector.

It is important to make public opinion aware of the complexities of the topic. Consumers tend to focus on the negative impacts of palm oil production but are unaware of its sustainability in comparison to other oils.

Public campaigns aiming to increase consumer awareness and knowledge about certified sustainable palm oil and the RSPO label ought to address such widespread misconceptions and deliver unbiased, science-based messages.

Empowering consumers enables them to influence the market to increase CSPO sourcing instead of phasing out palm oil. We also need to engage with retailers, another important driver for CSPO uptake. Italian food is near 100% RSPO certified sourcing but other sectors are still lagging.

WHAT'S NEXT?



We will continue to create opportunities for delivering the message **“sustainable palm oil is the best and only real alternative to palm oil”**. With the support of our Scientific and Technical Committee we will promote new science-based content supporting our position and disseminate messages on the occasion of public events, media tutorials and meetings with government officials and media relations.

We are partnering with an Italian consumers association supporting the launch of a pilot project on Sustainable Nutrition and Food Waste Reduction, aimed at educating consumers about sustainable nutrition, sustainable sourcing and certified sustainable value chains, debunking fake news and misconceptions.

We are also trying to build a coalition of NGOs to endorse a communication campaign to encourage and support certified sustainable palm oil sourcing to be launched targeting trade media.

KTC

“At KTC, we take palm oil sustainability seriously. We acknowledge that our company and supply chain affect both society and the environment, and we’re constantly working towards improving our practices for the benefit of people and the planet.

Emphasising sustainability and the responsible sourcing of certified palm oil is crucial to us, and our commitment covers the entire supply chain, from plantation and mill, to manufacturing and delivery.

We were the first UK company to endorse the SPOD Manifesto – and by doing so, we’re strengthening our commitment to sustainable palm oil. In practice, this means **reaffirming our promise to only source 100% certified sustainable palm, continuing to raise the bar for sustainability in the food industry and helping to drive consumer awareness about the importance of choosing sustainable palm oil.**”

1

In 2019, we made a pledge to switch to 100% RSPO certified sustainable segregated palm oil by the end of 2022, after signing up to the RSPO Shared Responsibility initiative. We achieved that milestone in September 2022.

In addition to actively promoting sustainable practice across all palm oil suppliers, we have specific goals in place for traceability. These include having traceability back to 100% of the mills used in our supply chain and increasing traceability back to the

plantation from 23% to 50% by the end of 2023.

4

We are extremely active in the sustainable palm oil community – speaking at UK and international conferences (including SPOD 2022), engaging with certification schemes, supporting regional initiatives and looking for ways to improve our own operations. We run an ongoing media relations and customer communication programme to champion the benefits and importance of choosing sustainable

palm – leading the conversation across key food industry and national media outlets in the UK through thought leadership pieces.

We’re constantly looking for ways to drive up sustainability standards and supply chain traceability – engaging with suppliers to source responsibly, and communicating with our customers to encourage the adoption of more sustainable solutions.

WHAT’S NEXT?

Sustainability isn’t a tick box exercise – it’s an ongoing process, and we’re committed to improving across all areas of our operations.





The Swedish Platform on Risk Commodities

“As a cross-industry collaboration, The Swedish Platform on Risk Commodities gathers more than 30 companies and organisations in Sweden who want **to contribute to sustainable production and consumption of palm oil**. The Manifesto’s call-to-action summarises what we strive for; certified physically sourced sustainable palm oil, sustainable landscapes, smallholder inclusion, and communicating progress. The Swedish Platform was launched in April 2022.”



During the first year, we have agreed on a joint commitment and a roadmap towards certified physically sourced sustainable palm oil and palm oil derivatives for all products that are

produced or sold by the company members. The commitment has been signed by the members of the Swedish Platform and will affect all suppliers of the Swedish food retailers and major wholesalers.

WHAT’S NEXT?



At this point, the company members’ private labels have a minimum requirement of 90% certified segregated palm oil in food, and 90% certified mass balance palm oil in cosmetics, personal hygiene, laundry, and cleaning products. With

the new far-reaching commitment, the company members will demand the same level of requirements from all their suppliers by 31 December 2025: 100% physically sourced sustainable palm oil and derivatives.



WWF

“For more than half a century, WWF has been working to protect the world’s species and natural places, pushing for a more sustainable world. By working with local communities, governments, businesses, and other NGOs, we are defining new ways of working that will make a difference at a scale that matters to help redefine humanity’s relationship with the planet.

We believe that **by endorsing this Manifesto, we can make a real difference in creating a more sustainable future for all.** Join us in our mission to promote sustainable palm oil as the sustainable production and consumption of palm oil is critical for the health of our natural ecosystems and for people.”

2

Early in 2020, WWF launched its Asia Sustainable Palm Oil Links (ASPOL) programme in order to promote sustainable production, trade and consumption in five focal countries in Asia (Indonesia, Malaysia, India, China and Singapore). WWF’s Living Landscapes Framework under the ASPOL programme is a holistic approach that focuses on 3 pillars – Protect, Produce and Restore to ensure a sustainable management of priority landscapes for conservation. WWF developed and has pioneered this approach in Sabah, Malaysia since 2015. The Living Landscapes Programme combines conservation

and sustainable development by integrating the protection of forests, wildlife and rivers, with RSPO certified production of oil palm, and restoration of ecological corridors and riparian reserves.

3

WWF works on building the capacity of smallholders, engaging in sustainable land use planning processes, and implementing on-the-ground conservation and restoration projects, e.g. the Rimba Harapan Cooperative in Indonesia and the Sabah Landscapes Programme (SLP), which is supporting the certification of 70,000 hectares

of medium-sized and smallholders in Tawau-Kunak, Tabin and Lower Sugut landscapes.

4

To promote sustainable palm oil in major markets and raise consumer awareness of the need to use sustainably produced and sourced palm oil, WWF launched its flagship Palm Oil Buyers Scorecard. We work to advance supply chain transparency, traceability, and

decision support tools. The scorecard assesses companies on a range of sustainability criteria both within and beyond their palm oil supply chain, including their commitments to achieving 100% RSPO CSPO and progress against this commitment. In the scorecard and in our engagement with companies, we emphasise the importance of transitioning to 100% physical CSPO as soon as possible.

WHAT’S NEXT?

4

Effective communication is crucial to bringing about change in any industry. We at WWF recognise that consumers hold tremendous power to create change. That’s why we’re launching a global consumer awareness campaign to educate people about the impact of palm oil production and consumption and to empower them to demand certified sustainable palm oil.

Our campaign aims to increase transparency and accountability in the palm oil industry by encouraging producers to pursue certification and buyers to develop ambitious targets

for CSPO uptake. We believe that by working together, we can create a future where sustainable palm oil is the norm, not the exception. We’re committed to engaging with stakeholders across the palm oil supply chain, from producers to traders to consumers, to promote sustainable practices and ensure that everyone benefits from a more responsible palm oil industry.



IS YOUR ORGANISATION INTERESTED IN ENDORSING THE MANIFESTO?

Please reach out to RSPO

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