

Particulars

About Your Organisation

Organisation NameWWF International

Corporate Website Address<http://www.panda.org>

Primary Activity or Product

- Environmental NGO
-

Related Company(ies)No

Membership

Membership Number	Membership Category	Membership Sector
6-0011-08-000-00	Ordinary	Environmental or Nature Conservation Organisations (Non Governmental Organisations)

Environmental and Conservation NGOs

Operational Profile

1.1 What are the main activities of your organization ?

WWF's mission is to stop the degradation of our planet's natural environment, and build a future in which humans live in harmony with nature. In order to achieve this mission, WWF focuses its efforts on two broad areas: Biodiversity conservation and Footprint reduction. The first is to ensure that the earth's web of life - biodiversity - stays healthy and vibrant for generations to come. We are strategically focusing on conserving critical places and critical species that are particularly important for the conservation of our earth's rich biodiversity. The second, is to reduce the negative impacts of human activity - our ecological footprint. We are working to ensure that the natural resources required for life -- land, water, air -- are managed sustainably and equitably. As part of its effort to reduce the negative impacts of human activities, WWF works to show that commodities can be produced at affordable costs with measurably reduced environmental impacts. By creating a significant demand for such products, WWF believes entire commodity markets can be moved towards greater sustainability, and deliver large-scale environmental outcomes.

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

No

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

WWF International is strongly committed to the RSPO as a vehicle to help transform the market for palm oil to one that is sustainable. WWF is a founding member of the RSPO and currently sits on the RSPO Board of Governors. During the reporting period, WWF has been active throughout the RSPO in order to strengthen the RSPO systems and contribute to its credibility. WWF urges all companies in the palm oil value chain to get actively involved in producing, trading, procuring or investing in certified sustainable palm oil. In order to ensure that no companies take shelter under the RSPO without real action, WWF has worked to drive more transparency and consistency in RSPO reporting so that producer members pursue certification and buyer members provide timebound reporting of progress toward ambitious targets for CSPO.

Beyond its participation in the RSPO, WWF works across the palm oil supply chain to promote sustainable palm oil to producers, buyers, investors, consumers and other NGOs. WWF also lobbies governments in both producing and consuming regions to introduce policies that support the sustainable production and use of palm oil. WWF employs a broad range of strategies to enable its success, including one-on-one corporate engagement with companies, promoting better management practices, encouraging sustainable land use planning, working with producer and market country governments, and developing and promoting investment screens. In this reporting period WWF undertook the following projects:

* Unseen campaign (www.unseenthemovie.com): This reporting period WWF produced a short video clip to raise awareness about the palm oil issue and inspire viewers to take action by contacting companies in the WWF Palm Oil Buyers Scorecard 2013. The video is made to look like a movie trailer for a thriller called "Unseen", and only at the end of the video does the viewer realize that this is actually not a real movie trailer but rather a video that seeks to educate consumers about an environmental problem and how they can help. The video was linked to a dedicated microsite that provides more information on the issue of palm oil, which products contain it, and the options provided by sustainable palm oil for mitigating the problem. Consumers were invited to share the video and tweet companies featured in the WWF Palm Oil Buyers' Scorecard 2013 and ask them to use sustainable palm oil. The video was pushed across the WWF network and resulted in over 160,000 views and 13,000 tweets sent to companies.

* Australian CSPO campaign: WWF Australia ran a social media campaign run in April/May 2014, in partnership with Taronga Zoo and Zoos Victoria. Messages on Certified Sustainable Palm Oil communicated via 4 infographics and a range of Facebook posts and tweets. Over 18 000 Facebook Likes were received over

campaign period and posts were shared 595, 480 times in Facebook newsfeeds. Sample: post:<https://www.facebook.com/wwfaustralia/photos/a.10150127451123712.331317.10113538711/10152836190178712/> Click here to visit the URL

Taronga Zoo reported conversations moving from social media to real life discussions with zookeepers on sustainable palm oil.

* Research report on building markets for sustainable Palm Kernel Expeller: In April 14, this report was disseminated to local and international colleagues and interested parties. Seehttp://www.wwf.org.au/news_resources/resource_library/ Click here to visit the URL

* Support for national initiatives: In many countries across Europe, WWF supports national initiatives on sustainable palm oil. Such initiatives are active in France, UK, Germany, Belgium, Sweden and Denmark.

Representatives from WWF regularly speak at conferences, meetings and seminars to educate companies and others about sustainable palm oil. WWF communicates with external audiences through its website and other social media channels, highlighting the issues associated with unsustainable palm oil production and provides information about CSPO and the RSPO and other solutions.

* Research and publications on palm oil finance in SE Asia

* Publication of an international Buyers Guide for CSPO

Other WWF activities to promote CSPO will be captured in the ACOP reports of WWF Indonesia and WWF Malaysia.

1.4 Did members of your staff participate in RSPO working groups/taskforces in the reporting period?

Yes

Please explain how

In addition to being a Board member, WWF International staff participate in the Complaints Panel, chairs the Standards & Certification Standing Committee and participates in the Trade & Traceability and Claims & Communications Standing Committees. WWF International also participates in the Biodiversity HCV Working Group and the Compensation Task Force and Panel. Other WWF offices such as WWF Indonesia and WWF Malaysia also participate in other RSPO working groups, and this will be elaborated in their own separate ACOP submissions.

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

Yes

Please explain how

As part of WWF's work to transform the markets of major global commodities so that they are sustainable, WWF works with a number of individual companies along the palm oil supply chain as well as with umbrella organisations such as the Consumer Goods Forum. This work includes providing guidance on better management practices and the use of the HCV methodology to companies that produce palm oil, as well as guidance on responsible procurement for companies that use palm oil. WWF also engages in partnerships with forward-thinking companies which can include workstreams on sustainable palm oil production and/or use. WWF asks all companies that use palm oil to source 100% CSPO by 2015 and earlier, and all companies that produce palm oil to shift to 100% RSPO certified production by 2015 or earlier.

1.6 What percentage of your organizations overall activities focus on palm oil?

10%

1.7 How is your work on palm oil funded?

Individuals, public sector, foundations, companies.

Time-Bound Plan**2.1 Date started or expect to start participating in RSPO working groups/taskforces**

2004

2.2 Date expected to undertake and publicise programmes to support RSPO, RSPO certification and/or good standing RSPO members

2004

2.3 What are your interim milestones towards achieving your commitments to promote sustainable palm oil (the production/uptake of CSPO)?

Strategies:

WWF will continue to work to increase sustainable palm oil demand in major demand markets. Relevant targets include:

* Semi annual publication of Palm Oil Buyers Scorecard (next one slated for 2016)

* Regular campaigns on sustainable palm oil (next one slated to promote sustainable palm oil in the US, focusing on instant noodles)

* Ongoing institutional support to the RSPO

2.4 Which countries that your institution operates in do the above commitments cover?

- Australia
- Austria
- Belgium
- Brazil
- Cameroon
- Canada
- Central African Republic
- China
- Colombia
- Congo
- Congo, the Democratic Republic of the
- Costa Rica
- Denmark
- Finland
- France
- Gabon
- Georgia
- Germany
- Ghana
- Guatemala
- Honduras
- Hong Kong
- Indonesia
- Italy
- Japan
- Malaysia
- Netherlands
- New Zealand
- Norway
- Papua New Guinea
- Paraguay
- Peru
- Singapore
- Spain
- Sweden
- Switzerland
- Thailand
- United Kingdom
- United States

Actions for Next Reporting Period

3.1 Outline actions that will be taken in the coming year to promote sustainable palm oil(along the supply chain)

Some of the actions that WWF plans for the next reporting period include:

*Preparations for the WWF Palm Oil Buyers Scorecard 2016.

* Launch of sustainable palm oil campaign in US.

* Development of tools to help palm oil buyers understand how they can support sustainable palm oil and take immediate action.

* Support to WWF offices in China and India to raise awareness and demand for CSPO.

Reasons for Non-Disclosure of Information**4.1 If you have not disclosed any of the above information please indicate the reasons why****GHG Emissions****5.1 Are you currently assessing the GHG emissions from your operations?**

No

Please explain why

Not all offices do

5.2 Do you publicly report the GHG emissions of your operations?

No Not all offices do

Application of Principles & Criteria for all members sectors**6.1 Do you have organizational policies that are in line with the RSPO P&C, such as:**

- Energy and carbon footprints
[EN-Policies-to-PNC-waterland.pdf](#)
- Land Use Rights
[EN-Policies-to-PNC-landuserights.pdf](#)
- Labour rights
[EN-Policies-to-PNC-laborrights.pdf](#)

6.2 What steps will your organization take to realize ethical conduct in business-applicable regulations and industry practices?

WWF's mission is to seek a world where humanity lives in harmony with nature, and as such we are cognizant of human needs in our work, with many projects that have been and are focused on the protection of culturally significant as well as environmentally significant areas, and the provision of livelihoods. In its work in the RSPO and other commodity roundtables, WWF advocates for fair labor practices and respect for communities and our efforts to have smallholders recognized within the RSPO framework.

6.3 What best practice guidelines or information has your organization provided to facilitate production and consumption of CSPO? What languages are these guidelines available in?

In previous reporting periods, WWF offices in Malaysia and Indonesia have produced guidelines on HCV implementation in the palm oil plantation setting, as well as guidelines for mitigating human and wildlife conflict associated with tigers, orangutans and rhinos. These guidelines are available in Bahasa Indonesia, Bahasa Malay and English.

In the next reporting period, WWF will be publishing a set of tools for businesses to help them understand what they need to do in order to source CSPO responsibly. These tools will be available in English and other languages, as per demand.

6.4 Has your organization partnered with any RSPO members in the implementation of or benchmarking against the Principles and Criteria?

Yes

Concession Map

7.1 This questions only applies for companies who would like to declare concession boundaries owned. (both RSPO Certified and uncertified)

Do you agree to share your concession maps with the RSPO?

No

Please explain why

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Challenges

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?

None

2 How would you qualify RSPO standards as compared to other parallel standards?

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Cost Effective:

Yes

Robust:

Yes

Simpler to Comply to:

No

3 How has your organization supported the vision of RSPO to transform markets? (e.g. Funding; Engagement with key stakeholders; Business to business education/outreach)

See rest of report

4 Other information on palm oil (sustainability reports, policies, other public information)

http://wwf.panda.org/what_we_do/footprint/agriculture/palm_oil/publications/
