

Particulars

Organisation Name	WWF International
Corporate Website Address	wwf.panda.org
Primary Activity or Product	Environmental NGO
Related Company(ies)	None
Country Operations	Antarctica, Argentina, Armenia, Australia, Austria, Belgium, Bhutan, Bolivia, Brazil, Brunei Darussalam, Bulgaria, Cambodia, Cameroon, Canada, Chile, China, Colombia, Congo, the Democratic Republic of the, Costa Rica, Croatia (Hrvatska), Denmark, Ecuador, Fiji, Finland, France, Gabon, Germany, Ghana, Greece, Guatemala, Guyana, Honduras, Hong Kong, Hungary, India, Indonesia, Italy, Japan, Kenya, Korea, Democratic People's Republic of, Lao, People's Democratic Republic, Latvia, Madagascar, Malaysia, Mexico, Micronesia, Federated States of, Mozambique, Nepal, Netherlands, New Zealand, Norway, Pakistan, Papua New Guinea, Paraguay, Peru, Philippines, Poland, Portugal, Romania, Russian Federation, Singapore, South Africa, Spain, Sweden, Switzerland, Thailand, Turkey, United Arab Emirates, United Kingdom, United States, Vietnam
Membership Number	6-0011-08-000-00
Membership Type	Ordinary Members
Membership Category	Environmental and Conservation NGOs

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 and

Footprint. 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 it 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:

* WWF Palm Oil Buyers' Scorecard 2013 (www.panda.org/palmoilscorecard/2013 [Click here to visit the URL](#)): The WWF Palm Oil Buyers' Scorecard 2013 ranked 188 of the world's major retailers and consumer goods manufacturers (both RSPO and non-RSPO members) on their commitments and actions related to sustainable palm oil. For the first time the US, Indonesian, and Indian companies will be included in addition to European, Australian and Japanese companies. Many companies have made commitments to use 100% CSPO by 2015, so the 2013 scorecard shed a light on their progress so far with an aim to help push them along toward this target. And a time when reserves of sustainable palm oil still out supply demand, it reinforced WWF's commitment to supporting and growing this vital market.

* Unseen campaign (www.unseenthemovie.com [Click here to visit the URL](#)): 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 125,000 views and 8000 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/?type=1](https://www.facebook.com/wwfaustralia/photos/a.10150127451123712.331317.10113538711/10152836190178712/?type=1) [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. See http://www.wwf.org.au/news_resources/resource_library/?9621/building-markets-for-sustainable-palm-kernel-expeller [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.

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

If 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. 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

If 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 companies along the palm oil supply chain. 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?

100

1.7 How is your work on palm oil funded?

Foundations, governments, individuals, legacies, companies, etc.

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. Annual targets include:

- * Semi annual publication of Palm Oil Buyers Scorecard (next one slated for 2015)
- * Regular campaigns on sustainable palm oil (next one slated for October -December 2014)
- * Ongoing institutional support to the RSPO

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

Australia, Austria, Belgium, Brazil, Canada, Central African Republic, China, Colombia, Congo, the Democratic Republic of the, Costa Rica, Denmark, Finland, France, Gabon, Germany, Ghana, Guatemala, Honduras, India, Indonesia, Japan, Netherlands, New Zealand, Norway, Singapore, Sweden, Switzerland, 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 2015.

* Reboot of Unseen video campaign focusing on 2015 deadlines for 100% CSPO.

Other planned WWF activities will be captured in the separate ACOP submissions from WWF Indonesia and WWF Malaysia.

Reasons for Non-Disclosure of Information

4.1 If you have not disclosed any of the above information please indicate the reasons why

Other

- Other reason:

This question is not relevant.

Application of Principles & Criteria for all members sectors

5.1 Do you have organizational policies that are in line with the RSPO P&C, such as:

- eacfp
 - Land Use Rights
 - Labour rights
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- Energy and carbon footprints

[EN-Policies-to-PNC-waterland.pdf](#)

For administration purpose, attachment files are renamed automatically

- Ethical conduct

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- Labour rights

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For administration purpose, attachment files are renamed automatically

- Land Use Rights

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- Stakeholder engagement

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- If none of the above, please specify if/when you intend to develop one

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5.2 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.

5.3 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.

This year 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.

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

Yes

- 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?

The vision of the RSPO is to transform the whole palm oil industry to one that is sustainable. The current P&Cs are a pragmatic step forward and have broad support by all member categories. However the P&Cs will only be able to transform the industry if they are implemented robustly. For this to happen the RSPO needs to police them and the wider membership also need to play their part.

WWF is concerned about the credibility of the RSPO in the eyes of its membership and external stakeholders due to a number of issues:

The revised RSPO P&Cs do not yet adequately address Greenhouse Gas emissions from palm oil production: Therefore, WWF asks companies that produce oil palm to start publicly reporting their emissions using RSPO Palm GHG from now and to set their own targets to reduce emissions that stretch their performance. In particular WWF asks that new oil palm developments should only proceed if they can achieve zero-net emissions over a single rotation -- usually of 25 years. In practice this means that the carbon locked up in the oil palm trees and other vegetation managed on the site, and the reductions in methane emissions associated with how mill waste is treated and how fertilizers and other inputs are managed efficiently, matches or exceeds the emissions that come from clearing land to plant and then cultivating the crop itself. Since the emissions from clearing any sort of 'high-carbon habitat' and from cultivating peat soils are substantial, the industry adopting such a zero-net target would effectively mean an end to both practices. There is abundant land available that is on mineral soils and where there is no high-carbon vegetation so such developments are entirely feasible.

The revised P&Cs do not yet adequately address the use of hazardous pesticides on palm oil plantations: WWF expects producers to voluntarily ban the use of pesticides that are categorized as World Health Organization Class 1A or 1B, or that are listed by the Stockholm or Rotterdam Conventions, and paraquat. Buyers of palm oil should only source CSPO from growers that have made such public commitments and have provided appropriate evidence. Not enough companies are following the New Planting Procedure: WWF asks companies to continue to strictly adhere to the existing RSPO standard and not plant on land that has replaced primary forest, or any area required to maintain or enhance any High Conservation Values (HCV), since November 2005. They must stick to the RSPO's New Planting Procedure to ensure that they can prove compliance before clearing land. They must also manage their existing plantations to ensure that HCVs are maintained and enhanced.

The RSPO is slow to respond to the challenge for continuous improvement put for the by brands and other initiatives that focus on a stricter "no-deforestation" policy: A flurry of recent initiatives have been launched to tackle the perceived weaknesses of the RSPO. The RSPO must be quicker and more responsive in terms of using these initiatives as a catalyst for continuous improvement in the areas listed above.

Slow uptake on CSPO from buyers of palm oil: Not only do the growers need to adhere to the P&Cs and set themselves challenging performance targets within them, but palm oil buyers need to demand CSPO from growers that have set themselves such challenging standards. WWF sees that still too many RSPO members are not taking sufficient and fast enough action to transform the industry or even hit their own sustainable palm oil procurement targets. Companies in western markets have no excuse not to cover their full usage of PO with book and claim certificates. Companies in Europe need to increase their use of physical supply of CSPO

Slow progress of the RSPO in resolving complaints against members: If violations of the P&Cs by RSPO members are not dealt with quickly, transparently and decisively, the trust that members and others have placed in the RSPO will be undermined and consumer confidence in the RSPO label will never be achieved. WWF intends to work closely with stakeholders to strengthen the RSPO process for responding to and communicating externally about complaints.

Unregulated sourcing of FFBs from third party sources: There has been clear progress from RSPO on certification of their own estates and some have started to support, in compliance with the RSPO P&Cs, the certification of groups of smallholders formally associated with their estates. However, it is increasingly clear that the uncontrolled sourcing of Fresh Fruit Bunches (FFBs) from independent third party smallholders which enter into the supply chains of RSPO members is a huge and unknown risk to the RSPO and the credibility of growers and users of palm oil as well as to the environment and communities. In the 2013 P&C review process, WWF asked for a new criterion to ensure that FFB is sourced with due diligence and in particular that millers should ensure that FFB is not being sourced from illegally occupied areas such as National Parks. The Taskforce agreed in principle that this is an issue that the RSPO needs to resolve but felt that suitable tools were not yet available to require full due diligence at this stage. WWF asks that the RSPO and its Executive Board ensure that this issue is fully resolved in the future.

Lack of RSPO staff in key CSPO markets: In order to focus on the truly global challenge of transforming the palm oil market, the RSPO must boost its capacity in key production regions like Africa and South America, as well as the countries that import the most palm oil: India and China.

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:

similar

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 above.

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

All documents and other material related to WWF's work on sustainable palm oil can be found on its extensive web section devoted to the issue:
www.panda.org/palmoil [Click here to visit the URL](#)
