

# Growing Support for Sustainable Palm Oil

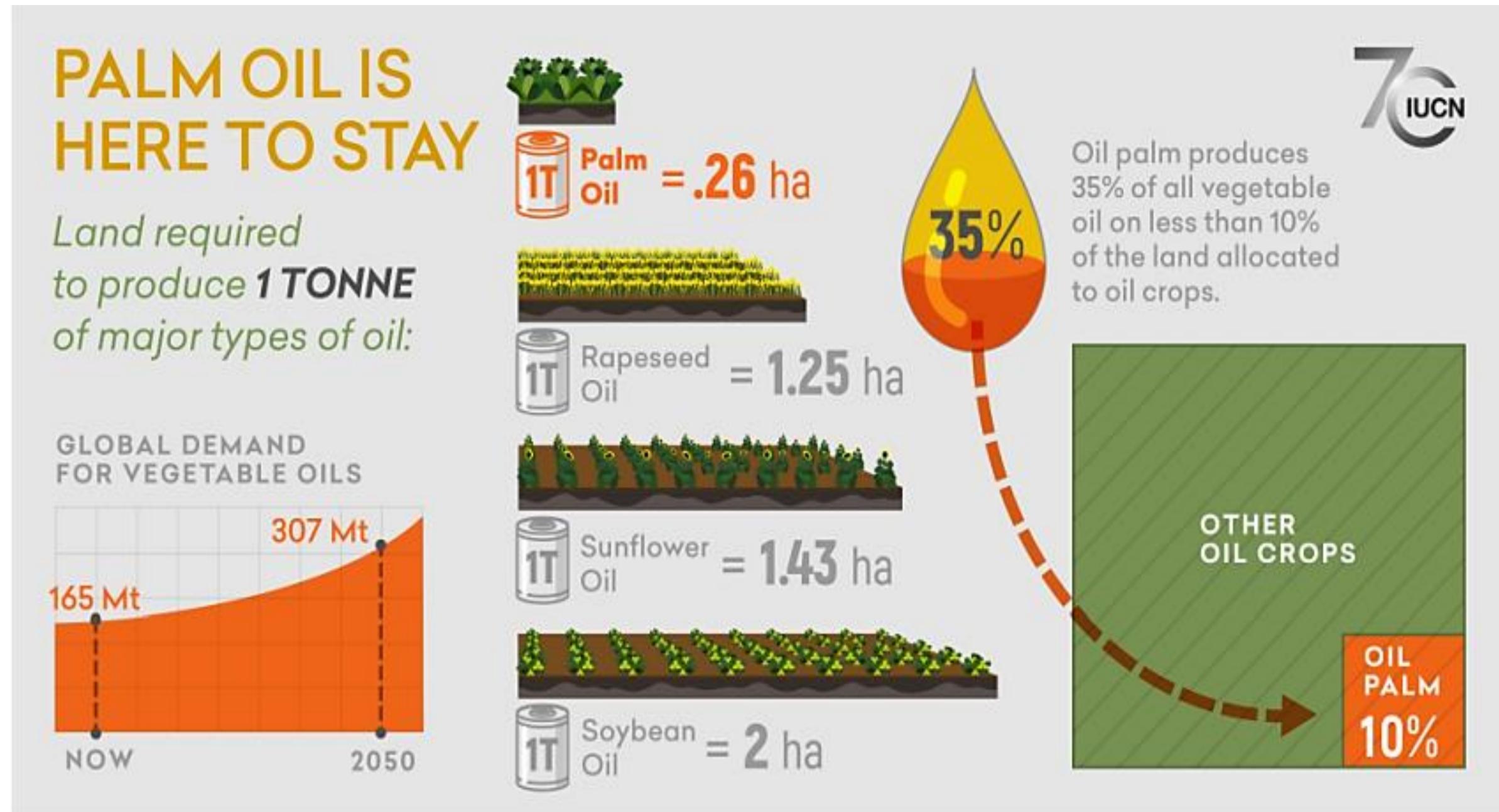


Image credit: IUCN report "Palm oil and biodiversity" June 2018

## Context

Palm oil is found in 60% of processed foods and cosmetics, and while being an efficient oil, has a range of social and environmental concerns. Since 2004 the Round Table on Sustainable Palm Oil has worked across NGOs, government, and industry to improve practices and reduce the environmental footprint of this critical commodity

## Challenge

Certified Sustainable Palm Oil has the largest market share of any certified commodity (20%), though is stagnating on its mission to become the mainstream choice, due to both supply and demand issues

## Objective

Explore the potential to use behavioural economic and "nudge" approaches to support future and existing members and processes within RSPO, as well as propose recommendations and research strategies for outreach and messaging

## Activities

### 1. Institutional Design

Analyses of member data and the RSPO internal reporting mechanism are providing insights and recommendations for improved member relations and recruitment

### 2. Choice Architecture - Book and Claim

The RSPO offset mechanism (Book and Claim) is underused, despite currently being the primary mechanism through which smallholder farmers can benefit financially from certification. We will experiment with members across the supply chain on how reframing book and claim may enhance uptake

### 3. Consumer Engagement Experiments – India & USA

Surveys to test incentives and messages that promote consumer demand in emerging palm oil markets are being developed in partnership with local NGOs and regional leads for India and the US

### 4. Sustainable Finance – Partnership with UN Principles on Responsible Investing

Pressure from the financial sector is a powerful lever for change among buyers in the palm oil space. We are co-designing long term investment models to encourage the greater uptake of sustainable commodities

### 5. Sustainable Reporting Initiative

In conjunction with DANIDA, we are developing educational tools for Industry Executives to meet new sustainability reporting regulations, and align efforts with RSPO compliance

## The Case for Sustainable Palm Oil



RSPO Certified Palm Oil Plantation • Sabah Malaysia, 2018

## Results & Impact

- Streamlined reporting process to improve usability of annual member reports and ability for RSPO to respond to member needs
- Guidance to develop onboarding process for new members that will reduce staff time on common questions and issues, while providing targeted material to support existing members external communications
- Propose redesign for Book and Claim, reinvigorating a major tool for transition toward market transformation
- Design and test consumer engagement platform, providing evidence for mid-supply chain actors of demand for stronger commitments.
- Support UNPRI through research and reporting to support their strategic position in the palm oil sector
- Create and deliver online course content for South East Asian palm oil executives to facilitate meaningful uptake of sustainability reporting.

## Nudge Team



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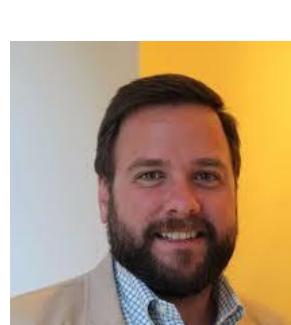
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