

# IMPACT 2018

## European Palm Oil Alliance (EPOA)



Creating a balanced view on palm oil in Europe.

### MAIN EPOA ACTIVITIES



NEW EPOA STRATEGY AND COMMITMENTS AGREED  
NEW EPOA STRATEGY VISUALISED

KANTAR PALM OIL PERCEPTION STUDY POSITIVE DEVELOPMENTS IN ITALY, FRANCE AND BELGIUM

### EUROPEAN PALM OIL CONFERENCE

"HOW SUSTAINABLE PALM OIL CONTRIBUTES TO THE UN SUSTAINABLE DEVELOPMENT GOALS"

VIEWERS LIVESTREAM:  
**18,865**

NUMBER OF ATTENDEES:  
**250**



EPOC 2018 IN MADRID

EPOA REPRESENTATION AT EVENTS:  
• EPOA STAND AT RSPO RT IN PARIS  
• CHESTER ZOO EVENT

"WE CALL ON FOOD COMPANIES AND RETAILERS TO FULFIL THEIR COMMITMENTS AND USE ONLY SUSTAINABLE PALM OIL."

### OUTREACH AND ENGAGEMENT

**MONITORING:**  
74% OF THE PALM OIL IMPORTED INTO EUROPE WAS CSPO, 84% IS SOURCED UNDER NDPE POLICIES, 99% WAS TRACEABLE TO THE OIL MILL



SUPPORTING NATIONAL INITIATIVES

NEW LINKING & LEARNING INITIATIVE WITH 11 COUNTRIES

ALIGNMENT WITH:  
• ESPO • ESPOAG • FEDIOL  
• RSPO • ADP

### MESSAGING AND COMMUNICATION



**16,407** DOWNLOADS



BROCHURES



INFOGRAPHICS

SHARED

**2,775**

PRINTED MATERIALS



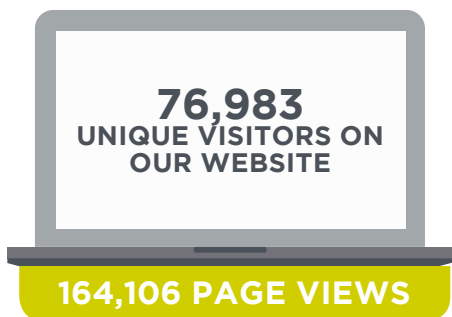
MULTILINGUAL COMMUNICATION CENTER WEBSITE

VR TOUR PALM OIL PLANTATION



E-LEARNING MODULES (UNDER CONSTRUCTION)

### WEBSITE AND SOCIAL MEDIA



**123** NEW FOLLOWERS



LINKEDIN

**364,052** TWEET VIEWS



**276** NEW FOLLOWERS

• 660 RETWEETS  
• 1,220 LIKES  
• 900 CLICKS ON LINK

**92** NEW SUBSCRIBERS ON OUR CHANNEL

**57,220** VIEWS ON YOUTUBE