

IMPACT 2019

European Palm Oil Alliance



EPOA will push for sustainable palm oil market transformation in Europe and will create a positive image of palm oil used in food.

FEDEPALMA JOINED EPOA

PRIORITIES:

1. LEAD EU MARKET TRANSFORMATION

MONITORING:

In 2018 **83%** of the palm oil imported for food in Europe by European refiners was RSPO certified. Only an estimated **60%** was bought as such by the European food industry and retail.

EUROPEAN IMPORT AND USE FOR FOOD, FEED AND OLEOCHEMICALS



ALIGNMENT WITH:

• IDH • FEDIOL • RSPO • Amsterdam Declaration Partnership

A LINKING & LEARNING SESSION IN MADRID ABOUT SOCIAL MEDIA



NORWAY

THE NETHERLANDS

U.K.

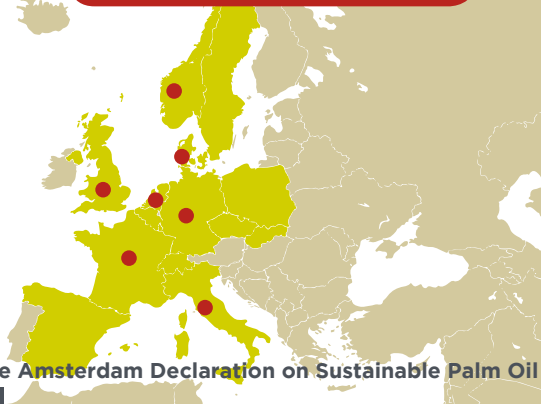
BELGIUM

FRANCE

SPAIN

ITALY

EPOA SUPPORTS NATIONAL INITIATIVES IN:



SWEDEN

DENMARK

GERMANY

POLAND ^{NEW}

CZECH REPUBLIC ^{NEW}

SLOVAKIA ^{NEW}

• Signed the Amsterdam Declaration on Sustainable Palm Oil

2. PROACTIVE COMMUNICATION

NEW IDENTITY

NEW WEBSITE

NEW LOGO

ADAPTED MATERIALS

E-LEARNING MODULES:

- WHAT IS PALM OIL?
- PALM OIL AND FOOD

48,000
UNIQUE VISITORS
ON EPOA WEBSITE

4,080
UNIQUE VISITORS
ON SPOC WEBSITE

THE SUSTAINABLE PALM OIL DIALOGUE

Together with RSPO and IDH

LAUNCH

IDENTITY, LOGO AND WEBSITE ESTABLISHED

EPOA
1,750
FOLLOWERS

SPOC
547
FOLLOWERS

380
RETWEETS
805
LIKES

652
RETWEETS
1,200
LIKES

3. SUSTAINABILITY

LINKING TO UN SDGs



The sustainable palm oil choice

WWW.SUSTAINABLEPALMOILCHOICE.EU

22 PARTICIPANTS
(industry and NGOs) communicating about the positive impact of CSPO as well as challenges

ZOO CAMPAIGN INITIATED



4. NUTRITION

SCIENTIFIC PUBLICATION SPAIN: 'PALM OIL ON THE EDGE'

EPOA RESPONSE RELATED TO 3MCPD LIMITS

ITALIAN WEBINAR about palm oil and health

5. ADDRESSING ISSUES AND MISCONCEPTIONS

Various National Initiatives addressed palm-free claims successfully

TRAPA

BARILLA

RIGONI

EKOPLAZA

"Consider the risks of banning palm oil, and buy sustainable palm oil instead"

RYANAIR

"Boycotting palm oil is no solution for rainforests and orangutans"

FLOWER FARM

"Anti palm oil marketing campaign is misleading consumers"

Towards a sustainable future.

www.palmoilalliance.eu