



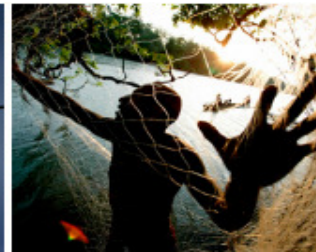
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Moving the market: WWF's Palm Oil Buyers' Scorecard

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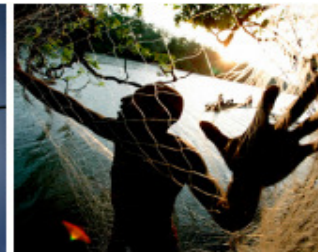
European Conference on Sustainability Certification and Climate
Protection: Approaches to and Development of Sustainable Palm Oil
Berlin, December 8th 2009



Why did WWF do a scorecard?

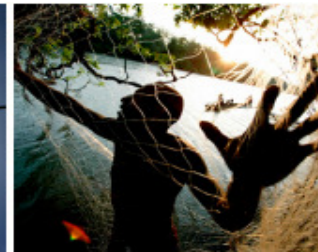
- First CSPO in November 2008
- 1.1 M tonnes of CSPO available
- Relatively little bought – 250 000 tonnes

- Producer enthusiasm
- Users' commitment
- Consumer confidence



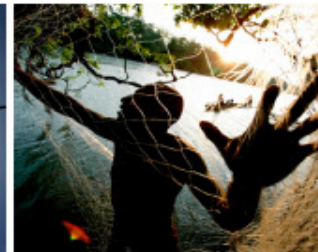
WWF's Palm Oil Buyers' Scorecard:

- To compare the words and actions of brands
- Put pressure on the listed companies
- Raise awareness of RSPO and CSPO amongst palm oil using companies
- Raise awareness amongst consumers
- Show growers that the market is moving



The companies:

- 59 European brands
- UK, Dutch, French, German, Swedish, Swiss, Belgian, Finnish – incl. some multinationals
- Retailers, personal and household care and food manufacturers
- Large, iconic, household names and key players
- At least 2M tonnes and most of the CSPO users to date



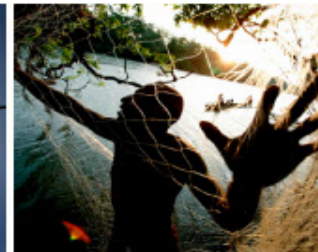
The questions:

- Is the company an active member of the RSPO?
- Does the company have a responsible PO policy and systems in place to manage their use of PO?
- Has the company made a public commitment to CSPO and do they have an action plan with time bound targets?
- Has the company started using CSPO?



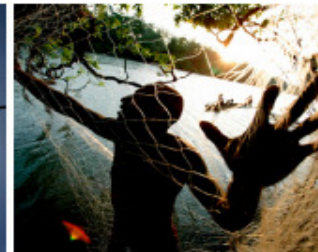
How we assessed them:

- Gathered public information
- Asked for companies to add information
- Scored – extra points for transparency



The results:

- 10 companies with more than 20 points
- 28 companies from 5 to 20 points
- 21 companies with less than 5 points – including 12 with 0 points



TOP 10 SCORES

Company	Country	Sector	RSPO Max 3	Policy Max 8	Systems Max 8	SPO Max 10	Total score Max 29	Palm Index
Sainsbury's ☆	United Kingdom	Retail	3	8	5.5	9.5	26	☆☆☆
Marks & Spencer ☆	United Kingdom	Retail	3	8	5.5	9	25.5	☆☆☆
Migros ☆	Switzerland	Retail	3	6	6	10	25	☆☆☆
Young's/Findus ☆	United Kingdom	Food	1	8	6	10	25	☆☆☆
Unilever ☆	United Kingdom/ Netherlands	Food and personal/ household care	3	7.5	8	6	24.5	☆☆☆
Cadbury ☆	United Kingdom	Food	2.5	8	7.5	6	24	☆☆☆
The Body Shop	United Kingdom / France	Personal/house- hold care	2.5	6.5	4.5	9	22.5	☆☆☆
L'Oreal ☆	France	Personal/house- hold care	2	7	6	6.5	21.5	☆☆☆
Asda ☆	United Kingdom	Retail	2	6.5	6.5	6	21	☆☆☆
Coop Switzerland	Switzerland	Retail	2.5	5.5	3	10	21	☆☆☆

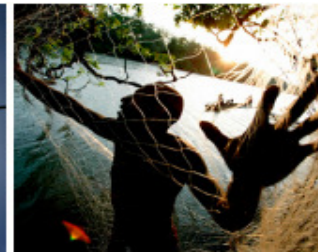
- Active members of the RSPO
- Policies and systems in place
- All but two have committed in public to CSPO
- All are using CSPO

*Examples to their peers and competitors
But still need to go further to reach their own targets*



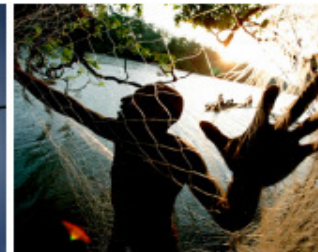
The analysis:

- Middle range (28 companies):
 - Most are members of the RSPO
 - Some have policies and systems in place
 - Half have committed to CSPO
 - Only 8 are using CSPO
- *Mixed performance but we expect them to improve*
- *Need to go much further*



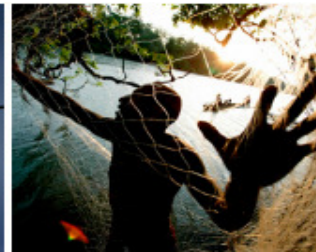
The analysis:

- Poor performers (21 companies):
 - Very few members of the RSPO
 - Only 4 have any sort of policies or systems in place
 - None have committed to CSPO in public
 - None are using CSPO
- *Poor performance*
- *Need to take action urgently*



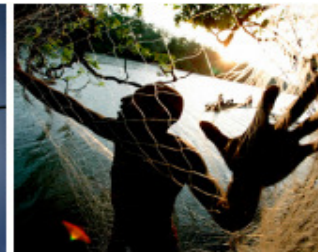
The conclusions:

- There is a market that is set to grow – 2 M + committed or about to be
- Several companies are overcoming the ‘barriers’ to using CSPO
- Everyone has further to go
- The solution is available



Next steps:

- We will re-score every two years
 - Focus on the size of the CSPO market
 - Traders and others
 - US, China and India
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- Continue to promote the RSPO
 - Support companies willing to become responsible





www.panda.org/palmoilscorecard

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