

Particulars

About Your Organisation

1.1 Member Name

WWF International

1.2 Membership Number

6-0011-08-000-00

1.3 Membership Sector

Environmental or Nature Conservation Organisations (Non Governmental Organisations)

1.4 Membership Category

Ordinary

1.5 Country

Switzerland

2.0 Does your company or organisation produce, process, consume or sell any palm oil or any products containing derivatives of palm oil?

No

2.2 Please select all the sectors that best describe the business activities of your company or organisation, including your primary RSPO membership sector. You may select multiple sectors and will be required to complete the ACOP form for the relevant sectors

- ☐ I am a bank or financial institution that finances or supports companies or organisations that produce or manufacture palm oil, palm kernel oil or related products
- ☒ I am a conservation and environmental NGO supporting the sustainable development of the palm oil industry
- ☐ I am a social and human development NGO supporting the sustainable development of the palm oil industry
- ☐ I am an Affiliate member of the RSPO, indirectly involved in the palm oil industry

NGOs

1. Operational Profile

1.1 What are the main activities of your organisation?

For more than half a century, WWF has been working to protect the world's species and natural places, pushing for a more sustainable world. By working with local communities, governments, businesses, and other NGOs, we are defining new ways of working that will make a difference at a scale that matters to help redefine humanity's relationship with the planet. We have a presence in over 100 countries across the world, and our efforts have evolved from localised efforts in favour of a single species and individual habitats to an ambitious strategy to preserve biodiversity and achieve sustainable development across the planet. Our mission is to stop the degradation of the planet's natural environment and to build a future in which people live in harmony with nature, by:

1. Conserving the world's biological diversity;
 2. Ensuring that the use of renewable natural resources is sustainable; and
 3. Promoting the reduction of pollution and wasteful consumption.
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1.2 What activities has your organisation undertaken to publicise programmes to support the RSPO, RSPO certification, the uptake of RSPO-certified sustainable palm oil and oil palm products, or to support good standing RSPO members during the reporting period?

WWF works in close collaboration with businesses, governments of producing and consuming countries, financial institutions, banks and investors, NGOs, consumers and multi-stakeholder initiatives to:

1. Promote sustainable palm oil in major markets and raise consumer awareness of the need to use sustainably produced and sourced palm oil. We work to advance supply chain transparency, traceability and decision support tools. One way we do this is through the Palm Oil Buyers Scorecard.
2. Encourage demand for sustainable palm oil among buyers and traders, both through direct engagement and a number of alliances. We promote the purchasing of sustainable palm oil and adoption of other downstream “buyer” actions.
3. Integrate environmental, social and governance (ESG) considerations into mainstream finance and create a resilient financial system through engagement with the financial institutions, banks and investors, promoting the sustainable palm oil agenda through platforms like the Sustainable Banking Assessment (SUSBA) tool and the Asia Sustainable Finance Initiative (ASFI).
4. Ensure that palm oil is produced responsibly. Working collaboratively with governments, producers and other stakeholders in production landscapes through the shared responsibility principle, WWF works on building the capacity of smallholders, engaging in sustainable land use planning processes, jurisdictional approach and implementing on-the-ground conservation and restoration projects.
5. At the 21st RSPO General Assembly (GA21) held on November 13, 2024, WWF-Malaysia, in collaboration with Yayasan Lembaga Penelitian Kaleka Indonesia (Kaleka) and Sawit Kinabalu Sdn. Bhd., successfully proposed Resolution GA21-2D. This resolution, approved with 82.19% of votes in favor, mandates the development of a mechanism to incentivize medium-sized growers and smallholders to pursue RSPO certification. The resolution was driven by findings from Sabah, Malaysia, where medium-sized growers and smallholders exhibited reluctance to seek RSPO certification due to insufficient financial incentives, resulting in a stagnant certification rate of 27% in the region.
6. WWF Indonesia facilitated the Indonesian government’s engagement with key international partners including the UN Trade Hub, the Chinese government, the EU, and other governments. KUD Harapan Jaya has successfully obtained RSPO certification for 283 smallholders with the support from WWF Indonesia. Additionally, WWF Indonesia played a key role in advocating for inclusive grower representation and improved support for smallholders across Indonesia, reinforcing its commitment to sustainable palm oil and equitable market access.

In addition, WWF continues to play an active role in the RSPO Board of Governors as well as the standing committees, working groups and task forces. WWF International is strongly committed to the RSPO as a vehicle to help transform the market for palm oil to one that is environmentally and socially sustainable. WWF is a founding member of the RSPO and we continue to work towards mainstreaming sustainable palm oil production, trade and consumption around the world.

During the reporting period, WWF has been active within several working groups and task forces and, working on developing the resolutions for the RSPO RT 2024, supporting efforts to strengthen the RSPO overall governance and assurance systems and contributing to its credibility. WWF’s Asia Sustainable Palm Oil Links (ASPOL) programme was honoured with the “Shared Responsibility Award” at RSPO RT 2023 as a recognition for WWF’s unwavering commitment to driving positive change in the palm oil industry and promoting responsible production and consumption policies. ASPOL aims to halt palm oil-driven deforestation in major Asian countries, including Indonesia, Malaysia, Singapore, China, and India. We collaborate with governments for national and regional policy improvements, promote jurisdictional certification, and assist small growers in achieving RSPO Certification. Our efforts include training nearly 4,000 smallholders in sustainable agricultural practices. We have also assisted 100 of them in obtaining RSPO Certification, showcasing a tangible positive impact on the ground and fostering a more sustainable approach to palm oil production. Seeing improvements in the sustainability policies and practices of 56 out of the 245 companies we have engaged with is a significant achievement for us – this indicates a positive response from the corporate sector toward adopting more sustainable practices in the palm oil industry. Additionally, we’ve successfully reached over 27 million consumers through various campaigns, shaping awareness and preferences for sustainable palm oil. Finally, the inclusion of financial institutions in the project is a strategic move, recognising their influential role in creating a more sustainable financial ecosystem that can better serve the palm oil industry.

WWF continually urges all companies in the palm oil value chain to be actively involved in producing, trading, procuring or investing in certified sustainable palm oil. WWF communicates publicly that companies should actively engage in a number of strategies to mitigate the impacts of irresponsible palm oil practices, including supporting the RSPO. Subsequently, WWF asks companies not to boycott palm oil, but rather to be part of the solution and drive change on the ground by supporting palm oil producers and smallholders to utilise responsible production practices.

WWF has worked to drive more transparency and consistency in RSPO reporting as highlighted in the study here. WWF encourages producers to pursue certification and buyers to develop ambitious time-bound targets for CSPO uptake and regularly report progress towards these targets. WWF works across the palm oil supply chain to promote sustainable palm oil to producers, traders, buyers, investors, financiers, consumers and other NGOs.

WWF also promotes sustainable palm oil to producers, traders, buyers, investors, financiers, consumers and other NGOs. We engage with 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 engagement with companies, engagement with business platforms, promotion of better management practices and sustainable land use planning, collaboration with producer and buyer country governments, and development and promotion of investment screens.

Among others, WWF undertook the following activities in 2024:

1. During 2024, WWF successfully conducted bilateral meetings with several major Palm Oil processors and traders, where tailored gap analysis of their current sustainability practices were presented together with recommendations for improvement. Potential areas for future collaborations were also tabled.

2. In 2024, WWF released the Palm Oil Buyers Scorecard 2024, and 300 downstream companies were invited to participate in the Palm Oil Buyers Scorecard (POBS) 2024 survey, of which 128 responses were received. The Palm Oil Buyers Scorecard 2024, which was published in April 2024, has garnered significant attention and served as a vital tool for GPO in engaging downstream companies. Since its launch, POBS 2024 has been referenced in at least six news articles and highlighted in the RSPO Impact Report 2024, which commended its integration of robust and updated ACOP data in its analysis. In the first half of FY25, the POBS website had more than 10,000 unique active users/visitors. Looking at the analytics report, it is encouraging to see that even after 8 months of the website going live, the website traffic is still consistent with most visitors going there directly, indicating that the scorecard is seen as a useful tool by various stakeholder groups.

3. Since early 2020, WWF has continued to deliver the ASPOL programme, promoting sustainable production, trade and consumption in five focal countries in Asia (Indonesia, Malaysia, India, China and Singapore).

4. The teaser, released in 2023 on WWF International's YouTube channel, focuses on finding certified sustainable palm oil products and has garnered over 1,500 views. In the first half of 2024, all four videos were finalised and uploaded, covering topics such as human-wildlife conflict, livelihood aspects of palm oil, smallholder success stories, and the sustainability of palm and cacao production. Subtitled versions were shared with regional offices to engage local audiences effectively. To date, the videos have collectively reached over 3,500 views. In the first half of FY25, the video series source files of the global consumer awareness campaigns have been shared with RSPO and Unipalma (Unione Italiana Olio di Palma Sostenibile) to create localised versions tailored to their respective markets, promoting the adoption of sustainable palm oil. Please visit our YouTube channel to watch educational videos designed to increase consumer awareness about sustainable palm oil. <https://www.youtube.com/watch?v=e-sLoy1uFZY>

5. In November 2024, WWF co-led the NGOs meeting in Bangkok at the onset of the RSPO RT 2024.

6. WWF Singapore, in collaboration with colleagues from WWF Malaysia and Indonesia, organised a side event at RT24 in Bangkok titled "WWF's Dialogue - Building A Responsible Palm Oil Supply Chain: Environment and Social Risk Assessment Framework in Sabah, Malaysia And Sustainable Financial Solutions for Smallholders in Indonesia." During the event, we presented the Sabah Environmental and Social Risk Assessment Framework, developed through collaborative workshops with local social and environmental stakeholders. Our WWF Indonesia colleagues also highlighted the critical role of sustainable finance in empowering palm oil producers, traders, and buyers to make responsible, long-term investments in sustainable practices. Over 20 participants from 15 different companies and organizations attended the dialogue.

1.3 What percentage of your organisation's overall activities focus on palm oil?

10.0%

1.4 Did members of your organisation participate in RSPO working groups and/or taskforces during the reporting period?

Yes

1.5 Does your organisation have any collaborations with public or private sector palm oil industry players to support them in their efforts to increase the production or consumption of certified sustainable palm oil (CSPO)?

Yes

1.6 How is your organisation's work on palm oil funded?

According to WWF's 2024 Annual Report, FY24 saw the WWF Network relatively stable at €1.08 billion in donated income, growing by 0.3 per cent from FY23. After adjusting for movement in the value of investments, total available gross income was €1.15 billion. Main drivers of the growth in donated income were increased contributions from corporates (up 10 per cent), the public sector (up 3 per cent), and legacies and bequests (up 15 per cent). As a network, our work on sustainable palm oil is funded by a wide range of supporters around the world like individuals, governments, philanthropies, corporate partners, multistakeholder groups amongst several others.

2. TimeBound Plan

2.1 Which year did your organisation start or expects to start participating in RSPO working groups and/or taskforces?

2007

2.2 Which year did your organisation start or expects to start undertaking and publicising programmes to support the RSPO, RSPO certification, uptake of RSPO-certified sustainable palm oil and oil palm products and/or good standing RSPO member?

2007

3. Actions for Next Reporting Period

3.1 Please outline activities that your organisation will take in the coming year to promote the production or consumption of certified sustainable palm oil (CSPO)

- ☒ Training on sustainability topics, monitoring of implementation of sustainability topics
- ☒ Participation in RSPO Working Group or Task Forces;
- ☒ Support Independent Smallholders (ISH)
- ☒ Become a partner of the RSPO Smallholder Trainer Academy
- ☒ Provide technical support for Independent Smallholder Certification projects
- ☒ Involvement/direct investments in Jurisdictional/Landscape approach
- ☒ Promote and support Direct/collective investments in conservation and restoration initiatives
- ☒ Provide technical support support members with Remediation and Compensation (RaCP) process, direct/collective investments in conservation and restoration initiatives
- ☒ Allocating FTE to promote the production or consumption of certified sustainable oil palm products or
- ☒ Specific policies and action plans by the member to promote CSPO production or consumption in the upstream or downstream supply chain, including target dates or broader policies that include such efforts
- ☐ No activities planned
- ☐ Others

Other

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Challenges and Support

1.1 What significant obstacles or challenges has your company encountered in the promotion of certified sustainable palm oil (CSPO)? What efforts has your company taken to address these obstacles or challenges?

- ☒ Awareness of RSPO in the market
- ☒ Difficulties in the certification process
- ☒ Certification of smallholders
- ☐ Competition with non-RSPO members
- ☒ High costs in achieving or adhering to certification
- ☒ Human rights issues
- ☒ Insufficient demand for RSPO-certified palm oil
- ☒ Low usage of palm oil
- ☒ Reputation of palm oil in the market
- ☒ Reputation of RSPO in the market
- ☒ Supply issues
- ☒ Traceability issues
- ☐ No challenges faced
- ☐ Others

Others

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1.2 In addition to the actions already reported in this ACOP report, what other ways has your company supported the vision of the RSPO to transform markets to make sustainable palm oil the norm?

- ☒ Communication and/or engagement to transform the negative perception of palm oil
- ☒ Engagement with business partners or consumers on the use of CSPO
- ☒ Engagement with government agencies
- ☒ Engagement with peers and clients
- ☒ Promotion of CSPO through off product claims
- ☒ Promotion of CSPO outside of RSPO venues such as trade workshops or industry associations
- ☒ Promotion of physical CSPO
- ☒ Providing funding or support for CSPO development efforts
- ☒ Research & Development support
- ☒ Stakeholder engagement
- ☐ No actions taken
- ☐ Others

Others

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1.3 If your company has any other publicly-available reports or information regarding its palm oil-related policies and activities, please provide the links here

WWF Palm Oil:

https://wwf.panda.org/discover/our_focus/food_practice/sustainable_production/palm_oil/
https://wwf.panda.org/discover/our_focus/food_practice/sustainable_production/palm_oil/news_updates/