

THE FIGHT AGAINST DEFORESTATION & CLIMATE CHANGE:

Is sustainable
production the
answer?



CONVERGENCES
World Forum 2015

ZERO EXCLUSION
CARBON
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8th Edition - 7, 8 and 9 Sept 2015
Palais Brongniart - Hôtel de Ville - Paris



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FRÉDÉRIC ROUSSEL
PRESIDENT OF
CONVERGENCES

Is sustainable production the answer in the fight against deforestation & climate change?

This question lies at the heart of the apparently contradictory issue that the Convergences Forum intends to resolve: how can we quickly and simultaneously achieve a world free from both carbon and poverty? How can we overcome the challenges set by poverty through robust, inclusive, zero-carbon growth that spares the planet's natural resources while providing ample opportunity for personal and collective development?

Deforestation alone accounts for 20% of anthropic CO₂ emissions. However, in addition to the consequences this has for climate change, it also affects the communities that depend on the forest – some 1.2m people who are both the victims and agents of deforestation – raising tensions to boiling point and worsening crises.

It has accelerated at an alarming rate that shows no signs of stopping, and in the past 25 years half of the world's tropical rainforests have disappeared. The main pressure on these forests stems directly from the desire to find spaces to produce soy, palm oil, rubber, and cocoa crops. What innovative, mutual solutions could these industries come up with to help combat climate change and deforestation? This is the question that the French Alliance for Sustainable Palm Oil's interactive workshop is setting out to address.

**FEEDING THE
PLANET AND
PROTECTING
OUR FORESTS:
A GLOBAL
CHALLENGE
THAT ALL
SECTORS MUST
ACTIVELY WORK
TO OVERCOME.”**



GUILLAUME RÉVEILHAC
PRESIDENT OF THE
FRENCH ALLIANCE FOR
SUSTAINABLE PALM OIL

JOIN FORCES TO PUT AN END TO DEFORESTATION.

Forming a real “carbon sink” forests help to attenuate climate change. If they are to fulfil their potential, their future absorption capacity is a key factor because, if no action is taken to divert the trend, more than 420m acres of forest could be destroyed by 2030.

As part of the Convergences World Forum, the French Alliance for Sustainable Palm Oil has invited producers, industry figures, and distributors from the timber, paper, palm oil, soy, and rubber industries to take part in interactive workshops alongside NGOs, consumer representatives, civil society, and public authorities. In total, they number some 130 experts, all sharing a single ambition: to find real solutions in the fight against deforestation, while simultaneously having a positive social and economic impact on local communities.

With more than 90% of the world’s palm oil production covered by “zero deforestation” agreements, if the palm oil industry establishes itself as a pioneer, real synergies are possible between sectors and stakeholders. We need to coordinate our initiatives, and join forces! The transformation has already begun!

**PUTTING
OUR HEADS
TOGETHER
TO FIND REAL
ANSWERS IN THE
FIGHT AGAINST
DEFORESTATION
& CLIMATE
CHANGE.”**

ARNAUD GAUFFIER
FOOD AND FARMING PROGRAMME MANAGER
AT WWF FRANCE

THE FIGHT AGAINST **DEFORESTATION & CLIMATE** **CHANGE: WHAT ROLE WILL** **EUROPE PLAY?**



The main deforestation fronts affect some real havens of biodiversity and major carbon sinks. Faced with exponentially accelerating deforestation, importer countries and companies that use high-impact ingredients like soy must be held accountable for their part in the trade.

Across the world, and in tropical countries in particular, deforestation rates are constantly rising with over 32m acres of forest (an area the size of Greece) disappearing every year, endangering many plant and animal species and threatening local communities. The lack of scientific consensus on what exactly constitutes deforestation is no reason for inaction, and act we must, in close collaboration with governments.

FARMING: THE MAIN CULPRIT FOR DEFORESTATION

The edges of forests are subject to varied pressures. On a global scale, the main reason for deforestation is the expansion of farming, with entire areas of forest cleared to provide space for crops and livestock, very often produced as exports. By 2030, more than 80% of all deforestation will be concentrated in 11 regions: East Africa, West Africa, the Congo Basin, Borneo, Cerrado, Chocó Darien, Atlantic/Gran Chaco Forests, Greater Mekong, New Guinea, and Sumatra. These deforestation fronts are more likely to be exposed to clearing or destruction accounting for 420m acres of trees.

SOY IN EUROPE: ENVIRONMENTAL AND SOCIAL CONSEQUENCES

Soy crops are one of the main causes of deforestation in South American ecosystems, especially in the wooded Cerrado savannah. With 35m tonnes of soy consumed in Europe every year, it accounts for half of the EU's deforestation footprint, and the growing demand for animal protein requires the use of vast quantities of soy, primarily to feed cattle. This has several consequences from both an environmental and social standpoint:

**“WE CAN SATISFY
HUMAN DEMAND
FOR FOOD,
ENERGY, AND
RAW MATERIALS
FOR DECADES TO
COME WITHOUT
SACRIFICING
OUR PRECIOUS
FORESTS.”**



the destruction of ecologically valuable savannah and forest, water pollution, soil erosion, loss of biodiversity, poor working conditions, low pay, and local conflict.

WHAT CAN BE DONE TO REDUCE EUROPE'S ENVIRONMENTAL IMPACT?

While eating less animal protein and producing soy in Europe appear to be key factors, they may (and must) be supported by other initiatives that are global in scale:

- Expanding existing regulatory tools like FLEGT (Forest Law for Enforcement, Governance and Trade) timber legislation to cover other ingredients like soy.
- Encourage voluntary “zero deforestation” commitments across all sections of the private sector.
- Imposing accountability on governments and public policy in countries that produce soy.
- Expanding regional initiatives, like the moratorium on soy in Brazil, to cover other commodities.
- Establishing mechanisms to monitor traceability, along with robust certifications throughout the supply chain.

593

million acres of forest disappeared between 1990 and 2008, equal to the area of the Democratic Republic of Congo.

35

million tonnes of soy imported into the EU.

**JÉRÔME FRIGNET,
FOREST AND OCEAN CAMPAIGN MANAGER,
GREENPEACE**



“MISSION: ZERO DEFORESTATION”. HOW CAN IT BE ACHIEVED?”

Beyond the environmental consequences of which we are all aware, deforestation is a major factor in poverty and the exclusion of many forest-dwelling communities. It is therefore a mistake to place forests and development in opposition, and instead it is necessary to develop a “zero deforestation” strategy for a world with significant financial and demographic constraints. The palm oil sector has triggered this new dynamic in recent years, and other sectors are now beginning to follow suit.

The “zero deforestation” target is an international imperative for both the climate and the preservation of irreplaceable ecosystems. It forms an integral part of the “Triple Zero” objective of zero exclusion, zero carbon, and zero poverty.

EMERGENCE OF AN ENVIRONMENTAL AND SOCIAL STANDARD COMPATIBLE WITH “ZERO DEFORESTATION” AND CLIMATE CHANGE OBJECTIVES

We are now seeing the development of more transparent plantation and supply policies that are designed to protect all natural forests (and not just primary forests) and peat bogs, as well as High Conservation Value (HCV) areas, the rights and interests of local communities, food security, and the health of river communities. The High Carbon Stock (HCS) strategy was developed especially to distinguish areas in which it is possible to plant forests protected from any industrial development, all while maintaining sufficient land area for food production by local communities, for subsistence or commercial purposes.

THE “ZERO DEFORESTATION” MOVEMENT: THE PIONEERING EXAMPLE SET BY PALM OIL.

Business is appearing to be the pioneer behind the “zero deforestation” movement, under pressure from NGOs. As far back as 2010, Nestlé committed to using 100% traceable palm oil that had not contributed to deforestation, and in 2011, GAR (Golden Agri Resources) committed to using

“WE NEED TO EXPAND THE MOVEMENT INITIATED BY THE PALM OIL INDUSTRY TO ENCOMPASS OTHER RELEVANT SECTORS, AND GO FURTHER IN COMMITTING TO PUBLIC POLICY FOR «ZERO DEFORESTATION».”



“zero deforestation” palm oil. In 2013, Wilmar, the leading palm oil trader, committed to transparency with a “zero deforestation” production and purchasing policy. Today, most of the biggest names in the palm oil industry have joined the movement: planters, traders, and consumer brands - tens of companies have published “zero deforestation” policies in line with the HCS standard. Political initiatives are also seeing the light of day, drafted to move national legislation in the same direction.

“ZERO DEFORESTATION” IN ALL INDUSTRIES?

Other industries, confronted by issues related to deforestation, are also affected by this revolution in production practices and supply criteria. In 2013 APP (Asia Pulp & Paper), the Indonesian paper pulp giant, called a halt to its forest clearing activities and committed to imposing the HCS standard on its suppliers. Leading companies in the natural rubber and cocoa sectors have already, or soon will, publish “zero deforestation” policies. In parallel, regional initiatives have already proven their effectiveness, with moratoria on beef, and in particular soy, both causes of deforestation in the Brazilian Amazon. While national governments remain reticent, they are beginning to show signs of change, following the example set by Liberia that has set itself the target of “zero deforestation” regulations in the farming sector within the next three years. There remains much to do, but the path is now clear with flagship procedures and a critical mass of stakeholders committed throughout the value chain.

80%

of deforestation is related to the production of raw materials for use in farming.

ROUND TABLE # 1



HOW CAN WE MANAGE SUPPLY RISKS LINKED TO DEFORESTATION?

ÉRIC SERVAT, SOUTH EUROPE SUSTAINABLE MARKET DEVELOPMENT
MANAGER, RAINFOREST ALLIANCE

Unsustainable supply that does not take the impact on forests and local communities into account harms our planet and endangers not only the availability of these raw materials in the medium term, but also immediately calls the reputation of the company and all of its products into question.

The supply risk to companies affects not only their isolated supplier or ingredients used to make a product; it directly affects the reputation of the company and products containing ingredients from unsustainable plantations. Warnings from the supply chain have often swayed public perceptions of a great many companies that use palm oil around the world. How can business manage these supply risks and turn them into opportunities to showcase their responsible practices that will get more consumers on-side?

THE WORST PRODUCTION PRACTICES!

Behind management of supply risk is the defensive reflex to remove less sustainable products, but it can be difficult for companies to get a clear view of diverse, globalised supply chains. Despite the increasing desire to incorporate social and environmental selection criteria for suppliers, businesses are not protected from issues with quality or a breakdown in supply. What obstacles need to be removed for more suppliers to commit and for companies that buy raw materials to tighten up their supply chain?

REGULATIONS REMAIN SCATTERED

Major disparities between existing and voluntary regulations persist in both supplier and consumer countries. How can we stimulate efforts to strengthen regulations, the interoperability of development frameworks and the implementation of “zero deforestation” policies based upon them, to further sustainable production and stimulate demand, thereby rendering supplies secure?

**"IT'S ALREADY
TOO LATE TO BE
ASKING IF THE
DEFORESTATION
RISK EXISTS.
TRANSPARENT,
COLLECTIVE
ACTION IS NEEDED
NOW."**



At least
50%
of companies that supply
retailers have no "zero
deforestation" policy.

MAJOR CHALLENGES FOR COMPANIES, WITH MANY STILL TO TAKE ACTION

- Identify deforestation hot spots in the supply chain, and suppliers with no social or environmental commitments.
- Identify and support the real supply capacity of their suppliers without deforestation.
- Support the whole spectrum of stakeholders with a gradual continuous improvement plan beginning with a ban on illegal plantations.

Barely more than
50%
of certified sustainable
palm oil finds a taker on
the market.

4 INNOVATIVE SOLUTIONS TO BETTER MANAGE SUPPLY RISK

- Open dialogue with governments in source countries as part of projects with multiple stakeholders (e.g. Consumer Goods Forum, National Alliances), so that they apply and enforce stricter policies in their respective countries.
- Work with NGOs to help create flexible interoperable frameworks that are in sync with current issues and the ability of local stakeholders to take action.
- In business negotiations, share the cost of "sustainable" upgrades throughout the supply chain.
- Opt for transparent Corporate Social Responsibility (CSR) communications to encourage good practices throughout the supply chain, with regular tracking of supplier risk levels and corrective action taken.



TRACEABILITY, CERTIFICATIONS, AUDITING: HOW CAN WE ENSURE THAT COMPANIES' COMMITMENTS ARE APPLIED IN PRACTICE?

JEAN-MANUEL BLUET,
DIRECTOR OF SUSTAINABLE DEVELOPMENT, NESTLÉ FRANCE

Consumers are increasingly opting for a more sustainable way to consume, and are eager for clear, accurate information on the source and traceability of their products. It is a major challenge for companies that must once again consolidate their credibility.

The numerous intermediaries in a variety of agricultural sectors make it extremely difficult to trace ingredients. And yet, with consumers demanding ever more transparency, an increasing number of companies are making promises regarding the sustainability of the agricultural ingredients used in their products. But how can we ensure that these promises are being fulfilled in practice?

TOO MANY VERIFICATION MECHANISMS

Companies wishing to commit to sustainability are faced with a number of difficulties in outlining and implementing their sustainability practices. Current verification and certification systems vary wildly between sectors, and even within single industries. They are often called into question, and do not guarantee full protection. Who are the most credible players, best placed to monitor application of these commitments? What resources do they use and what evidence is acceptable to consumers?

DIFFICULTIES APPLYING COMMITMENTS AT ALL LEVELS

- Outlining and clarifying commitments upstream.
- Determining which mechanisms and processes can be used to monitor implementation.
- How to publicise actions.
- How to best share costs.
- How to consolidate credibility among general public.

"TO MAKE CONSUMERS TRUST US AGAIN, MUTUAL, GLOBAL, AND FLEXIBLE MECHANISMS ARE THE WAY FORWARD."



4 SOLUTIONS TO "WIN BACK TRUST"

- Develop a single, uniform map of at-risk areas to give all stakeholders a clear image of the issues raised by deforestation: a shared tool visible to all, NGOs, companies, and investors.
- Develop an international platform for monitoring corporate commitments, covering all sectors, and the same for all companies. Independently funded and backed by international organisations, and created by the scientific community, it will transparently communicate how commitments are applied in practice and reassure consumers.
- All companies are fully aware of their ingredients and the risks entailed in various production areas: sharing the risk map with consumers for each category of ingredient will enable companies to highlight their efforts and any specific actions they are taking to counter these risks.
- Produce an educational tool for the general public that explains traceability: an educational approach to the challenges set by traceability and certification using film as a medium may serve to inform consumers and spread awareness of these often complex issues.

Up to **8** degrees of separation between producers and consumers in certain sectors.

ROUND TABLE # 3



AFRICA: THE NEW ELDORADO FOR INVESTORS. HOW CAN WE PROTECT THE LAST FORESTS?

JEAN BAKOUMA, DEPUTY DIRECTOR FOR SUSTAINABLE PRODUCTION & CONSUMERISM, WWF FRANCE

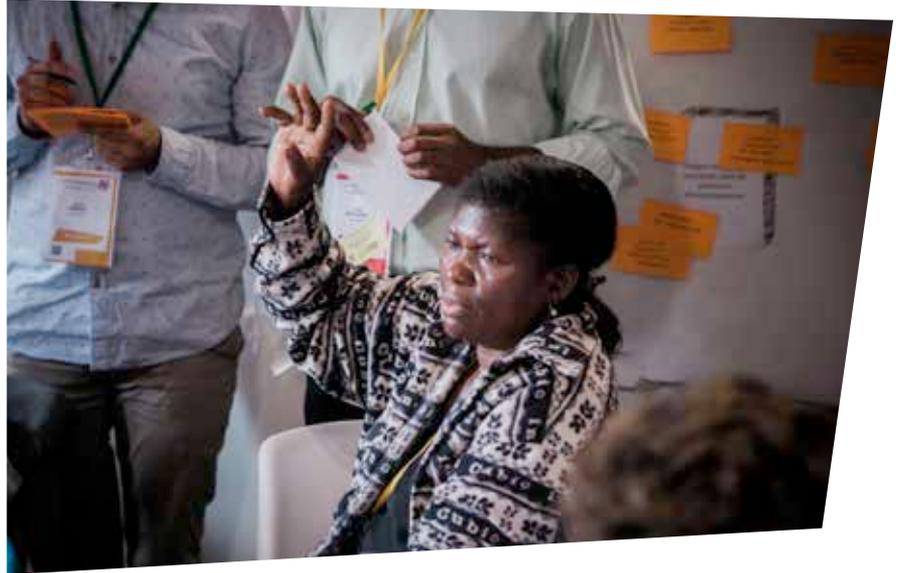
Investment is pouring into Africa, and palm oil crops in particular: faced with this massive influx of money, we need to establish a virtuous circle NOW if we are to avoid deforestation.

The production capacity for raw materials like palm oil are nearing saturation point in the main producing countries like Indonesia and Malaysia. The big industrial groups are now looking to Africa to satisfy worldwide demand that never stops growing. This expansion presents huge potential for economic development, but also a threat to the environment, our climate, and local communities. How can we invest in Africa without contributing to deforestation? How can these investments be “inclusive”, and benefit local communities?

AFRICAN COUNTRIES THREATENED BY DEFORESTATION

As far back as 2007, the International Tropical Timber Organization held a forum focusing on how to promote private and/or institutional investment in the natural tropical rainforests of West and Central Africa, with commitment to include small and medium-sized African businesses in the promotion of sustainable forestry. In parallel, African countries made a commitment to diversifying and transforming the structure of their economies, in particular with regard to natural resources. These investments are focused on mining, forestry, and agriculture, all of which are contributing factors in deforestation. There are compelling reasons for Africa to protect its natural resources and means of subsistence.

“THE WAVE OF INVESTMENT IN AFRICA BRINGS WITH IT THE THREAT OF LARGE-SCALE DEFORESTATION, CLIMATE CHANGE, AND CONFLICT WITH LOCAL COMMUNITIES. WE CANNOT AFFORD TO TURN A BLIND EYE.”



4%

increase in foreign direct investment in Africa in 2013.

7.4

million acres of African land may be used to grow palm oil by 2030. That is twice as much as today.

10

billion will be invested in African palm oil over the next 25 years.

CHALLENGES OF INVESTMENT IN AFRICA

- Give investors a reason to take their environmental, economic, and social impact into account when researching entry into African markets.
- Recruit African Nations in their role as protectors of the environment, their economies, and their people with regard to incoming foreign investment.
- Assess the benefits and risks for communities and ecosystems in African countries.
- Involve stakeholders (NGOs, local communities, governments, etc.) in the investment process.
- Define the forms and criteria required of sustainable investments.
- Include role for African human capital.

4 INTER DEPENDENT SOLUTIONS TO CLARIFY “ZERO DEFORESTATION” INVESTMENTS IN AFRICA

- Unite political will and private sector commitments towards a common goal.
- Ensure the effectiveness and transparency of supply chains and industries.
- Evaluate the price paid to producers, a key issue for investors.
- Settle issues with land rights.

ROUND TABLE # 4



LOCAL PRODUCERS: HOW CAN WE ALL WORK TOGETHER TOWARDS SUSTAINABLE PRODUCTION PRACTICES?

BASTIEN SACHET, DIRECTOR, TFT (THE FOREST TRUST)

Support local smallholders in the transition towards sustainable production by focusing on good practices rather than certification and verification.

While local producers hold an important economic position, there are still a large number of small players with limited financial resources. Often with very little training in sustainable farming techniques and no input into sustainability criteria, they are enlarging their farms to boost productivity, and becoming agents of deforestation in the process. It can be difficult to impose and enforce sustainability upon them, but how, in light of the current environmental challenges, can we help them to adopt sustainable practices and turn them into agents of “zero deforestation”?

A KEY ROLE FOR THE INDUSTRY

Different cultivation systems coexist within the timber, palm oil, soy, paper pulp and rubber industries, from large-scale production covering millions of acres to smallholders (under 12 acres). Palm oil crops are the direct or indirect livelihood of millions of people in the countries where they are grown: 590,000 people in Malaysia, 35% of whom are smallholders, and 3-7m people in Indonesia, with 45% smallholders. Small in scale but large in number... How can we work with them to stem deforestation in their respective countries?

"THE KEY IS TO MAP SMALLHOLDERS TO BETTER UNDERSTAND THEM AND INVOLVE THEM IN CREATING "ZERO DEFORESTATION" POLICIES.



MAJOR SOCIAL CHALLENGES

- Including local producers in the supply chain.
- Training local producers, often responsible for deforestation, in sustainable techniques. Assessing their ability to adapt to change.
- Reduce our impact on ecosystems and biodiversity, protect the last primary forests, all while ensuring a positive economic and social impact for local communities.

45%

of palm oil is produced by smallholders.

80%

of the world's rubber is produced by smallholders.

4 SMALLHOLDER ACCOUNTABILITY SOLUTIONS TO LIMIT DEFORESTATION

- Map all smallholders to better know and understand them: who and where are they in the supply chain?
- Involve them in the process of brainstorming and formulating “zero deforestation” and land management policies as early as possible. Also involve the government as the people’s representative.
- Develop innovative farming good practices before certification: rather than imposing certification to smallholders or risk excluding those who were unable to be certified, it is better to offer support and training in better ways to farm.
- Lean towards fair contracts: buyers fulfil promises on price, sales, duration, and loyalty, and vendors promise to meet good farming practice criteria.

ANIMAL SPECIES THREATENED BY DEFORESTATION: HOW CAN WE RECONCILE PRODUCTIVITY AND PROTECTION OF THEIR NATURAL HABITAT?

EMMANUELLE GRUNDMANN, PRIMATOLOGIST AND SCIENTIFIC JOURNALIST,
PRESIDENT OF THE ASSOCIATION AWELY



The fight against deforestation is a major challenge. The destruction of forests plays an active role in global warming, threatens the independence of forest communities, and erodes biodiversity.

Preserving biodiversity is one of the central concerns of NGOs, the scientific community, and consumers. The large-scale deforestation that has taken place in recent years has destroyed the natural habitat of the great apes, as well as other, lesser famous animal and plant species, severely affecting our natural heritage. Production or preservation of biodiversity: why choose?

ACTION IS BEING TAKEN IN THE WAKE OF COLLECTIVE AWARENESS...

Thanks to whistle-blowers, action from NGOs, and stakeholders in the field, solutions to preserve the ecosystems where these species live have been put forward and efforts made to implement them, with the creation of “green corridors” within plantations so that wildlife can move between patches of forest.

...BUT CHALLENGES REMAIN

- How can we measure the impact that a new plantation will have on a given plant or animal species? Who assesses this and how?
- How can we reconcile production and preservation of biodiversity? Beyond the good intentions of many players in the industries in question, what solutions have been implemented and how viable are they in terms of long-term conservation?

"IF WE FAIL TO PROTECT BIODIVERSITY, ENVIRONMENTAL CONCERNS WILL LEAD TO INCREASINGLY ALARMING SOCIAL INJUSTICE, ACCOMPANIED BY FAMINE, CIVIL UNREST, DISEASE, AND WAR."



70%
of species are heading towards extinction due to "primary" and "secondary" forest being cleared for palm oil or soy crops.

2
billion people, to varying degrees, rely on the forest for their livelihoods.

- How can we manage conflicts with local communities who, in spite of preconceptions, are not always amenable to the preservation of buffer zones for the survival of animals? While they believe these efforts to be laudable, in many cases their top priority is the cultivation of their lands.
- How can we combat poaching and illegal trade in animals and plants, as tracks and roads penetrate forests that was previously inaccessible?
- Some stakeholders and producers are taking action to preserve ecosystems, but in some countries they come up against governments that encourage production on every available piece of land to the detriment of animal species. What role do States play? What can we all do to protect biodiversity?

5 SOLUTIONS TO PROTECT BIODIVERSITY

- Convert damaged farmland into palm oil plantations: they have huge potential as long as the condition of the soil is taken into account before replanting.
- Develop a quick biodiversity inventory protocol for high biodiversity areas, with procedures that are tracked, acknowledged, and usable by all (followed by more advanced inventories in the medium- and long-term).
- Encourage public and private sectors to help with medium- and long-term funding for protected areas.
- Encourage positive journalism to change the image of the industries in question by highlighting actions and good practices.
- Encourage changes in the way we eat, to consume less animal protein and promote short food supply chains and local produce to reduce pressure on forests converted to soy crops.

ROUND TABLE # 6



CONSUMER AWARENESS: HOW CAN WE RAISE AWARENESS OF SUSTAINABLE INDUSTRY WHILE AVOIDING “GREENWASHING”?

GILDAS BONNEL,
PRESIDENT OF THE RESPONSIBLE COMMUNICATION AGENCY SIDIESE

Communication is of paramount importance because changing consumer habits are an essential catalyst for new models. To achieve this goal, brands and products must lead consumers to make more enlightened choices that are vectors for value and pride.

Consumers are increasingly demanding and sensitive to information about the sourcing and traceability of the products they buy, and a number of businesses are beginning to make promises and take action to offer products that have not contributed to deforestation.

What mechanisms and leverages can be used to meet consumer demands for ethical, sustainable products? How can we create a sustainable communications strategy without partaking in “greenwashing”?

RECEPTIVE, BUT BUSY, CONSUMERS!

Collective awareness is spreading, as evidenced by the firm consumer reaction to food crises and their growing mistrust of the ethical claims made by brands. And yet, deforestation is far from being one of the French public’s main concerns. The role that brands have to play here is not limited to environmentally friendly, ethical products and services. They must guide their customers into enlightened consumerism, giving them the information they need to make sustainable purchases. How, then, can we come up with effective, hard-hitting messages when consumers’ decisions are made in the few seconds they spend in the supermarket aisle?

INFORMATION AND COMMUNICATIONS CHALLENGES

- Work with teams leading the sector (understanding technical constraints) to link the message to what is happening on the ground.

“SOME COMPANIES MAKE THE CHOICE OF NEGATIVE CLAIMS ON THEIR PRODUCTS: «NO PALM OIL», «NO PARABENS», «GLUTEN FREE». THIS STRATEGY IS BASED ON NEGATIVE COMMUNICATION THAT DOES NOT CREATE LONG-TERM VALUE.”



Deforestation is ranked as the **5** number concern for the French public.

63%
of people in France want more information on the environmental impact of the products they buy.
Source: Ethicity® Study 2014

- Define sustainability: criteria, checks, guarantees?
- Clarify narrative, avoid general terms, facilitate understanding.
- Work with stakeholders: companies, public authorities, NGOs.

4 COMMUNICATIONS SOLUTIONS

- Create an “anti-deforestation” meta tag that can be used by all sectors: create consensus without changing sustainability criteria.
- Set up a watchdog to monitor companies’ commitments and ensure product sustainability.
- Talk about the added value to a product when it comes from a sustainable industry.
- Train communications teams and marketers in sustainable communications and marketing.

GUILLAUME RÉVEILHAC **PRESIDENT OF THE FRENCH ALLIANCE** **FOR SUSTAINABLE PALM OIL**

“THIS WORKSHOP HAS BEEN A TRUE BREEDING GROUND FOR IDEAS AND OFFERS PROOF THAT TOGETHER WE CAN MOVE THE DEBATE FORWARD AND WORK TOWARDS THE “ZERO DEFORESTATION” TARGET THAT WE HAVE SET OURSELVES.

All of these ideas must now help to feed the debate in France and around the world, turning ideas into concrete actions.

We can reverse the trend, and encourage other countries to follow in our stead, countries like China and India. We alone are able to move things forward, each in our own way within our companies, our institutions, and in public opinion.

And it is together that we will win the fight against deforestation and climate change, attaining the goal of “zero deforestation” that we hold so dear.



**LET’S
WORK TOGETHER
TO ACHIEVE OUR
SHARED GOAL:
«ZERO
DEFORESTATION»!”**

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AFD (French Development Agency)

AIR LIQUIDE

ALDEFI (Alliance for Development Against Poverty through Finance)

AVRIL GROUP

BELGIAN ALLIANCE FOR SUSTAINABLE PALM OIL ANIA (National Food Industry Association)

APIFLORDEV

AFdPZ (French Zoo Association)

APP (Asia Pulp & Paper)

ASSOCIATION DES SCIENCES PO

AUCHAN

AVSF (Agronomists and Vets Without Borders)

BNP PARIBAS

BUREAU VERITAS

CARREFOUR

CASINO

CASTORAMA

CIRAD (French Agricultural Research for Development Organisation)

CONFORAMA

CONSERVATION INTERNATIONAL

CREDOC (Research Centre for the Study of the Conditions of Life)

EM LYON Business School

E. LECLERC

ENVOL VERT

EPOA (European Palm Oil Alliance)

ETC TERRA

FERRERO

FFAS (French Fund for Foodstuffs and Health)

FSC France (Forest Stewardship Council France)

GIVAUDAN

GLOBAL CALOPY PROGRAMME

GREENFLEX

IVORY COAST EMBASSY IN FRANCE

LABEYRIE TRAITEUR SURGELÉS

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NORWEGIAN EMBASSY IN FRANCE

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PUR PROJET

REPUBLIC OF CHAD EMBASSY IN FRANCE

RTRS (Round Table on Responsible Soy)

RSPO (Round Table on Sustainable Palm Oil)

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WEAVE AIR

WWF FRANCE



CONVERGENCES

Towards a fair and sustainable world

Launched in 2008, Convergences is the leading European think tank for new synergies between public, private, and voluntary sector stakeholders. It brings together over 200 partners to work towards a shared goal: zero exclusion, zero carbon, and zero poverty.

www.convergences.org | www.3zero.org



ALLIANCE FRANÇAISE POUR UNE HUILE DE PALME DURABLE

Founded in 2013, the French Alliance for Sustainable Palm Oil brings together companies and professional organizations. Its aim is to develop and then spread the use of sustainable palm oil. Sustainable means: no deforestation, environmental friendly and respectful of biodiversity and local populations. Its members are committed to using 100% certified RPSO (Round Table on Sustainable Palm Oil) palm oil in their products by the end of 2015, and have committed to even more stricter conditions for 100% of their supplies by 2020.

www.huiledepalmedurable.org



STOP-DEFORESTATION.ORG



CONTACTS

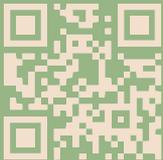
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ALLIANCE FRANÇAISE
POUR UNE HUILE
DE PALME DURABLE