

RSPO
Roundtable on Sustainable Palm Oil

**Big, hairy and audacious goals¹.
Welcome to the era of BIG
SUSTAINABILITY.**

Marcello Brito – AGROPALMA
marcello@agropalma.com.br
Twitter: @msabrito

 **RT10** Resorts World
2012 Singapore
AN EVENT BY **RSPO**

10 Years Of Driving Sustainability.
A Business Model For The Future.

 CERTIFIED SUSTAINABLE PALM OIL
RSPO

Content:

RSPO
Roundtable on Sustainable Palm Oil

two successful sustainable cases that is helping to overtake the challenges and promote RSPO in Brazil

 **RT10** Resorts World
2012 Singapore
AN EVENT BY **RSPO**

10 Years Of Driving Sustainability.
A Business Model For The Future.

 CERTIFIED SUSTAINABLE PALM OIL
RSPO

The beginning of RSPO?

"Everything is craziness or dream at first. Nothing that man has made in the world started in another way - but now so many crazy dreams came true that we have no right to doubt it."

Monteiro Lobato, Brazilian writer

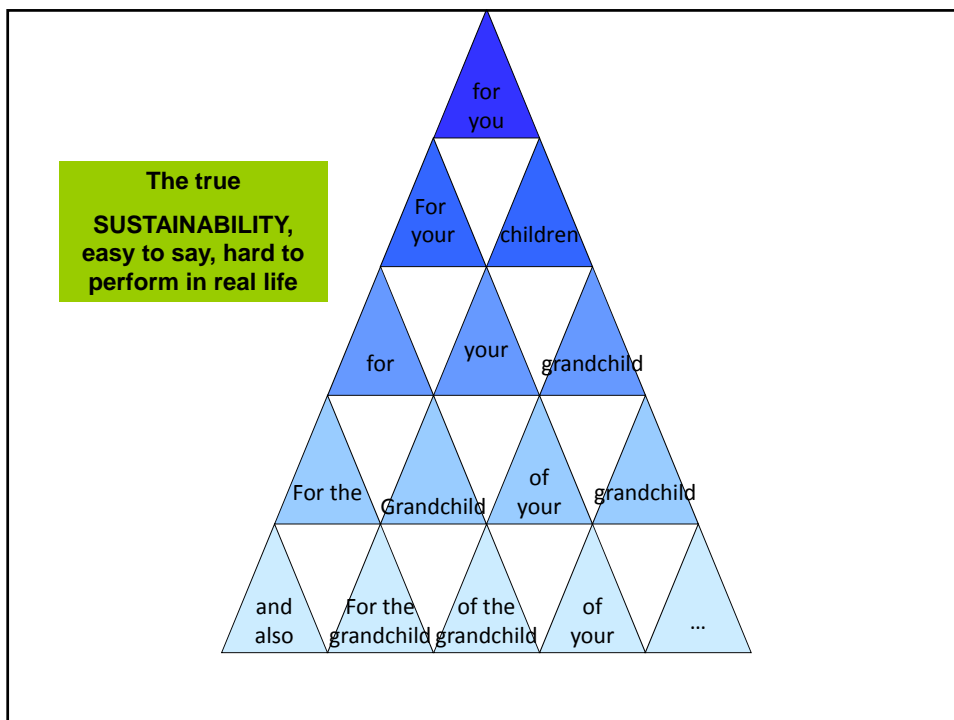


10 Years Of Driving Sustainability.
A Business Model For The Future.

... to discuss poverty. But poverty is intrinsic to man. If we do nothing we are poor, there is no cause. Wealth is society creation, has a cause, which has to be discussed!



10 Years Of Driving Sustainability.
A Business Model For The Future.



Challenges:

**Transformative
sustainability is
risky**



10 Years Of Driving Sustainability.
A Business Model For The Future.

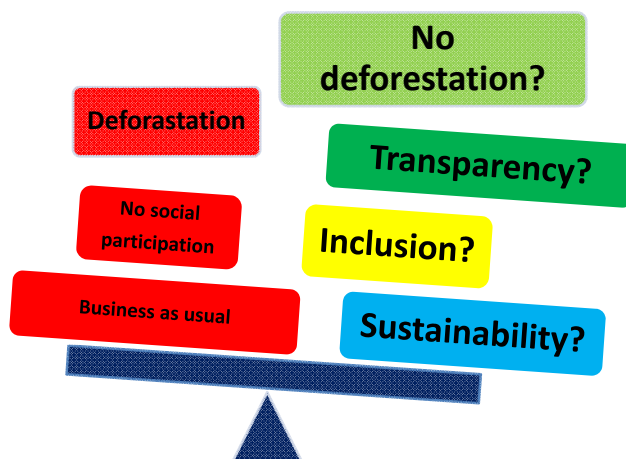
????????????????????????????????

how when who how when who
when who how when who how
who how when who when how
how when who how when who
when who how when who how
who how when who when how



10 Years Of Driving Sustainability.
A Business Model For The Future.

Discussions for a new paradigm...



Social life improvements



RT10 Resorts World
2012 Singapore
AN EVENT BY **RSPO**

10 Years Of Driving Sustainability.
A Business Model For The Future.

Economy + Ecology =
Equilibrium



GOODWILL = Market

**TRANSFORMATION =
profit = Future ...**



10 Years Of Driving Sustainability.
A Business Model For The Future.

Transparency

"...we have nothing to do with it. It happens outside our boundaries..."

- ***Where is the limit for CSR?***



10 Years Of Driving Sustainability.
A Business Model For The Future.

Partnership with stakeholders

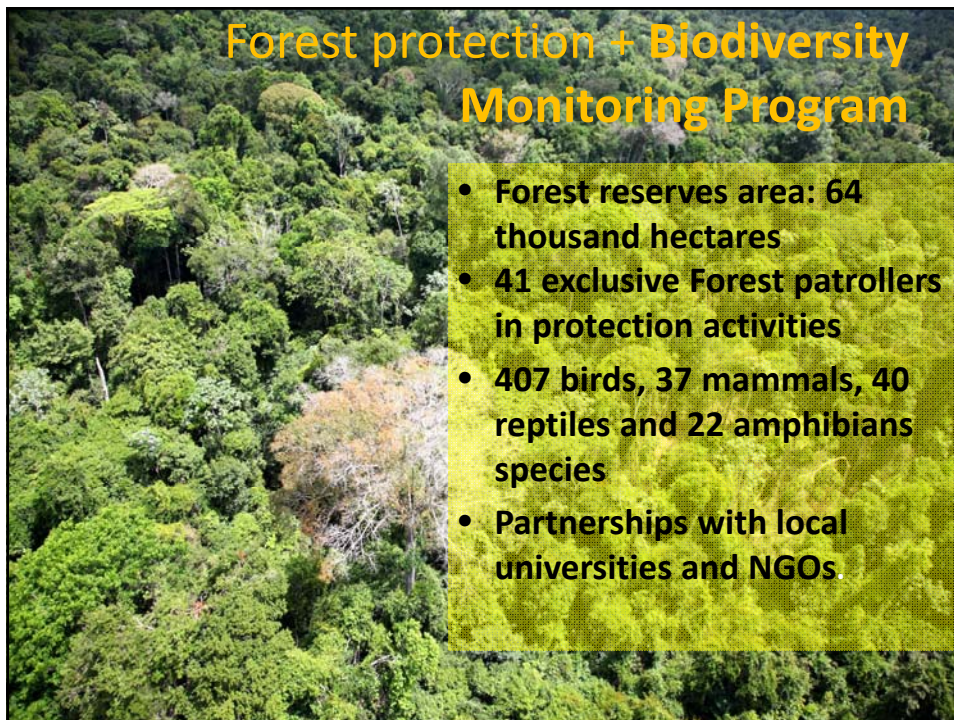


Biodiversity Monitoring Program

A partnership with CI and Brazilian public universities. Creating and sharing knowledge ...



10 Years Of Driving Sustainability.
A Business Model For The Future.



Forest protection + Biodiversity Monitoring Program

- Forest reserves area: 64 thousand hectares
- 41 exclusive Forest patrollers in protection activities
- 407 birds, 37 mammals, 40 reptiles and 22 amphibians species
- Partnerships with local universities and NGOs.

**“Learning Means
Changing of
Attitudes”**

Plato

WHO, WHY, HOW AND WHEN

“it is not the strongest of the species that survives, nor the most intelligent, but the most responsive to change”.

Charles Darwin



10 Years Of Driving Sustainability.
A Business Model For The Future.

Conclusion – this is our model to promote RSPO in Brazil

...do not ask business to be smaller. Ask them to be bigger, more impactful, innovative, idealistic and more influential. Ask business to take sustainability to scale. Welcome to the era of audacious, big, integrated and well planned sustainability. Welcome to the Roundtable on Sustainable Palm Oil.

Thank **you!**

Contacts:

marcello@agropalma.com.br

Twitter: @msabrito

www.agropalma.com.br

Sources used in this presentation (special thanks to):

CI-Brasil, Agropalma, Google images, Prof. Dr. Adjil Najam, ¹ a concept developed by James Collins and Jerry Porras, @guardianSustBiz