

RSPO
Roundtable on Sustainable Palm Oil

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

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 **RT10** Resorts World
2012 Singapore
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10 Years Of Driving Sustainability.
A Business Model For The Future.

 CERTIFIED SUSTAINABLE PALM OIL
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Content:

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

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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

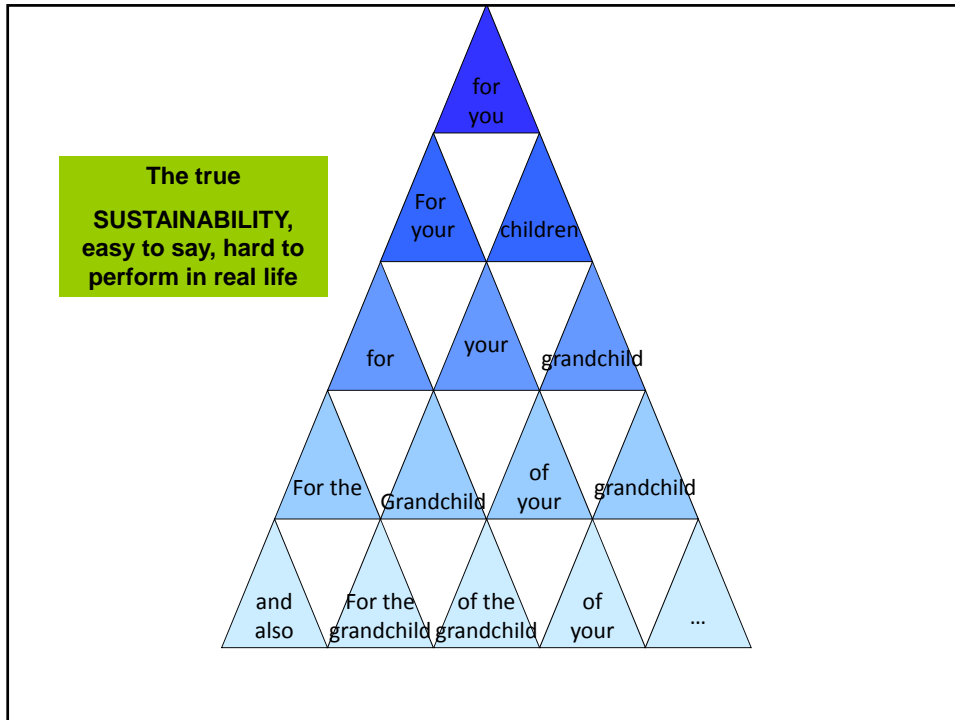


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... to discuss poverty. But poverty is intrinsic to man. If we do nothing we are poor, there is no cause. Wealth is society creation, has a cause, which has to be discussed!



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Challenges:

**Transformative
sustainability is
risky**



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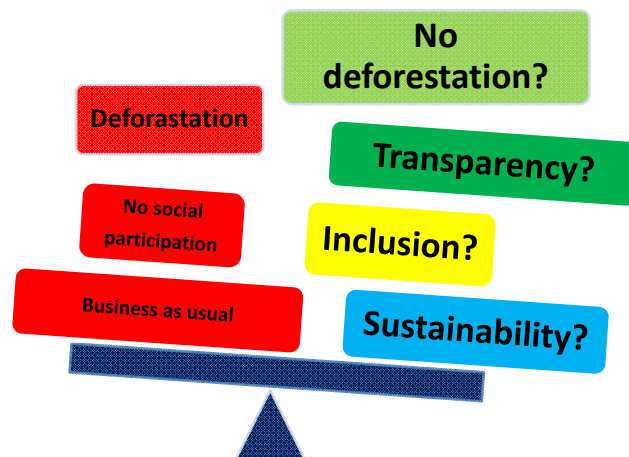
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Discussions for a new paradigm...



Social life improvements



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Economy + Ecology =
Equilibrium



GOODWILL = Market

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



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Transparency

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

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



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Partnership with stakeholders

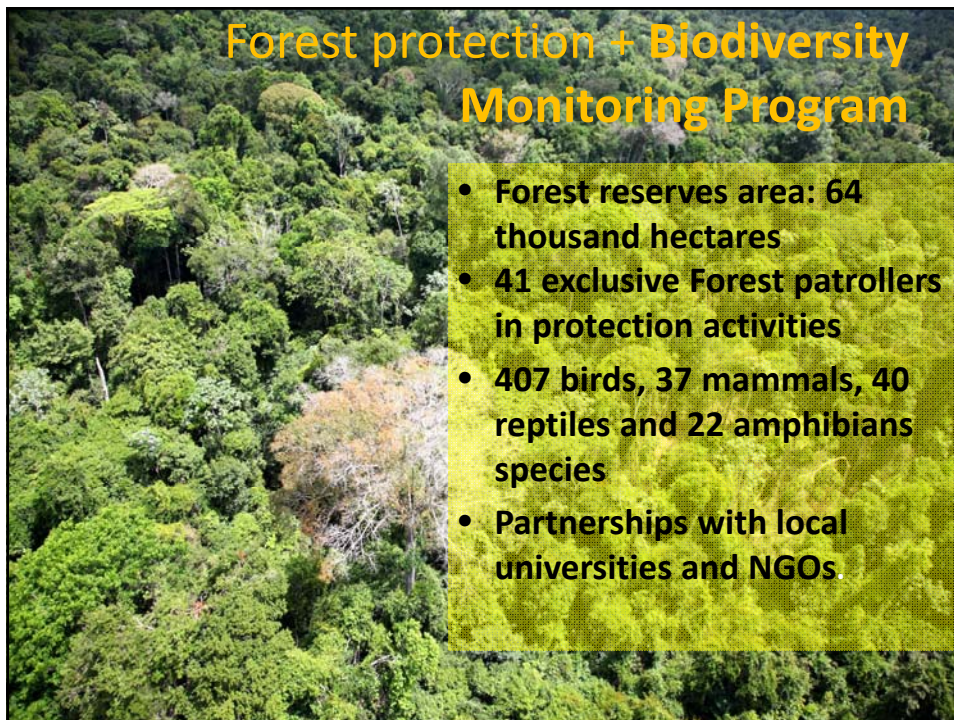


Biodiversity Monitoring Program

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



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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



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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!

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Sources used in this presentation (special thanks to):

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