

# IMPACT 2016 European Palm Oil Alliance (EPOA)

CREATING A BALANCED VIEW ON PALM OIL IN EUROPE

## OUTREACH AND ENGAGEMENT

SUPPORTING NATIONAL INITIATIVES

ALIGNING WITH:  
- ESPO  
- ESPOAG  
- FEDIOL



PRIORITY COUNTRIES:  
- FRANCE  
- ITALY  
- BELGIUM

## MAIN EPOA ACTIVITIES



## EUROPEAN PALM OIL CONFERENCE

EPOC 2016  
IN WARSAW

NUMBER OF  
ATTENDEES:  
200

NGO  
ENDORSEMENT:  
NO PALM OIL IS NO  
SOLUTION

- FAT FUNCTIONALITY  
- FATS AND HEALTH  
- SUPPORT SUSTAINABLE PALM OIL  
- CERTIFICATION SCHEMES

FIELD VISIT  
MALAYSIA AND INDONESIA

## WEBSITE AND SOCIAL MEDIA



DIGITAL  
TURNING WHEEL  
ON FAT FUNCTIONALITY



NEW  
LAYOUT

3,665

DOWNLOADS OF BROCHURES  
AND INFOGRAPHICS



81,170  
TWEET  
VIEWS

## MESSAGING AND COMMUNICATION

SHARED

3,079

PRINTED  
MATERIALS

3 SCIENTIFIC PRESENTATIONS  
AT NUTRITIONAL CONFERENCES

VIRTUAL REALITY  
PLANTATION TOUR



ANIMATION  
TRACEABILITY

UPDATE:  
BROCHURE &  
INFOGRAPHIC  
ON THE PALM  
OIL STORY

BROCHURE &  
INFOGRAPHIC  
ON TRANS FATS

UPDATE:  
FACTSHEET  
ON TRADE  
FLOWS

+ ESPO  
& RSPO

MONITORING  
REPORT  
SUSTAINABILITY

+ ESPO  
& MVO

IMPACT  
REPORT  
2015

ANIMATION  
MARGARINE

ANIMATION  
CROISSANTS