

# 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



EU INDUSTRY MEETING ON PALM OIL IN BRUSSELS

## 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

22,013  
UNIQUE VISITORS ON OUR WEBSITE

NEW LAYOUT

3,665

DOWNLOADS OF BROCHURES AND INFOGRAPHICS

186  
NEW FOLLOWERS ON TWITTER

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