

IMPACT 2017

European Palm Oil Alliance (EPOA)

CREATING A BALANCED VIEW ON PALM OIL IN EUROPE

MAIN EPOA ACTIVITIES



EU INDUSTRY MEETING ON PALM OIL IN BRUSSELS

RESULTS OF THE EUFIC STUDY ON CONSUMER INTERPRETATION OF 'FREE FROM' CLAIMS

NUMBER OF ATTENDEES: 180

EUROPEAN PALM OIL CONFERENCE

"TAKING RESPONSIBILITY IN SUSTAINABILITY"



EPOC 2017 IN BRUSSELS

"WE HAVE TO SHOW HOW WE ARE ALL (NGOS, GOVERNMENTS AND INDUSTRY) COMMITTED TO SUSTAINABLE PALM OIL PRODUCTION BY TELLING THE GOOD STORIES!"

OUTREACH AND ENGAGEMENT

SUPPORTING NATIONAL INITIATIVES



MONITORING REPORT 'EUROPE ON ITS WAY ACHIEVING 100% SPO'

ALIGNING WITH:
• ESPO • ESPOAG • FEDIOL
• RSPO • ADG GROUP

MESSAGING AND COMMUNICATION

SERIES OF THREE: HOW IS PALM OIL PRODUCED?

ANIMATION PALM OIL & HEALTH

ANIMATION 1. THE MILL

ANIMATION 2. THE REFINERY

ANIMATION 3. FRACTIONATION

BOOKLET '10 NUTRITIONAL FACTS ABOUT PALM OIL'

IMPACT REPORT 2016

INFOGRAPHIC 'SAY YES TO SUSTAINABLE PALM OIL'

INFOGRAPHIC 'DEFORESTATION AND FOREST FIRES'

8,206 DOWNLOADS

SHARED

4,050

PRINTED MATERIALS

4 PRESENTATIONS:

- ABOUT PALM OIL
- ABOUT EPOA
- NUTRITIONAL FACTS
- TRANS FAT REDUCTION

WEBSITE AND SOCIAL MEDIA



NEW CHANNEL ACTIVE ON LINKEDIN

34,124 UNIQUE VISITORS ON OUR WEBSITE

94,776 PAGE VIEWS

155,030 TWEET VIEWS

439 NEW FOLLOWERS

12,109 VIEWS ON YOUTUBE



- 673 RETWEETS
- 623 LIKES
- 639 CLICKS ON LINK

MULTILINGUAL DOCUMENTATION CENTRE NEW

European Palm Oil Alliance

www.palmoilandfood.eu