



**A fresh approach**  
to delivering sustainability





**GreenPalm** is a certificate trading programme which is designed to tackle the environmental and social problems created by the production of palm oil.

Exclusively endorsed by the Roundtable on Sustainable Palm Oil (RSPO), the GreenPalm programme is based on the principle that the best way to encourage people to work in a sustainable and responsible way is to reward them for doing so.

## Support GreenPalm certificate - promote sustainable palm oil.

By buying a product which bears the GreenPalm logo, consumers can make a positive contribution to the production of certified sustainable palm oil (CSPO) and palm kernel oil (CSPKO).

By making or selling products which are covered by the GreenPalm programme manufacturers and retailers can reward palm producers for working in a sustainable and responsible way, and tell their customers that they have done so.

By selling certificates through the GreenPalm programme palm oil producers can earn more for their crop. It is hoped that this will encourage them to continue producing sustainably and for others to follow their lead.

## How it works

**Step one:** RSPO certified palm oil producers are invited to register a quantity of their output with the GreenPalm programme. They are awarded one GreenPalm certificate for each tonne of crude palm oil which has been sustainably produced. They then put those certificates up for sale on the GreenPalm web based trading platform: [www.greenpalm.org](http://www.greenpalm.org)

**Step two:** Manufacturers or retailers can then bid for and buy those certificates online, in order to be able to claim that they have supported the production of sustainable palm oil. The payment is made directly to the palm oil producer. The palm oil itself is sold, processed and purchased in the usual way.

**Step three:** By buying from retailers and manufacturers who support the GreenPalm programme, consumers can then make environmentally responsible purchasing decisions.

# Choose sustainability, choose GreenPalm

## Key benefits

- Tackles the environmental and social problems caused by palm oil production
- Straightforward, flexible and easily implemented
- Low cost and transparent
- Supports palm oil derivatives and blends
- Supports palm kernel oil and its derivatives
- Works through the existing supply chain
- Enables producers of all sizes to earn more for producing responsibly, even if their output is consumed domestically



## Works for palm kernel oil too...

GreenPalm certificates can also be purchased to support the production of certified sustainable palm kernel oil (CSPKO). Moreover until supplies of CSPKO become widely available, GreenPalm will remain the best, if not the only, sustainable option for palm kernel oil and its derivatives.



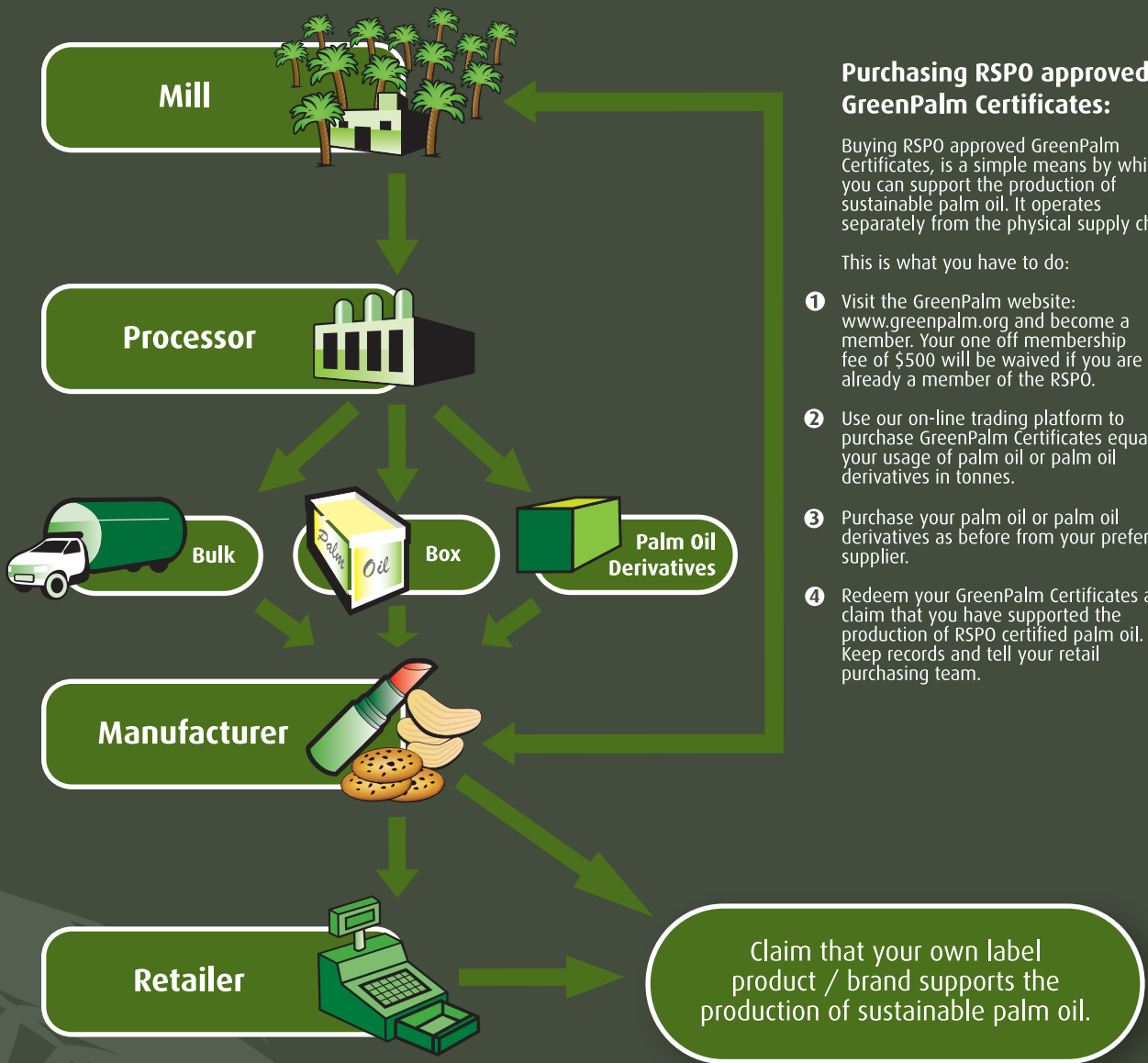
## Why does GreenPalm matter?

GreenPalm certificate trading has already raised significant sums for palm oil producers who are members of the programme and who have met the RSPO's rigorous guidelines for social and environmental sustainability.

This is providing a strong encouragement for them to continue operating sustainably and for others to follow their lead. In addition, for every certificate traded, a \$1 donation has been made to support the vital work of the RSPO.

So GreenPalm is already making a positive difference. **Add your support today!**





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