

A photograph of a middle-aged man with a joyful expression, wearing a traditional wide-brimmed straw hat and a blue and white plaid shirt. He is carrying a large, heavy bundle of palm fruit (bunches of palm oil fruit) on a long metal shoulder pole. The background is a lush, green palm oil plantation with sunlight filtering through the trees.

**KANTAR**

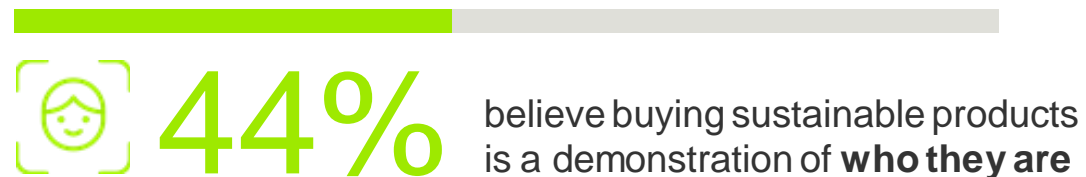
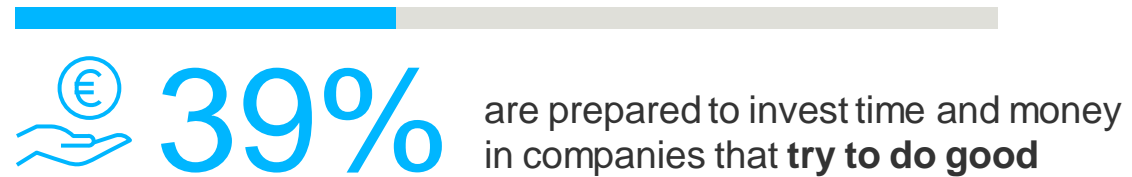
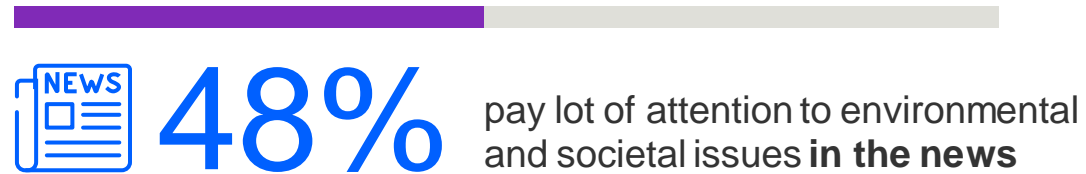
# Sustainable Palm Oil Dialogue Europe 2022 Securing Sustainability in Turbulent Times

Breakout session 1  
Communication: turning up  
the volume for impact

Muriel Goffard, Kantar  
Amsterdam, 20 October 2022



# Climate issues being part of the TOP3 global concerns, sustainability and sustainable issues are indeed important to consumers across Europe



Source: Kantar Sustainability Sector Index 2022, Zoom on European results (16 countries)

# When it comes to food sectors , deforestation, intensive farming, and loss of biodiversity are key concerns for people

## KEY CONCERNS RELATED TO THE FOOD INDUSTRY

### SWORDS



Deforestation	15 LIFE ON LAND
Loss of biodiversity on land	15 LIFE ON LAND
Intensive farming and animal cruelty	15 LIFE ON LAND
Ocean plastic and microplastics pollution	14 LIFE BELOW WATER
Poverty	1 NO POVERTY
Child labor & workers exploitation	8 DECENT WORK AND ECONOMIC GROWTH



### SHIELDS






12 RESPONSIBLE CONSUMPTION AND PRODUCTION	Overpackaging
12 RESPONSIBLE CONSUMPTION AND PRODUCTION	Overconsumption and waste
2 ZERO HUNGER	Limited supply of safe and nutritious food

Source: Kantar Sustainability Sector Index 2022, Zoom on European results (16 countries)

Regarding Palm Oil, European consumers assume that it is mainly used in food industry and they mostly think negatively of it, being often seen as the worst oil in many aspects

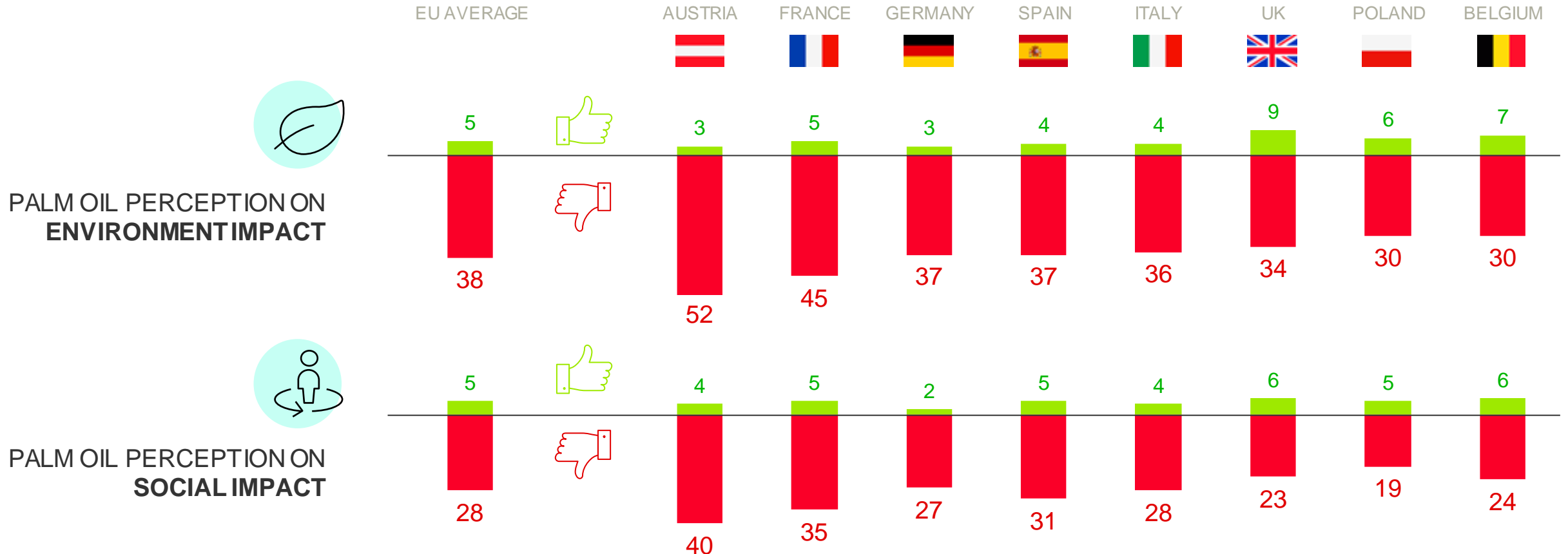
Palm oil is mostly associated to confectionery and patisserie; spreads, fast food and fried food



Oils & Fats perception		 Best oil(s) / fat(s)	 Worst oil(s) / fat(s)
FOR PEOPLE'S HEALTH		Olive oil	<b>Palm oil</b> , lard, butter, margarine
ENVIRONMENT IMPACT		Olive oil	<b>Palm oil</b>
SOCIAL IMPACT		Olive oil, butter	<b>Palm oil</b>

Source: Fats and Oils consumer perception 2021, conducted by Kantar, on behalf of a food/beverage company. 1000 interviews per country, 8 European countries (Austria, Belgium, France, Germany, Italy, Poland, Spain and the UK)

# Indeed, perceptions of Palm Oil impact are negative across countries, and especially in France and Austria

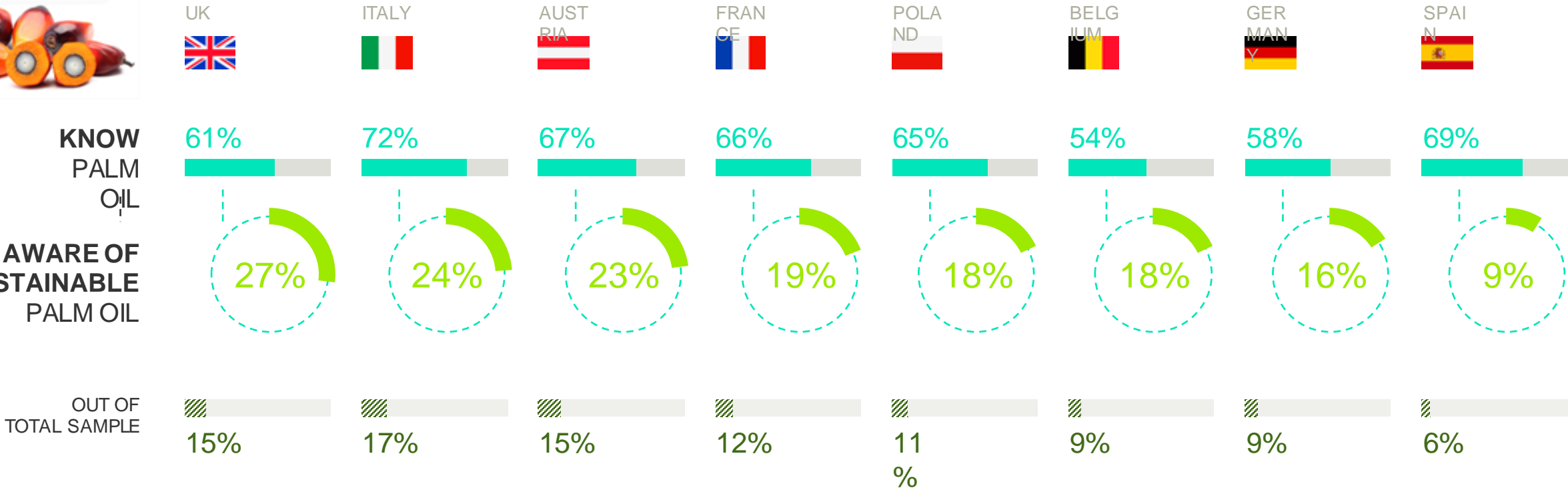


Source: Fats and Oils consumer perception 2021, conducted by Kantar, on behalf of a food/beverage company. 1000 interviews per country, 8 European countries (Austria, Belgium, France, Germany, Italy, Poland, Spain and the UK)

# Moreover, sustainable palm oil is still very little known – from 27% in the UK to only 9% in Spain



**KNOW  
PALM  
OIL**  
↓  
**ARE AWARE OF  
SUSTAINABLE  
PALM OIL**



Q. Have you ever heard about Sustainable Palm Oil?  
 Source: Fats and Oils consumer perception 2021, conducted by Kantar, on behalf of a food/beverage company. 1000 interviews per country, 8 European countries (Austria, Belgium, France, Germany, Italy, Poland, Spain and the UK)



# The overall Value Action Gap



**96%** of people want to **live a sustainable lifestyle**

When purchasing a product...



**80%** take careful note or sometimes **consider the causes brands support** when making purchase decisions

BUT ONLY



**11%** of people are **actively changing their behaviour**

Source: Kantar Sustainability Sector Index 2022, Zoom on European results (16 countries)



# Yet, trust in companies about their sustainable claims is limited, proof would be needed to boost credibility



59%

worry brands are involved in social issues **just for commercial reasons**

ONLY...



16%

claimed to have **never seen or heard false or misleading information** about sustainable actions taken by companies.

Source: Kantar Sustainability Sector Index 2022, Zoom on European results (16 countries)





# The industry needs to move from ambition into action

## DESIGN FOR SUCCESS

 20%



Can confidently assert that the brands they like offer **ethical/sustainable versions** of their products

## SCALE

 38%



Don't know **where** to find sustainable /ethical products

## SIGNAL AND CUE

 56%



Feel that it is really **hard to tell** which products are good or bad ethically / for the environment

## TELL ME WHY

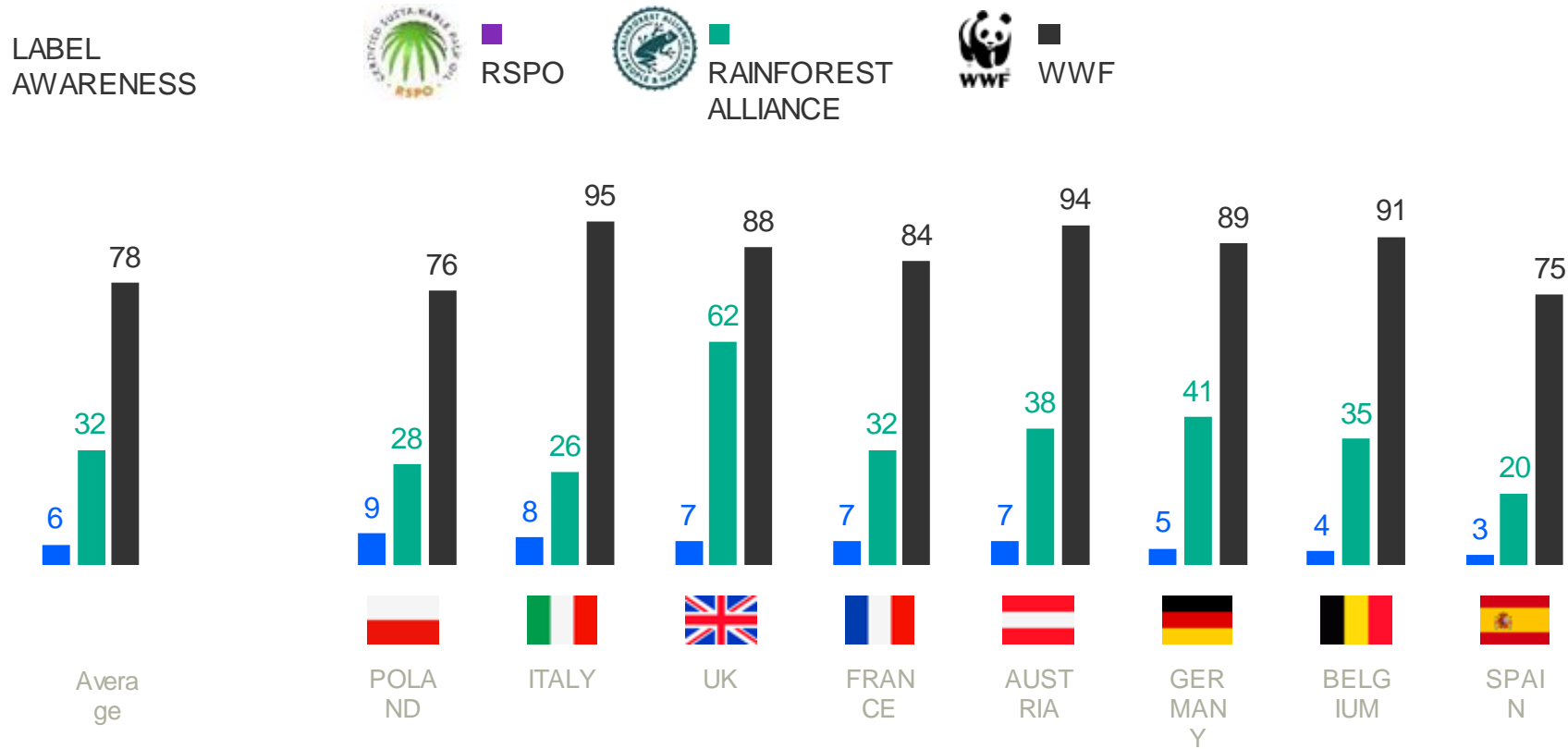
 61%



Clear **certification explaining** the environmental /ethical benefits would influence me

Source: Kantar Sustainability Sector Index 2022, Zoom on European results (16 countries)

# In this regard, improving awareness of certifications, and especially RSPO, appears essential to prove Palm Oil's sustainability and the commitment of the industry



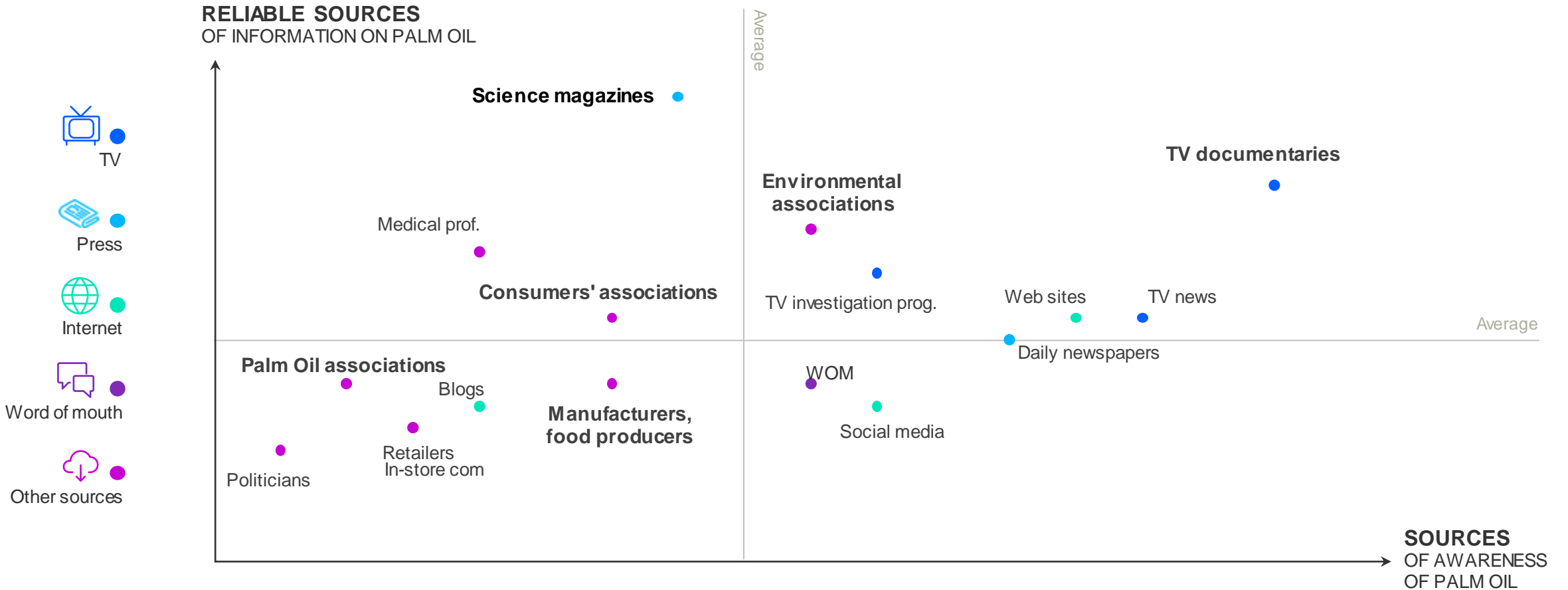

REMINDER  
On average, **only 12%** of Europeans are aware of the **existence of sustainable Palm Oil**



On average, **24%** assume that WWF supports the use of sustainable Palm Oil

Source: Fats and Oils consumer perception 2021, conducted by Kantar, on behalf of a food/beverage company. 1000 interviews per country, 8 European countries (Austria, Belgium, France, Germany, Italy, Poland, Spain and the UK)

# While having in mind the most reliable sources of information on palm oil to do so: science magazines, TV documentaries and environmental associations



Source: Fats and Oils consumer perception 2021, conducted by Kantar, on behalf of a food/beverage company. 1000 interviews per country, 8 European countries (Austria, Belgium, France, Germany, Italy, Poland, Spain and the UK)