Digital Worker Engagement for the Advancement of the RSPO Human Rights and Social Standards

Vera Belazhelkoska
Director of Programs, Ulula
ulula.com | vera@ulula.com
Ulula is a simple and scalable Worker Voice Technology solution for continuous monitoring of working conditions around the world.
TECH FOR GOOD

Supplier reporting  Blockchain
Supply chain mapping  Big Data
Artificial intelligence  Worker Voice
Internet of things (IoT)
Technological advancements & the digital divide

4 billion people offline

Literacy

Affordability
OPPORTUNITIES

TIMELY INSIGHTS INTO HUMAN RIGHTS RISKS

ANONYMITY, ACCESSIBILITY

TRIANGULATE DATA WITH SOCIAL AUDITS TO BOOST RELIABILITY OF DATA

ACTIONABLE DATA

DATA SHARING FOR MULTI STAKEHOLDER COLLABORATION
TWO-WAY ENGAGEMENT

Feedback in real time

Protects workers’ anonymity

Track progress and document remediation plans

Data sharing for collaboration
CONTINUOUS MONITORING

Structured worker surveys aligned with P&Cs on human rights and social standards

Monitor perception and satisfaction to anticipate and mitigate risks
RSPO-ULULA PILOT

OBJECTIVES

TEST the applicability of a worker voice tool in the palm oil sector

CONNECT workers to employer, RSPO to de-risk operations

CREATE value for all stakeholders

MEASURE impact

SCALE with lessons learned
RSPO-ULULA PILOT LAUNCH

3 estates and 1 mill in Sabah

Feedback line & worker surveys via SMS and Voice

Expansion in Malaysia, Indonesia, Guatemala

RSPO Extends Ulula Pilot to Sabah, Malaysia with Wilmar International

News • 29 March 2019

After initial work in Indonesia in June 2018 between the Roundtable on Sustainable Palm Oil (RSPO) and Ulula,
RSPO-ULULA PILOT

FOCUS GROUP FEEDBACK

- 120 workers
- All worker indicated they have or would use the mobile platform
- Preference for SMS feedback line
- Feedback line vs survey
- Shorten survey
- Some report lower digital literacy
- More socialization
- Time of call

Do you prefer SMS or Voice call as a way to communicate your feedback?

- SMS: 36%
- Voice: 64%
- Not via mobile
RSPO-ULULA PILOT

SCALE-UP

Engaging downstream members - from estate, mill, to processor and trader, CGM, RSPO

Role of third parties

Measure impact on CAPs

Possibility for landscape assessments
THANK YOU!

VERA BELAZELKOSKA
VERA@ULULA.COM
@VeraBelaa