ROUNDTABLE MEETING ON SUSTAINABLE PALM OIL

A Shared Responsibility: Converting Commitments into Action
FULFILLING THE POTENTIAL OF SMALLHOLDER PRODUCERS WITH DIGITAL SOLUTIONS

TECH STRATEGY TO ACCELERATE THE PRODUCTION AND TRADE OF SUSTAINABLE PALM OIL

Bangkok, November 2019
Solidaridad

A SOLUTION-ORIENTED CIVIL SOCIETY ORGANIZATION WORKING IN KEY AGRO-COMMODITIES
SUMMARY

1. CONTEXT: Looking for smallholders inclusion

2. APPROACH: Digital solutions

2A. farming solution

2B. extension solution

3. RESULTS: challenges and opportunities
1. CONTEXT: LIMITED PARTICIPATION OF SMALLHOLDERS

- Low participation of small producers in palm oil sustainable supply chains

**Overall amount of certified volume as % of total production**
(Tonnes and share of total production)

<table>
<thead>
<tr>
<th>Year</th>
<th>RSPO Certified</th>
<th>RSPO Non Certified</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>5%</td>
<td>95%</td>
</tr>
<tr>
<td>2015</td>
<td>6%</td>
<td>94%</td>
</tr>
<tr>
<td>2016</td>
<td>18%</td>
<td>82%</td>
</tr>
<tr>
<td>2017</td>
<td>18%</td>
<td>82%</td>
</tr>
<tr>
<td>2018</td>
<td>22%</td>
<td>78%</td>
</tr>
</tbody>
</table>

Sources: Own compilation, based on company data and estimations.

**Percentage of RSPO certified and non certified smallholders**

- RSPO Certified: 6%
- RSPO Non certified: 94%
1. **CONTEXT: TECHNICAL ASSISTANCE IS INEFFECTIVE**

- Data collection is expensive
- Lack of benchmark among peers and continual feedback.
- Generalized technical assistance (One size fits all)
- Expensive, time consuming technical assistance
- Limited coverage of technical assistance
1. CONTEXT: “DIGITAL” CONDITIONS IMPROVING

- Increasing number of producers have smartphones (48% Colombia)
- Access to internet is available at cooperative/mill level
- Compatibility of digital apps is improving
- Digital content for smallholders is expanding (i.e. Sustainability College)
1. CONTEXT: MEASURING THE SUSTAINABILITY COMPLIANCE LEVEL OF SMALLHOLDERS

WHAT IS THE COMPLIANCE LEVEL OF NON-CERTIFIED SHARE OF PALM OIL PRODUCTION?

WHAT IS THE REMAINING GAP TO REACH 100%?
2. APPROACH: DIGITAL SOLUTIONS
CONTINUOUS IMPROVEMENT APPROACH
CONTINUOUS IMPROVEMENT APPROACH
ECOSYSTEM OF SOLUTIONS & SERVICES

PRODUCER

FIELD TECHNICIAN

ACTIONABLE INTELLIGENCE

FARMER ORGANIZATIONS/PROCESSORS/Buyers

Content Management

Dashboards
2A. FARMING SOLUTION

Plan improvements and get the information to progress toward better farming!

solidaridadfarmingsolution.org
Farming Solution

Welcome, John Farmer!

What do you want to do today?

- My profile
  - Complete or update your profile

- News
  - Follow news and updates

- Extensionist's tips
  - Check recommendations
ASSESS YOUR FARM ON RSPO STANDARDS
ACCESS TO:
SUSTAINABILITY COLLEGE
RSPO MANUALS
COMPANY REQUIREMENTS

For iOS: https://apps.apple.com/us/app/farming-solution/id1328105273

Available Now

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ECOSYSTEM OF SOLUTIONS & SERVICES

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2B. EXTENSION SOLUTION

Data-Smart Technical Assistance
Pre-registration required

extension solution

DISPONIBLE EN Google Play

Consíguelo en el App Store
Welcome, John Worker!
You have 21 Contacts

FARMERS' LEVELS

DISTRIBUTION OF TASK BY LEVEL

INTERACTIONS PER MONTH 11-2019
Most recurring Interactions

BUILT FOR: FIELD TECHNICIAN
ACCESS TO:

FARMER DATA PASSPORT
SMALLHOLDER ACADEMY
RSPO MANUALS
COMPANY REQUIREMENTS
CURRENTLY AVAILABLE IN COLOMBIA:
TO EMPOWER FIELD TECHNICIANS IN ASSISTING SMALLHOLDERS ON THEIR FARM ASSESSMENT
PRODUCERS COVERED BY DIGITAL TOOLS

- 2019: 5%
- 2020: 15%
- 2021: 30%
- 2022: 50%
ECOSYSTEM OF SOLUTIONS & SERVICES

PRODUCER

FIELD TECHNICIAN

ACTIONABLE INTELLIGENCE

FARMER ORGANIZATIONS/PROCESSORS/BUYERS

Content Management

Dashboards
DASHBOARD FOR FARMER ORGANIZATIONS/PROCESSORS/BUYERS
3. RESULTS: CHALLENGES AND OPPORTUNITIES

DELIVERABLES SO FAR:

- Geo-referenced sustainability index per farm
- Consolidated reports on sustainability compliance
- Groups segmented according to sustainability gaps
- Targeted trainings according to prioritized actions
- Progress reports on adoption of practices
- Impact measurement of trainings and investment
3. RESULTS: CHALLENGES AND OPPORTUNITIES

CHALLENGES
- Producers struggle with digital literacy
- Evolving personal data protection laws
- Investments in sustainability are not a priority in a low prices context

OPPORTUNITIES
- Adaptable to customized and updated content
- Apps are now available offline
- The use of apps is free of charge for producers
- Compatibility and integration with further digital apps
JOIN US!