

The image features a lush tropical forest with dense green foliage and palm trees in the foreground. In the background, there are rolling hills and mountains under a bright, slightly cloudy sky. The Greenpeace logo, in its characteristic bright green, stylized font, is positioned at the top. Below it, the title text is centered in white, sans-serif capital letters.

# GREENPEACE

INDONESIAN PALM OIL

DIGITAL ENGAGEMENT PACK

# Summary

This year, we have the opportunity to help redefine the future of Indonesian rainforests. Despite commitments to drop dirty palm oil by 2020, almost all global consumer brands have failed to show any tangible action against Charlie, the single largest corporate supplier of palm oil.

Detailed below are the goals, narrative, messaging, engagement strategy, and content for GPI's roll-out of the Indonesian palm oil campaign.

# Goals

## Primary

- to extract commitments from companies that promised to ditch Charlie as a supplier
- to gain coverage local, national and international press channels
- to maximise our members' and activists' engagement with the campaign, by highlighting their local actions and sharing photographs and other content

## Secondary

- to force a public statement from Charlie itself, both at the international and national levels
- to create a stronger public association, through our messaging and via the press, in linking Charlie to rainforest destruction

# Narrative

Charlie is the biggest supplier of palm oil to global brands – but it's tainted by these destructive and exploitative practices. Over three decades of palm oil expansion in Indonesia has been linked to climate change, deforestation, human rights abuses, and habitat destruction.

The final frontier for palm oil has been reached, and we cannot let Charlie go any further if we ever want our homes to be free from the fruits of rainforest destruction.

Orangutans (our closest relatives in the animal kingdom), Sumatran elephants and tigers are just a few of the iconic species that have thrived in Indonesia's lush, green rainforests for millennia – but now they're under threat.

Over the last 50 years these species, and countless more, have been forced from their home, murdered at the hands of aggressive plantation developments, and some placed on the endangered list – with over 100,000 Bornean orangutans lost due to habitat destruction in the last 16-years alone.

In 2010 some of the biggest brands in the world pledged to end their role in deforestation for palm oil by 2020 – yet as of today (July 2018) they are nowhere near achieving this.

It's time for companies to drop known forest destroyers from their supply chain, then take full responsibility for interrogating the rest until they can prove every drop of palm oil they buy has come from responsible producers – and not destroying rainforests like they promised.

The dense forest cover of Papua sustains one of the last ecosystems in Indonesia that remains un-exploited and is a hotspot for scientific learning – the survival of these precious rainforests and the species they support depends on our next move.

# Messaging and Tone

The primary messaging of the campaign will be the habitat destruction of the Bornean, Sumatran and the Tapanuli Orangutans, which are now all on the critically endangered list.

Through content-sharing and animal-focused messaging, we can engage sympathetically with our members' concerns and ensure the campaign has a broad audience with plenty of social shares.

We can also test on ecosystem and rainforest destruction itself, as well corporate corruption, and the historic undermining of indigenous rights.



# Mobilisation Lines

- The world is speaking with one voice on this: end the habitat destruction of endangered Orangutans!
- Tell Charlie that the forests belong to all of us!
- [X Company]: #GiveCharlieTheChop
- It's time for [X Company] to back up it's big words with big action, and give Charlie the chop.
- The destruction of these habitats is irreversible... [X Company]: you made a promise, now stick to it!

# Engagement Strategy

## September + October:

- Test emails and fundraisers against a select group (4/5) of the largest targets, varying the focus in terms of messaging and associated content
- Engage the media with press releases, including recent photography of animal habitat and rainforest destruction
- Test fundraisers

## November + December:

- Start focusing the targets and the messaging in reference to testing outcomes
- Begin to localise engagement strategies (focus on national and regional corporations, taking out ads in locals newspapers, engaging within parliament/elections, etc)
- Roll out broad social media strategy, including video engagement, activist engagement, high-profile figures willing to put their faces/share the campaign



# Social Content

#GiveCharlietheChop

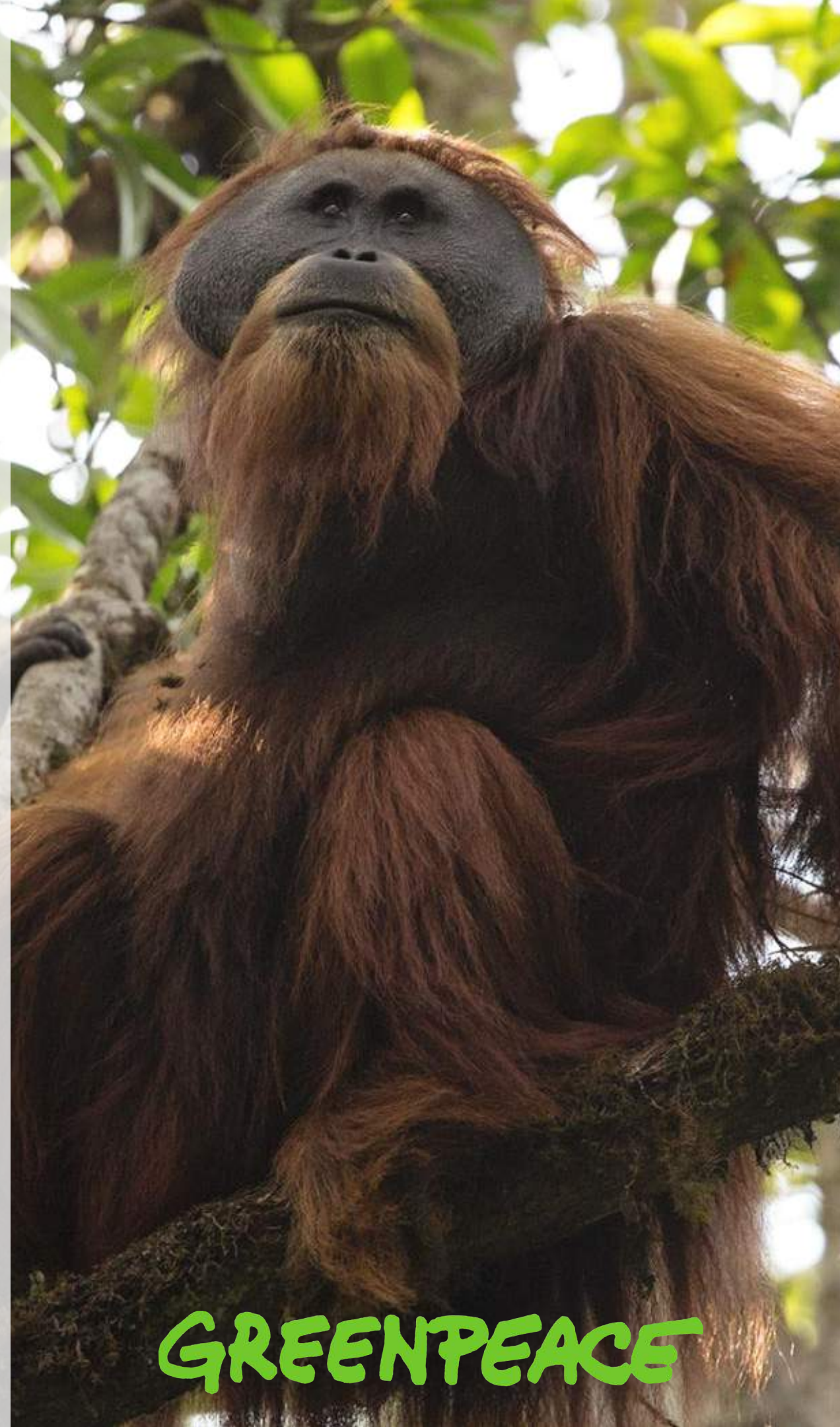
#EndDeforestation

#ProtectOurOrangutans

#YouMadeAPromise



We only  
discovered  
the Tapanuli  
last year.



**GREENPEACE**

But because  
of palm oil  
deforestation,  
they're  
already under  
threat.





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PALM OIL IS  
KILLING THE  
SUMATRAN  
TIGER

#YouMadeAPromise

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DO YOU THINK SHE DESERVES TO HAVE HER  
HOME DESTROYED?

# **CADBURY AND FERRERO ARE CAUSING HUGE DEFORESTATION IN INDONESIA**



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