



POLSKA KOALICJA  
DS. ZRÓWNOWAŻONEGO  
*oleju palmowego*



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Joining forces:

# #Together4Forests

campaign

WWF European Policy Office (EPO)  
European Deforestation Campaign



# The potential for a paradigm shift

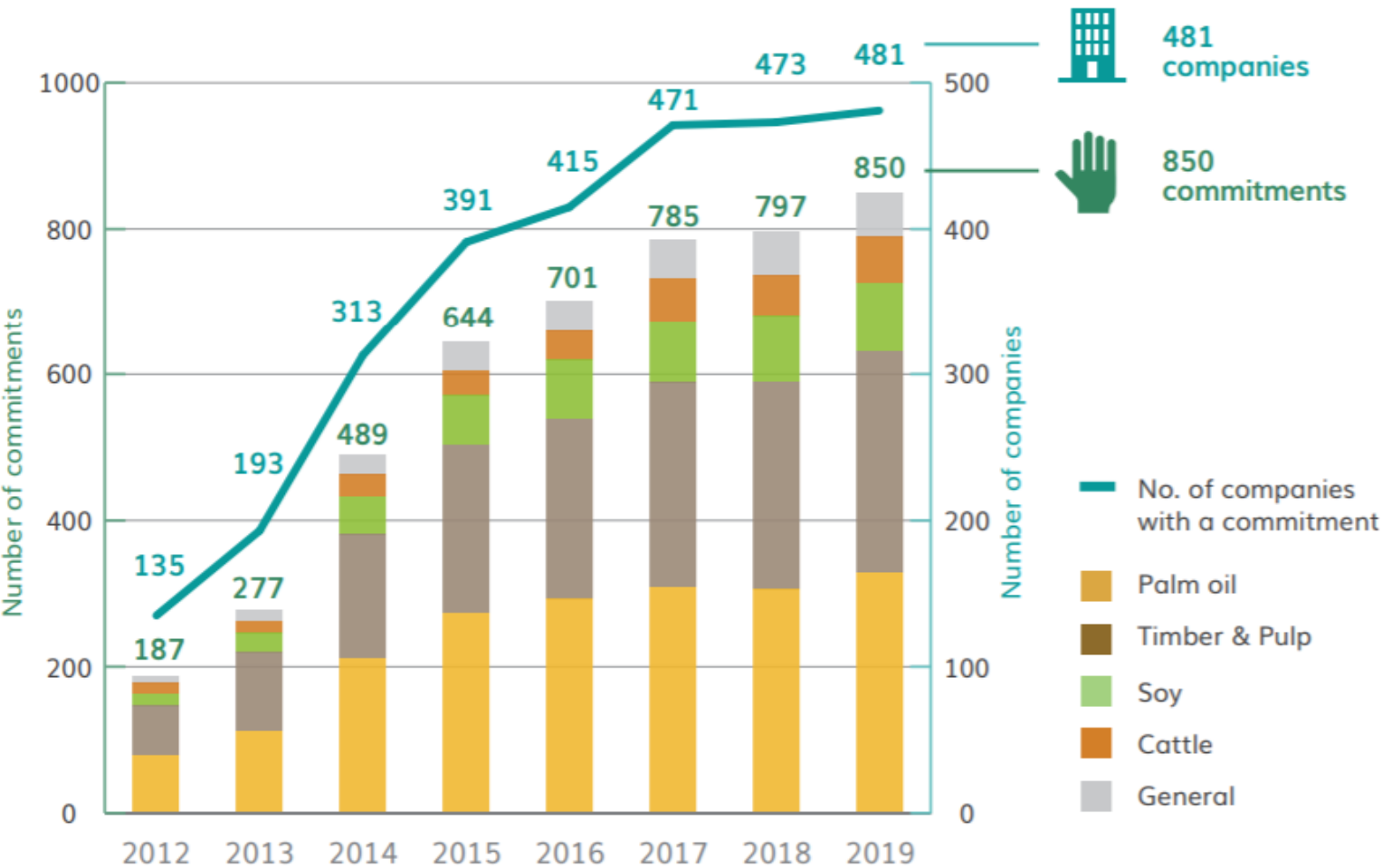
- **EU consumption is driving** the destruction of forests & ecosystems (one of the top importers of products linked to deforestation)
- At the moment, there is **nothing to stop products linked to deforestation** ending up on the EU markets
- European Commission has promised to “do something”: **Communication** in 2019 “Stepping up Action to protect and restore the World’s Forests”

## A key EU opportunity to create change for the world

- EU Member States and Parliament **supportive** of taking some kind of action
- **European Commission has started an evaluation** to analyse what kind of policy measures should be taken
- **Companies** not achieving their supply chain goals on deforestation, but are aware that „something“ needs to happen (or will)
- **Citizens** getting more aware about their role as consumers, but unaware about their impact on deforestation
- Current **media & public** attention on forests & ecosystems worldwide & increased awareness due to forest fires but also Covid-19

**= Unique opportunity for public engagement, political change & European leadership!**

Figure 12. Forest-related commitments in different commodity supply chains



Source: Forest Trends Supply Change: [http://forest-trends.org/releases/supply\\_change\\_2017/](http://forest-trends.org/releases/supply_change_2017/)



**Deforestation will not be eliminated from the production of agricultural commodities by 2020.**



**Zero of the 350 most influential companies with forest-relevant operations are on track to achieve their supply-chain commitments by 2020.**



EU WIDE  
SURVEY



91%

of EU citizens care for  
forests and wildlife

87%

**Citizens do care!**

of EU citizens think new  
laws are needed to ensure  
the products sold in EU  
don't contribute to global  
deforestation

91%

of EU citizens agree that  
deforestation is harmful  
to the people and  
wildlife that live in the  
affected areas



All figures, unless otherwise stated, are from YouGov UK. Total sample size was 21,852 adults. Research was undertaken between 17th - 21st April 2021. The survey was carried out online. The figures have been weighted and are representative of all adults (aged 18+) in each market and an even weighting factor has been applied. The survey was conducted in all European Union Member States except Cyprus, Liechtenstein, and Malta.



## What do we ask our political leaders to do?

European Commission to **propose new and effective EU legislation** on consumption to clean up supply chains of risk commodities, including:

- Legislation is product based and cross-commodity and requires companies to carry out due diligence
- Enlarge focus beyond deforestation and forest degradation and include other ecosystems
- Protects human rights





# Timeline

- Public consultation will likely be launched in **June 2020**
- Our campaign launch: **Tuesday 30 June 2020**
- Public consultation = 12 weeks
- **Industry engagement** – after the public consultation – **Autumn 2020**
- Results? Commission proposal(s) in early 2021

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# Example: WWF shared materials



- Fun facts
- Infographics
- Short videos
- Visuals for web and SoMe
- Web/SoMe/email signature banners
- Copy text:  
web & social media posts



FORESTS ARE ESSENTIAL  
TO LIFE ON EARTH.  
THEY MUST THRIVE IF WE ARE  
TO RESTORE NATURE AND  
TACKLE THE CLIMATE CRISIS.



# Examples: WWF shared materials

FORESTS ARE ESSENTIAL TO LIFE ON EARTH.  
THEY MUST THRIVE IF WE ARE TO **RESTORE  
NATURE** AND **TACKLE THE CLIMATE CRISIS.**





# Engaging with the corporate sector

- **Business voices are crucial**
- Business sector is an important **lever to influence policy makers**
- We need influential business players to **support our ask for legislation**
- **Industry statement** calling for legislation





**Let's get  
#Together4Forests!**