

Designing for Value

Increasing Participation in Voluntary Certification Programs

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RESEARCH PROGRAM ON
**Climate Change,
Agriculture and
Food Security**



MSNRE UNIVERSITY OF MICHIGAN
SCHOOL OF NATURAL RESOURCES AND ENVIRONMENT

Outline

- Deforestation
- Voluntary certification
- Findings
 - Roundtable on Sustainable Palm Oil (RSPO)
- Looking forward



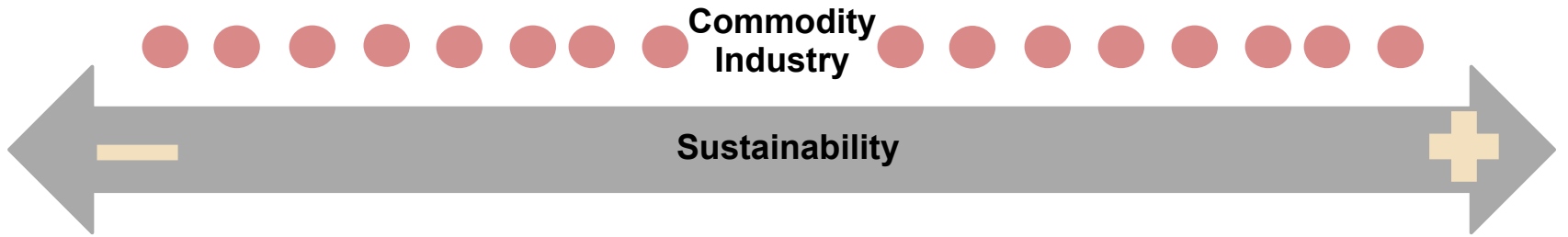
Deforestation



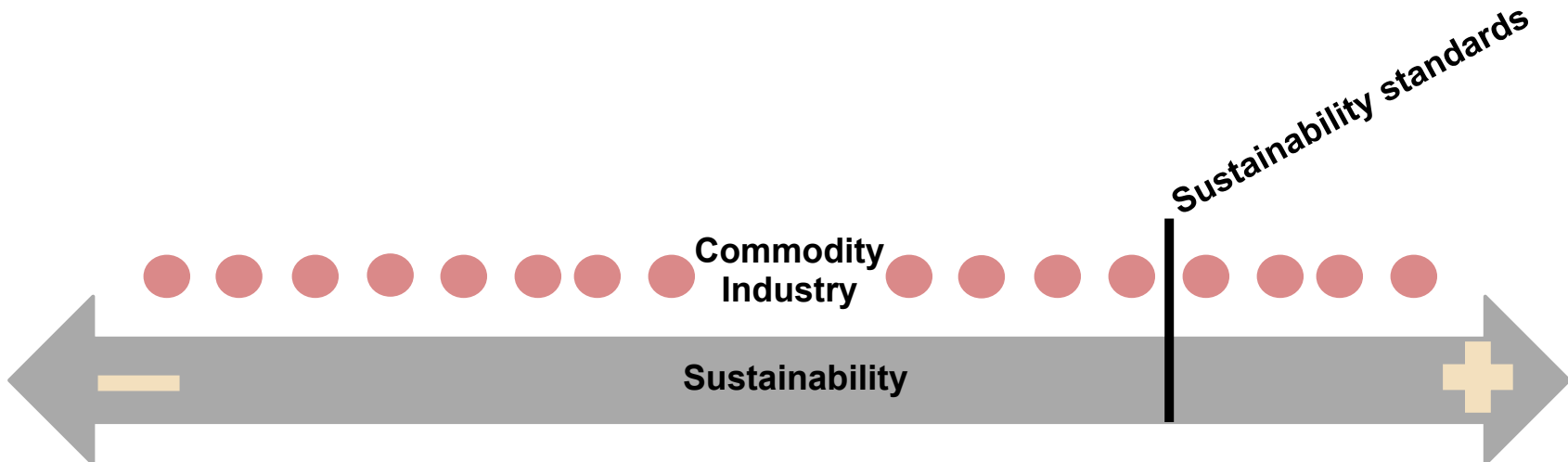
Voluntary certification



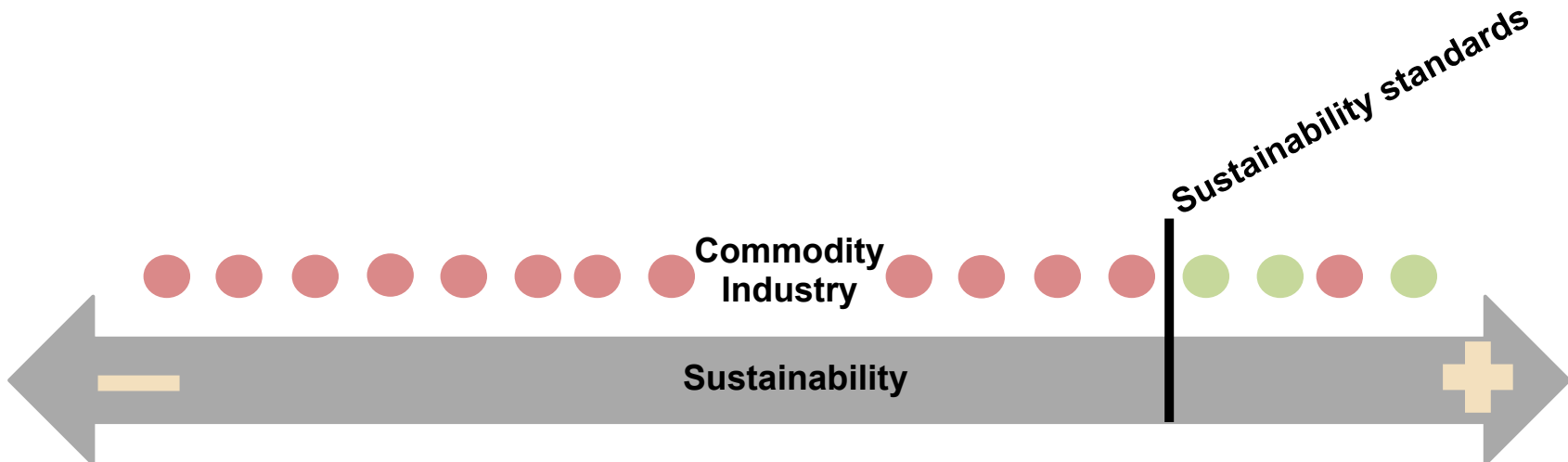
How do we increase producer participation in voluntary certification programs?





● = Producers

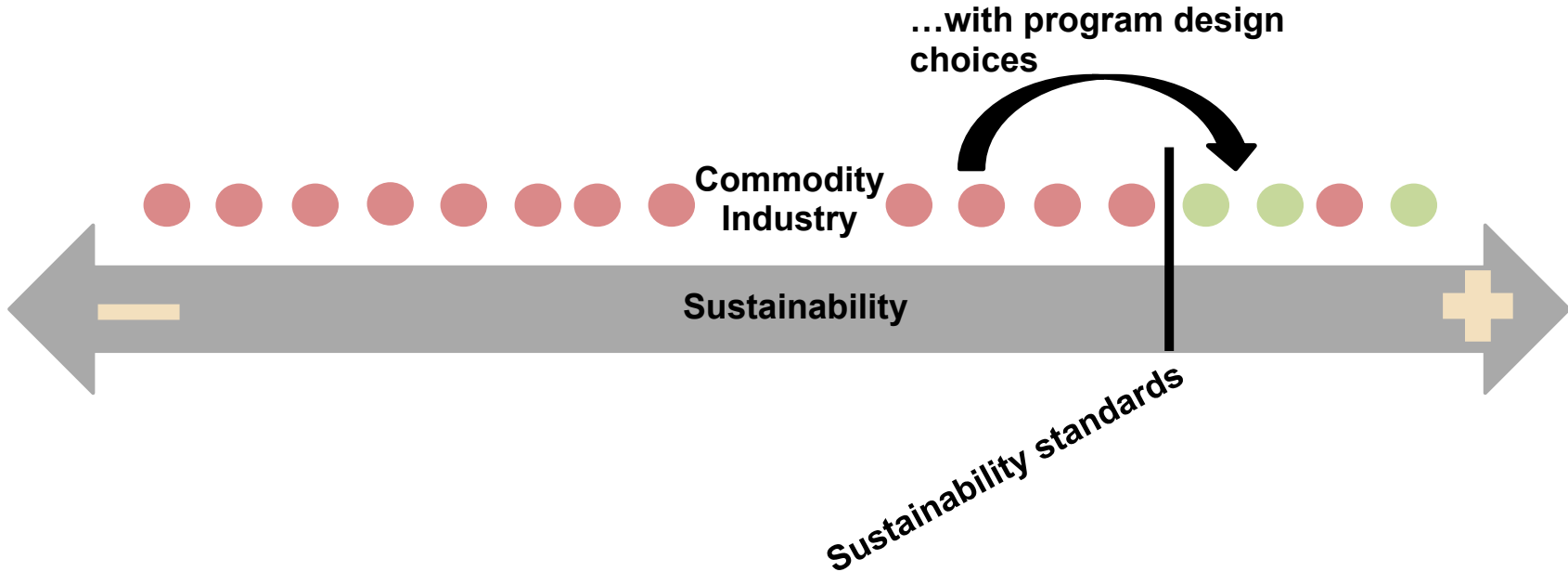


● = Producers



-  = Non-certified producers
-  = Certified producers

How does program structure influence
producer participation?



- = Non-certified producers
- = Certified producers

Elaeis guineensis (Oil Palm)

- Average yield: ~3.7 t/ha/yr
- More than 60% of global vegetable oil traded
 - Key consuming countries: China and India



Products that contain palm oil



LIPSTICK



PIZZA DOUGH



INSTANT NOODLES



SHAMPOO



ICE CREAM



DETERGENT



MARGARINE



CHOCOLATE



COOKIES



BIDDIESEL



SOAP



PACKAGED BREAD

Roundtable on Sustainable Palm Oil (RSPO)



Indonesia



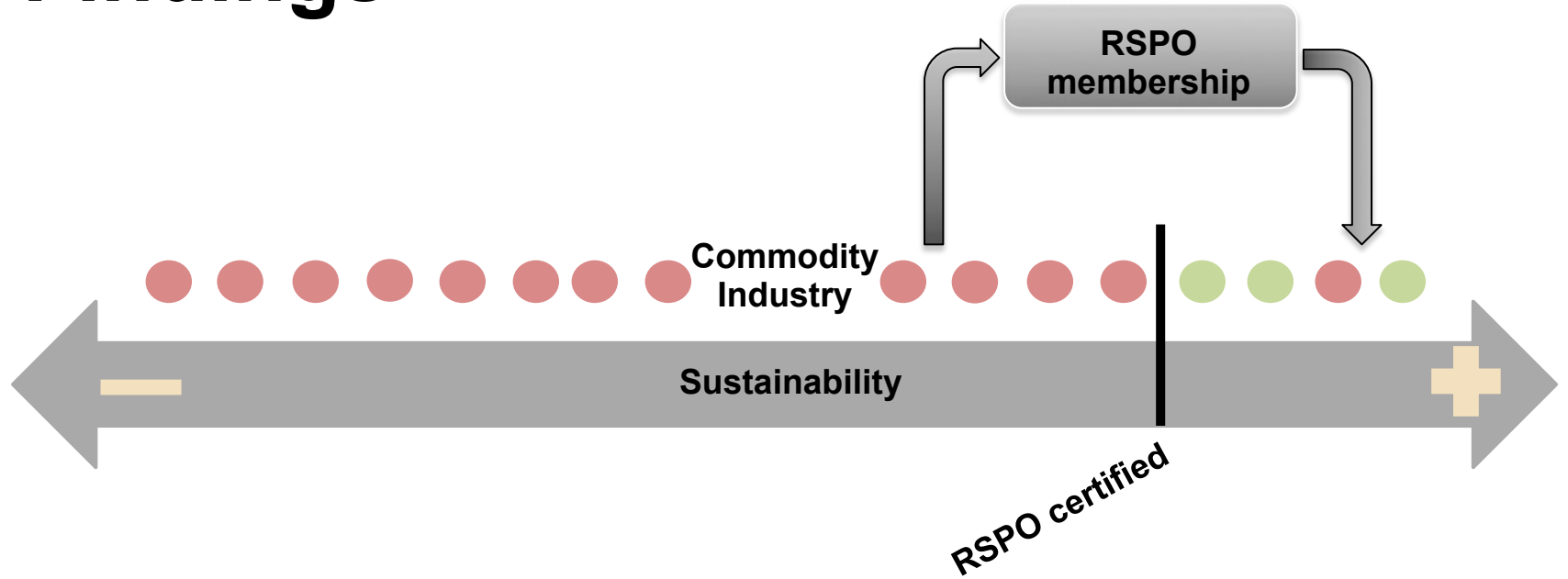
Methods

- ❖ 29 interviews
- ❖ NGOs, certifying bodies, researchers, growers, consulting firms, RSPO secretariat



How does program structure influence
producer participation?

Findings



● = Non-certified producers

● = Certified producers

Findings

- Voting rights
- Highlighting sustainability hot spots
- Lack of technical assistance
- Enforcement



Opportunities:

- More points of attraction
- Recoup value at earlier stages

Challenges:

- Confusion regarding progress
- Losing sight of purpose of program
- Lack of price premium



Lessons

- Value creation
- Explicit milestones
- More granular data
- Core activity areas



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