

Particulars

About Your Organisation

1.1 Member Name

ASB Management Sdn Bhd

1.2 Membership Number

8-0291-23-000-00

1.3 Membership Sector

Organisations

1.4 Membership Category

Affiliate

1.5 Country

Malaysia

2.0 Does your company or organisation produce, process, consume or sell any palm oil or any products containing derivatives of palm oil?

No

2.2 Please select all the sectors that best describe the business activities of your company or organisation, including your primary RSPO membership sector. You may select multiple sectors and will be required to complete the ACOP form for the relevant sectors

- ☐ I am a bank or financial institution that finances or supports companies or organisations that produce or manufacture palm oil, palm kernel oil or related products
- ☐ I am a conservation and environmental NGO supporting the sustainable development of the palm oil industry
- ☐ I am a social and human development NGO supporting the sustainable development of the palm oil industry
- ☒ I am an Affiliate member of the RSPO, indirectly involved in the palm oil industry

Affiliates

1. Operational Profile

1.1 What are the main activities of your organisation?

The Asia School of Business (ASB) is a collaboration between the Massachusetts Institute of Technology (MIT) Sloan School of Management and the Central Bank of Malaysia. It aims to provide innovative and rigorous education programs that prepare future leaders for the challenges of the Asian century.

Some of the main activities at ASB include:

1. MBA Program: ASB offers a full-time MBA program that combines cutting-edge curriculum developed by MIT Sloan with a deep understanding of the Asian business landscape. The program focuses on experiential learning, entrepreneurship, and leadership development.
2. Executive Education: ASB provides executive education programs designed for mid-career professionals and executives. These programs offer opportunities for skill development, leadership training, and networking in the Asian business context.
3. Research and Thought Leadership: ASB fosters research initiatives and thought leadership in collaboration with MIT Sloan faculty and other partners. This includes conducting research on Asian business trends, challenges, and opportunities.
4. Corporate Partnerships: ASB collaborates with corporate partners to develop customized programs, projects, and research initiatives tailored to the specific needs of businesses operating in Asia.
5. Entrepreneurship and Innovation: ASB encourages entrepreneurship and innovation through its curriculum, experiential learning opportunities, and partnerships with startup ecosystems and accelerators.
6. Conferences and Events: ASB organizes conferences, seminars, and other events that bring together business leaders, policymakers, academics, and students to discuss key issues shaping the future of business in Asia.
7. Social Impact Initiatives: ASB is committed to making a positive impact on society through various social responsibility initiatives, including projects focused on sustainability, community development, and social entrepreneurship. Overall, ASB strives to be a hub for excellence in business education, research, and practice in Asia, preparing students and professionals to lead and innovate in a rapidly evolving global economy

1.2 What activities has your organisation undertaken to promote sustainable palm oil, the RSPO and/or RSPO members in the reporting period?

The Center for Sustainable Small-owners (CSS) was established by funding from Procter & Gamble (P&G) in 2019 to deliver on its Ambition 2030 goals through the P&G smallholders initiative. CSS is hosted by the Asia School of Business. To safeguard the interests of the independent small-holder farmers and growers, to empower them and improve their livelihood while ensuring ethical and responsible sourcing for oil palm with commitments to No Deforestation, No new plantation on Peatlands, and No Exploitation in the supply chain

1.3 What percentage of your organisation's overall activities focus on palm oil?

7.0%

1.4 Did members of your organisation participate in RSPO working groups and/or taskforces in the reporting period?

Yes

1.5 Does your organisation have any past or on-going collaborations with public or private sector palm oil industry players to support them in their efforts to increase the production or consumption of certified sustainable palm oil (CSPO)?

Yes

1.6 How is your organisation's work on palm oil funded?

The Center for Sustainable Small-owners (CSS) was established in 2018 with funding from Procter & Gamble (P&G) to support the delivery of its Ambition 2030 goals through the P&G Smallholders Initiative. The center is hosted by the Asia School of Business (ASB) in Kuala Lumpur, Malaysia. In recognition of its impactful work, CSS has also received additional funding support from Temasek Foundation Singapore to continue and expand the initiatives previously established, further strengthening efforts to improve the livelihoods and sustainability practices of independent smallholders.

2. Actions for Next Reporting Period

2.1 Please outline activities that your organisation will take in the coming year to promote the production or consumption of certified sustainable palm oil (CSPO)

1. Empowering Communities, Ensuring Sustainability - CSS empowers the Independent Smallholders through Certification and Compliance and the establishing farmer's association to safeguard their interests while ensuring ethical and sustainable oil palm production.
 2. Sourcing Responsibly, Improving Livelihoods - CSS improves the livelihood for the ISH through Yield Intensification ensuring - NO Deforestation, NO new plantation on Peatlands, and NO Exploitation in the supply chain (NDPE Policy)
 3. Research for Impact - CSS conducts research that contributes to meaningful action on the ground and creating a positive impact
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Challenges and Support

1.1 What significant obstacles or challenges has your company encountered in the promotion of certified sustainable palm oil (CSPO)? What efforts has your company taken to address these obstacles or challenges?

- ☒ Awareness of RSPO in the market
- ☒ Difficulties in the certification process
- ☒ Certification of smallholders
- ☐ Competition with non-RSPO members
- ☒ High costs in achieving or adhering to certification
- ☐ Human rights issues
- ☒ Insufficient demand for RSPO-certified palm oil
- ☐ Low usage of palm oil
- ☒ Reputation of palm oil in the market
- ☒ Reputation of RSPO in the market
- ☒ Supply issues
- ☒ Traceability issues
- ☐ No challenges faced
- ☐ Others

Others

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1.2 In addition to the actions already reported in this ACOP report, what other ways has your company supported the vision of the RSPO to transform markets to make sustainable palm oil the norm?

- ☒ Communication and/or engagement to transform the negative perception of palm oil
- ☒ Engagement with business partners or consumers on the use of CSPO
- ☒ Engagement with government agencies
- ☒ Engagement with peers and clients
- ☒ Promotion of CSPO through off product claims
- ☒ Promotion of CSPO outside of RSPO venues such as trade workshops or industry associations
- ☐ Promotion of physical CSPO
- ☒ Providing funding or support for CSPO development efforts
- ☒ Research & Development support
- ☒ Stakeholder engagement
- ☐ No actions taken
- ☐ Others

Others

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1.3 If your company has any other publicly-available reports or information regarding its palm oil-related policies and activities, please provide the links here

None