

## Particulars

### About Your Organisation

#### 1.1 Member Name

WWF Malaysia

#### 1.2 Membership Number

6-0004-04-000-00

#### 1.3 Membership Sector

Environmental or Nature Conservation Organisations (Non Governmental Organisations)

#### 1.4 Membership Category

Ordinary

#### 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

## NGOs

### 1. Operational Profile

#### 1.1 What are the main activities of your organisation?

WWF-Malaysia engages in a multifaceted approach to environmental conservation and sustainability, focusing on several key activities:

##### 1. Wildlife Conservation

Our organisation is committed to protecting endangered species and their habitats across Malaysia. We implement targeted conservation programmes for species such as the Malayan tiger, Bornean orangutan, elephant and banteng, and marine turtles, alongside habitat restoration projects.

**Environmental Advocacy:** We actively advocate for robust environmental policies and practices. This involves engaging with government bodies, industry leaders, and communities to promote sustainable land and marine management practices, aiming to influence policy and regulatory frameworks at both national and international levels.

##### 2. Sustainable Industry Practices

WWF-Malaysia collaborates with various industries to promote sustainability, including palm oil, timber, and fisheries. We work towards enhancing environmental management practices, reducing carbon footprints, and ensuring sustainable supply chains through certification schemes like the Roundtable on Sustainable Palm Oil (RSPO). For example, WWF-Malaysia has a dedicated Sustainable Palm Oil Team (SPOT) to provide technical support and advice to oil palm growers, particularly medium-sized growers and smallholders.

##### 3. Community Engagement and Education

A core part of our mission is to foster environmental awareness and stewardship among the Malaysian public. We conduct educational programmes, community outreach initiatives, and public campaigns to increase environmental and ecological literacy and encourage active participation in conservation efforts.

##### 4. Scientific Research and Environmental Monitoring

Our organisation undertakes rigorous scientific research and environmental monitoring to inform conservation strategies. This research helps us understand ecological trends, assess the health of wildlife populations, and evaluate the effectiveness of our conservation interventions.

##### 5. Climate Action Initiatives

Recognising the critical impact of climate change, WWF Malaysia is involved in various climate and adaptation initiatives. This includes promoting renewable energy adoption, forest conservation projects for carbon sequestration, and enhancing community resilience against climate-related challenges.

Through these activities, WWF Malaysia strives to achieve its vision of a sustainable future where human activities live in harmony with nature, ensuring the conservation of biological diversity and sustainable use of natural resources.

#### 1.2 What activities has your organisation undertaken to publicise programmes to support the RSPO, RSPO certification, the uptake of RSPO-certified sustainable palm oil and oil palm products, or to support good standing RSPO members during the reporting period?

##### Reporting Period Activities

During the reporting period, WWF-Malaysia carried out several key activities to promote RSPO (Roundtable on Sustainable Palm Oil) certification and the adoption of RSPO-certified sustainable palm oil and related products. These efforts are aimed at supporting RSPO members in maintaining good standing and expanding the market for sustainable palm oil. The activities are outlined below:

##### 1. Outreach and Educational Campaigns

WWF-Malaysia conducted training and outreach activities to raise awareness and promote a deeper understanding of the environmental and social benefits of sustainable palm oil.

##### 2. Collaboration with Industry Stakeholders

We strengthened partnerships with palm oil producers—particularly medium-sized growers and smallholders—as well as processors and traders, to support their transition to RSPO certification. Providing technical assistance and sharing best practices helped stakeholders improve their sustainability efforts and move toward certification.

### 3. Supply Chain Initiatives

WWF-Malaysia collaborated with RSPO members to streamline and secure sustainable palm oil supply chains. Key efforts included linking palm oil buyers with a palm oil mill working toward RSPO certification. Additionally, WWF-Malaysia submitted RSPO Resolution (GA24-2d) during RT2024, proposing the creation of a Growers' Incentive Task Force to scale up the production of sustainable palm oil.

### 4. Policy Advocacy

WWF-Malaysia actively engaged with government and regulatory bodies to advocate for policies that support the uptake of RSPO-certified palm oil. This included lobbying for incentives to encourage sustainable practices and calling for stricter regulations on non-certified palm oil products. WWF-Malaysia staff working on oil palm engagement constantly support and are involved in working groups/discussions related to standards.

We also advocate for a jurisdictional approach to RSPO certification, and currently serve as a member of Sabah's Jurisdictional Certification Steering Committee (JCSC), holding roles in five of the six JCSC Working Groups.

### 5. Supporting Smallholders

Recognising the vital role of smallholders in the palm oil industry, WWF-Malaysia initiated programmes to support small-scale farmers in achieving RSPO certification. These programmes provided training in sustainable agricultural practices, assistance in meeting RSPO standards, and help to access global markets for certified products. WWF-Malaysia has a dedicated Sustainable Palm Oil Team (SPOT) to provide technical advice/assistance.

### 6. Market Transformation Projects

WWF-Malaysia launched several initiatives to transform the broader market toward sustainable palm oil. These included collaborations with NGOs, industry leaders, and RSPO to increase both demand for and supply of certified sustainable palm oil through consumer awareness and industry commitments to sustainable sourcing.

One highlight was organising a delegation visit from China to Sabah, Malaysia, to showcase sustainable practices in oil palm plantations.

Through these activities, WWF-Malaysia aims to advance the environmental and social standards set by the RSPO, increase the market share of certified sustainable palm oil, and support RSPO members in upholding its principles and criteria. This aligns with our broader mission to reduce the environmental impact of palm oil production while promoting sustainable industry practices.

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

30.0%

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

Yes

**1.5 Does your organisation have any 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?****1. Corporate Partnerships**

NGOs often collaborate with corporations involved in the palm oil supply chain—such as producers, processors, and retailers—to fund projects that promote sustainable practices. These partnerships may include direct financial support, in-kind contributions, or joint initiatives to achieve RSPO certification and enhance corporate sustainability credentials.

**2. Private Foundations**

Many private foundations focused on environmental conservation, sustainable development, and climate change mitigation provide grants to support sustainable palm oil initiatives. These foundations recognise the critical role of sustainable agriculture in preserving biodiversity and reducing ecological impact.

**3. Public Donations and Membership Fees**

Public contributions—through donations, membership programs, and fundraising campaigns—also make up a significant portion of NGO funding. These funds are typically allocated based on organisational priorities, which may include various components of sustainable palm oil initiatives.

## 2. TimeBound Plan

**2.1 Which year did your organisation start or expects to start participating in RSPO working groups and/or taskforces?**

2018

**2.2 Which year did your organisation start or expects to start undertaking and publicising programmes to support the RSPO, RSPO certification, uptake of RSPO-certified sustainable palm oil and oil palm products and/or good standing RSPO member?**

2018

### 3. Actions for Next Reporting Period

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

- ☒ Training on sustainability topics, monitoring of implementation of sustainability topics
- ☒ Participation in RSPO Working Group or Task Forces;
- ☒ Support Independent Smallholders (ISH)
- ☒ Become a partner of the RSPO Smallholder Trainer Academy
- ☒ Provide technical support for Independent Smallholder Certification projects
- ☒ Involvement/direct investments in Jurisdictional/Landscape approach
- ☒ Promote and support Direct/collective investments in conservation and restoration initiatives
- ☒ Provide technical support support members with Remediation and Compensation (RaCP) process, direct/collective investments in conservation and restoration initiatives
- ☒ Allocating FTE to promote the production or consumption of certified sustainable oil palm products or
- ☒ Specific policies and action plans by the member to promote CSPO production or consumption in the upstream or downstream supply chain, including target dates or broader policies that include such efforts
- ☐ No activities planned
- ☐ Others

Other

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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

Very low interest to pursue RSPO certification among medium-sized growers.  
RSPO premium for medium-sized growers is not economically attractive.

### 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

<https://www.wwf.org.my/sabahlandscapes/>  
[https://www.wwf.org.my/our\\_work/sustainable\\_markets\\_/sustainable\\_palm\\_oil/](https://www.wwf.org.my/our_work/sustainable_markets_/sustainable_palm_oil/)