

Impact and Strategy for Golden Agri-Resources



Background

- Golden Agri-Resources Ltd is the world's second largest palm oil producer. Between 2008 and 2010, Greenpeace led a sustained campaign focusing on Golden Agri-Resources' alleged role in deforestation, destruction of peat land, and orang-utan habitats in Indonesia. The campaigns resulted in Unilever, Nestle, and Burger King dropping their contracts with Golden Agri Resources.

Actions

- Corporate Citizenship advised Golden Agri-Resources on their sustainability issues; conducted a baseline assessment of environmental and social impacts and mapped current practice and performance against stakeholder expectations.
- Based on this and on the results of an independent verification report by third-party auditors, we provided specific recommendations on opportunities for immediate action on sustainability issues.
- We also helped devise a long-term sustainability strategy, including the implementation of systems and policies required to meet stakeholder expectations. We engaged with senior management to share findings and generate commitment.
- Following earlier stages, we helped Golden Agri-Resources engage with a wide range of stakeholders, at first indirectly and ultimately directly, with Greenpeace.

Results

- In February 2011 Golden Agri-Resources launched a new multi-stakeholder Forest Conservation Policy in partnership with The Forest Trust (TFT). Various stakeholders including the government and Greenpeace provided inputs for the policy.
- With our help, Golden Agri-Resources is now recognised as a leader in developing sustainability in the world's palm oil industry. The success of our work is best illustrated by this quote from Greenpeace's letter to Golden Agri-Resources shareholders:

"Towards the end of last year, Golden Agri-Resources indicated that they were ready to deal with the issues raised by our campaign, not just through the RSPO Grievance Panel process, but through making and implementing new sustainability commitments with the help of The Forest Trust (TFT). Golden Agri-Resources now needs time to implement these new sustainability commitments. Greenpeace will be watching this implementation carefully and will therefore not be undertaking further active campaign work against Golden Agri-Resources at this time. This is a very positive step forward on paper, but it needs to be matched through real changes on the ground."

