

# ROUNDTABLE MEETING ON SUSTAINABLE PALM OIL



**A Shared Responsibility:  
Converting Commitments into Action**

# FULFILLING THE POTENTIAL OF SMALLHOLDER PRODUCERS WITH DIGITAL SOLUTIONS

**TECH STRATEGY TO ACCELERATE  
THE PRODUCTION AND TRADE OF  
SUSTAINABLE PALM OIL**

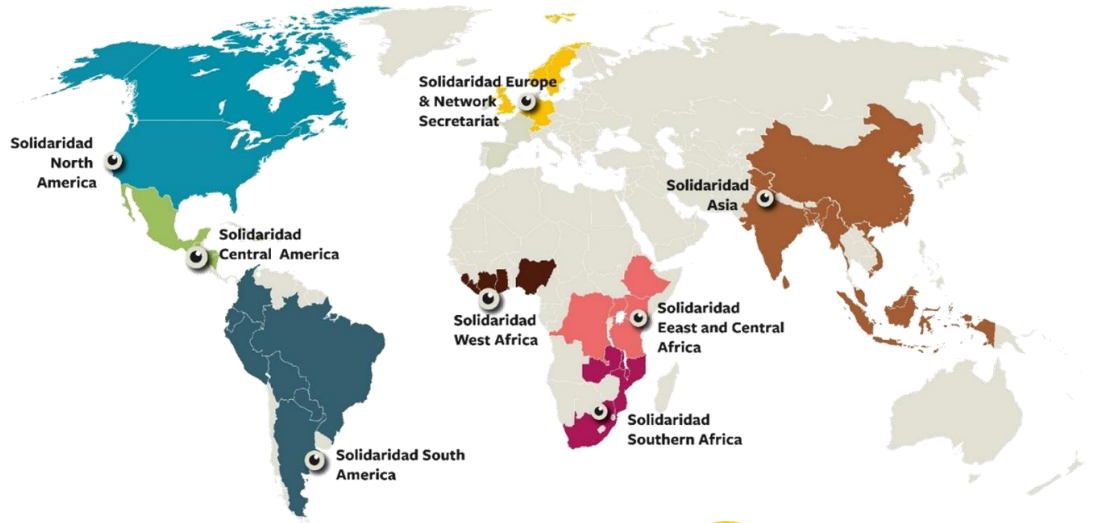
Bangkok, November 2019



**Solidaridad**

# Solidaridad

**A SOLUTION-ORIENTED CIVIL SOCIETY ORGANIZATION  
WORKING IN KEY AGRO-COMMODITIES**



# SUMMARY

1

**CONTEXT:**  
Looking for  
smallholders  
inclusion



2

**APPROACH:**  
Digital solutions



2A



farming  
solution

2B



extension  
solution

3

**RESULTS:**  
challenges and  
opportunities

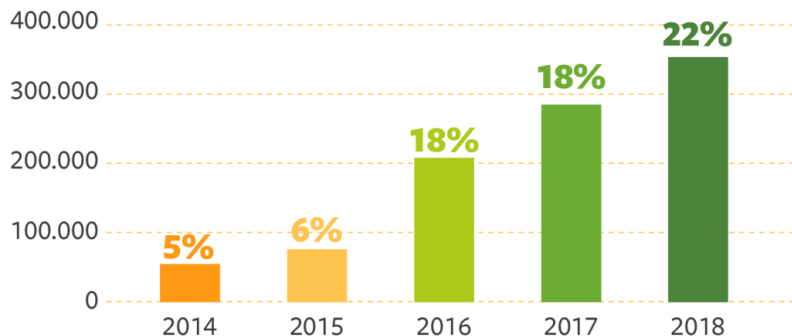


# 1. CONTEXT: LIMITED PARTICIPATION OF SMALLHOLDERS

- Low participation of small producers in palm oil sustainable supply chains

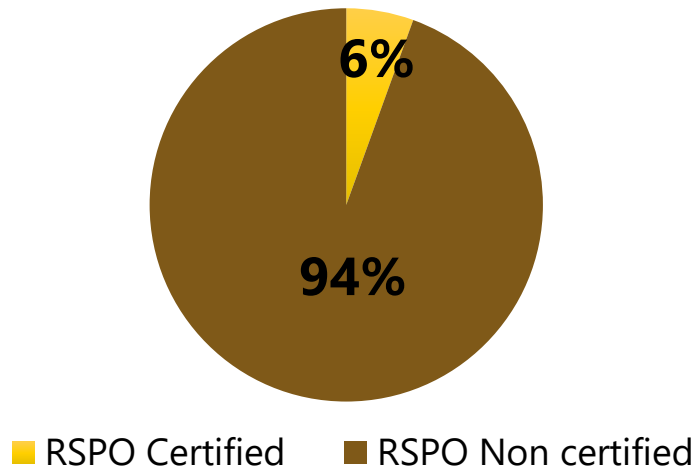
**Overall amount of certified volume  
as % of total production**

(Tonnes and share of total production)



Sources: Own compilation, based on company data and estimations.

**Percentage of RSPO certified and  
non certified smallholders**



# 1. CONTEXT: TECHNICAL ASSISTANCE IS INEFFICIENT

- Data collection is expensive
- Lack of benchmark among peers and continual feedback.
- Generalized technical assistance (One size fits all)
- Expensive, time consuming technical assistance
- Limited coverage of technical assistance

# 1. CONTEXT: “DIGITAL” CONDITIONS IMPROVING

- Increasing number of producers have smartphones (48% Colombia)
- Access to internet is available at cooperative/mill level
- Compatibility of digital apps is improving
- Digital content for smallholders is expanding (i.e. Sustainability College)

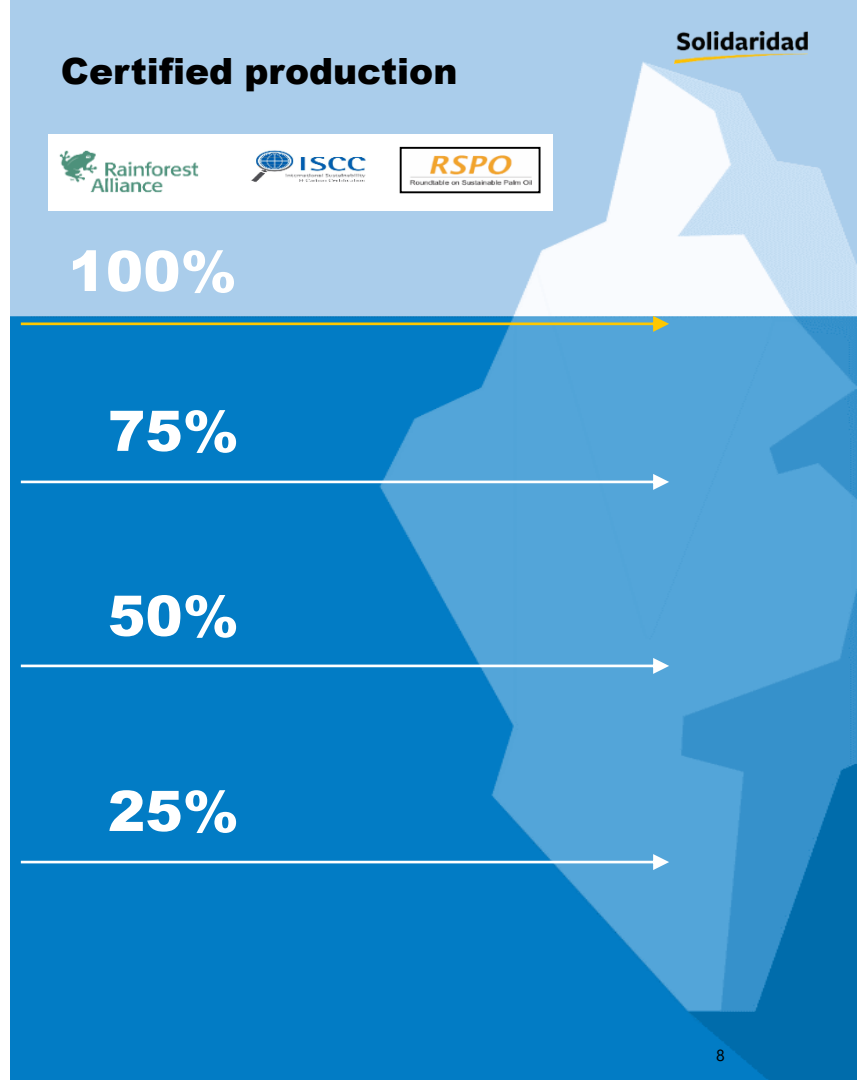
# 1. CONTEXT: MEASURING THE SUSTAINABILITY COMPLIANCE LEVEL OF SMALLHOLDERS



**WHAT IS THE COMPLIANCE  
LEVEL OF NON-CERTIFIED  
SHARE OF PALM OIL  
PRODUCTION?**



**WHAT IS THE REMAINING  
GAP TO REACH 100%?**





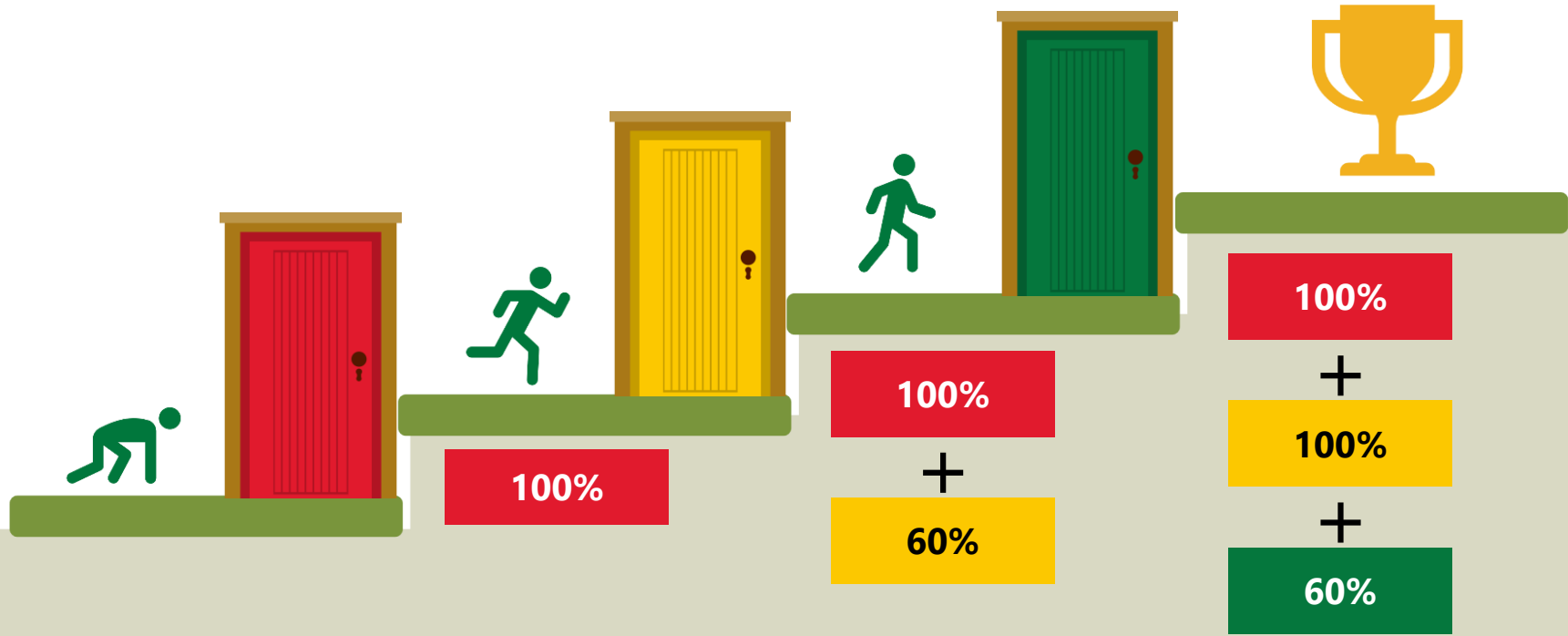


## 2. APPROACH: **DIGITAL SOLUTIONS**

# CONTINUOUS IMPROVEMENT APPROACH



# CONTINUOUS IMPROVEMENT APPROACH



# ECOSYSTEM OF SOLUTIONS & SERVICES



# ACTIONABLE INTELLIGENCE



**Content  
Management**



**Dashboards**



**FIELD  
TECHNICIAN**



## 2A. FARMING SOLUTION



**Solidaridad**



**farming  
solution**

**Plan improvements and get the  
information to progress toward  
better farming!**

[solidaridadfarmingsolution.org](http://solidaridadfarmingsolution.org)

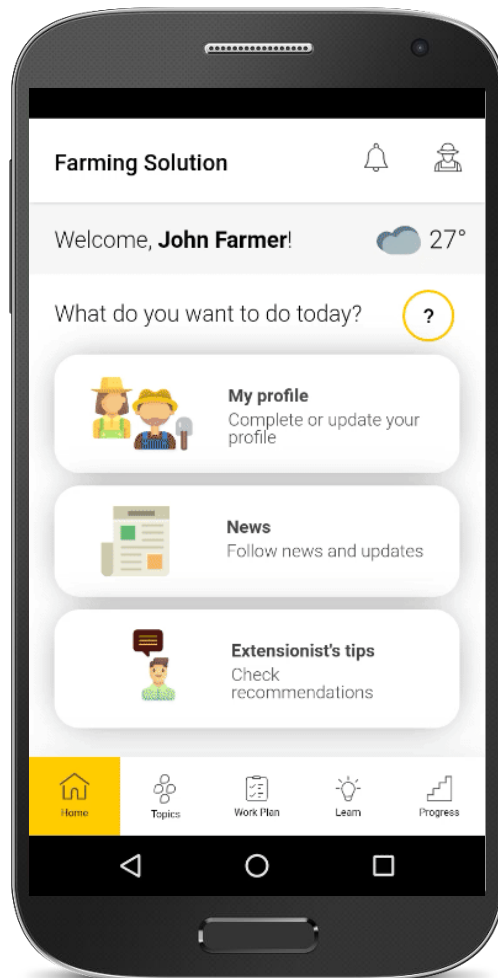




farming  
solution



**BUILT FOR  
PRODUCERS**



**Solidaridad**

**ASSESS YOUR FARM  
ON RSPO STANDARDS**

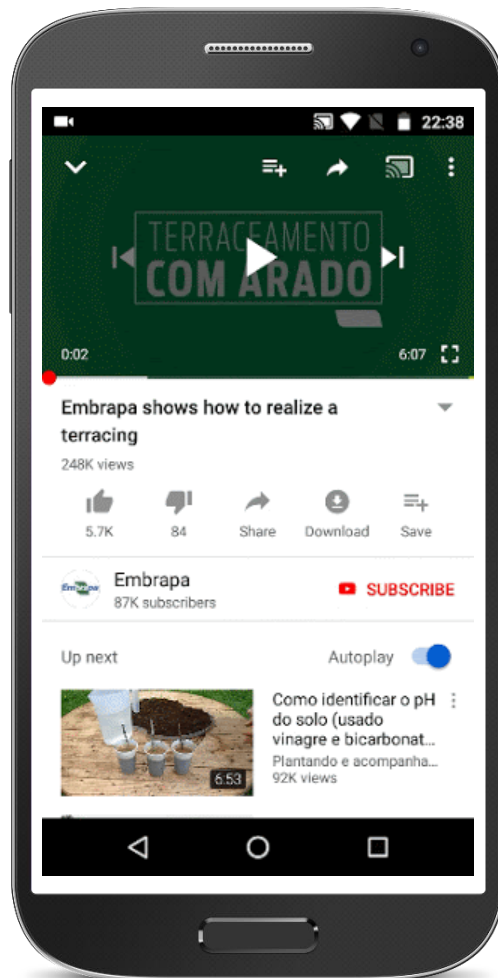


**ACCESS TO:**

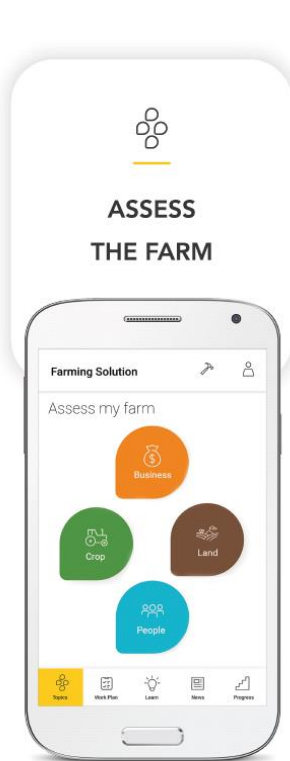
**SUSTAINABILITY  
COLLEGE**

**RSPO MANUALS**

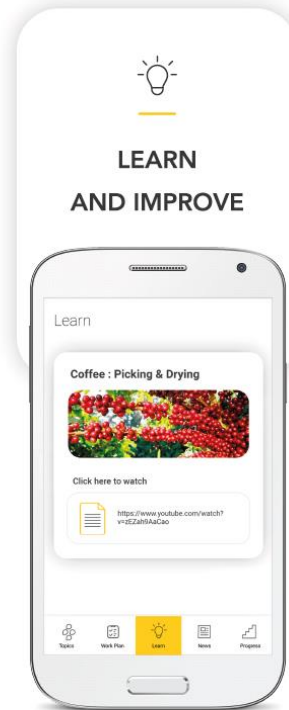
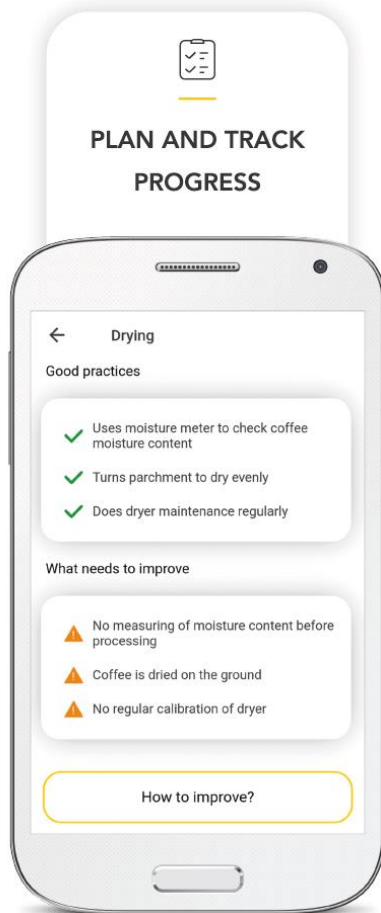
**COMPANY  
REQUIREMENTS**







 Touch to listen



**AVAILABLE NOW**



For Android:

[https://play.google.com/store/apps/detail?id=org.solidaridadnetwork.farmingsolution&hl=pt\\_BR](https://play.google.com/store/apps/detail?id=org.solidaridadnetwork.farmingsolution&hl=pt_BR)

For iOS:

<https://apps.apple.com/us/app/farming-solution/id1328105273>

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# ECOSYSTEM OF SOLUTIONS & SERVICES



# ACTIONABLE INTELLIGENCE



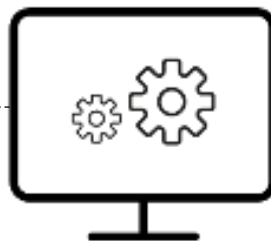
**FARMER  
ORGANIZATIONS/PRO  
CESSORS/ BUYERS**



**PRODUCER**



**FIELD  
TECHNICIAN**



**Content  
Management**



**Dashboards**

## 2B. EXTENSION SOLUTION



extension  
solution

**Data-Smart  
Technical Assistance**

*Pre-registration required*



DISPONIBLE EN  
**Google Play**



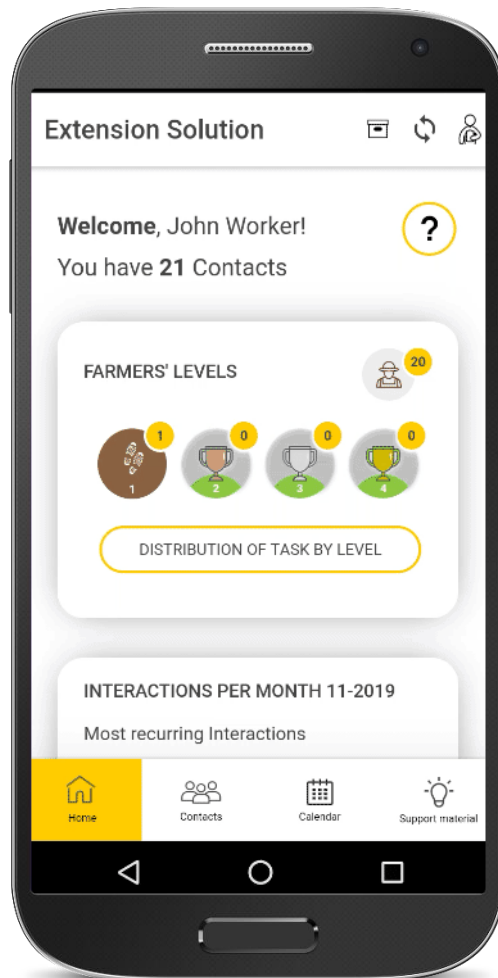
Consíguelo en el  
**App Store**



extension  
solution



**BUILT FOR:**  
**FIELD TECHNICIAN**





extension  
solution

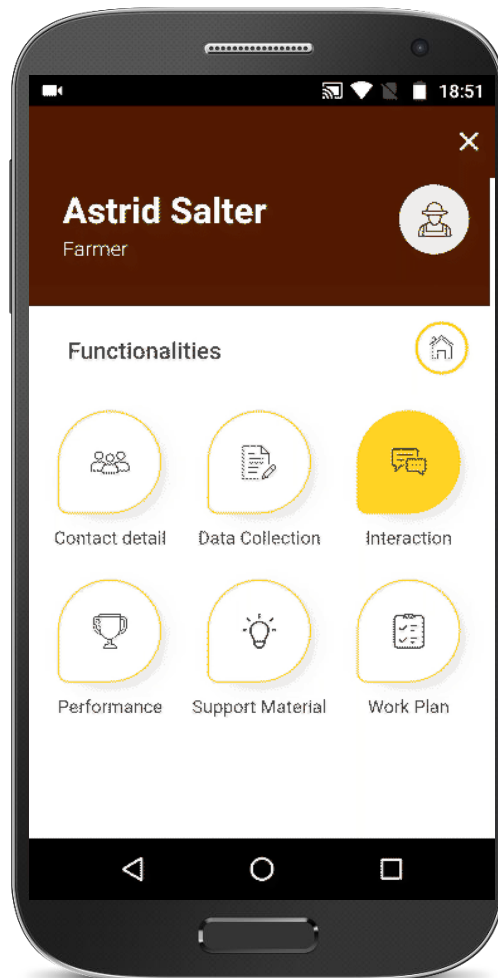
**ACCESS TO:**

**FARMER DATA  
PASSPORT**

**SMALLHOLDER  
ACADEMY**

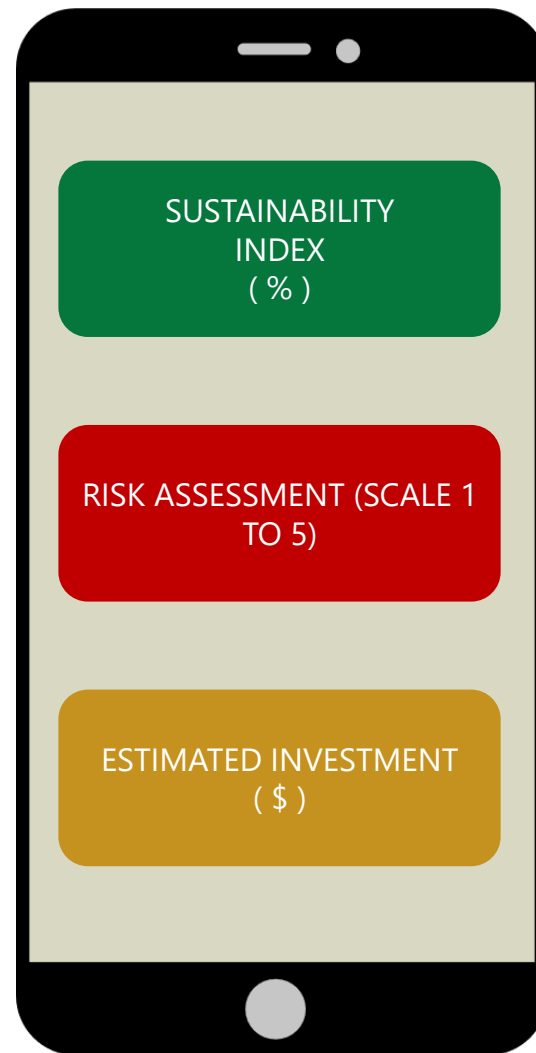
**RSPO MANUALS**

**COMPANY  
REQUIREMENTS**

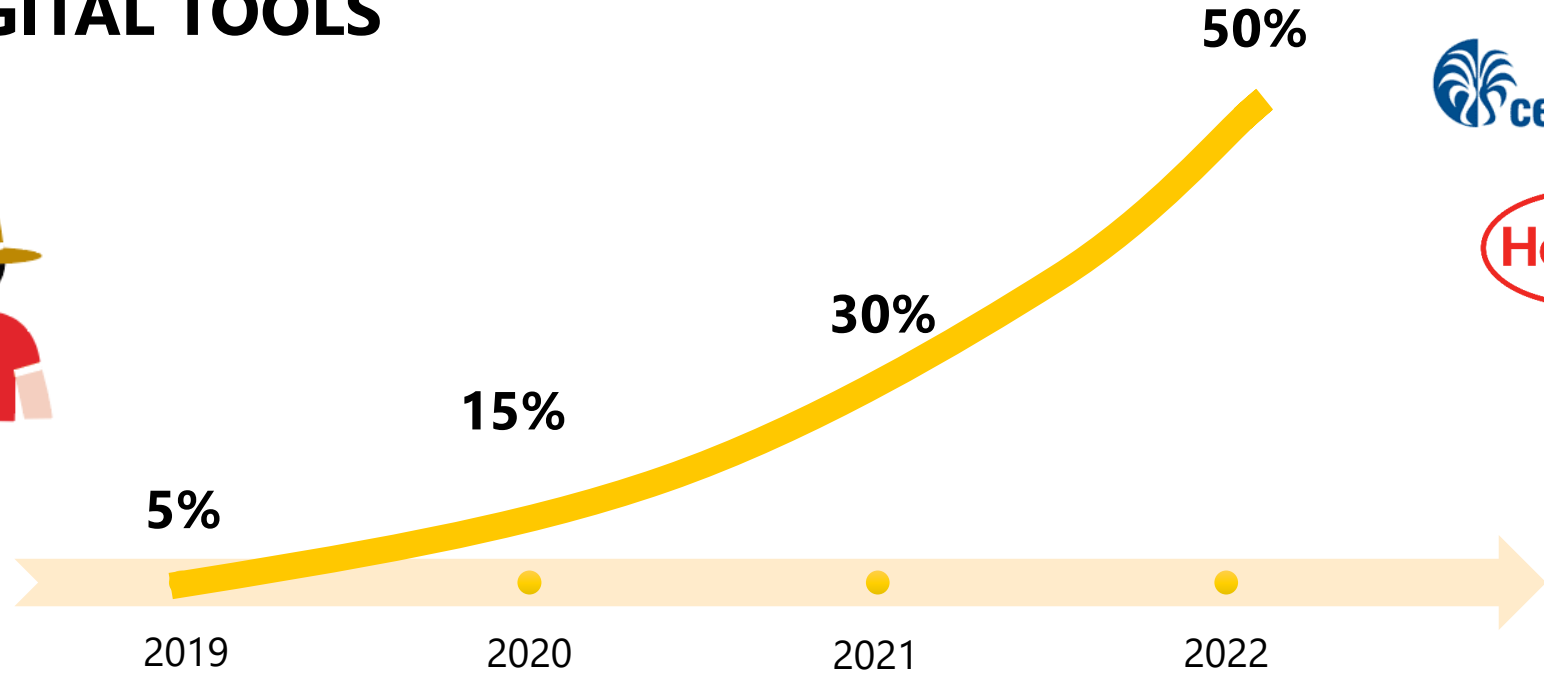




**CURRENTLY AVAILABLE IN  
COLOMBIA:  
TO EMPOWER FIELD TECHNICIANS  
IN ASSISTING SMALLHOLDERS ON  
THEIR FARM ASSESSMENT**



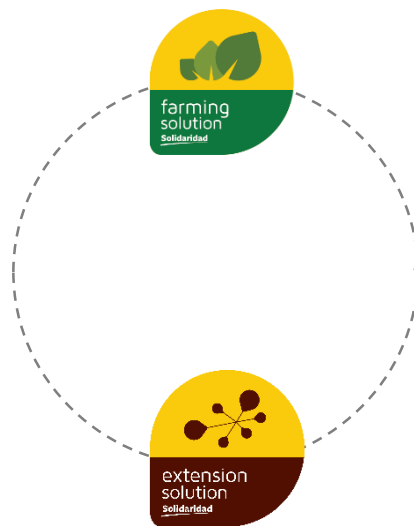
# PRODUCERS COVERED BY DIGITAL TOOLS



# ECOSYSTEM OF SOLUTIONS & SERVICES



# ACTIONABLE INTELLIGENCE



**PRODUCER**



**FIELD  
TECHNICIAN**



**FARMER  
ORGANIZATIONS/PRO  
CESSORS/ BUYERS**



**Content  
Management**



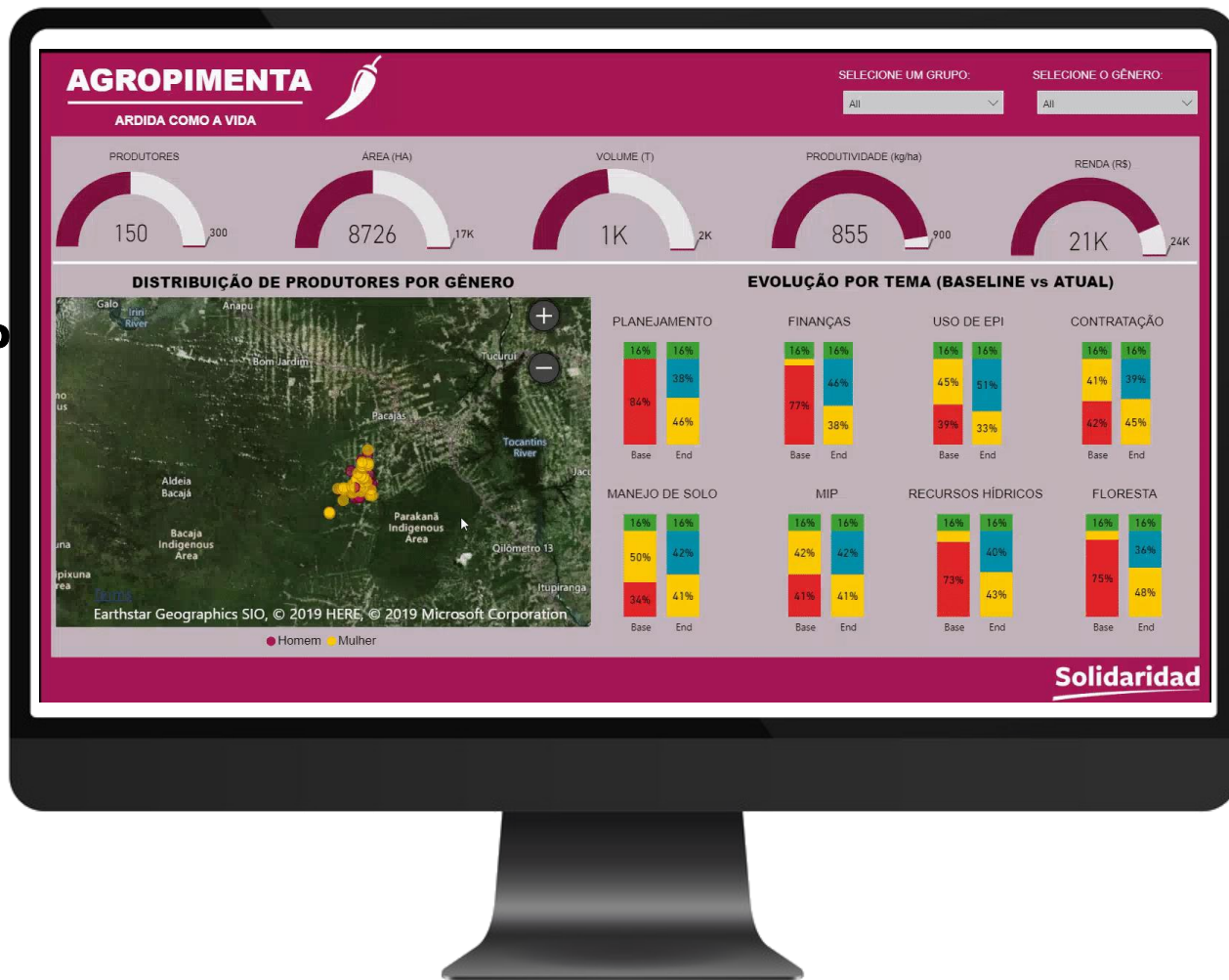
**Dashboards**

**Solidaridad**





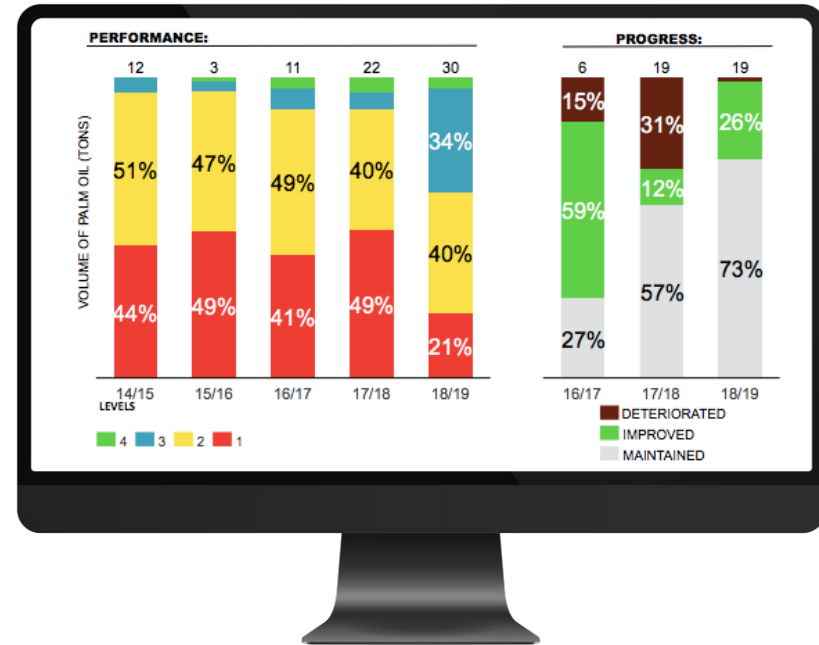
**DASHBOARD  
FOR  
FARMER  
ORGANIZATIONS/PRO  
CESSORS/  
BUYERS**



### 3. RESULTS: CHALLENGES AND OPPORTUNITIES

#### DELIVERABLES SO FAR:

- Geo-referenced sustainability index per farm
- Consolidated reports on sustainability compliance
- Groups segmented according to sustainability gaps
- Targeted trainings according to prioritized actions
- Progress reports on adoption of practices
- Impact measurement of trainings and investment



### 3. RESULTS: CHALLENGES AND OPPORTUNITIES

#### CHALLENGES

- Producers struggle with digital literacy
- Evolving personal data protection laws
- Investments in sustainability are not a priority in a low prices context

#### OPPORTUNITIES

- Adaptable to customized and updated content
- Apps are now available offline
- The use of apps is free of charge for producers
- Compatibility and integration with further digital apps



**Solidaridad**



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