

# STARLING

Reliable, unbiased

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Verify Your Forest Impact

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# 5m ha

of forest were destroyed every year  
between 1990 and 2015\*

# 71%

of all tropical deforestation between 2000 and  
2012 was caused by commercial agriculture\*\*

# 10%

of greenhouse gas emissions  
are linked to deforestation  
(equivalent of 600m cars emissions)\*\*\*

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**Palm Oil**

Your shampoo, your ice cream, your margarine, your lipstick – all contain palm oil.

Demand is still growing, as are oil palm plantations... but at what price to tropical forests and the biodiversity found there?

Unseen (2014) - Official Trail

**Palm Oil Buyers Scorecard**  
 Measuring the Progress of Palm Oil Buyers  
 January | February | March  
**SEE HOW COMPANIES SCORED**

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**PALM OIL FACTS**

- Oil palms produce more per hectare of land than any other oil-producing crop
- Palm oil has

**GREENPEACE** Greenpeace International

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**Palm oil: who's still trashing forests?**

Blogpost by **Annisa Rahmawati** - 3 March, 2016 at 3:45 3 comments

How 'clean' is the palm oil used by major brands around the world? Today, we're releasing the results of our investigation into which companies are keeping promises to stop deforestation in Indonesia for palm oil. **Take a look now to see who's keeping up - and who's lagging way behind.**

© Greenpeace

Forest fires in West Kalimantan, September 2015.

The biggest forest fires of the century tore through Indonesia just six months ago. They reduced millions of hectares of vibrant, living tropical rainforest and peatland to smoking ash - and with

# 760

No-Deforestation commodity commitments have  
been identified in 2017\*



An aerial photograph of a forest landscape, showing a mix of dense green forest and cleared areas. A white grid is overlaid on the image, with lines intersecting at various points. The title 'What Is Forest and What Is Not?' is centered in the upper half of the image.

# What Is Forest and What Is Not?

1  
Traditional auditing is  
limited in its surface  
and frequency

2  
Certification is  
sometimes perceived  
as insufficient

3  
Alternative  
satellite-based  
offering is limited





**AIRBUS**



# Starling

a service enabling companies using palm oil to verify how they are implementing their No-Deforestation commitments

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1  
Evidence-  
based

2  
Private and  
independent

3  
Reliable

## A basemap

- The reference layer locating forest classes

## Monitoring reports

- Updates featuring the evolution of forest cover over time

## Summary dashboards

- Regular overviews of all areas monitored by a given customer



# Starling Package

## A basemap

- The reference layer locating forest classes

## Monitoring reports

- Updates featuring the evolution of forest cover over time

## Summary dashboards

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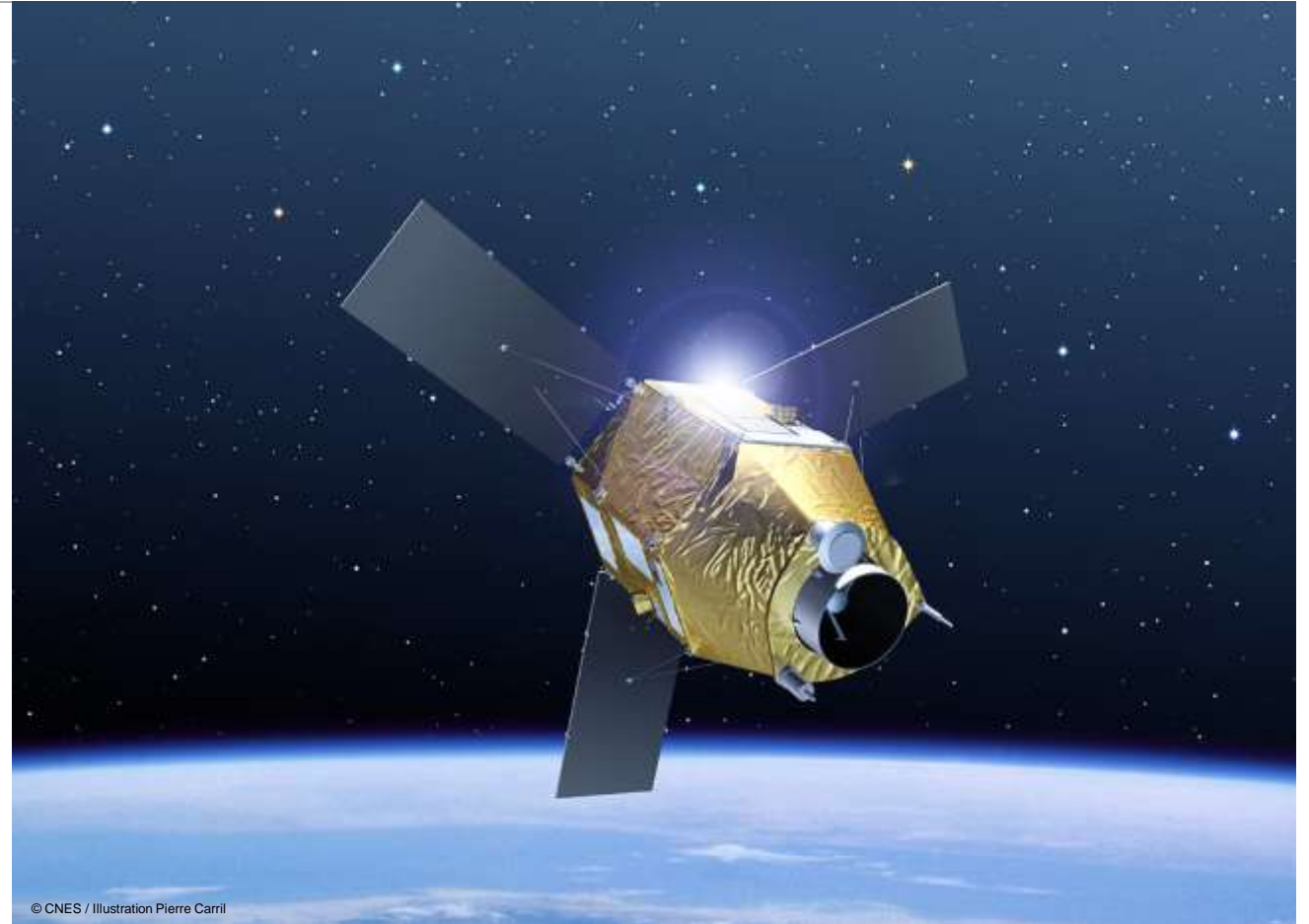
In three formats

- PDF
- Digital Copy
- Streaming

# Options

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- Frequency
  - Annually
  - Bi-annually
  - Quarterly
  - Monthly
  - Monthly during the fire season
  - Extra report
- On-demand evidence
- Vintage



© CNES / Illustration Pierre Carril



# Demo Video



©Vaara

<https://www.youtube.com/watch?v=Ca9u3ZWXMD4>

# Take Aways

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**1**  
**Verify**  
**commitments,**  
**guide decisions**

**2**  
**Achieve**  
**transparency**  
**goals**

**3**  
**Mitigate**  
**reputational**  
**risk**

**4**  
**Get preferential**  
**treatment on**  
**the market**

**5**  
**Create trust**  
**along the**  
**supply chain**



# Already in action with No-Deforestation pioneers

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“

Ferrero is continuously committed to finding innovative solutions able to support our efforts towards a more sustainable development. With this in mind, and building on our achievement of 100 percent traceability of our palm oil supply to mill and 98.5 percent to plantation, Ferrero started piloting the Starling service over a few selected plantations. The first results are very positive. We are confident this could be the start of a successful journey in verifying the implementation of our No-Deforestation policy”.

“Nestlé is engaged in zero deforestation by 2020 for all its supply chain. Today, even if 91 percent of our palm oil supply could be traced back to the mill, only 57 percent meets our group's sustainability commitments. [...] Starling will allow real time measurement and monitoring of our impact on forest preservation. Starling will help us to do better and faster by co-working with our suppliers.”

”

©Vaara

**Aldo Cristiano**

Director Global Procurement Raw Materials and Group Sustainability

**FERRERO**

**Pierre-Alexandre Teulié,**

Head of Corporate Communications, Public Affairs, e-Business and CSR

 **Nestlé**

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[www.starling-verification.com](http://www.starling-verification.com)

[Intelligence-starling@airbus.com](mailto:Intelligence-starling@airbus.com)

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