

SUSTAINABLE PALM OIL DIALOGUE

Innovation Fair 2022

Submitted by _____
H.O.W.
(Happy Orangutans
Worldwide)

*H.O.W. Chairperson
Dave*

*and Director
of Palmology
Grace*



WHAT IS THE PROBLEM WE ARE TRYING TO SOLVE?

Products that use
sustainable palm oil
actually *help* orangutans –
and the world needs to learn this.



WHAT IS OUR PROPOSED SOLUTION?

A viral video...

A lush executive office.

An orangutan is at the desk, feet up, eating and cleaning out a jar of something like Nutella with his fingers.

SUPER: H.O.W. (Happy Orangutans Worldwide)
Dave H.O.W. Chairman of the Branch

Dave speaks very posh (while eating):

“Hullo... oh dear, another jar gone.

(puts it down gently on the desk)

well, well, ...pleased to meet you,

do come in and have a sitdown.

ahem....Dave. Dave Treetop , Chairman of the Branch
here at H.O.W. –Happy Orangutans Worldwide .

Did you know that palm oils –you know– those oils
found in so many of the tasty products our cupboards
are... *(is suddenly distracted and angry?*

KEITH! do... you ...mind? “

*(cut to other side of large executive office where there
are several other orangutans). “Keith” is madly flipping
books and files all over and many empty jars are
scattered on the floor)*



“ I am so dreadfully sorry...

Anyway... I do want you and your gentle viewers to realize what a jolly wonderful thing sustainable palm oil mean to us...we the VIPs of the jungle forest. We are the “top floor citizens” if you like.

To summarize then, the H.O.W. is here to support delicious products made even more delicious... oh yes thank you very much... *(a fresh jar is given to him)* by being made with sustainable... palm... oil. Ahhh....Look for the lovely logo on the products you buy, or... are (tucks in again with great passion)... mmmm..brought to you.”

“Oh, and do consider a donation. Thank you.
LOGO web etc



WHAT WOULD MAKE OUR INNOVATION SUCCESSFUL – AND HOW WOULD YOU MEASURE THIS?

Views, likes, shares, comments, clicks and donations plus before/after interviews

WHY SHOULD THIS INNOVATION RECEIVE A PLACE IN THE INNOVATION FAIR AT THE SUSTAINABLE PALM OIL DIALOGUE?

Because it will make sustainable palm oil *famous*.



Approved by
H.O.W.
(Happy Orangutans
Worldwide)