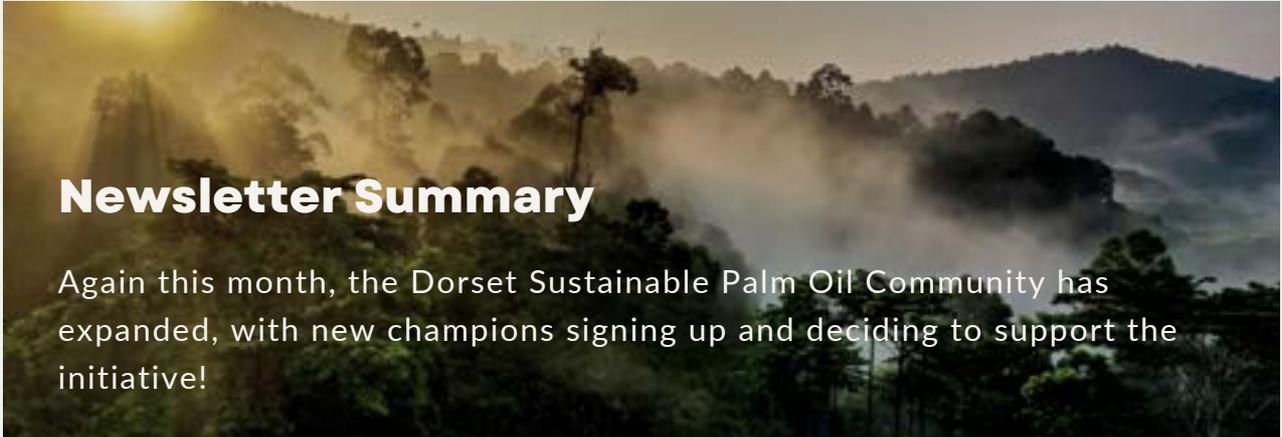

NEWSLETTER

Dorset Sustainable Palm Oil Community



Monthly update

Again, it is the point in the month where we highlight the efforts and achievements of the Dorset Sustainable Palm Oil Community initiative. But in this month's newsletter, we also want to look ahead, focussing on key points that will help drive the initiative forward through 2022 and showcase these achievements.



Newsletter Summary

Again this month, the Dorset Sustainable Palm Oil Community has expanded, with new champions signing up and deciding to support the initiative!



NEWSLETTER UPDATE

Whenever we engage with champions, potential champions, ambassadors, or the 650+ different organisations that now receive this newsletter, transparency and communication is essential.

Providing up-to-date information, in this summary graphic (to be shared monthly) on the progress made and the areas we still need to expand into, helps to showcase our achievements against our goals.

If you would like to share or circulate the graphic and help expand the reach of the initiative, please feel free to do so.

Please get in touch at dorsetsustainablecommunity@efeca.com if you would like a PNG or JPG version of the graphic.



NEW CHAMPIONS

Every month the initiative is expanding, continuing to grow into the 'community' it set out to be. We have specific membership targets listed below (also in the graphic). Hitting these targets is key to the expansion of the initiative and to the end goal of making Dorset the world's first Sustainable Palm Oil Community. If you feel you could impact the initiative in any way, please don't hesitate to get in touch!

- 30 Star 1s - Restaurants, cafes, hotels, and fast-food outlets (including fish and chip shops).
- 5 Star 2s - Workplaces that have a minimum of 20 staff.
- 5 Star 3s - Schools, colleges, universities, council food outlets, and hospitals.
- 5 Star 4s - Visitor attractions or leisure facilities (zoo, aquarium, football club, gym).
- 5 Star 5s - Manufacturers or retailers based.



At the end of June, we had 3 new Star 1 additions: Mighty Wieners, Arusuvai Factory, and Joey's, plus a new Star 5, The Healthy Weigh; all signing up to the initiative. This was a brilliant and speedy response following the release of the June newsletter, where we emphasised the ambition to meet our 30 Star 1 target of 30 restaurants, cafes, hotels, and food outlets.

An additional highlight is that now the Healthy Weigh have signed the organisation pledge, we have met our Star 5 target and our second target overall.



- [Mighty Wieners](#) continue to 'smash pre-conceptions' by serving up vegan alternatives while creating next level junk food in a bid to have as little impact on the planet as possible.
- [Joey's](#) are helping to 'build healthy foundations' for young children with their handmade foods products that now look to protect the environment where they operate.
- According to the Dorset Echo, the Healthy Weigh offers its customers sustainable and reusable products, with 85% of their products being organic, gluten-free, or vegan.
- Arusuvai continue to whip-up their blend of Indian style foods across Dorset while focussing on the environmental impact they have. Keep an eye out for their portable food stall now supporting sustainable palm oil!

This continues to reflect the collective ambition of organisations across Dorset, making commitments to increase their sustainable practices and have an impact locally. We want to continue this positive trend, but again, Star 1 organisations will play a big role within this expansion; needing a total of 30 organisations, Star 1's represent the largest target group within the initiative.

At the end of July, 12 Star 1 organisations have signed up to the initiative. If you work for or represent an organisation which fits the Star 1 category, please get back in touch. Equally, if your respective organisation doesn't fit the star 1 category, we would still love you to get in touch, signing up to the initiative as a Star 2, 3, 4, or 5.



If you would like additional information about the Dorset Sustainable Palm Oil Community and how you could join, we have recently put together case study examples looking at different organisations and

how they joined the initiative. If this would be a helpful resource, please email at dorsetsustainablecommunity@efeca.com and we will send these to you.

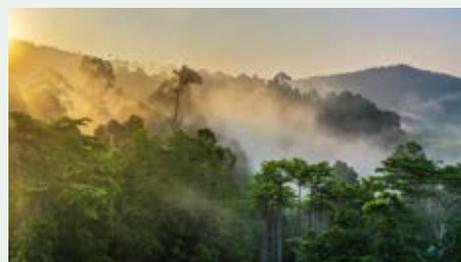
GETTING THE MESSAGE OUT

Check out the latest publications of the [Ashley Cross Link magazine](#) and the [West Dorset magazine](#), see page 42. Local to Dorset, these magazines offer a comprehensive breakdown of key players in their local areas, advertising who is impacting the

community. The Dorset Sustainable Palm Oil Community has been included in both publications, offering an additional introduction to new organisations and readers across Dorset.

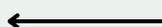
PRESS RELEASE

At the end of July 2022, 33 Champions and 13 Ambassadors represent the backbone of the initiative. This is an amazing achievement to have this level of support across the 11 towns, 7 villages, and 2,653km² the initiative covers, but to achieve our goal and status as the first sustainable palm oil community, we need more Champions. As the initiative continues to grow and expand, moving past the 30-champion mark, putting together an official press



release represents the next big step. With the help of Lizzie McManus, founder of Warrior Agency, an official press release offers an exciting opportunity to increase the viewership and engage with our champions and new organisations. What is key is having your input. We would love to hear some of your stories and learn about the work you have done since joining the initiative.

<https://www.efeca.com/>



COMMUNITY INVOLVEMENT

- Leading the way in Dorchester, the Eco-Committee at St Mary's Catholic First School is continuing to promote sustainable activities in their local community. It was brilliant to meet this enthusiastic group of individuals and talk about the Dorset Sustainable Palm Oil Community.
- Following an excellent Bridport Chamber of Commerce meeting, as a Chamber Bridport have agreed to support the Dorset Sustainable Palm Oil Community and the Bridport umbrella community. Definitely a space to watch!
- As one of our newest champions, it was lovely to have a meeting with Joey's and formally introduce Efeca and the initiative, while hearing about another incredible organisation operating in Dorset.

UKSPOI WEBINAR

Palm oil, responsible sourcing, and certification – all you need to know.

In July we hosted a webinar – an introduction to the world of sustainable palm oil, looking at sustainable palm oil supply chains and key issues, including an overview of:

- Palm oil – what does 'sustainable palm oil' mean?

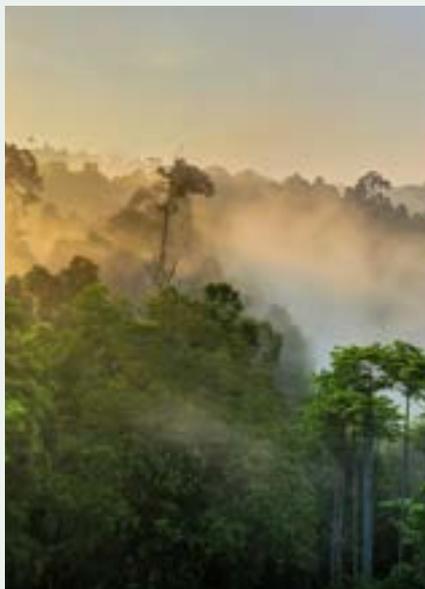


- How you can identify sustainable palm oil in your supply chain.
- What you should start asking suppliers to investigate your supply chains.

Check out the webinar here: [UKSPOI webinar](https://www.efeca.com/webinar).



WATCH THIS SPACE



Externally to Dorset, different sustainable palm oil communities continue to form. Led by Chester, Mochdre, Newquay, Oxford, Saltash, and Plymouth continue to expand the reach of the initiative, but within Dorset, towns and villages continue to show interest in establishing their own sustainable palm oil community. This is very exciting and something we are always happy to help facilitate. Hopefully, this interest will grow with towns like Bridport continuing to push towards launching their own sustainable palm oil communities.

NUMBER OF THE MONTH



2,653km² , is the operating area and reach of the initiative, and July's number of the month. Situated in Southwest England and known for its Jurassic coastline and coastal features, Dorset covers a total area of 2,653km². As a key objective, making Dorset the world's first sustainable palm oil county continues to drive the initiative forward. This is an ambitious target and something we are proud to be striving towards.

Equally, this is a target only achievable through the impressive support the initiative continues to receive from its community. While this number reflects an end target, in reality, it reaches further, referencing the collective impact of different organisations across Dorset.

