

WE WILL NOT WORK FOR:

CONFLICT PALM OIL

Hey Palm Oil Activist!

Thanks for taking action with RAN! We're very excited to work with you to disrupt PepsiCo recruitment on your campus. PepsiCo, the largest globally distributed snack food company, is a major purchaser of palm oil, using 470,045 metric tons of palm oil in 2014 alone. But it isn't just palm oil - it's Conflict Palm Oil, or palm oil that contributes to rainforest destruction, human rights and labor abuses, species extinction and climate change.

PepsiCo is making an effort to appeal to Millennials, and portray itself as a responsible, socially aware and sustainable company. But we are not fooled by this propaganda. While PepsiCo continues to use Conflict Palm Oil, we know that critical forests are still falling and carbon-rich peatlands are still burning. We know that communities' land and livelihoods are still under attack. We know that workers on plantations across Indonesia and Malaysia are still abused: cheated out of fair pay and benefits, exposed to toxic chemicals, forced to bring their children and spouses to work and sometimes enslaved. We know that globally important ecosystems like the Leuser Ecosystem are being destroyed right before our eyes.

You are joining RAN and student activists across the country to say no more deforestation, no more human rights and labor abuses, no more species extinction and no more climate change. No more Conflict Palm Oil. In this toolkit, you will find:

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Thanks again for taking action with us, it's great to have you on board. We couldn't do it without you, and we can't wait to hear from you!

Kelsey and Pearl
RAN's Palm Oil National Organizing Team



Dear PepsiCo,

We are here today as part of Rainforest Action Network's Conflict Palm Oil campaign, as well as students and representatives of Yale University. When it comes to the use of palm oil, PepsiCo's "business as usual" sourcing practices are unacceptable. Last week, PepsiCo released its Palm Oil Action Plan Progress Report and revealed its ongoing use of palm oil from unknown sources, as well as from suppliers with known connections to the exploitation of workers and forest destruction.

As a matter of urgency, PepsiCo must step up its efforts to break its ties to this controversial ingredient.

PepsiCo's customers around the planet have clearly communicated their demands for the company to clean up its act, and its peers in the snack food industry have begun to show that it can be done. But PepsiCo has failed over and over again to take meaningful action and address its Conflict Palm Oil problem where it matters most—on the forest frontlines in Indonesia, Malaysia and Latin America.

For our forests and our collective future, we can't and we won't let this continue. As students of XX University, we will not work for rainforest destruction, human rights and labor abuses, or climate change. We will not work for PepsiCo.

We need you and other decisions makers in PepsiCo to make a stand and demand that its suppliers—regardless of where their operations are in the world—halt the expansion of palm oil at the expense of forests, our climate and the rights of local communities and workers.

If you have any concerns with this action, please feel free to contact Rainforest Action Network's National Outreach Coordinator, Kelsey Baker, at kelsey@ran.org.

Thank you for your time and attention in this matter.

Sincerely,

[Your Name]

Media Toolkit

Social Media: Pepsi really cares what people think about their brand -- image, to them, is literally everything. Social media has become a major venue where companies seek to extend their brand in order to reach both current and potential consumers. This means that social media is a very powerful tool for taking action.

Sample facebook posts

- BREAKING: Students disrupting Pepsi at a recruitment event at XX University to say, "We won't work for #rainforest destruction,#humanrights abuses or #climatechange! We need a future without #ConflictPalmOil." [include photo!]
- Bad to worse for Pepsi as XX University students snub the company's recruiters due to its ties to environmental destruction and human rights abuses. Without a change, PepsiCo stands to lose out on recruiting top Millennial talent from the nation's colleges and universities. [include photo!]
- XX University students deliver letter to PepsiCo recruiter to say "We won't work for #ConflictPalmOil." Pepsi is not welcome on our campus

Sample tweets

- Students and activists disrupt @Pepsi @Yale event to call for an end to #ConflictPalmOil
- Activists and students for a #ConflictPalmOil-free future disrupt @pepsi's recruitment @Yale event. "We will not work for orangutan extinction"
- BREAKING: Activists and students for a #ConflictPalmOil-free future disrupt @Pepsi's recruitment event at @Yale
- .@PepsiCo wants to recruit XXXX University students, but we won't work for Conflict Palm Oil! Join us in telling PepsiCo to clean up its act: Insert url for current tactic
- .@PepsiCo will miss out on top Millennial talent if it doesn't understand we won't for corporations that wreck the planet

Letters to the Editor: You can help let your community know that PepsiCo is unwilling to take real action to halt rainforest destruction, species extinction and human rights abuses for its Conflict Palm Oil. Writing Letters to the Editor of newspapers or magazine is easier than you might think and the opinion section is often the most widely read part of a local paper. Together, we can reach thousands of readers! (See *Sample Letter to the Editor on the next page*)

Some suggested local news outlets to pitch:

- Your college newspaper
- The local daily and/or weekly newspaper in your area
- College or local TV and radio
- Prominent blogs in your community

To the Editor:

Re: PepsiCo recruitment on campus, September 2016

PepsiCo Must Do More to Eliminate Risk of Deforestation, Human Rights Abuses in Supply Chain

I have been doing some research on corporate recruiters visiting campus this Fall and have been shocked to learn that PepsiCo, the largest globally distributed snack food company, has not taken adequate efforts to cut Conflict Palm Oil from its supply chain. PepsiCo is a major purchaser of palm oil, using 470,045 metric tons of palm oil in 2014 alone.

Palm oil production is driving rainforest destruction in Indonesia and Malaysia, is linked to such egregious practices as child and forced labor, and is causing massive climate emissions, further destabilising an already unstable climate. PepsiCo continues to allow for loopholes in its palm oil sourcing policy, enabling Conflict Palm Oil to line our store shelves.

These rainforests are the last homes for the Sumatran tiger, elephant, rhino and orangutan, and they produce the oxygen we breathe and help fight climate change by pulling dangerous greenhouse gas pollution out the atmosphere. Clean air, a stable climate and biodiversity are going to be crucial for my future, and I am determined to build a future free of human and labor rights violations. I am going to use my voice to tell PepsiCo, "I won't work for Conflict Palm Oil." PepsiCo must take real action to cut its ties with Conflict Palm Oil, wherever its products are sold. I hope my campus community will join me and demand more of PepsiCo.

Avery Smith
Purchase, NY

Tips for writing a Letter to the Editor:

- **TIMELY:** If referencing an article, write your letter within a day of the article's date.
- **INCLUDE CONTACT INFORMATION:** Include your full name, city, state, phone #
- **CLEAR & CONCISE:** Make 1 main point, 1-3 paragraphs, 3-8 sentences, 40-200 words.
- **INTERESTING:** Open with an interesting fact or strong statement about palm oil.
- **AVOID PERSONAL ATTACKS:** Show respect for the opposite opinion. Tie your message to something local and relevant to your community. Palm oil is an issue that affects everyone.
- **PROOFREAD:** Re-read your letter. Check for grammar and spelling mistakes.
- **WRITE TO A NUMBER OF NEWSPAPERS:** Don't just send letters to the biggest paper in town. The smaller the paper, the better the chances of getting your letter printed.
- **WRITE AN OP-ED:** If you have expertise or a public profile you may have the chance to write an opinion piece for the local paper, especially if you are involved in a controversial campaign. These are longer articles of 500 to 800 words that summarize an issue, develop an argument, and propose a solution. Send the article to the editorial page editor with a cover letter explaining why it should be printed. The opinion piece has a better chance of getting printed if it is signed by someone prominent, even if you wrote it for him or her.

Talking Points

Tell the recruiter: “We won’t work for Conflict Palm Oil!”

What is Conflict Palm Oil?

- We’re all connected to Conflict Palm Oil. Palm oil is found in roughly half of all packaged goods in your local grocery store.
- If you’re eating food from a bag, box or package, you’re likely eating palm oil.
- Palm oil, which can only grow within 10 degrees of the Earth’s equator, has had a devastating effect on rainforests, and on the people and animals that live there.
- Industrial-scale palm oil production, or Conflict Palm Oil, is a hugely extractive industry with little oversight. Conflict Palm Oil is connected to land grabbing, deforestation, habitat loss, species extinction, labor rights violations including forced and trafficked labor and child labor, human rights abuses, and more.
- Did you know that hundreds of thousands of acres of critical rainforest and peatlands have been cleared for palm oil production, destroying the critical forests that act as the lungs of the world and further destabilizing the world’s climate? And the bulldozers are not stopping—more trees keep falling even now.
- Together, we can drive real change to the forest floor, and break the link between human and workers’ rights violations, deforestation and climate destruction, and the snack foods that line our grocery store shelves.

How is PepsiCo connected to Conflict Palm Oil?

- PepsiCo, the largest globally distributed snack food company, is a major purchaser of palm oil, using 470,045 metric tons of palm oil in 2014 alone.
- PepsiCo is the biggest and most influential of the Snack Food 20 companies that has yet to take steps to address its Conflict Palm Oil problem.
- PepsiCo’s current palm oil policy has a ‘loophole the size of Indonesia’ in that it does not require compliance from its joint venture partner Indofood, which produces all Pepsi branded snack foods in Indonesia. Indofood has been implicated in two independent reports for worker exploitation.
- Now is the crucial time to bring the campaign directly to PepsiCo, increase the pressure and push PepsiCo to take responsibility for its impact on the global climate, critical endangered species like the Sumatran orangutan and elephant, the rainforests, and the families who live and work there.
- PepsiCo must cut Conflict Palm Oil from its products, wherever they are sold. Until it does, “we won’t work for Conflict Palm Oil!”

Impacts on the global climate:

- Palm oil production drives deforestation, which produces massive amounts of climate emission annually.
- Annual forest fires, intentionally set to cheaply clear land for palm oil production in Indonesia, produce more greenhouse gas emissions in a single day than the entire US economic activity does for the same time period.
- When forests and peatlands are destroyed for palm oil production, we destroy one of the largest global carbon sinks, releasing massive amounts of carbon into the atmosphere and further destabilising the climate.

Impacts on the environment:

- Conflict Palm Oil is driving the last stands of Sumatran orangutans, elephants, tigers, and rhinos to extinction. We've watched as hundreds of thousands of acres of critical rainforest and peatlands have been cleared, drained and burned for palm oil plantation expansion.

Impacts on Human Rights:

- Exploited workers and rainforest destruction: it's a package deal for Conflict Palm Oil.
- We don't hear about often are the people behind palm oil: the roughly 3.5 million workers on palm oil plantations, suffering under the same system of devastation.
- Conflict Palm Oil Laggards like PepsiCo are turning a blind eye as the company sources its palm oil from companies who abuse workers on their palm oil plantations, cheating them out of fair pay and benefits, exposing them to toxic chemicals, forcing them to bring their children and spouses to work and even sometimes trafficking and enslaving these workers. All for cheap Conflict Palm Oil.

Organizing Tips

- Scouting
 - Check out the venue where the recruitment event or interviews will take place
 - Come up with a plan on how you will enter and exit the venue
- Recruitment
 - Assign roles
 - Action lead/spokesperson (deliver letter, film/record interaction w/ Pepsi rep)
 - Photographer/videographer (aim for landscape photos)
 - Support team (roles vary depending on nature of disruption)
 - Sign / banner holders
 - Flyering
 - Projection Team
 - Flash Mob Team
 - Bullhorn chanters / singers
 - Have a meeting with everyone involved a couple days before the event to go over roles and responsibilities, as well as scenarios
 - The day of the event, meet 30 minutes beforehand to have a final briefing
- Materials Prep
 - What to bring: [Letter](#), [Signs](#), Talking Points
 - What to wear: know the dress code of the event. Blend in or stand out?
- Goals
 - Deliver the letter to the Pepsi representative/recruiter
 - Snap a photo of this interaction
 - Snap a photo of all the students together holding signs, ideally with an iconic background at the event (e.g. with Pepsi logo)
 - See some sample photos here:



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PHOTO: PAUL HILTON

PEPSIUNCLEAR.COM

 **RAINFOREST
ACTION NETWORK**

WE WILL NOT WORK FOR

**CLIMATE
DESTRUCTION**



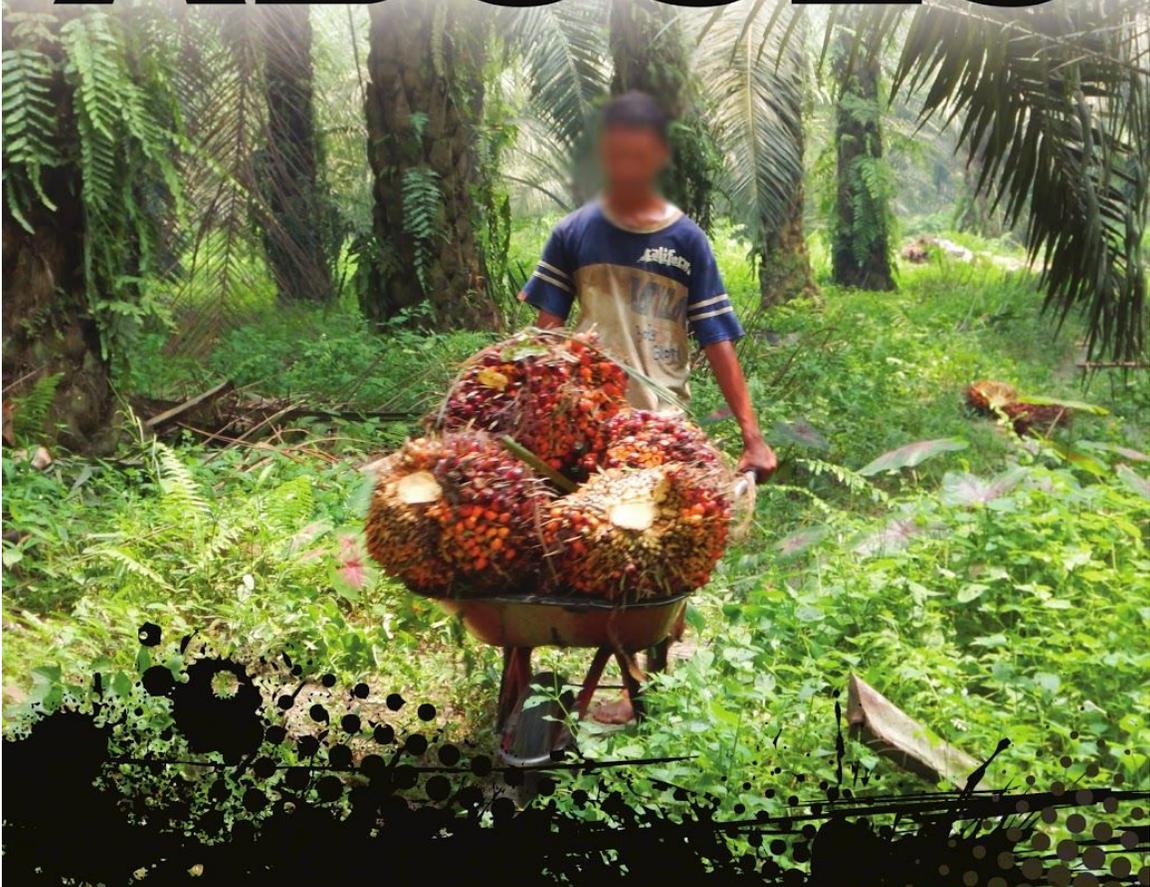
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**HUMAN
RIGHTS
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