

Sustainable palm oil logo activity

Duration: 1-2 hours

Resources:

A4 paper, coloured pencils, Biscuit packet image resources for whiteboard.

Background

A lot is being said about the negative impact of the palm oil industry on rainforests, but believe it or not palm oil production does have some positive aspects. For instance it is an incredibly high-yielding vegetable oil producing up to 8 times as much oil per hectare of land as other oils such as sunflower oil. It also provides a livelihood for small farmers in Indonesia and Malaysia.

Unfortunately, the demand for palm oil is such that vast areas of rainforest are being cleared to make way for palm oil trees. This destroys wildlife habitat meaning that some creatures, such as Orangutans in Borneo, are being pushed to the edge of extinction.

Why not get rid of palm oil?

Getting rid of palm oil will not solve the problem. Because of its high yield we'd need to find more land to grow different crops to produce the same quantity of oil. It's better right now, to encourage people to look for more sustainably produced sources of palm oil, grown on plantations that are managed to help protect rainforest habitat.

An organisation called the Roundtable on Sustainable Palm Oil (RSPO) has introduced a certification scheme for Sustainable Palm Oil. Producers of

sustainable palm oil are not allowed to clear rainforest or areas which contain significant concentrations of biodiversity (e.g. endangered species) or fragile ecosystems.” Today the RSPO certifies roughly one-fifth of the global supply.

Some supermarkets such as Sainsburys mark their own brand products as being made with sustainable palm oil. However there isn't yet a universal logo used by all supermarkets for sustainable palm oil.

The challenge!

This activity is designed to inspire pupils to become both aspiring designers and environmentalists! The challenge is for pupils to design a logo for sustainable palm oil. We have created a pretend piece of product packaging for some Size of Wales biscuits and on it we have left a blank space for pupils to design a logo.

This is best done on a sheet of A4 paper with one edge folded back to form a square. The image of the packaging can be projected onto your class whiteboard and pupils can place their designs in the space and feedback on the decisions they made when creating their designs. There is also an example logo to download created by a pupil which you can show to inspire your young designers.

It's important to make a design that's striking, one that stands out from all of the other biscuits made from unsustainable palm oil. Encourage the use of colour and make sure that the word sustainable stands out- this will help people make an informed choice when they are shopping.

We'd love to see some of your designs too! Please send them via email to education@sizeofwales.org.uk.

