

PROJECT 

MARIPOSA



FRIENDS OF SUSTAINABLE PALM FROM LATAM



PROJECT MARIPOSA



Sustainability has become an essential part of our lives. Many eyes focus on the palm oil industry for its need to transform into a sustainable agri-industry. Being one of the largest buyers of palm oil from Latin America, we are the front-runner of implementing sustainable practices within the region.

OUR MISSION

The mission of the programme MARIPOSA is transformation. Our goal is to raise funds to finance sustainability programmes in Latin America and allow the fast-growing palm oil industry to transform into a sustainable agri-business

HOW DOES MARIPOSA WORK?

You contribute 1€ per mT of product that you purchase from Olenex. That is all. You are not required to purchase any certified product.

We will specify your contribution separately on the invoice, allowing you to track how much you have contributed to the programme.

We uphold a minimum of € 1,000 contribution that is required to participate in the MARIPOSA programme. Olenex guarantees that it will invest 100% of the funding in new sustainability projects in LATAM.

IMPLEMENTATION

Olenex will cooperate with implementation partners Wilmar Europe, NES Naturaleza and Grepalma. This will allow us to engage on the ground and they will drive, implement and complete the new projects autonomously

PROGRESS SO FAR

We have implemented 5 programmes in 5 years focused on education of local palm oil growers and processors (mills). It means farming with great respect for nature, the environment and human rights.

By the completion of WISSE we trained a total of 6.232 smallholders supporting 420 to achieve certification on ISCC and/or RSPO. This projects impacted 29 mills in 8 Latin American countries.

In 2023 we have launched our first rehabilitation and conservation project with the Riparian Reforestation of 70ha in the riverbanks of the River La Pasión, in Sayaxché (Guatemala). Our goal is to increase awareness among local farmers on the importance of conservation of riparian areas.



MARKETING COMMUNICATION

The branding assets that will come with MARIPOSA are a logo and a badge that you can use for your communication purposes as well

A minimum contribution of €5000 per year will allow you to use the MARIPOSA badge both online as offline, including product endorsement. The MARIPOSA logo can be used only for online communication and has a minimum contribution of €1000.

We will provide you with a branding guide.

The MARIPOSA logo and a badge are a visual representation of our mutual efforts to transform the traditional palm oil industry. They are in no way to be confused with any certification.

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