



Partnership
Rabobank Group - WWF

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Agenda

- **CSR introduction & dialogue model**
- **Drivers for change**
- **Strategy WNF & Rabobank**
- **Model partnership**
- **Measuring KPI's**
- **Agricultural tools & practices**
- **Marketing campaigns**




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Rabobank


CSR Rabobank at a glance

Film CSR NL

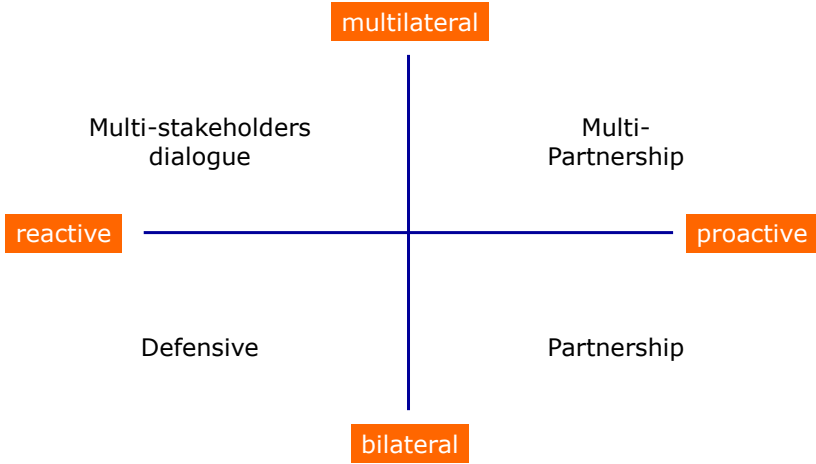


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Rabobank

Dialogue quadrant



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Drivers for change




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We are using 1.25 planets and it's rising



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Our concerns...



- Rising food demand (growing world population and changing diets)
- Water scarcity (farmers use 70% of all fresh water)
- Land availability (competition for land: biofuels, preservation and forest products versus plantations)
- Land erosion or desertification and deforestation
- GHG emissions and impact of climate change
- Other challenges: food safety, animal welfare, fair prices




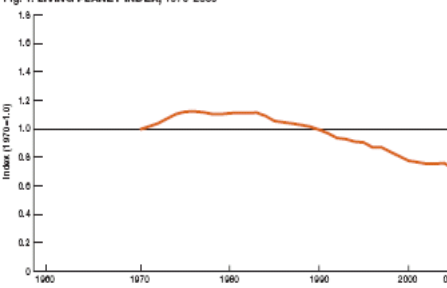
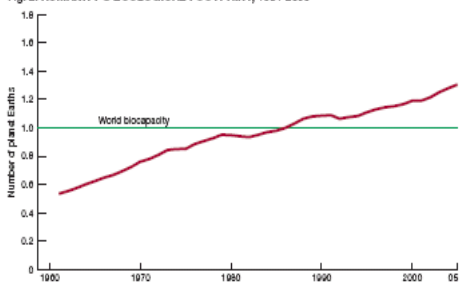




Fig. 1: LIVING PLANET INDEX, 1970-2005



Year	Index (1970=1.0)
1970	1.00
1975	1.05
1980	1.10
1985	1.15
1990	1.05
1995	0.95
2000	0.85
2005	0.75


Fig. 2: HUMANITY'S ECOLOGICAL FOOTPRINT, 1961-2005




Year	Number of planet Earths
1961	0.50
1970	0.70
1980	0.90
1990	1.05
2000	1.20
2005	1.30

We are currently using 30% more than the Earth can sustainably provide

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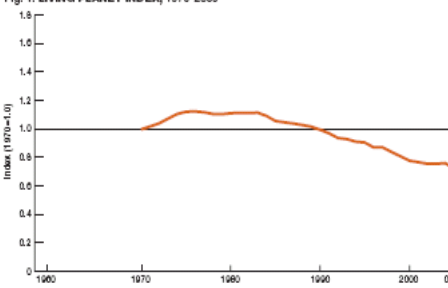
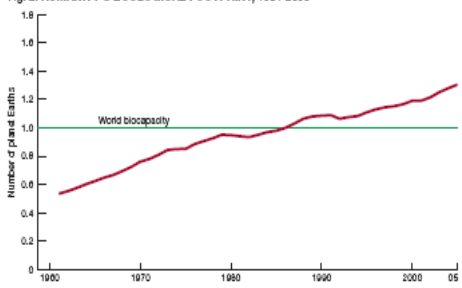




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Strategy WNF & Rabobank















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Places
Commodities
Companies





	Biofuels	Cotton	Livestock	Palm Oil	Soy	Sugarcan e	Cocoa	Whiterfish
	✓		✓		✓		✓	
	✓			✓		✓	✓	✓
	✓			✓			✓	
	✓	✓				✓		
								✓


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Food & Agribusiness Principles


The way Rabobank does business




1. Aiming for food safety and food security



2. Using natural resource responsibly



3. Promoting social welfare



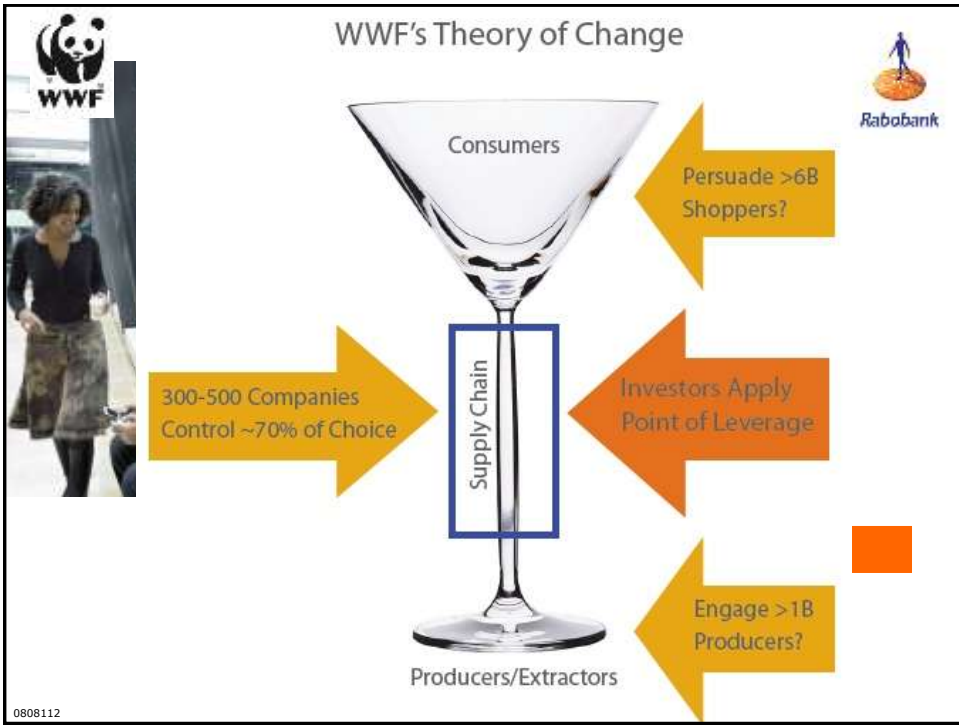
4. Treating animals responsibly



5. Consumer and citizen awareness



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Purpose of the partnership

- For Rabobank Group, it will enable the bank to support clients in their transformation towards more profitable business in a sustainable way and provide an opportunity to differentiate the bank in the market, through better risk management and taking advantage of new commercial opportunities.
- For WWF, it will support the goal of “freezing the footprint” of agribusiness through increased production efficiency, protecting biodiversity and addressing climate change and water security concerns.






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Model partnership

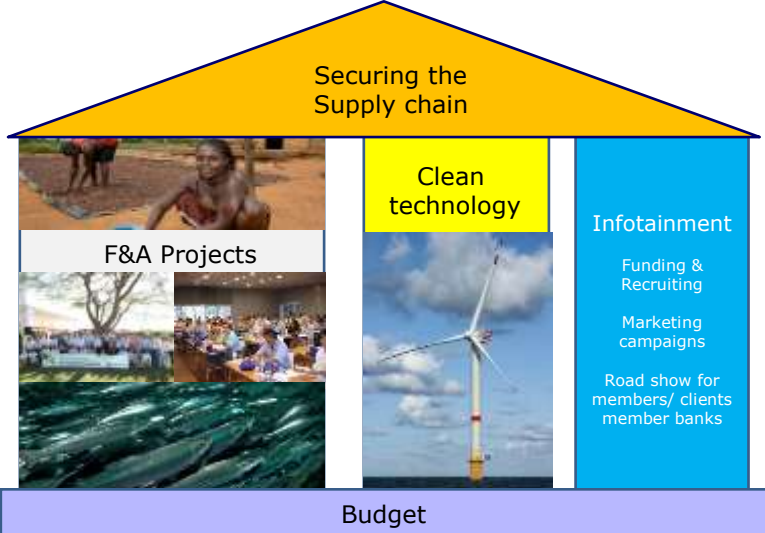


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Spearheads partnership













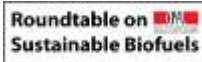
Securing the Supply chain



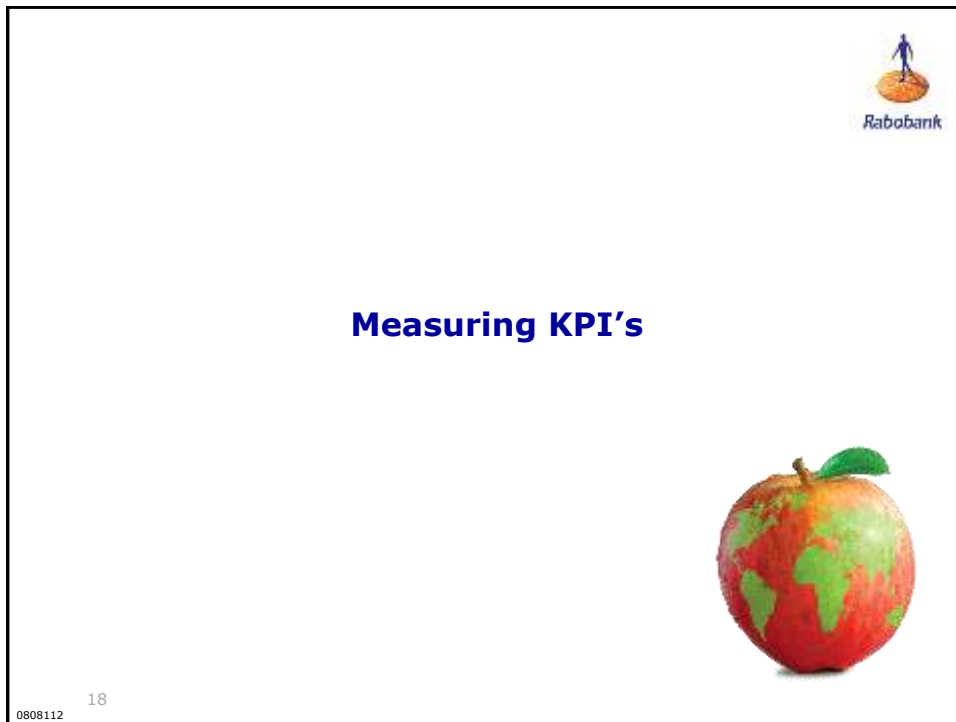
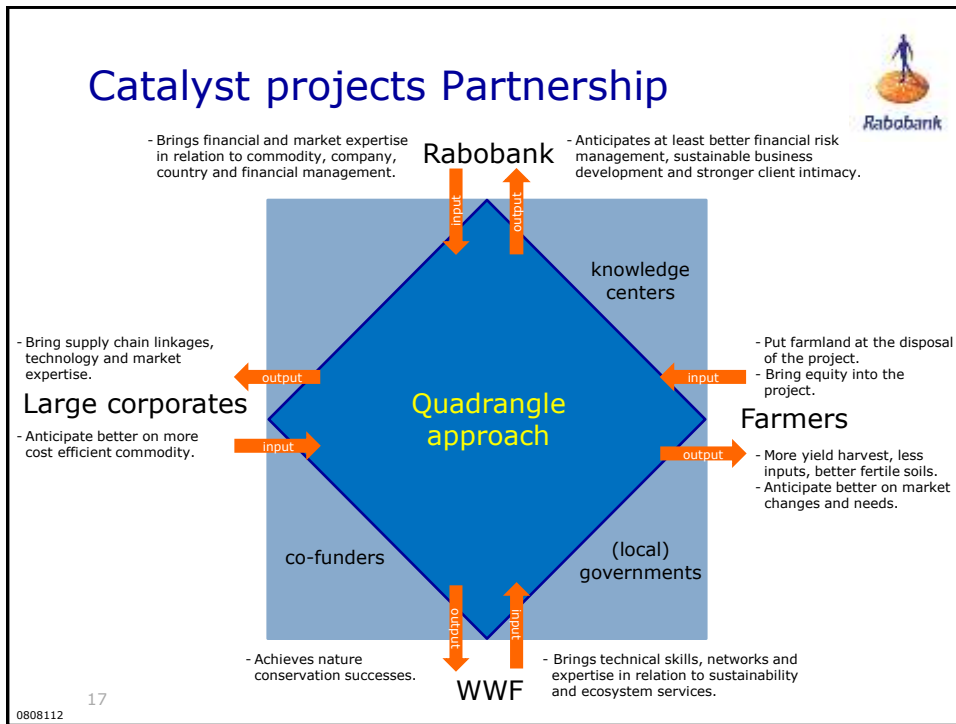
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Focus commodities & countries



	Aquaculture	Chile	
	Cocoa	Indonesia	
	Sugarcane	Australia & Brazil	
	Soy	Brazil	
	Bio digesters	USA	

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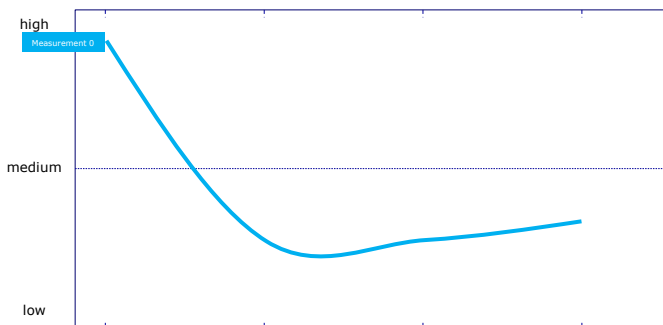
Key Performance Indicators (KPI's)

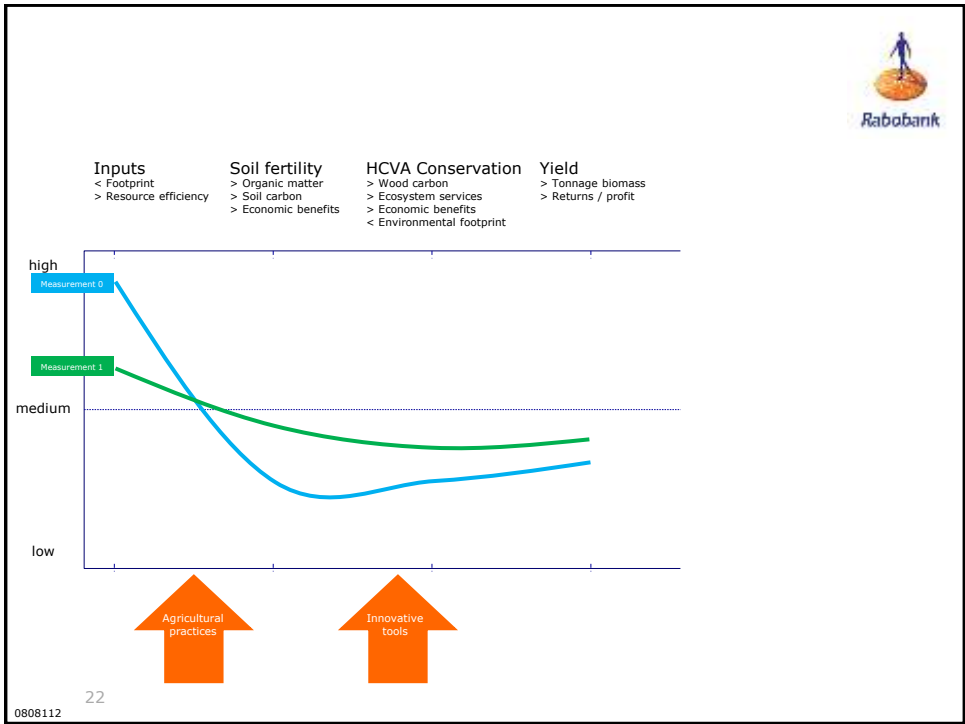
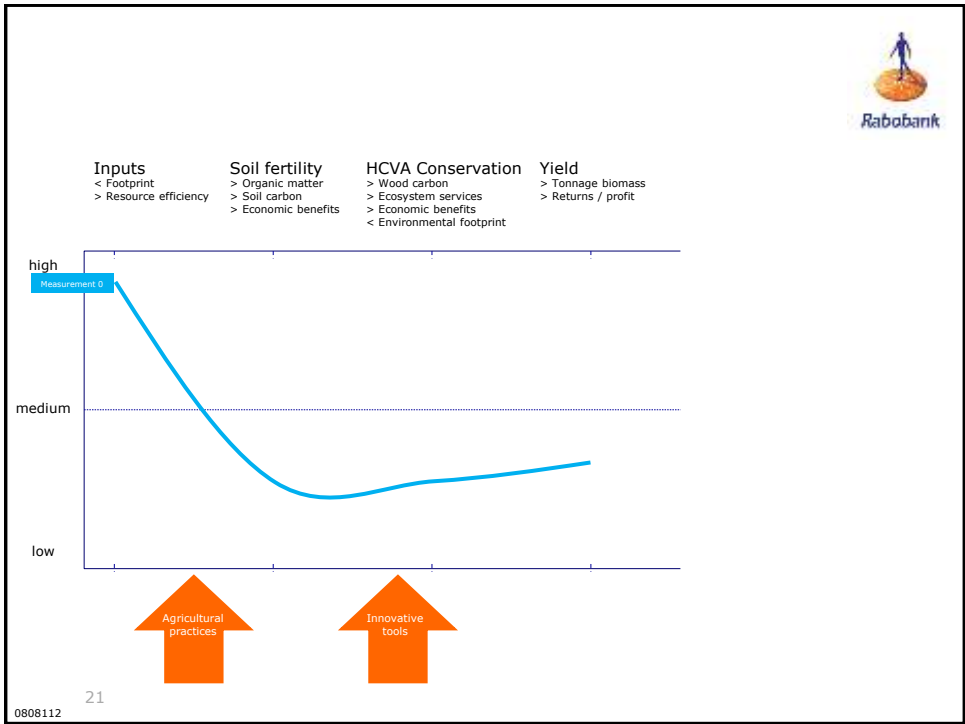
- The progress of each project will be measured by 5 KPI's compared to zero measurement
 1. Increase of biomass production and financial profit
 2. Reduction of inputs (pesticides, fertilizers, water, energy) and run off
 3. Growth of organic matter (soil carbon storage) and soil fertility of existing farmland
 4. HCVA Habitat conservation through protection and recovering (forest carbon storage)
 5. Number of farmers certified on international sustainability standards

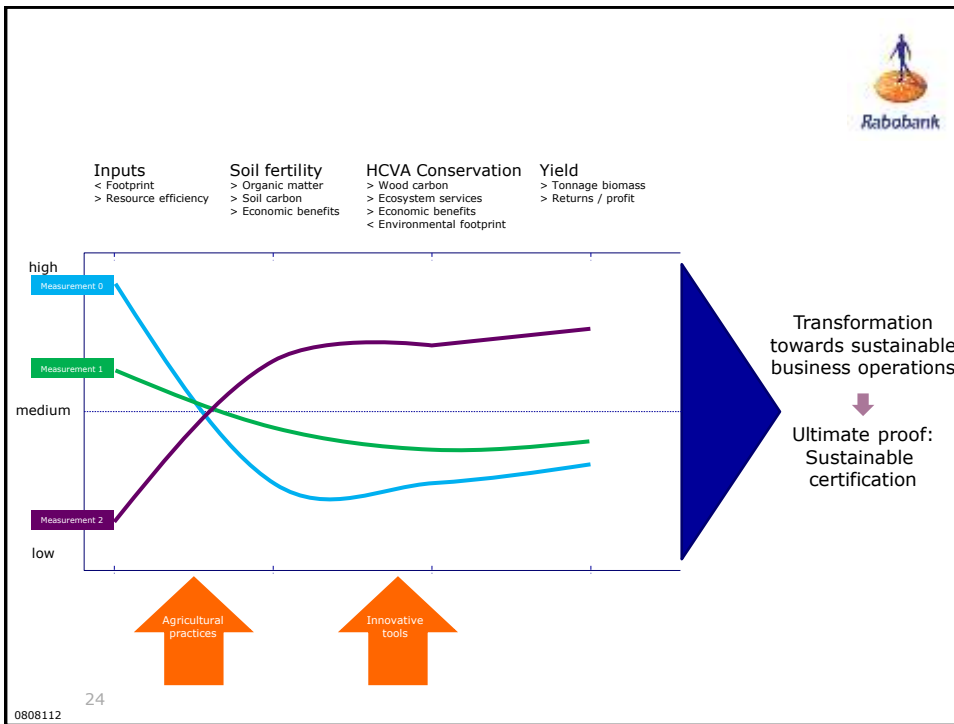
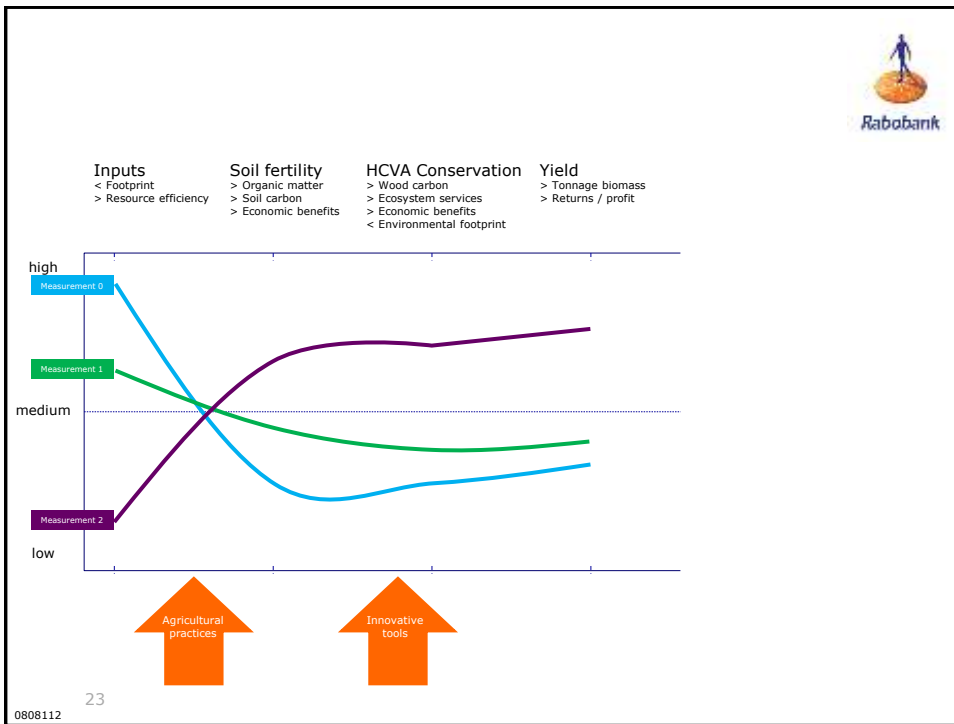
Extra KPI Rabobank:
Extent of satisfaction of involved clients about project and role Rabobank



Inputs	Soil fertility	HCVA Conservation	Yield
< Footprint	> Organic matter	> Wood carbon	> Tonnage biomass
> Resource efficiency	> Soil carbon	> Ecosystem services	> Returns / profit
	> Economic benefits	> Economic benefits	< Environmental footprint










Agricultural tools & practices



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Agricultural practices

Adhering the latest thinking on

- Use of organic matter as ground cover
- Crop rotation
- Intercropping
- Precision agriculture
- Tools like farmer engagement programmes, guidelines for better management practices, contractual incentives, in order to optimize yield and to curb expansion into high biodiversity hotspots
- Sustainable use of plant genetic resources: the use of diversity of varieties and species in on-farm management, conservation and sustainable use of crops





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Innovative methods
Adhering the latest thinking on

- Information technology systems such as GPS on agricultural machinery
- Water irrigation systems
- Carbon sequestration and carbon emission rights trade
- Renewable energy applications



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Marketing campaigns



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Infotainment

Marketing & communication








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Infotainment

Marketing & communication







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Questions?