



NEW APPLICANTS

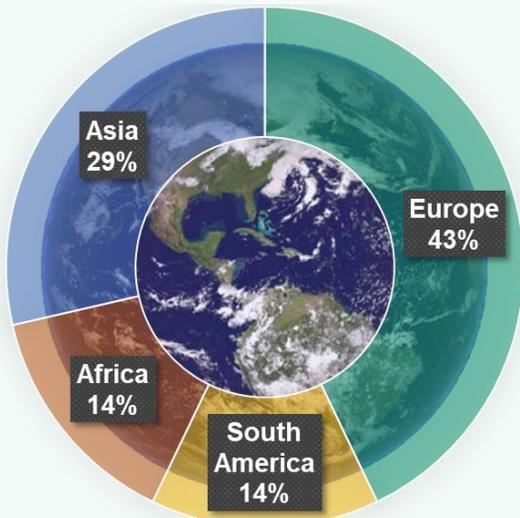
IFFO RS 2017 SURVEY REPORT

Driving responsible behaviour for a sustainable future

As part of IFFO RS' Monitoring, Evaluation and Learning (MEL) system and in order to facilitate the collection of stakeholder opinions and feedback, IFFO RS have released a number of surveys. Data from these surveys will be used as part of the annual IFFO RS MEL system report to provide up-to-date information to stakeholders and other interested parties. This also allows annual changes to be highlighted as well as providing an opportunity for improvements to be implemented.

Survey 3 was sent to successfully certified New Applicants to the IFFO RS standard in 2017. The motivation for this survey is to understand **factors that influenced application** and the **benefits perceived from being IFFO RS certified** i.e. the driving factors for application.

Of the **7 responders** that completed the survey, **71%** gained IFFO RS certification and **29%** gained IFFO RS Chain of Custody certification. The global distribution of responders can be seen in the chart below, with the highest proportion from Europe (**43%**) followed by Asia (**29%**).



Factors that influenced application to IFFO RS

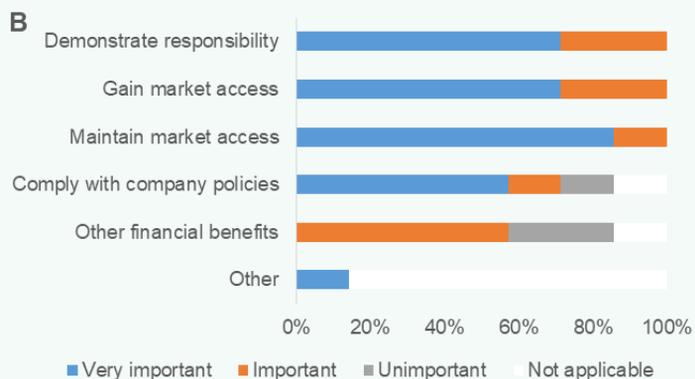
Responders were asked to identify how helpful (graph A) and how important (graph B) certain factors were in their decision to apply for IFFO RS certification.



Factors that the majority of responders indicated as either helpful or very helpful in influencing their decision to apply for the IFFO RS certification were:

- **IFFO RS website - 86%**
- **direct support and advice from IFFO RS - 71%**
- **help and advice from local industry - 71%**

An additional factor mentioned was *'customer motivation'*.

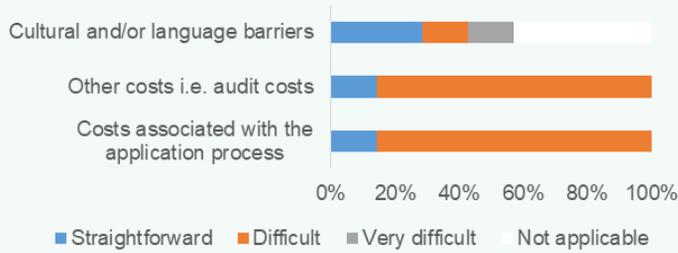


All responders felt that *'gaining and maintaining market access'* and *'demonstrating responsibility'* were either very important or important when gaining IFFO RS certification. Complying with company policies were also viewed as very important or important by the majority of responders.



Perception of factors and sources of support when applying to IFFO RS

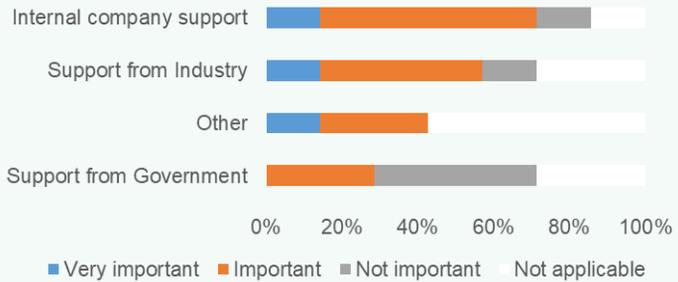
Of the responders, the majority felt that *'costs associated with the IFFO RS application process'* and *'other costs'* made their application difficult, whereas only 29% felt that *'cultural and/or language barriers'* made the experience difficult or very difficult.



Responders were asked how important different sources of support were during their application to IFFO RS. The following were very important or important:

- *internal company support* - 71%
- *support from industry* - 57%
- *support from the government* - 29%

Other sources of support mentioned by responders were *'support from customers'* and *'advice from similar companies'*.



Conclusions and targets

Gaining and maintaining market access are shown to be integral to new applications as well as *demonstrating responsibility*. This justifies the current IFFO RS Theory of Change which hinges on market access being the main driver for application. IFFO RS will continue to monitor this in future surveys and communication with stakeholders. These data also align with those from the survey sent to those currently IFFO RS certified ([found in the download section here](#)).

The following improvements will be implemented based on these survey results. IFFO RS aim to:

- maintain the website where all relevant information is available, as well as continue to be available to help with direct enquiries.
- work on improving our presence in the press, aligned with the MEL system.
- endeavour to ensure costs are appropriate to the service provided while ensuring a *robust and credible standard* is maintained, the costs are regularly reviewed to this end.
- constantly look to improve our accessibility and, with the development of our MEL system, make progress over the coming years.
- in future surveys and discussions with these audiences, follow up on what makes specific factors difficult and how we can better improve our system to improve accessibility.

IFFO RS is open to, and welcome any ideas and suggestions. Please contact the IFFO RS Monitoring, Evaluation and Learning Coordinator at nclark@iffors.com.

If you have any comments, questions or suggestions please contact us using one of the following methods: