



professional writing portfolio

ruthie carroll
spring 2019

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about me

There are so many things in the world that need attention, and I can only do so much in my life. I see myself first and foremost as an engaged citizen, an empathetic human being, who can listen to the people struggling most, and listen to the people working hardest, and support them as best I can.

This could mean working and writing directly for an environmental organization, or it could mean creating art that reflects and amplifies the voices of those fighting at the front lines of social justice. At this early stage in my life, I don't pretend to know exactly what my future holds.

Whatever I do, however, I know I will be proud of it.

Ruthie Carroll



ruemca@gmail.com

(206) 830 - 0074

June 11, 2019

Dear Hiring Manager:

I am writing to you in application for an Editorial position in the 2019 Summer Internship program, as advertised on the Penguin Random House website. As the biggest publishing house in the world, Penguin Random House is the best place I can imagine to get an idea of what the publishing industry is all about, and I am confident that my background as an English student and my experience with technology make me an exceptional candidate for this position.

Most students have some experience peer reviewing essays in high school, but my passion for editing goes beyond the classroom. In my first year at university, I used to meet with other writer friends so we could give each other feedback on our work, and eventually found a larger community in my school's creative writing club. After getting a story published in the campus lit magazine last spring, I started volunteering as a content evaluator for the magazine's fiction and poetry submissions. This new setting has been a valuable insight into the more professional side of editing, where my feedback must go beyond page edits, and help determine if a piece meets the magazine's quality and thematic standards. This first-hand experience from both sides of the publishing process would help me transfer smoothly to the larger scale of publishing books Penguin Random House.

In addition to my love of English, I'm also passionate about online technology and content development. This past spring, I worked as a Teaching Assistant for a beginning web design class, helping students develop skills with HTML, CSS, and JavaScript. Through this experience, I've become more comfortable being in charge of others, and learned how to explain detailed corrections to students in response to their questions. This has also given me a chance to edit content to the smallest possible details, where a single typo isn't just annoying, but could completely change the layout or events on a web page.

With my experience as a student, teaching assistant, and volunteer, I have the foundation necessary for an internship at Penguin Random House. Beyond just being a book-lover, I am a high-achieving English student with extensive experience reading and critiquing literature across genres. Above all, I care about the details of language, from the essays that I read to the emails that I write. Seeing my pages full of red pen marks is one of the most satisfying feelings for me, visual proof of a story's progress from rough draft to final product. I would be thrilled to work for Penguin Random House in any capacity, but I am especially interested in working with the editorial department of an adult or young adult fiction-focused imprint.

Thank you for taking the time to read my application and review my enclosed résumé. Please do not hesitate to contact me with any additional questions, or to schedule an interview. I look forward to staying in contact.

Sincerely,

Ruthie Carroll

Ruthie Carroll



ruemca@gmail.com
(206) 830 - 0074

Education

Western Washington University, Bellingham WA GPA 3.96
 Bachelor of Arts in English Creative Writing, with Linguistics minor
 Certificate in Web Content Development
 Degree anticipated Spring 2021

Relevant Coursework:

Teaching Assistant for Computer Mediated Communication Apr – Jun 2019
 • Lead a weekly lab meeting of 20 beginning web design students
 • Answered student questions about assignments in HTML, CSS, and JavaScript
 • Graded weekly lab assignments based on accuracy and efficiency of source code

Intro to Fiction Writing Jan – Mar 2019
 • Edited and proofread peers' stories for content, individually and in groups

Content Evaluator for Jeopardy Magazine Nov 2018 – Present
 • Evaluate fiction and poetry submissions for acceptance to campus publication

Professional Experience

Web & Tech Support Specialist May 2018 – Present
 for Western Washington University Honors Program, Bellingham WA
 • Facilitate communication with program visitors and applicants via email
 • Coordinate prospective student visits with program director in Outlook calendars
 • Maintain program's WordPress website with up-to-date information
 • Write and publish website posts with latest program news

Freelance Transcriber with GoTranscript, online Nov 2017 – Mar 2018
 • Produced high-quality transcripts by following company style guide and researching contextual details
 • Mastered company's online transcription technology

Student Writer with CollegeXpress, online Feb – Nov 2017
 • Wrote articles about the college search and application process for blog
 • Researched and proposed relevant topics to cover
 • Set personal deadlines to keep on schedule with minimal supervision

Additional Skills

- Experienced with MS Office Suite
- Proficient in HTML, CSS, PHP, and SQL languages
- First Aid & CPR Certified
- Professional dance fiddler

Affiliations & Activities

- WWU Student Honors Board, member 2017 – Present
- WWU Creative Writing Club, member 2017 – Present
- Washington State Honors Award 2017

technical translation: information sheets

For this project, I read a 2013 article from the journal of Alimentary Pharmacology & Therapeutics, called “Adalimumab maintains remission of Crohn’s disease after up to 4 years of treatment: data from CHARM and ADHERE” by Dr. R. Panaccione of the gastroenterology department at the University of Calgary. This article reviewed two long-term research studies about Adalimumab (brand name Humira), a medication used to treat chronic inflammation.

After puzzling through the article’s medical jargon with a highlighter in hand, I translated the content into simplified language, and designed two information sheets directed at two different audiences: people with Crohn’s disease, a chronic inflammatory disease, and loved ones of Crohn’s patients. The two sheets use similar layout, but present the core information in ways that appeal to and support the audiences differently.

HUMIRA adalimumab *

What's the research behind your Crohn's medication?

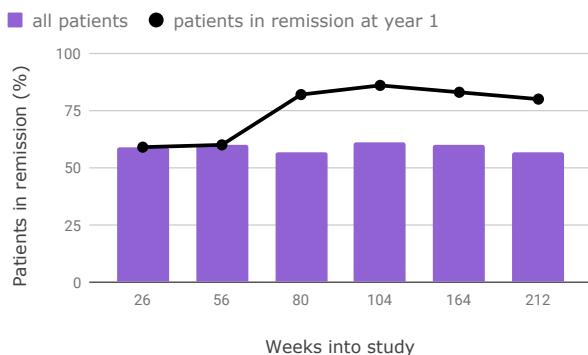
What is Humira and how does it work?

Humira is one of several modern anti-inflammatory drugs known as Biologics. It blocks proteins in the body called TNF-alpha, which cause inflammation in the intestine as well as other organs. A 2013 review of long-term studies led by Dr. R. Panaccione from the University of Calgary shows that Humira can reduce the painful symptoms associated with inflammation in Crohn's disease for many years.

How well does it work?

Moderate readings of the study data show that:

- **57%** of patients were in remission after 4 years of treatment.
- **80%** of patients who achieved remission by the first year of treatment were still in remission 3 years later.
- **24%** of patients with fistulas had healed fistulas after 4 years of treatment.



What are the risks of Humira?

Humira is an immunosuppressant, and weakens your body's natural defenses against everyday illnesses such as cold and flu. It's important to stay up-to-date on all vaccines and practice good hygiene.

Humira is associated with an increased risk of infections, as well as slightly increased risk of:

- certain cancers
- hepatitis B
- problems with the nervous system, blood, heart, liver, skin, and immune system

These risks are uncommon but serious, and you should mention any symptoms you experience to your caregivers—they'll want to know!

Am I a good candidate for Humira?

Humira is most effective in patients with recent, active inflammation. If your disease has gone untreated for a long time, Humira may not work well for you.

You should also review your medical history for possible risks before you start Humira. If you have a history of serious infections, you may not be a good candidate.

How will it affect my lifestyle?

Any chronic illness like Crohn's disease affects your everyday life. Humira can help restore a sense of normalcy to your daily routine by reducing painful symptoms.

Adding Humira treatment to your routine may also require adjustments. Typically, injections are every other week, and doses must be stored refrigerated. This can affect decisions about housing or travel.

The most common way to administer is self-injection, which is daunting for many patients. It's completely normal to have reservations about such a major decision in your life. Talk over your concerns with someone you trust, such as loved ones, doctors, or other caregivers.

What will it mean for me long-term?

Biologics are a relatively new type of drug, so long-term effects are still under review. It's important to remember that Crohn's disease is chronic and progressive: Humira is not a cure, and treatment is ongoing. Nonetheless, these studies show that modern treatments can maintain successful remission for over 4 years, and most likely longer.

Ultimately, the decision to take medication is up to you—only you know what's best for your body.

HUMIRA adalimumab *

Research to support your loved one with Crohn's disease

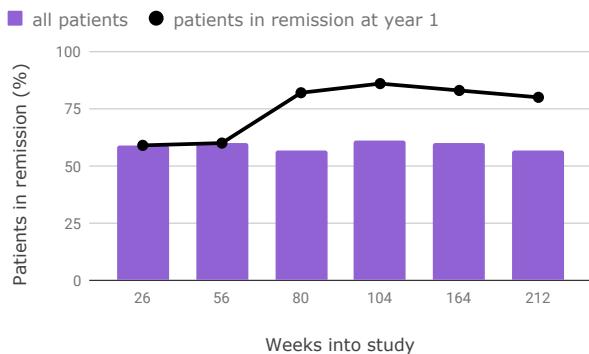
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Humira is associated with an increased risk of infections, as well as slightly increased risk of:

- certain cancers
- hepatitis B
- problems with the nervous system, blood, heart, liver, skin, and immune system

These risks are uncommon but serious, and you should mention any symptoms you notice in people taking Humira.

Who is a good candidate for Humira?

Humira is most effective in patients with recent active inflammation. If someone has been diagnosed recently, Humira is more likely to maintain remission for them.

Patients should also review possible risks in their medical history with a doctor before starting Humira, such as a history of infections.

How can I support someone on Humira?

Chronic illnesses like Crohn's disease affect the everyday life of patients and their families. Humira can help restore a sense of agency to a patient's life by reducing painful symptoms, allowing family and caregivers to take a step back. You can encourage someone to consider Humira, but remember that the decision is ultimately between a patient and their doctor.

Helping maintain a hygienic environment is also a valuable way to support someone on Humira. Washing laundry and vacuuming regularly reduces the risk of viruses to the patient's compromised immune system.

What are the long-term treatment effects?

Biologics are a relatively new type of drug, so long-term effects are still under review. It's important to remember that Crohn's disease is chronic and progressive: Humira is not a cure, and support must be ongoing. Nonetheless, these studies show that modern treatments can maintain successful remission for over 4 years, and most likely longer.

palm oil: proposal & deliverables

For this project, I worked with two other students to write a proposal for an imaginary environmental group called P.O.S.S.O.M., aimed at raising consumer awareness of the problematic palm oil industry and the possibilities of palm oil sustainability.

While we all did extensive research about the industry, I took a deep dive into palm oil's history, as well as its impact on international economies and environments. I wrote the bulk of the Introduction and Current Situation sections, and created an outline for the three-pronged outreach plan. I also designed the layout and content for the web pages, combining my writing and web technology skills to deliver an engaging and professional product.





Proposal for the Palm Oil Sustainability Student Outreach Movement

INTRODUCTION

Purpose

We are the Palm Oil Sustainability Student Outreach Movement (P.O.S.S.O.M.). We are a student environmental group based in Bellingham, Washington, dedicated to spreading awareness of the issues surrounding palm oil production and the benefits of supporting sustainably produced palm oil products. We will encourage people to support sustainable palm oil on an individual level with social media and outreach campaigns, as well as fundraising for existing organizations.

Significance

Many people are unaware of both how much palm oil they consume, and the negative effects of its production. Unsustainable palm oil production has a significant negative impact on Earth's ecosystems, including carbon output, animal extinction, and human rights. The issue of palm oil affects people at all levels of society, from shopping to eating to breathing clean air.

Background

P.O.S.S.O.M. originated as a group project in a technical and professional writing class under the mentorship of Margi Fox at Western Washington University. The founding members, Ruthie, Tuesday, and Elliot, wanted to learn more about the complex story behind palm oil and the possible solutions to this wide-scale problem.

CURRENT SITUATION

The Rise of Palm Oil

Palm oil consumption has increased steadily over the last 50 years as more and more industries find uses for this versatile vegetable oil. There was no single event or industry that caused palm oil to appear everywhere; instead, different industries discovered specific advantages of palm oil and adopted it into their products over time. Currently, palm oil is the most commonly consumed vegetable oil in the world (Statista).

Benefits

In addition to being cheap and efficient to produce, palm oil has a long list of advantageous properties that make it useful to a broad range of industries:

- blends well with other oils
- fries without spoiling
- stays solid at room temperature
- works as a natural preservative in processed foods
- raises the melting point of ice-cream
- creates foam in soap products
- improves ease of application in cosmetics
- provides cheap raw material for biofuels
- binds together fiberboard particles
- is cheaper than alternative oils used in cooking and cosmetics

In the developing countries that produce large-scale palm oil, such as Indonesia and Malaysia, the crop has also provided an economic boost. In the 1960s and 70s, these countries gave tax breaks to palm oil plantations to encourage production and economic growth. Later, international finance institutions such as the International Monetary Fund promoted palm production as a solution to 1998 Asian economic crisis (Tullis). These developments provided major incentive for developing countries to produce more and more palm oil, with limited regard for other potential consequences. Today, 85% of global palm oil comes from Indonesia and Malaysia; it makes up 13.7% of Malaysia's gross national income and is Indonesia's biggest export (Tullis).

Consumption

Annual worldwide production of palm oil reached 62.6 million tons in 2015 and is expected to quadruple by 2050 (Tullis). Globally, palm is used as an ingredient in various processed foods, commercial baked goods, cosmetics, bath products, detergents, and transport biofuels. 61% of the palm imports to the EU come from biofuels, which are a mandatory part of their motor vehicle fuels. In Asia, where the vast majority of palm oil is consumed, people also use it as a standard cooking oil. Despite the fact that Western countries like the U.S. consume less palm oil per capita than many Asian countries, U.S. consumers can still make a significant impact on the industry by raising their voices and voting with their dollars.

The Problems with Palm Oil

While the many advantages of palm oil have made it a popular product across the market, the high demand has also had major consequences for environmental justice and human rights.

Human Rights Abuse

Palm oil is native to tropical regions like central Africa and South America, where small-scale farmers grow it as a local crop, but the biggest plantations now are in Indonesia and Malaysia. For these developing nations, the crop has provided a massive economic boost. However, this comes at the expense of indigenous peoples who live on the rainforest land that is best suited for oil palm trees. This land is too often stolen from indigenous tribes without negotiation, and deforested to create space for palm plantations (Webster).

In South East Asia, the laborers that do work on palm plantations often receive below the minimum wage, and must do unpaid work to meet production quotas (Webster). In these cases, the people who do the most strenuous and dangerous work with palm oil do not see the economic benefits that allegedly come with the industry boom.

Biodiversity

The environmental impacts of palm oil are also staggering. The tropical regions that best support oil palm trees are home to the most carbon-rich and biodiverse rainforest ecosystems in the world. In deforesting these regions, palm oil companies are cutting down the natural habitats of many endangered animals, including Asian species of orangutans, tigers, and elephants.

Carbon and Chemical Pollution

The most common form of deforestation in tropical regions is burning. When burned, the carbon-rich trees release tremendous amounts of CO₂ into the atmosphere. According to a report from ScienceDaily, every hectare of forest land converted for palm oil production is equivalent to 174 tons of carbon, most of which will end up as atmospheric CO₂. In starker terms, one hectare of cleared land is “roughly equivalent to the amount of carbon produced by 530 people flying from Geneva to New York in economy class” (Ecole de Lausanne). Palm oil was responsible for between 2-9% of global emissions from tropical land use in the 2000s, and its impact increases every year (UCSUSA).

Deforestation also destroys the natural water control created by rainforests, also increasing instances of floods, soil erosion, and soil depletion. The increased runoff and decreased absorption then allow the harmful chemicals used on palm oil plantations to pollute the watershed systems.

The Current Solutions to Palm Oil

The obvious solution to palm oil is a ban or boycott of palm-containing products, but previous attempts demonstrate that these solutions are all but impossible. Iceland promised to eliminate palm oil from its own-brand products by 2018, but ended up simply removing its branding from palm-containing foods, after finding the initial pledge unattainable (Tullis).

The world has consumed 69.57 million metric tons of palm oil in 2018 alone (Statista). At this point, the palm oil industry is too massively complex and embedded in too many different markets. Even if a boycott was successful, it would be harmful to the developing countries that have come to rely on the crop for economic stability. To make matters worse, palm oil is not clearly labeled on packaged food ingredient lists. There are hundreds of different names palm oil can go by, such as *Palmitoyl Alcohol*, *Stearic Acid*, *Lauric Acid*, and even simply *Vegetable Oil*.

Additionally, switching to an alternative vegetable oil such as soybean or rapeseed oil would not be productive. Palm oil is actually the most efficient option, taking up 6.6% of land cultivated for oils and fats, but producing 38.7% of the output (Tullis). Putting more dependence on other sources would only increase the scope of deforestation.

Sustainable Harvesting

One of the most promising and respected solutions is sustainable palm oil harvesting. The Roundtable on Sustainable Palm Oil (RSPO) is the most widely used voluntary certification program for palm oil sustainability. Currently, about 19% of global palm production is certified as sustainable by the RSPO. The updated 2018 certification guidelines include protection of High Carbon Stock forests against deforestation, bans against new planting on peat soil, and protections for human rights defenders and workers' rights. RSPO is not perfect—established environmental organizations like the World Wildlife Fund (WWF) and Environmental Investigation Agency (EIA) point out that there are still problems with the latest guidelines, such as allowance for new deforestation under “exceptional circumstances.” According to the RSPO, using less-strict rules for minimal certification will encourage more companies to participate. Once they can sell the certified products for a higher price, they will hopefully be more willing to work towards higher levels of certification (Tullis). However, to successfully sell sustainable palm products, consumers must first understand that these products are worth buying.

Of course, sustainable certification is just one tool, and to create a truly sustainable palm oil industry there must be dedicated systems at each level of the supply chain. Other systems are still in the works, and reports from WWF highlight important future steps such as “improved and enforced land use planning and legal compliance, landscape approaches, and approaches that are inclusive of smallholders and small and medium-sized companies.” Friends of the Earth also suggest potential legislative steps such as “corporate responsibility legislation” and mandatory reporting on companies’ ties with the palm sector (Webster). Our research and advocacy simply cannot cover everything, so P.O.S.S.O.M.’s focus is on certified sustainable products, because this is the part of the system that is most visible to consumers, and therefore the easiest for them to impact.

PROJECT PLAN: STEPS TOWARD SUSTAINABILITY

Our first major step towards improving the situation of palm oil was researching the issue and learning about the work that other organizations, including the WWF and the RSPO, are currently doing. This research is evident in the previous three pages.

Since certified sustainable companies already exist, the biggest challenge now is convincing consumers that this certification is valuable. Half of certified sustainable palm oil is not marketed as such because consumers are wary of palm oil of any kind. They are not aware that sustainable palm oil exists, or that buying sustainable palm oil is a better choice than boycotting all palm oil. Certified palm oil also costs more because of the higher labor and land use standards, and consumers will only pay the higher price if they understand the value of the certification.

Raising Awareness

To raise consumer awareness of the importance of palm oil sustainability and the value of sustainable certification, we will advertise our findings as posts on social media and as posters and brochures distributed around campus. These advertisements will constitute the following minor steps:

Social Media (<https://www.instagram.com/p.o.s.s.o.m/>)

The Instagram page is targeted at readers who are largely unaware of the palm oil issue. As one of the top preferred platforms and the fastest growing social network, Instagram's combination of pictures and captions allows us to draw in new readers and provide regular engaging content for these readers to follow. In order to build a following, we utilize hashtags relevant to palm oil sustainability and the welfare of wild orangutans. We are also engaging with similar accounts in hopes to create a stronger online community. See the next Deliverables section for an in-depth look at our Instagram.

Website (<https://myweb.students.wvu.edu/~carrolr8/eng302/possum/>)

The website is targeted at readers who are interested in spending more time learning about the history and current events of palm oil, such as companies who are inside or affiliated with the palm oil industry. See the next Deliverables section for an in-depth look at our website.

Brochures

Informational brochures will provide a more accessible version of the research from our project and website that we can distribute to readers offline. These brochures will include major points that people can skim in passing, as well as information on where to find more information and contact us online. We will distribute these brochures primarily around the Western Washington University campus and surrounding area.

Posters

We will repurpose some of the most engaging posts from our Instagram page as physical posters, with large images and brief titles about the issue. These will capture the attention of people passing by, providing a few key words and images that spark enough curiosity for readers to look up more information when they have more time. Our first posters will feature images of sad, endangered orangutans, using Pathos to draw on readers' sympathy.

Raising Voices

Once we create awareness and interest in the community, we will host live events such as a letter-mailing campaign. This type of event will demonstrate the effects of our social media and poster outreach. People will be able to come together to talk to others who share similar environmental concerns, and put their concern to action.

Letter-Mailing Campaign

We will invite members of the community to come together and send letters, postcards, and emails to companies that produce palm oil or use palm ingredients in their products, but who have not yet become RSPO certified.

Raising Funds

P.O.S.S.O.M. is a small, local student group, so we cannot match the scope of impact that larger, more established organizations have. However, in addition to raising awareness, our next major step will be fundraising for larger environmental organizations, such as The Orangutan Project (TOP).

The Orangutan Project

The impact that palm oil cultivation has on the orangutan population is tragic. Over 3.5 million hectares of forests in Indonesia and Malaysia have been destroyed over the last 20 years to make way for palm oil plantations, resulting in the destruction of nearly 80% of the orangutan habitat. With an average of 25 orangutans dying each day from palm oil-related deforestation, the wild orangutan population declines by over 6,000 per year (The Orangutan Project).

TOP is a registered non-profit environmental organization dedicated to protecting endangered orangutan populations and the rainforests they inhabit, which are quickly being destroyed to make way for palm oil plantations. TOP is supported by many other organizations including the Orangutan Foundation International, the Orangutan Foundation, and the Borneo Orangutan Survival Foundation.

TOP facilitates many facets of orangutan conservation, including supporting care centers, facilitating orphan orangutan "adoptions," sending out forest patrols and rehabilitation teams, and raising community awareness. For the fundraiser, we will collect donations towards community partnerships, orangutan care centers, rehabilitation and release programs, habitat protection, education, and research. For those who prefer donating directly towards animal care, orangutan "adoption" is another

option. Over 1,000 orphaned orangutans are currently living in rescue and rehabilitation centers, but even this represents only about 1 in every 6 orphans in need. “Adoptions” cost \$12 per month, and the donation goes directly to cover the costs of 24-hour staffing and veterinary services at one of the 5 care centers that TOP supports:

- Centre for Orangutan Protection (Borneo)
- International Animal Rescue Orangutan Centre (Borneo)
- Nyaru Menteng Orangutan Rescue and Rehabilitation Center (Borneo)
- Sumatran Orangutan Conservation Programme Orangutan Quarantine Center
- Sumatran Orangutan Reintroduction Centre

TOP also maintains regular contact with staff at these care centers, and sends representatives to check regularly on the progress of the orphans.

Finally, we will collect donations for TOP’s Save Forest program. In order to save the species, we need to save what is left of their habitat. Donations to the Save Forest program go directly to TOP’s Wildlife Protection and Orangutan Rescue units, and employ wildlife patrols to protect the rainforests from illegal land clearing, poaching, and logging. Unlike the animal “adoption” program, Save Forest focuses on prevention rather than cure. If the rainforest was better protected, we would have much less of a need for orangutan care centers, because the animals would all be safe in their homeland.

QUALIFICATIONS

Ruthie Carroll

Ruthie is a student at Western Washington University and a passionate supporter of the environment. As a college student starting to live on her own for the first time, Ruthie is aware that the choices she makes while shopping and eating have consequences outside of herself, and she is dedicated to learning about and spreading knowledge of more sustainable consumer habits.

Tuesday Hanson

Tuesday is a Western Washington Student who was born and raised on a local dairy farm where she witnessed the passion of the community and the numerous concerns regarding agriculture’s impact on the environment and the welfare of the animals involved. Due to her unique upbringing, she is able to understand that often the solution isn’t putting an end to an industry, but rather striving for more sustainable, animal-friendly and ethically responsible alternatives. Tuesday is an advocate for animal rights and passionate about encouraging others to be more conscious about the effect they have on the environment. When possible, she makes purchases that are organic and locally sourced from small operations as opposed to large factory farms.

Elliot Hesselink

Elliot Hesselink was raised in a family that cared about environmental sustainability and the planet, from growing their own food, fruits, and vegetables, as well as chickens for eggs, they sought many ways of living within their means. Though he no longer lives in a place where that is possible, Elliot still makes a point of getting food that is sustainable whenever he can.

CONCLUSION

A sustainable palm oil industry is the best option for the future of the Earth and all the creatures that live here. Furthermore, this option is possible with the improving standards of the RSPO and greater awareness of the palm oil issue among the general population. P.O.S.S.O.M.'s purpose is to increase that awareness, and show everyone that not only does palm oil impact them, but that they also possess the power to impact the palm industry.

Organizational Costs

The initial costs for P.O.S.S.O.M. will be relatively low, because we will largely rely on volunteers to run our social media, website, and outreach campaigns. Any funding we raise that do not go towards other environmental organizations will go towards our posters, brochures, and event costs. The estimated range of pricing is a few hundred dollars for the first phase.

Benefits

The benefits of sustainable palm oil are innumerable. Deforestation for palm oil plantations contributes to wide-scale phenomena including climate change and biodiversity loss, and the positive effects of transitioning to sustainable palm will continue for centuries if we act now. Consumers feel better about the products they buy when they know the positive impacts of their choices: preserving rainforests, saving orangutans, and reducing the CO₂ levels produced by unsustainable palm oil.

Looking Forward

Without action on palm oil, the futures of tropical Asian rainforest ecosystems and the Earth's environment at large are in jeopardy. However, with a push for sustainability, we have the chance to save what still remains. As more people come to attention and action on this issue, there is growing hope that we can reclaim all that has been lost to the production of palm oil. The first step is simply getting the word out, to readers like you.

Thank You

Palm oil sustainability impacts everyone on Earth, and all consumers—essentially all people—have the power to impact the palm oil industry. With this power comes the responsibility to know what your dollar

and your voice can do. Thank you for taking the time to read our proposal and stay informed about an issue that you are a part of.

Contact Us

For any additional questions, comments, or concerns, please contact us on Instagram @P.O.S.S.O.M or on our website at myweb.students.wwu.edu/~carrolr8/eng302/possum/contact.html.

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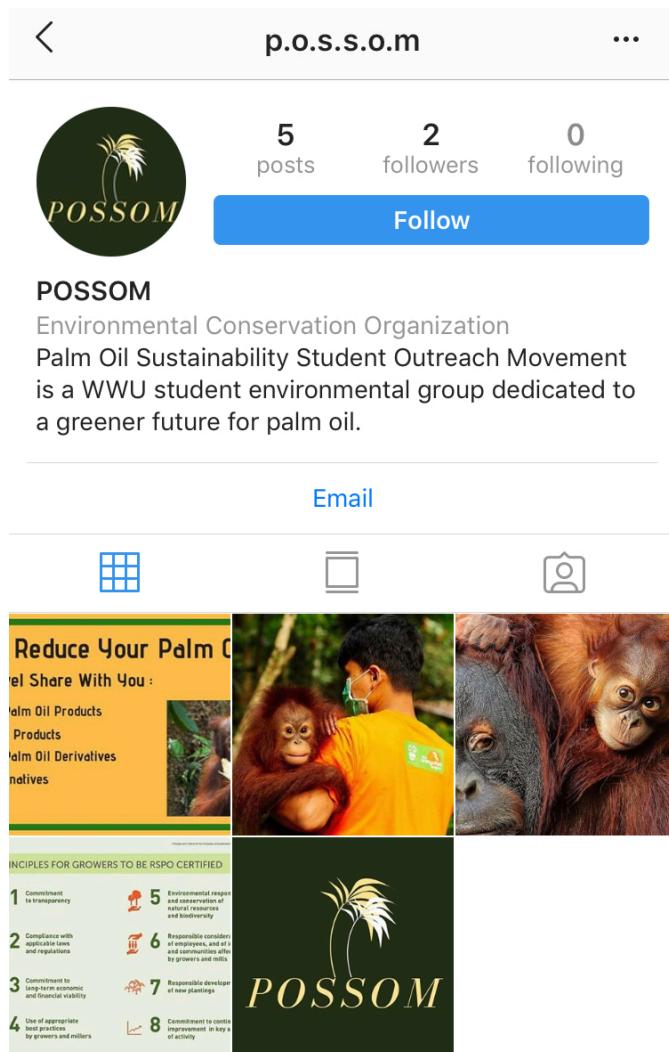
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DELIVERABLE: INSTAGRAM



Mission

The purpose of the P.O.S.S.O.M. Instagram page is to reach a large and diverse audience, since social media is currently one of the most popular forms of communication and marketing. According to Business Insider, Instagram has become the leading social media platform. In a survey of 18-25-year-olds, Instagram was the favorite social media platform among the highest number of participants at 36%, with Facebook in second place with 26%.

The target audience for our Instagram page is people who are uninformed about the issue of palm oil. The overall mission is to educate people about the harmful effects of palm oil cultivation, and to encourage them to shift towards buying and supporting sustainable palm oil products. Hashtags allow people to find posts that particularly interest them, and including hashtags will help our Instagram get more traffic. We can also pay to sponsor posts in order to get the word out.

Content



p.o.s.s.o.m What is POSSOM?
POSSOM is the Palm Oil Sustainability Student Outreach Movement. We are a WWU student environmental group dedicated to spreading awareness of the issues surrounding palm oil production, and the benefits of supporting sustainability produced palm oil products. #environment #change #news #studentsforchange #palmoilfreeproducts #sustainability #4change

POSSOM Logo

Our first post is our group's logo, created by Ruthie on Canva.com. The purpose is simply to inform our audience of P.O.S.S.O.M.'s meaning and mission.



p.o.s.s.o.m What impact does Palm Oil really have on orangutans?
The tropical regions that are being destroyed for palm oil plantations are the most biodiverse ecosystems in the world. It is likely that wild Sumatran and Bornean Orangutans will become extinct within the next 10 years due to logging, palm oil production, fires and poaching. The Sumatran species is currently classified as critically endangered and the Bornean Species is classified as endangered.

Palm oil production specifically has had a tragic impact on wild orangutan population. Over 3.5 million hectares of forests in Indonesia and Malaysia have been destroyed over the last 20 years to make way for palm oil plantations, resulting in the destruction of nearly 80% of the orangutan habitat. Over 6,000 orangutans are being lost each year, about 25 per day.

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Orangutans

One of the focal points of P.O.S.S.O.M. is raising awareness of the tragic and enormous impact that the cultivation of palm oil is having on biodiversity, especially endangered wild orangutan populations. The purpose of this post is to provide our audience with some basic facts on this issue, such as how much of the rainforests in Indonesia and Malaysia have been destroyed for palm oil production and statistics on how many orangutans are dying each year as a result. We hope that the staggering numbers will show our audience how pressing this issue is and inspire them to do what they can to help.



p.o.s.s.o.m Support in Action.

What can you do to help? The Orangutan Project is a non-profit environmental organization dedicated to protecting and conserving the wild orangutans and their habitat. Through their website you can:

1. Make a general donation that will go towards community partnerships, orangutan care centers, rehabilitation release programs, education, research and more.
2. "Adopt" an orphaned or injured orangutan for ~\$12/month. This money will go directly towards orangutan care.
3. Donate to The Save Forest Program that focuses on the prevention of the issue. The money donated to this program goes directly towards The Orangutan Project's Wildlife Protection and Orangutan Rescue units. This money will help employ wildlife patrols who protect the forest from illegal land clearing, logging and poaching. ***original photo from TOP's Instagram [@theorangutanproject](#)

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Support in Action

Many people are interested in getting involved in various programs to help a cause but are unsure of where to start. The purpose of this post is to provide the audience with three different ways they can help the orangutans. We credited The Orangutan Project's Instagram account for the photo and tagged them in hopes to increase their online traffic as well in hopes to get people more informed and involved.

Ways to Reduce Your Palm Oil Usage

Feet Do Travel Share With You :

- ✓ Sustainable Palm Oil Products
- ✓ Palm Oil Free Products
- ✓ How to spot Palm Oil Derivatives
- ✓ Palm Oil Alternatives

p.o.s.s.o.m ***Image from feettotravel.com

Palm oil is in 50% of the products on supermarket shelves and in 50% of the "green" biodiesel in our cars, making it the most widely used vegetable oil in the world.

The simple solution may seem to be to boycott palm oil but unfortunately that will lead to other problems. The solution lies in using sustainable Palm oil products. A list of some of these products can be found at <http://www.bunnyarmy.org/articles/list-palm-oil-sustainable-companies.html>

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Steps to Sustainability

P.O.S.S.O.M.'s mission is to encourage people to seek more sustainable palm oil products. The purpose of this post is to inform the audience of some simple ways they can reduce their palm oil usage. In the caption we have provided a link to a website containing a list of products that use certifiably sustainable palm oil.

DELIVERABLE: WEBSITE

Content

Home Page

Each page has a consistent layout (header, background, footer, and styles) designed to draw the reader's eye to the main content. The Home page is targeted at readers who want to learn more about how to reduce their palm oil footprint, especially businesses within the palm industry. We provide brief, easily accessible information on why they should care, and where they can go to learn more about certification.

News Feed

The News page is also targeted primarily at readers who want to learn more about reducing the negative impact of palm oil, this time on a global and governmental scale rather than individual. We will update this page regularly with the latest articles, so that our readers are aware of how relevant and active this issue is.



P.O.S.S.O.M.

Palm Oil Sustainability
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PALM OIL IN THE NEWS

Stay up-to-date on what's happening with palm oil legislation around the world.

PNG govt seeks reviews of commodity legislation

27 May 2019



"Papua New Guinea's agriculture minister says the Oil Palm Act needs to be reviewed and updated to make it relevant.
The government will review all legislation governing agricultural industries including coffee, rubber, spice, coconut, and cocoa."

[Read more ...](#)

Green Activists Are Fighting The Great Fight—But Are Being Dragged Down by Petty Lawsuits | Opinion

7 May 2019

"Despite the global environmental crisis confronting our planet, environmental activism has become a dangerous activity. In many countries, environmental defenders are harassed, attacked or even killed for speaking out and mobilizing against projects that threaten the health and livelihood of communities."

[Read more ...](#)

EU set to tighten rules on palm oil for biofuels

2 April 2019

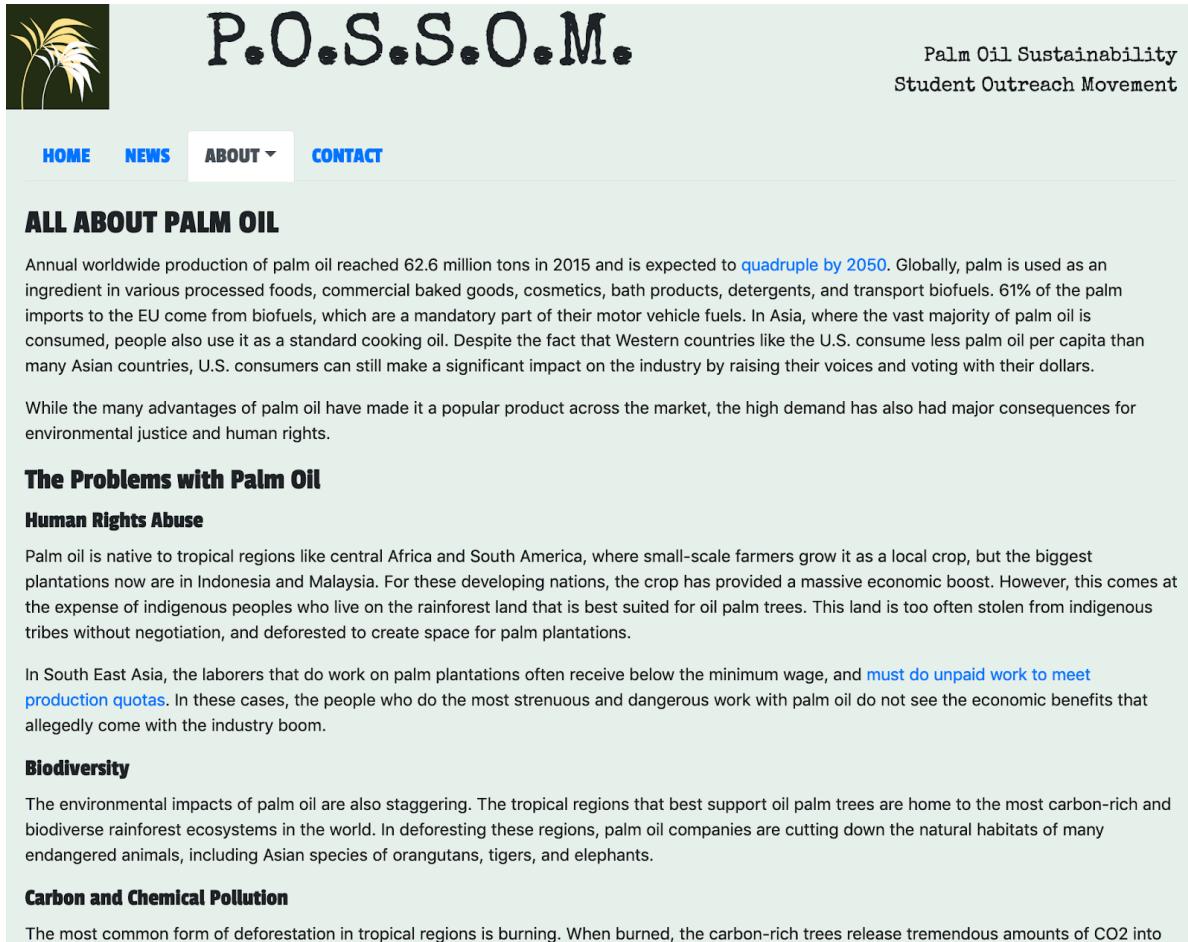


"Indonesia and Malaysia say the EU measure will unfairly disadvantage their crops, while environmentalists worry it won't be tough enough on deforestation.
The European Commission will meet on controversial rules this week to limit the use of biofuel crops linked to deforestation – amid backlash from the world's two largest palm producers."

[Read more ...](#)

About Palm Oil and P.O.S.S.O.M.

The About pages repurpose the research and background information from our proposal, for readers who want to learn more about the impact of palm oil and the history of our organization. Each statistic or quote is hyperlinked to an outside article, so readers can fact-check our research for themselves.



P.O.S.S.O.M.

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ALL ABOUT PALM OIL

Annual worldwide production of palm oil reached 62.6 million tons in 2015 and is expected to [quadruple by 2050](#). Globally, palm is used as an ingredient in various processed foods, commercial baked goods, cosmetics, bath products, detergents, and transport biofuels. 61% of the palm imports to the EU come from biofuels, which are a mandatory part of their motor vehicle fuels. In Asia, where the vast majority of palm oil is consumed, people also use it as a standard cooking oil. Despite the fact that Western countries like the U.S. consume less palm oil per capita than many Asian countries, U.S. consumers can still make a significant impact on the industry by raising their voices and voting with their dollars.

While the many advantages of palm oil have made it a popular product across the market, the high demand has also had major consequences for environmental justice and human rights.

The Problems with Palm Oil

Human Rights Abuse

Palm oil is native to tropical regions like central Africa and South America, where small-scale farmers grow it as a local crop, but the biggest plantations now are in Indonesia and Malaysia. For these developing nations, the crop has provided a massive economic boost. However, this comes at the expense of indigenous peoples who live on the rainforest land that is best suited for oil palm trees. This land is too often stolen from indigenous tribes without negotiation, and deforested to create space for palm plantations.

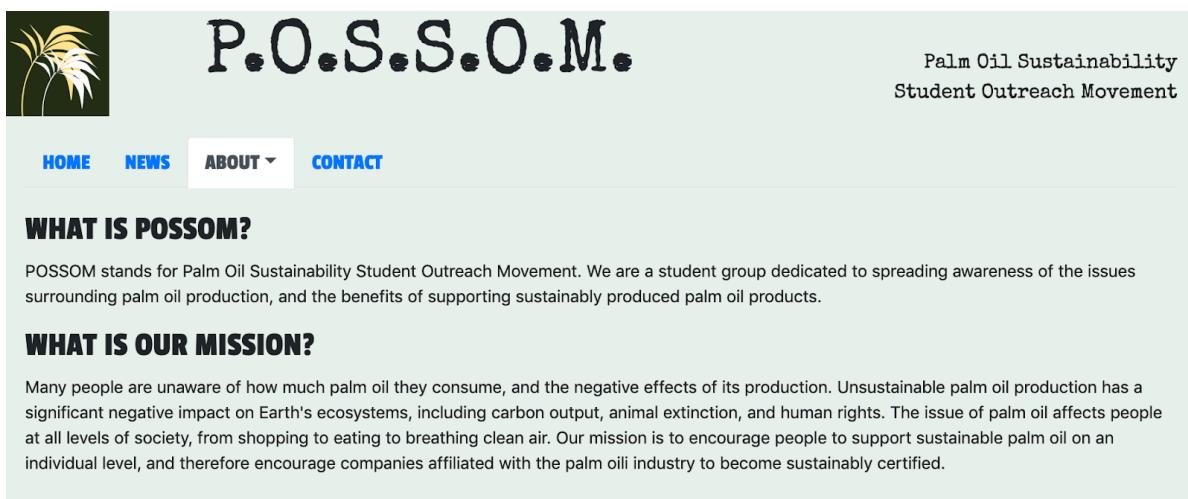
In South East Asia, the laborers that do work on palm plantations often receive below the minimum wage, and [must do unpaid work to meet production quotas](#). In these cases, the people who do the most strenuous and dangerous work with palm oil do not see the economic benefits that allegedly come with the industry boom.

Biodiversity

The environmental impacts of palm oil are also staggering. The tropical regions that best support oil palm trees are home to the most carbon-rich and biodiverse rainforest ecosystems in the world. In deforesting these regions, palm oil companies are cutting down the natural habitats of many endangered animals, including Asian species of orangutans, tigers, and elephants.

Carbon and Chemical Pollution

The most common form of deforestation in tropical regions is burning. When burned, the carbon-rich trees release tremendous amounts of CO₂ into



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WHAT IS POSSOM?

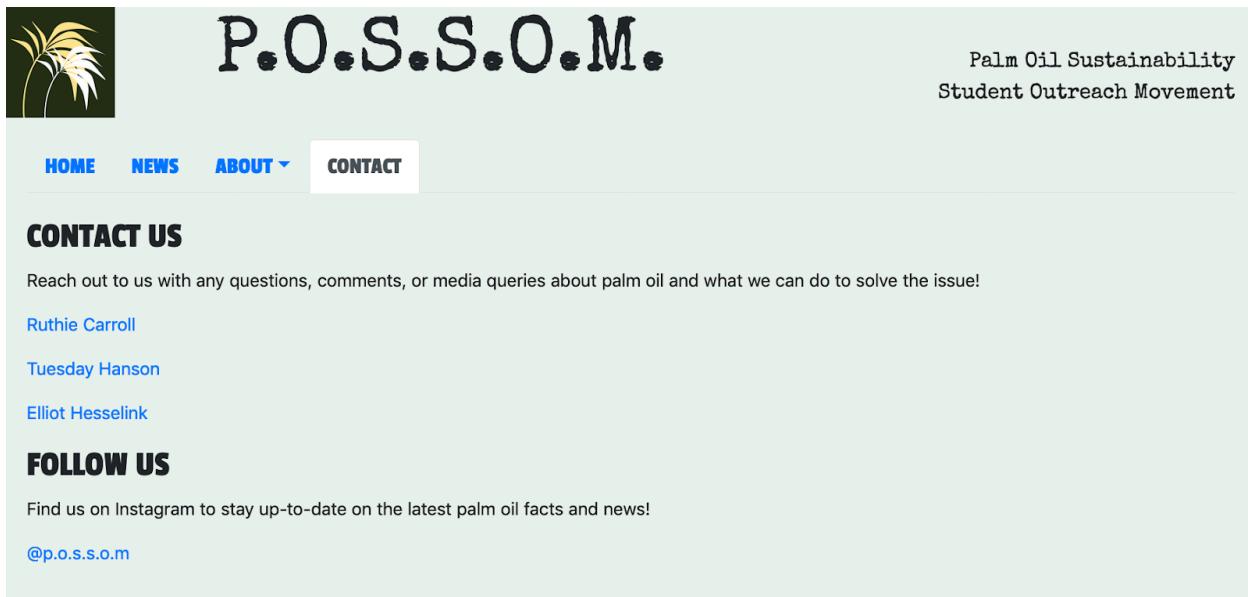
POSSOM stands for Palm Oil Sustainability Student Outreach Movement. We are a student group dedicated to spreading awareness of the issues surrounding palm oil production, and the benefits of supporting sustainably produced palm oil products.

WHAT IS OUR MISSION?

Many people are unaware of how much palm oil they consume, and the negative effects of its production. Unsustainable palm oil production has a significant negative impact on Earth's ecosystems, including carbon output, animal extinction, and human rights. The issue of palm oil affects people at all levels of society, from shopping to eating to breathing clean air. Our mission is to encourage people to support sustainable palm oil on an individual level, and therefore encourage companies affiliated with the palm oil industry to become sustainably certified.

Contact Page

The Contact page is a brief list of links so that readers can contact us with questions, comments, and media queries, or follow us on Instagram.



The screenshot shows the P.O.S.S.O.M. website's contact page. At the top left is a logo of a palm tree. To its right is the acronym "P.O.S.S.O.M." in a stylized, dotted font. Further right, the text "Palm Oil Sustainability Student Outreach Movement" is displayed. Below this header is a navigation bar with links for "HOME", "NEWS", "ABOUT ▾", and "CONTACT". The "CONTACT" link is highlighted with a white background and black text. The main content area is titled "CONTACT US" in bold capital letters. It contains the text: "Reach out to us with any questions, comments, or media queries about palm oil and what we can do to solve the issue!" followed by a list of names: "Ruthie Carroll", "Tuesday Hanson", and "Elliot Hesselink". Below this is another section titled "FOLLOW US" in bold capital letters. It includes the text: "Find us on Instagram to stay up-to-date on the latest palm oil facts and news!" and the Instagram handle "@p.o.s.s.o.m".