



Initial Photoshop Mock up Design

A Great Future

A Smaller Motion Graphic to accompany

We all want a better future where what we buy doesn't ruin the lives of animals who live in rainforests because of unsustainable palm oil. It can be hard to know what products are good or bad for animals like these, but luckily the Appreciape Stamp is here to help us live the mindful and sustainable lives we want.

[Learn more:](#)

Dystopic Present

But we are far from that future. Unsustainable palm oil is everywhere. Unsustainable means 300 football fields of rainforest cleared an hour, the emission of pollutants and more. We use palm oil every day, and most of it is bad palm oil.

[Learn more:](#)

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The Consequences

A Smaller Motion Graphic to accompany

Because of the way palm oil is being made, our friendly orangutan have lost 90% of their habitat to palm oil. Animals like the orangutan are killed or sold into the pet trade. It also devastates other animals like rhinos, tigers and elephants. But we can show them that shitty practices like these are not on.

[Learn more:](#)

The Stamp

Every product which is appreciape approved is guaranteed to have happy palm oil. Appreciape approved palm oil has fair working conditions, primary forests are not cleared and wildlife are protected. If you only buy appreciape palm oil products, you reduce the demand for bad palm oil. The more of us buy happy palm oil, the better the planet gets. Simple.

[Learn more:](#)

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