



VERIFY  
YOUR  
FOREST  
IMPACT

[www.starling-verification.com](http://www.starling-verification.com)

**STARLING**  
Reliable, unbiased



## Key figures

**5,000,000**  
HECTARES PER YEAR

The area of forest destroyed globally every year between 1990 and 2015.<sup>1</sup>

**10%**  
GREENHOUSE  
GAS EMISSIONS

The estimated level of greenhouse gas emissions linked to deforestation - equal to emissions from 600 million cars.<sup>2</sup>

**797**  
COMMITMENTS

The number of no deforestation related commitments being implemented in 2018.<sup>3</sup>

**\$200BN**  
US DOLLARS

The amount to be spent annually on deforestation-free investment and financing by 2020.<sup>4</sup>

1. UN Food and Agriculture Organization 2015

2. <http://cbmjournal.springeropen.com/articles/10.1186/s13021-017-0072-2>

3. Third Annual Supply Change Report, Forest Trends

4. The Role of the Financial Sector in Deforestation-free Supply Chains, The Tropical Forest Alliance 2020 (TFA 2020), January 2017

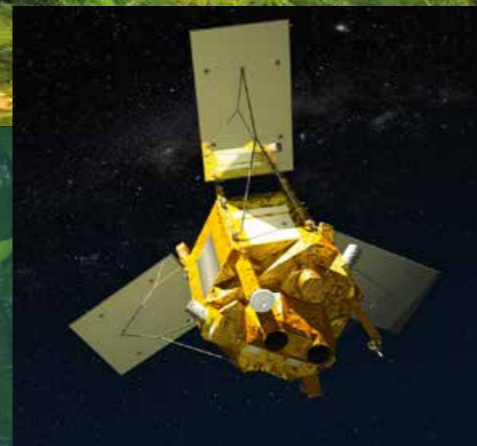
# Why Starling?

# STARLING

## Who should use Starling ?

Starling supports organisations in their journey to curb deforestation. It has been designed to bring value to brands, traders and producers among other concerned stakeholders.

## How does it work?



## What is it?



### BASEMAP

Reference layer with an unbiased description of forest classes and the land cover evolution.



### MONITORING

Access forest cover change around the clock.



### ONLINE DASHBOARD

Visualise key information and create reports to share with stakeholders.

## Key features

### BEST ACCURACY

Propriety algorithm with unmatched accuracy and guaranteed quality.

### FIT FOR ACTION

Customised dashboard, deforestation alerts, meaningful analytics and evidence-based reporting tools.

### GLOBAL MONITORING

Covering the all palm oil production areas plus some boreal areas for the pulp and paper production.

### EASY TO USE

Digital and interactive platform.

Starling uses a combination of optical and radar satellites, such as Airbus' SPOT constellation, that provide large coverage at 1.5m resolution.

The service also delivers online reports on the evolution of the forest cover over time, identifying even small changes in tree cover. Finally, customized dashboards synthesise key analytics on all areas monitored by a given customer.

With its unrivalled level of detail, Starling's basemap includes a reference layer that differentiates natural forest from tree plantations, to distinguish deforestation of natural forests.





# Issues

Many companies have made ambitious forest conservation commitments. However it is not easy to verify the progress of these commitments.

The current solutions for verifying forest conservation do not fully meet market expectations.

In particular, traditional auditing, led through ground surveys, is limited in its coverage and frequency.

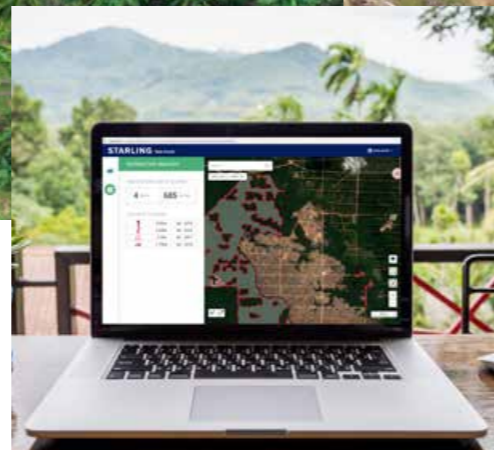
Companies require reliable and accurate information to verify their commitments and identify where to take action.



# Solution

Starling transforms complex geospatial imagery into accurate land cover maps and forest cover change data. This combined with supply chain information and sophisticated analytics allows end-users to take action and to drive change.

Starling delivers easy-to-use intelligence through an intuitive digital platform.



# Benefits

**1. Identify deforestation risks and drivers:**

Understand the rate of deforestation in particular areas.

**2. Verify commitments and take action:**

Guide decision-making to save time and cost by focusing on key areas.

**3. Engage relevant stakeholders:**

Ensure engagement across a variety of supply chains.

**4. Measure impacts:**

Demonstrate progress and communicate transparently about it.

# They trust us



“ Starling satellite monitoring is a game changer to achieve transparency in our supply chain. Today, we cover 100% of Nestlé’s global palm oil supply chains and we will extend this collaboration to cover other commodities. Data and analytics provided by Starling enable us to manage risks and perform field intervention strategies together with our suppliers to drive changes better and faster. ”

**Magdi Batato**  
Executive Vice President  
at Nestlé S.A.



“ Starling is a sign of hope in achieving the objectives of rebuilding the Ivorian forest cover. We hope that satellite monitoring combined with field missions in the Cavally Forest can be extended to other forests in the country. ”

**Colonel Mamadou Sangaré**  
Director at Sodefor



“ Colgate-Palmolive is committed to sourcing responsible palm oil that is free from deforestation. To assist us in delivering this pledge we have been testing Starling, running a pilot on a section of our palm oil supply chain. By mapping our suppliers, we aim to strengthen our supplier engagement policy and develop stronger relationships based around our NDPE policy. ”

**Ibaneska Rodrigue**  
Responsible Sourcing Manager  
at Colgate-Palmolive

# The Starling Team

The Starling team shares a unique vision for this forest monitoring service. We combine cutting-edge monitoring technology with in-house expertise and market knowledge.

**Earthworm Foundation** is a non-profit organisation driven by the desire to positively impact the relationship between people and nature.

With most of their staff operating directly on the ground where the issues are, they work with their member companies and partners to make commodity value chains an engine to drive positive economic, environmental and social impact.

**Airbus** is responsible for tasking its satellites, processing and analysing the imagery, and distributing the service worldwide.



**Want to know more?**  
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