

“Who cares, wins”



Palm fruit bunches are usually the only thing harvested from oil palm trees



Inspiring the next “material revolution” by creating sustainable and high-performance materials from oil palm waste, **Peter Fitch**, together with IOI, have set up IOI Palm Wood to commercialise this untapped potential.

The phrase “who cares wins” is a parody on the popular saying “who dares wins”, which is often associated with the British Special Air Services (SAS) motto. It embodies the spirit of courage, determination, and taking calculated risks to achieve success, particularly in challenging and high-stakes situations.

In the context of environmental leadership, “who cares wins” emphasises the critical role of genuine concern, empathy, and proactive action in addressing environmental challenges and achieving sustainable solutions.

Environmental leadership refers to the practice of guiding and inspiring individuals, organisations, and communities towards sustainable and environmentally responsible actions. Companies who aspire to environmental leadership and

ownership, such as IOI Palm Wood, can play a crucial role in addressing pressing environmental challenges, such as climate change, biodiversity, pollution, and resource depletion.

We aim to promote and implement solutions that minimise negative environmental impacts while fostering a more sustainable and resilient future. One of IOI Palm Wood’s notable commitments is the dedication to sustainable practices and innovation within the timber and oil palm industries. The transformation of oil palm trunk into core products is a compelling demonstration. By finding innovative uses for previously underutilised resources, IOI Palm Wood aims to reduce waste and promote sustainable resource management. This not only benefits the environment but also contributes to a more sustainable and resilient future, aligning with the principles of environmental leadership.



Leadership is important, and leaders who truly care about the wellbeing of the planet and its inhabitants are more likely to make a positive impact on the environment and inspire others to do the same. Here are some of the ways “who cares wins” can be applied in environmental leadership:

Vision and goal-setting: Environmental leaders have a clear vision of what a sustainable future is and set meaningful goals to work towards it. They articulate a compelling and inspiring vision that motivates others to take action.

Knowledge and awareness: Effective environmental leaders stay informed about the latest scientific research, environmental issues, and best practices. They continuously educate themselves and raise awareness among their employees about the importance of environmental conservation.

Empowerment: Leaders empower individuals and communities to take ownership of environmental initiatives and projects. They create opportunities for involvement and collaboration, ensuring that diverse perspectives are considered.

Collaboration and networking: Environmental leadership often involves working with various stakeholders, including governments, businesses, NGOs, and local communities. Leaders build strong networks and collaborations to leverage resources and expertise for a greater impact.

Advocacy and policy influence: Environmental leaders advocate for

sustainable policies and practices at local, national, and global levels. They engage in dialogue with policy makers, participate in environmental forums, and use their influence to promote positive change.

Innovative solutions: Leaders in environmental sustainability encourage the development and adoption of innovative technologies and practices that reduce environmental harm and support sustainable development.

Resilience and adaptability: Resilience must be demonstrated in the face of challenges and setbacks. Leaders must adapt their strategies

as needed to navigate complex and evolving environmental issues.

Ethical and transparent conduct: Integrity and transparency are essential for effective environmental leadership. Leaders set a positive example by adhering to ethical standards and being transparent about their actions and decision-making processes.

Long-term focus: True environmental leadership involves taking a long-term view rather than seeking short-term gains. Leaders prioritise solutions with lasting impacts and consider the needs of future generations.

Education and awareness: Engaging in educational activities, raising awareness about environmental issues and the importance of sustainable living is crucial.

Overall, “who cares wins” in environmental leadership suggests that leaders who prioritise the wellbeing of the planet, its inhabitants, and future generations are more likely to achieve meaningful and positive change. **P**

