



STARLING FAQs

What is Starling?

Starling is a service supporting companies in verifying their forest conservation commitments. Starling uses a combination of high-resolution optical and radar satellite images to provide unbiased monitoring of forest cover change. It transforms complex geo-spatial data into easy to use information for: decision making, communication to stakeholders and supplier engagement.

Who is behind it?

Starling is born from a partnership between Airbus and TFT.

- Airbus is a pioneer in the space industry. They are responsible for tasking their imaging satellites, pre-processing the imagery and distributing the service worldwide.
- The Forest Trust (TFT) is a global non-profit organization. Their experts work between the boardroom and the field, helping to bring transformation in commodity supply chains, from the biggest brands to smaller producers.

When does it launch?

Starling is commercially available since June 2017 and distributed by Airbus. Until then, Starling had been used by industry leaders Ferrero and Nestlé in a pilot phase for a few months. The current version of Starling addresses the Palm Oil industry. Pulp and Paper is being rolled-out, Cocoa is piloted in both Ghana and Cote d'Ivoire.

Why is it needed?

In 2014 TFT envisioned a credible and independent method of verifying the implementation of No-Deforestation commitments. Many companies have made ambitious forest conservation commitments but there was no way to be sure that they were being really implemented.

- Traditional compliance monitoring relies on ground-based audits, limited in their capacity to access remote areas, see the overall picture and to regularly assess the situation,
- Traceability is difficult due to the high number of small producers and the complexity of the supply chain,
- Certification standards are sometimes perceived as insufficient,

- Alternative satellite-based solutions are limited in the regularity of their update or in their accuracy.

NGOs have been challenging companies to verify their actions vs. their policies, and take ownership of monitoring what happens in their supply chains. Thanks to Starling, now companies can precisely and regularly self-monitor their impact and compliance in forest conservation.

What are the benefits of Starling?

Starling stands out as a verification tool that is:

- an evidence-based service, where
 - o accurate base map is first established to basically discriminate forest and non-forest and thus to make sure that forest cover change monitoring is run where it makes sense for the companies
 - o forest cover change alerts can be evidenced thanks to a smart combination of HR and VHR imagery.
- a fit-for-action service, as Starling is offering advanced scoring tools that link observed forest cover change with company's supply chain and prioritize areas / suppliers wrt deforestation risk.
- A commodity-driven service, as there is no one service fits all, each commodity may drive deforestation in a specific manner, e.g. clear cut vs. degradation vs forest conversion. It is reliable and Global, as companies wants to cover 100% of their supply chain.

Starling has been designed to allow companies to:

- Verify commitments, guide buying decisions and determine how / where to engage,
- Achieve transparency goals towards NGOs, civil society, governmental bodies,
- Engage third parties and stakeholders to transform the industry up and downward the value chain,
- Differentiate upon competition for preferential treatment in the market.

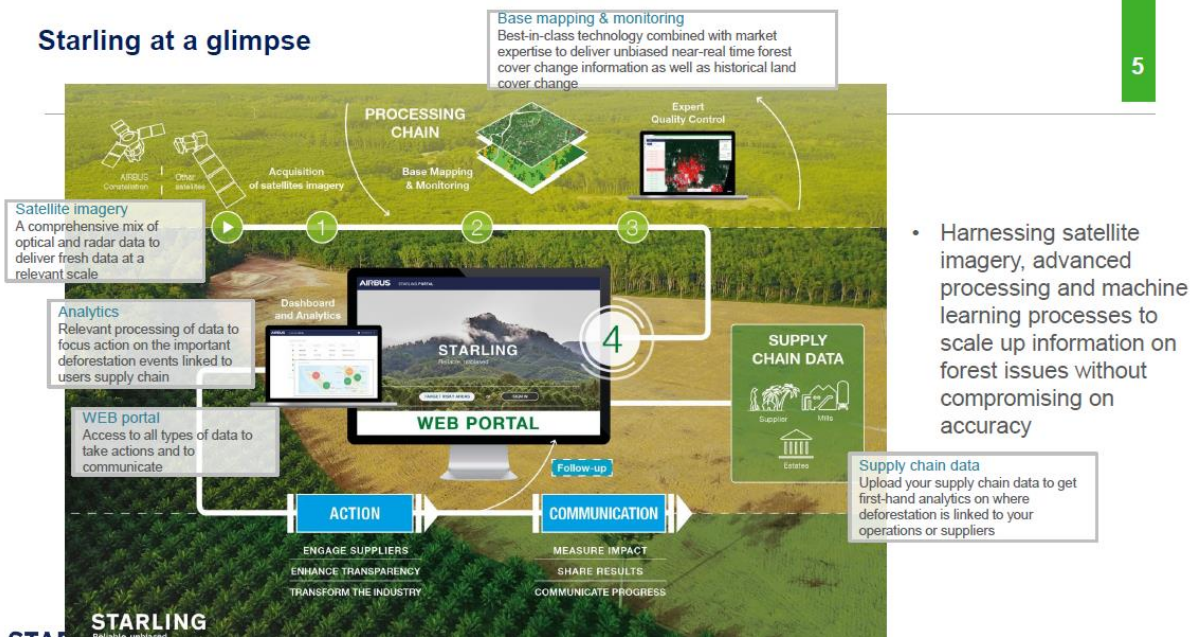
Who can use Starling?

Basically, all market players having set No Deforestation and/or Responsible Sourcing policies in their operations can leverage Starling to achieve their goals, typically:

- Brands,
- Producers,
- Traders who collect, refine, buy and sell these commodities,
- Banking sector that funds all actors across the value chain.

How does Starling work?

Starling at a glimpse



Why is Starling a private service?

Starling is a private service to allow companies to be in control and choose how they use and share the results. It offers them the ability to be the first to be alerted when there is an issue within a given area. It puts organizations in the driving seat to take the actions they see fit in a proactive way.

What is the data policy surrounding Starling Service?

Any information provided by a customer of Starling for the purpose of the monitoring strictly belongs to that user. Starling considers this information as confidential and does not use it for any other purpose than the one given by the customer. The sharing of information is let at the choice and decision of the users themselves, in the limit of what is allowed in the licensing conditions.

Is it legal to survey a concession that does not belong to you, or land where government authorities might be opposed to surveillance?

Starling respects and applies all regulations surrounding the Earth Observation laws and rights.