

# RSPO Rules on Market Communications and Claims

Public Consultation Standard 6<sup>th</sup> March 2015

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# 1. Introduction

- 1.1 The Roundtable on Sustainable Palm Oil (RSPO) is a global, multi-stakeholder initiative on sustainable oil palm products. Members of RSPO and participants in its activities come from many different backgrounds, including plantation companies, manufacturers, NGOs, financial institutions and retailers of oil palm products, environmental and social NGOs, and from many countries that produce or use oil palm products. The principal objective of RSPO is ‘to promote the growth and use of sustainable palm oil through cooperation within the supply chain and open dialogue between its stakeholders’.
- 1.2 RSPO offers four models for organizations to promote their commitment to and where applicable their use of sustainable palm oil. These models are:
- Identity Preserved
  - Segregated
  - Mass Balance
  - Book and Claim.
- 1.3 The first three of these are controlled through the RSPO Supply Chain Certification System and relate to the physical control of oil palm in the supply chain from the mill which receives oil palm products from RSPO principle and criteria certified plantations through to the end product manufacturer.
- 1.4 The Book and Claim model is a certificate trading scheme that starts with the production of certified sustainable oil palm products from plantations certified to RSPO Principles and Criteria. However the certified sustainable palm oil does not then physically enter the supply chain of the organization that is purchasing the Book and Claim certificates.
- 1.5 It is critical that organizations only make claims regarding their use of sustainable palm oil that can be supported by the model they use. Organizations using Book and Claim must not state anything that may lead consumers to believe that RSPO-certified palm product is certified to be part of the end product.
- 1.6 Part of this dialogue is to pass on information regarding the use of RSPO certified sustainable oil palm products in an accurate and clear manner that can be easily understood by the stakeholder receiving this information. The rules set out in this document are supplementary to the RSPO Supply Chain Certification Standard (SCCS) and are broken down into 3 core areas of communication.

These areas are:

- ‘[General corporate communication](#)’ for RSPO members wishing to confirm their status as members and their support of the RSPO’s aims and principles.
- ‘[Business to business communication](#)’ where an RSPO member in the supply chain communicates to other organizations in the supply chain about either the presence of certified oil palm products in its products, or that its products support the production of sustainable palm oil.
- ‘[Business to consumer communication](#)’ where an RSPO member wishes to communicate to the end consumers that its product(s) contains or supports the production of RSPO certified oil palm products.

1.7 To assist this process the RSPO has developed an RSPO trademark which can be used when an RSPO member complies with the rules set out in this document. The rules set out the requirements for RSPO members in relation to the three communication scenarios outlined in 1.6 and provides the specific requirements for each supply chain model as described in the RSPO Supply Chain Certification Standard (SCCS).

1.8 Transparency is a key requirement of RSPO members and the RSPO expects any sustainability claims made in relation to sustainable oil palm products, regardless of whether RSPO itself is referenced in the claim, to be accurate and verifiable. RSPO members who make false or misleading claims will face sanction from the RSPO. It is therefore recommended that all members fulfil the requirements set out in this document to ensure that any claims made are in keeping with the aims and principles of the RSPO.

## 2. Definitions

<b>Book and Claim (BC)</b>	System that supports the production of RSPO certified sustainable palm oil (CSPO) through the sale of certificates, with each volume certificate corresponding to the production of equivalent volume of CSPO at mills and plantations certified to RSPO Principles and Criteria.
<b>Commercial trademark use</b>	Trademark use by members that supply products containing oil palm.
<b>Consumer-facing communication</b>	Communication targeting the consumer, for example packaging, catalogues, flyers, websites.
<b>Member</b>	An organization that is an ‘ordinary’, ‘affiliate’ or ‘supply chain associate’ member of the RSPO.
<b>Non-commercial trademark use</b>	Trademark use by members that do not sell oil palm products but have been authorized by RSPO to use a logo for non-commercial use.
<b>Negative claim</b>	Claim which conflicts with the stated aims of the RSPO and/or implies that the removal of palm oil from a product is a preferable social or environmental sustainability outcome to the use of certified sustainable palm oil.
<b>Oil palm products</b>	Products produced by the oil palm, including its fruits and kernels. Depending on the context, the phrase ‘oil palm products’ in this document can also refer to products such as shells, palm kernels, palm kernel expeller, palm kernel oil (PKO) or products derived thereof, palm (kernel) fatty acids (P(K)FAD), olein, stearin or products that are derived from fractionation of palm oil and palm kernel oil.
<b>Off-product claims</b>	Claims regarding the membership status of an individual member and/or their support of the aims of the RSPO.
<b>On-product claims</b>	Claim specifically about a product, either on pack or in product specific marketing in print or online.

<b>Product-specific claims</b>	A public statement that an individual product contains certified sustainable palm oil (CSPO). This is an On-product claim.
<b>RSPO certified oil palm products</b>	Any product that contains oil palm products properly sourced through the RSPO ‘Identity Preserved’ (IP), ‘Segregated’ (SG) or ‘Mass Balance’ (MB) supply chain system.
<b>RSPO Logo</b>	 <p>Logo used by the RSPO secretariat and not permissible for use by RSPO members</p>
<b>RSPO trademark</b>	 <p>The RSPO registered mark consisting of a rounded palm top accompanied by the letters ‘RSPO’, the TM mark and accompanied by a valid licence number.</p>
<b>RSPO label</b>	RSPO trademark as defined herein, for use in on-product communications. A label can also include a ‘tag’, which is optional for IP/SG and mandatory for MB (‘Certified’/‘Mixed) and/or a ‘story telling statement’.
<b>Trademark licensing body</b>	An organization that has been authorized by RSPO to issue licences for the use of the RSPO trademark.

## 3. Scope

- 3.1 This document sets mandatory requirements for RSPO members when making any communication about RSPO membership and use of RSPO certified oil palm products.
- 3.2 For RSPO Supply Chain Certified members, this document will form part of the audit requirements. For non-certified members, breaches of the rules contained herein will be dealt with by the RSPO Communications and Claims standing committee.
- 3.3 The rules contained in this document are designed to safeguard the reputation of RSPO and the credibility of the RSPO trademark and RSPO claims and to promote the production and use of certified sustainable palm oil (CSPO).
- RSPO members wishing to use the RSPO trademark must hold a trademark licence from RSPO. This will be granted on acceptance as a member. Existing members can apply separately. A unique identification number shall be issued to be used in conjunction with the RSPO trademark.
  - RSPO retailer members who are not certified but want to use the RSPO trademark must hold a trademark licence or use the licence of the end product manufacturer for on-product communications.
  - RSPO members shall avoid negative claims and seek to promote the aims and goals of RSPO, namely the production and use of certified sustainable palm oil (CSPO).
- 3.4 Claims that abide by all of the relevant rules in this document will be deemed to be 'authorized'. Any claim using the name 'Roundtable on Sustainable Palm Oil', the letters 'RSPO' and/or the RSPO trademark, which does not comply with the relevant rules, will be treated as 'unauthorized'. The RSPO reserves the right to publish any case of unauthorized communication, to request the offending member to comply with these rules, to make amends and/or to take legal action against any member that engages in unauthorized claims.

## 4. General corporate communications

- 4.1 A corporate communication is one made by any RSPO member that highlights its membership of RSPO and/or its commitment to the principles of RSPO. Corporate communication is an 'off-product' claim.
- 4.2 In corporate communications a member is allowed to:
- display its RSPO membership status
  - display the RSPO web address ([www.rspo.org](http://www.rspo.org))
  - state that the member supports the work of the RSPO
  - state the member's history with regard to the RSPO
  - use the RSPO trademark to promote its membership of the RSPO.

Additionally, where an RSPO ordinary member displays the RSPO trademark in digital format this must be accompanied by the text 'Check our progress at [www.rspo.org](http://www.rspo.org)' where the link must lead to the member's profile page.

- 4.3 In corporate communications RSPO members must not make any statement that may lead consumers to believe that RSPO membership by itself implies the selling of RSPO certified oil palm products.
- 4.4 Members must ensure that all communication is consistent, clear and cannot mislead consumers or other stakeholders as to the certified content of oil palm products in the member's own products.
- 4.5 Members are not allowed to use the RSPO logo as shown below. This is for the sole use of the RSPO secretariat.

## 5. Business to business communication

- 5.1 Business to business communication relates to RSPO members in the supply chain selling to and/or communicating with other organizations in the supply chain about the use of certified sustainable palm oil (CSPO).
- 5.2 When confirming the sale of certified oil palm products, members must adhere to the requirements of the RSPO Supply Chain Certification Standard (SCCS). This includes stating the supply chain model and certificate number under which the claim is being made.
- 5.3 A member can provide information to its customers detailing the presence of certified palm oil contained within a product which is not eligible for a certified claim. The finished product must not be labelled as certified or sold in such a way that implies RSPO certification.

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## 6. Business to consumer communication

- 6.1 Only RSPO members who have supply chain certification are allowed to make business to consumer claims about the certified sustainable palm oil contained within product(s), which are known as 'on-product' claims. On-Product claims are voluntary.
- 6.2 Only RSPO members who have supply chain certification are authorised to use the RSPO trademark and/or RSPO label, with the exception of retailers in accordance with 6.7 below.
- 6.3 Business to consumer communication shall not include information about the claimant's RSPO membership status.
- 6.4 Members shall not communicate to consumers information about their suppliers' RSPO membership status.
- 6.5 Use of the RSPO trademark is restricted to claims about RSPO certified sustainable palm oil (CSPO) and it is not authorised for use in relation to any other ingredient.
- 6.6 Use of any other trademark or logo to highlight the presence of RSPO CSPO is an unauthorised on-product claim.
- 6.7 RSPO retailer members can apply for an RSPO trademark licence for use in business to consumer communications, providing they can demonstrate the validity of these claims to an RSPO accredited certification body (CB). This certification will be undertaken via a remote audit during which the retailer will need to demonstrate that the use of the trademark is in compliance with the rules contained within this document and that the claim itself can be supported through a certified supply chain. Any other palm oil claims, including those highlighting the absence of palm oil, must be highlighted to the CB during the audit to ensure that all claims comply with the requirements of these rules. The CB will confirm the outcome of these audits, to be conducted annually, to RSPO who may continue to grant a trademark licence or withdraw permission based upon the audit findings. This is in keeping with the rules applying to RSPO supply chain certified members.

## **Module A – Identity Preserved and Segregated specific rules**

When an RSPO member makes an on-Product claim that a product is either Identity Preserved (IP) or Segregated (SG) certified, the following conditions must be met.

### **Certified oil palm content**

- For IP, 95% or above of the oil palm content must be RSPO IP certified.
- For SG, 95% or above of the oil palm content must be SG, or a combination of SG and IP.
- Where there is any percentage of non-certified oil palm within the product, the reason for this must be fully justified and an action plan for moving to fully certified oil palm must be in place, in accordance with the requirements of the RSPO Supply Chain Certification Standard (SCCS). In addition, the volume of non-certified oil palm products must be covered by the purchase of Book and Claim certificates of equivalent volume.

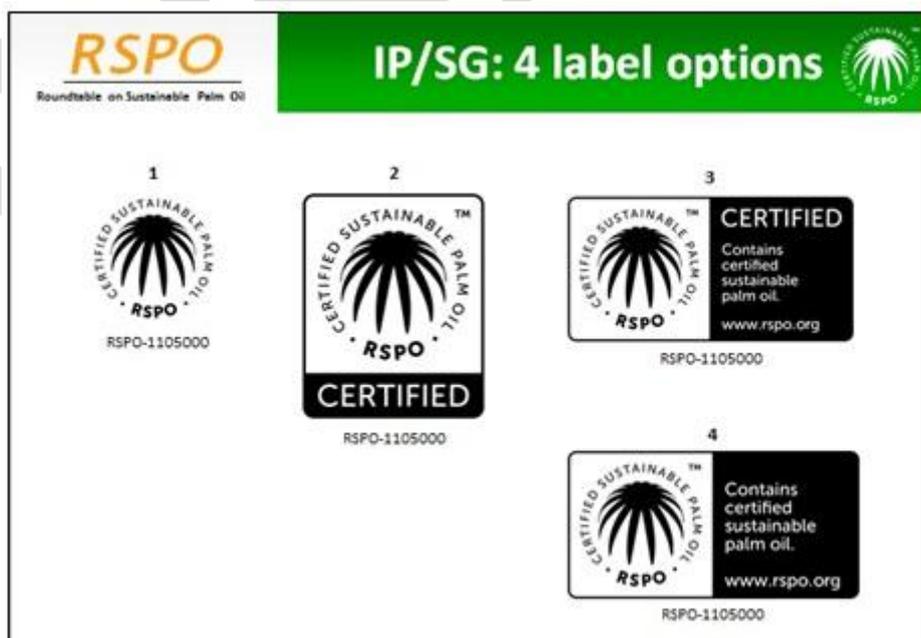
### **Labelling and trademark**

- Members are allowed to use the RSPO label in one of the following ways:
  - RSPO trademark (option 1)
  - RSPO trademark which includes the tag ‘CERTIFIED’ (option 2) OR
  - RSPO trademark which includes the tag ‘This product contains certified sustainable palm oil’ (option 3 and 4).
- Wherever an RSPO trademark is displayed, the applicable trademark licence number must be shown immediately under or next to the trademark or the ‘statement’. Font must be Calibri, font size must at least 4pt (1.4 mm or 0.06 inch).
- In on-pack communications, the RSPO trademark can be printed anywhere on the pack.

Further guidance on use of the trademark is provided in the RSPO Trademark Licence Terms and Conditions and in [Annex 1](#) of this document.

## Messaging

- Messaging ALLOWED in storytelling in product-related communications may include some or all of the following elements:
  - The oil palm products contained in this product have been certified to come from RSPO sources. [www.rspo.org](http://www.rspo.org)
  - By choosing this product, you are sure it contains RSPO certified palm oil. For more information: [www.rspo.org](http://www.rspo.org)
  - RSPO-certified sustainable oil palm products were kept apart from other oil palm products throughout the supply chain. [www.rspo.org](http://www.rspo.org)
  - Certified sustainable oil palm products can be traced back to RSPO-certified mills and plantations. [www.rspo.org](http://www.rspo.org)
  - The entire supply chain is monitored by independent, RSPO-accredited auditors. [www.rspo.org](http://www.rspo.org)
  - RSPO certified sustainable palm oil has been produced to stringent environmental and social criteria. [www.rspo.org](http://www.rspo.org)
  - References to (or images of) particular RSPO-certified production units, if the relationship to those units can be shown by company records.



## **Module B – Mass Balance specific rules**

For a member to make a claim that a product is Mass Balance (MB) certified, the following conditions must be met.

### **Minimum mass balance content**

- 95% or above of the oil palm content must be RSPO MB certified.
- Where there is any percentage of non-certified oil palm within the product, the reason for this must be fully justified and an action plan for moving to fully certified oil palm must be in place, in accordance with the requirements of the RSPO Supply Chain Certification Standard (SCCS). In addition, the non-certified volume must be covered by the purchase of Book and Claim certificates to an equivalent volume.

### **Labelling and trademark**

- Members are allowed to use the RSPO label in one of the following ways:
  - Surrounded by the text: ‘Certified sustainable palm oil’ (options 3, 4) OR by a circle (options 1, 2).
  - The RSPO label MUST contain the tag ‘MIXED’. The tag MIXED designates oil palm products sourced under the Mass Balance (MB) supply chain system, which administratively balances inputs and outputs of certain palm oil volumes. The tag ‘MIXED’ on a product does not guarantee that the product itself contains the certified material; some or all of it may reside in a product that does not carry a claim.
  - The RSPO label can also include the statement: ‘[The palm oil contained in this product] contributes to the production of certified sustainable palm oil’ (options 2, 4).
- Wherever the RSPO trademark is displayed, the applicable trademark licence number must be shown immediately under or next to the trademark or the ‘statement’. Font must be Calibri, font size must at least 1.4 pt (4 mm or 0.06 inch).
- In on-pack communications, the RSPO trademark can be printed anywhere on

the pack.

Further guidance on use of the trademark is provided in the RSPO Trademark Licence Terms and Conditions and in [Annex 1](#) of this document.

## Messaging

- Messaging ALLOWED in storytelling in product-related communications includes:
  - [Oil palm products]/[palm oil]/[palm kernel oil] from RSPO-certified mills and plantations were mixed with conventional oil palm products in the supply chain.
  - The volume of [oil palm products]/[palm oil]/[palm kernel oil] in this product reflects an equivalent volume of palm oil or palm kernel oil produced by RSPO-certified mills and plantations.
- In off-product communications, reference to (or images of) particular RSPO certified production units, if the relationship to those units can be shown in company records is allowed.
- Messaging NOT ALLOWED in storytelling in product-related communications:
  - Anything that can lead consumers to believe that RSPO-certified palm products are (certified to be) part of the product.



## Module C – Partial product claims

To increase awareness among consumers of the availability of certified sustainable oil palm products and to help accelerate the uptake of CSPO it is permissible to make a claim on product when the percentage of the oil palm content is less than 95% certified, but only when the following conditions have been met:

- The member making the claim is the end product manufacturer, is an RSPO member and is certified against the RSPO Supply Chain Certification Standard (SCCS) or is an RSPO retailer member authorized to use the trademark by the RSPO.
- At least 50% of the oil palm content has been supplied through an RSPO certified supply chain as IP, SG or MB.
- The remainder of the oil palm volume that is not RSPO CSPO is covered by the member's Book and Claim certificate purchases to equivalent volume.
- The on-product claim is limited to only the following phrase: *"This product contributes to the production of certified sustainable palm oil"*.
- The use of the RSPO label with this claim is mandatory and must include the tag '50 % MIXED'. No other percentage is allowable within this claim.

#### 50% MIXED Artwork to follow

This product contributes to the production of certified sustainable palm oil must form part of RSPO label use.

## Module D – Combined supply chain models specific rules

Where a mixture of inputs supplied through different RSPO supply chain models are present in a product, the ‘least strict’ supply chain system shall be applied:

75% IP + 20% SG => 95%	less strict SG claim is made
65% SG + 30% MB => 95%	less strict MB claim is made
55% MB + 40% B+C < 95%	partial product claim may be made
45% SG + 55% B+C < 50%	no claim is permissible

Where one supply chain model accounts for 95% of the oil palm content, the claim for this specific model may be made:

95% IP + 5% MB => 95% IP	IP claim can be made
95% SG + 5% MB => 95% SG	SG claim can be made
95% MB + 5% B+C => 95% MB	MB claim can be made

## Module E – Book and Claim specific rules

Claims made under the Book and Claim system may not use the RSPO Trademark.

The specific rules for Book and Claim system can be obtained from the Book and Claim service provider. Details available on the RSPO website ([www.rspo.org](http://www.rspo.org))

## Annex 1: RSPO trademark usage and guidance

### A.1 *Approved trademark master logos*

- A.1.1 RSPO has created three different versions of its trademark to maximize usability across varieties of applications. Illustrated below are different ways in which the RSPO trademark can be used: FULL COLOUR, or any MONOCHROME colour scheme.

Please ensure that the logo's legibility is in no way compromised and that the different colours are all equally visible against the background. RSPO recommends that when placing the logo over a coloured background, the Black or White version is used. The full colour logo works best on a white background.



Note: trademark master logos should always be reproduced from digital master artwork files. It should never be “recreated,” altered, amended or distorted.

- A.1.2 Licensed members can now use the logo in product-related communication, including in packaging, labels, advertisements, flyers, brochures, posters, displays, newsletters, websites, emails, letters, offerings, invoices, (annual) reports, or media interviews.
- A.1.3 For non-commercial use of logo by organizations that do not sell palm product containing goods, e.g. NGOs or industry organizations promoting certified sustainable palm products, news media, and anyone who intend to use the logo for non commercial educational purposes promoting RSPO and sustainable palm oil, please fill in the request form for written approval specifying the context surrounding the use of logo.

### A.2 *Clearance area*

- A.2.1 In order to promote ultimate visibility and impact, RSPO has designated minimum clear space around the logo to prevent the logo from being too “cluttered” with other objects or graphics. It's quite simple – just make sure there is an area the same width as the “SP” of the logo, all the way around as illustrated below. The size of the clear space increases or decreases in proportionate with the size of logo used.

Please allow more space whenever possible.

### A.3 Minimum size

- A.3.1 RSPO specifies a minimum size for the logo to ensure that it is used within its optimum dimensions and that its reproduction remains consistent.
- A.3.2 On printed materials, the word “CERTIFIED SUSTAINABLE PALM OIL” or the “line” should measure at least 10mm (0.4 inches) across; while the License Number has to measure at least 4pt (1.4mm) in size.



### A.4 Colours

- A.4.1 RSPO members are advised to use the colour version whenever possible. However black, white or any monochrome version may be recommended depending on printing capacity and background colours of printing materials. Members are not allowed to create or modify the logo, tag, statement, and colours in any way other than resizing the artworks provided by RSPO licensing body.



## A.5 Background colour variation

A.5.1 The graphics below illustrate some of the good examples of logo use on a **white / light-coloured background**.



A.5.2 The following are the examples of logo use on a **black / dark-coloured background**.



## Trademark by Supply Chain Models

### A.6 Supply chain models

A.6.1 The RSPO has defined four supply chain systems to guide the trading of RSPO-certified sustainable palm products:

1. Identify Preserved (IP)
2. Segregated (SG)
3. Mass Balance (MB)
4. Book & Claim (B&C).

A.6.2 And, there are two different sets of logo packages specifically designed for members being certified in accordance to supply chain models:

1. Identify Preserved (IP) and Segregated (SG) – “CERTIFIED” logo package
2. Mass Balance (MB) – “MIXED” logo package.
3. Partial Product Claim – “50% Mixed”

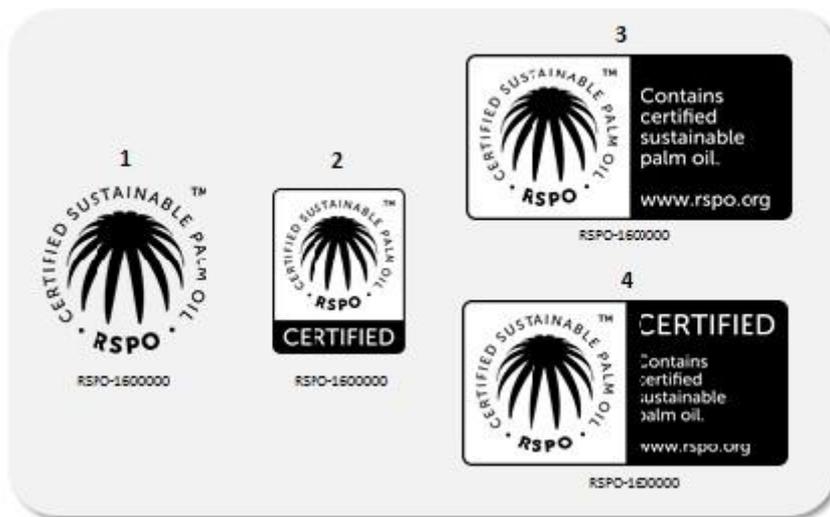


## A.7 Logo packages

### A.7.1 Supply Chain Certification model: **Identity Preserved / Segregation**

Tag: “CERTIFIED”

Statement: “This product contains certified sustainable palm oil.”



### A.7.2 Supply Chain Certification model: **Mass Balance**

Tag: “MIXED”

Statement: “Contributes to the production of certified sustainable palm oil.”

### A.7.3 Partial Product Claim – Art work to follow

## **A.8** *Language options*

- A.8.1 RSPO has translated the trademark labels for use by licensed members covering different markets. Please see RSPO for up to date details of available languages.

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## A.9 DOs and DON'Ts of using the RSPO trademark

Do	Don't
<ul style="list-style-type: none"> <li>• Use the original graphics of RSPO trademark</li> <li>• Use only logo artworks that are provided by the RSPO licensing body, or downloaded from the RSPO website</li> <li>• Always maintain the clearance area for the logo</li> <li>• Always use the most appropriate logo colour version to maximize the impact of the logo standing out from the background and other graphics next to it</li> <li>• Use a logo no smaller than the approved minimum size</li> <li>• Place your trademark licence number immediately below or next to the logo</li> </ul>	<ul style="list-style-type: none"> <li>• Remove any element from, or add any object to the logo</li> <li>• Alter the colours of the logo</li> <li>• Distort the proportions of the logo</li> <li>• Redesign or recreate the logo artwork</li> <li>• Use the logo or parts of the logo to create a different design</li> <li>• Use the logo as a read-through in text</li> <li>• Use special effects or patterns with the logo</li> <li>• Enclose the logo within a shape</li> <li>• Apply shadow behind the logo</li> <li>• Create background patterns with the logo</li> <li>• Link the logo to other url sites other than the RSPO home page or the respective RSPO Member Profile page</li> </ul>

## A.10 Correct logo usage

A.10.1 Licensed members must take note of the following when using the logo:

	<p>For Supply Chain Certified: <b>IP/SG</b></p> <p>Members can choose to include the tag “CERTIFIED” for trademark use in print.</p>
	<p>Supply Chain Certified: <b>MB</b></p> <p>Members must include the tag “MIXED” for trademark use in print.</p>
	<p>Members must show their trademark licence number (not the membership no. or supply chain certificate no.) immediately under or next to the trademark label.</p>
<p>Note: The product “manufacturer” must use its own trademark licence no. on pack / product, Or that of the retailer when producing retailer branded products where the retailer has been awarded a trademark license.</p>	

## A.11 Incorrect logo usage

A.11.1 These are examples of incorrect use of RSPO Trademark:

	<p>DO NOT remove any element from, or add any object to the logo.</p>
	<p>DO NOT remove the “TM” sign from logo (for markets / countries where certificate of registration has been issued for RSPO Trademark. See “Trademark Worldwide Registration” on the RSPO website <a href="http://www.rspo.org">www.rspo.org</a>).</p>
	<p>DO NOT rotate, manipulate or distort the proportions of the logo.</p>
	<p>DO NOT redesign or recreate the logo artwork; DO NOT use the logo or parts of the logo to create a different design.</p>
<p>We will use the  logo on product. All customer inquiries on products....</p>	<p>DO NOT use the logo in titles, headlines, or as a read-through in text.</p>
	<p>DO NOT use special effects or patterns with the logo.</p>



DO NOT frame the logo within a shape.



DO NOT apply shadow behind the logo.



DO NOT create background patterns with the logo.

Please contact Trademark & Licensing Executive for further inquiries about usage of RSPO Corporate Logo, Trademark, Trademark Application Process, and RSPO Rules on Communication & Claims.

Email: [trademark@rspo.org](mailto:trademark@rspo.org)

Tel: +603-2302 1500