

RSPO Guidelines on Communications & Claims

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Adopted by the RSPO Executive Board on 28 september, 2009.

RSPO GUIDELINES ON COMMUNICATIONS AND CLAIMS

1. INTRODUCTION

This document contains rules for all communication related to the production, procurement and use of RSPO-certified materials. The rules concern both consumer-facing and non-consumer-facing communication. The rules are designed to protect the value and integrity of the RSPO logo and claims regarding the procurement or use of RSPO-certified products or products derived from them. For questions regarding these rules, please contact the RSPO's Communications Officer Sarala Aikanathan in Kuala Lumpur at sarala@rspo.org or the Market Communications Helpdesk in Brussels at communications@rspo.eu.

2. AUTHORIZED USE OF THE RSPO LOGO

The RSPO logo is defined by the word 'RSPO' printed in orange capitals, with or without a legend spelling out the RSPO's full name in black under a black horizontal line, as in the examples below. (Members may obtain digital logo image files from the RSPO Secretariat.)



The RSPO owns the copyrights to this logo. Only RSPO members can receive written authorization to apply the logo after they have agreed to comply with the rules set forth in this document, which guide:

- On-pack communication (e.g. on a pack of soap in the supermarket, all communications referring to a single product, on packaging, labels, tags, containers etc.);
- About-product communication (e.g. a web site with specific information about a group of products or a brand);
- Corporate communication (all communication at company or group level regarding its production, trade or use of RSPO-certified palm oil or derivatives, including web sites, letterheads, merchandise, brochures, newsletters, etc..).

Members that use the logo but do not comply with these rules can be found in breach of article 2.1 of the RSPO Code of Conduct, which bans misleading or unsubstantiated claims about the production, procurement or use of sustainable palm oil.

Any unauthorized use of the logo will be treated as an infringement of copyright laws.

3. CORPORATE COMMUNICATION

In corporate communication, members may report their membership of the RSPO. They may use the RSPO logo and/or RSPO web address together with such a membership claim.

4. ON-PACK AND/OR ABOUT-PRODUCT COMMUNICATION

In on-pack and/or about-product communication, members may not report their membership of the RSPO.

In on-pack and/or about-product communication, members may use the RSPO logo and/or RSPO web address only if combined with an approved claim on the use or the advancement of sustainable palm oil.

The RSPO has approved four supply chain certification systems and has specified communication rules for each of them. The table and boxes below list pre-approved claims and storytelling for each system. Members may submit proposals for equivalent wordings for review to the Claims Approval Committee, a subcommittee of RSPO's Communications and Claims Working Group. They may apply such wordings only after having received written approval from the Claims Approval Committee.

When communicating on the procurement or use of sustainable palm oil, members must specify the fraction of palm oil that is RSPO-certified if that fraction is smaller than 95%.

The 'Communication tools' section of the RSPO web site (www.rspo.org) contains fact sheets and PowerPoint presentations with general language on sustainable palm oil and the RSPO. Members are encouraged to use these tools for their own storytelling and communication.

4.a. PRE-APPROVED CLAIMS

Supply Chain System	Pre-approved Claim
Identity Preserved (IP)	".. contains only RSPO-certified Sustainable Palm Oil."
Segregated (S)	".. contains only RSPO-certified Sustainable Palm Oil."
(IP/S) < 95 %	".. contains [x %] RSPO-certified Sustainable Palm Oil."
Mass Balance (MB)	".. advances [or equivalent] the production of RSPO-certified Sustainable Palm Oil (equivalent to [x %] of the palm oil utilized)."
Book and Claim (B&C)	".. advances [or equivalent] the production of RSPO-certified Sustainable Palm Oil (equivalent to [x %] of the palm oil utilized)."

The RSPO will provide translations of claims in common languages.

4.b. APPROVED STORYTELLING

1. Identity Preserved (IP)

The Identity Preserved (IP) supply chain certification system ensures that all RSPO-certified sustainable palm oil and its derivatives delivered to the end user are uniquely identifiable to a specific mill and its supply base and are kept physically isolated from all other oil palm sources throughout the supply chain (including other segregated RSPO-certified sources).

Approved storytelling:

- Use of RSPO Logo (orange letters spelling RSPO)
- Pictures of a particular (identified) plantation
- Storytelling on practices at this particular plantation, e.g. by its smallholders

2. Segregation (S)

The Segregation supply chain certification system ensures that (at least 95% of the) RSPO-certified sustainable palm oil and its derivatives delivered to the end user came from RSPO-certified sources. It allows for the mixing of oil from various RSPO-certified sources.

Approved storytelling:

- Use of RSPO Logo (orange letters spelling RSPO)
- Storytelling on certified plantation practices; References to individual plantations can be made only if all sources of a segregated source can be identified in a shipment or supply chain (ongoing shipments from same sources).

3. Mass Balance (MB)

The Mass Balance supply chain certification system administratively monitors the trade of RSPO-certified sustainable palm oil and its derivatives throughout the entire supply chain as a driver for mainstream trade in sustainable palm oil.

Approved storytelling:

- Use of RSPO logo (orange letters spelling RSPO)
- Storytelling on certified plantation practices; no reference to individual plantations; storytelling on making supply chains traceable to origin.
- Telling audiences that this supply chain system encourages industry to set up segregated supply chains and is intended to make sustainable palm oil mainstream. Approved wording: “[Company X], in co-operation with its suppliers, advances [or equivalent] the production of RSPO-certified sustainable palm oil.”

Book and Claim (B&C)

The Book and Claim supply chain certification system provides tradable certificates for RSPO-certified sustainable palm oil to the palm oil supply base. The supply base may then offer these certificates on a web-based transaction system to end users who choose to support specific volumes of RSPO-certified sustainable palm oil and or their derivatives. Retailers may base claims on certificates that were redeemed by their supplier(s).

Approved storytelling:

- Use of RSPO logo (orange letters spelling RSPO)
- Storytelling on certified plantation practices; no reference to individual plantations if suggesting they are linked to the oil utilized in the product.
- Telling audiences that this supply chain system helps advance the production of RSPO-certified oil. Approved wording: “[Company X] advances [or equivalent] the production of RSPO-certified sustainable palm oil.”

4.C. COMBINING CLAIMS

When products contain palm oil (derivatives) sourced through more than one supply chain system, either of two rules should be followed:

1. On-pack communication makes a claim based only on the strictest supply chain certification system and its corresponding fraction. (Identity Preserved > Segregated > Mass Balance > Book and Claim.)
In about-product and/or corporate communication, a company may elaborate on the less strict supply chain systems and their corresponding claims.
2. On-pack communication makes a claim based only on the least strict supply chain certification system, but all RSPO-certified fractions may be added up.
In about-product and/or corporate communication, a company may elaborate on the stricter supply chain systems and their corresponding claims.

Example:

Product X contains 20% conventional palm oil and 80% RSPO-certified sustainable palm oil. Of the RSPO-certified oil, half is refined palm oil from a Segregated supply chain and half is palm stearin from a Mass Balance supply chain.

A company selling product X may communicate either of the following:

1. On-pack product claim (related to the Segregated fraction): “Product X contains 40% RSPO-certified sustainable palm oil”.
In about-product and/or corporate communication, this claim may be expanded on: “In addition, Product X advances [or equivalent] the production of RSPO-certified sustainable palm oil for the equivalent of another 40% of the palm oil utilized.”
2. On-pack product claim (related to the Mass Balance fraction): “Product X advances [or equivalent] the production of RSPO-certified sustainable palm oil for the equivalent of 80% of the palm oil utilized”.
In about-product or corporate communication, this claim may be expanded on: “40% of the palm oil utilized can be traced back to RSPO-certified plantations.”

5. APPROVED CLAIMS FOR PRODUCERS

Producer status	Approved claim in corporate communication:
RSPO member, no plantations certified.	“[Company X] is a member of the RSPO.”
RSPO member, some plantations certified.	“[Company Y] is a member of the RSPO and x % of its production capacity has been RSPO-certified.”
RSPO member, all plantations certified.	“[Company Z] is a member of the RSPO. It produces only RSPO-certified sustainable palm oil.”