



RSPO is an international non-profit organisation formed in 2004 with the objective to promote the growth and use of sustainable oil palm products through credible global standards and engagement of stakeholders.

RSPO Shared Responsibility Scorecard Toolkit



Goals

1. Elevate what RSPO Members are doing and how their sustainability goals are met through the support of the RSPO.
2. Increase traffic to the RSPO Shared Responsibility (SR) Scorecard webpage.

Timeline

1. On 27 September, the RSPO will announce the updated SR scorecard on the RSPO website and social media channels at 11:00 MYT.
2. From 27 September to 4 October, RSPO Members will publicise their scores using the resources provided in this toolkit.
3. From 27 September to 4 October, RSPO will publish a series of posts dedicated to Shared Responsibility, what this is and the achievements of members.

Suggested Messaging

The following messages are provided as a guide. Please feel free to tailor it accordingly to your sectors.

Example social media copy - LinkedIn/Facebook:

We're thrilled to announce that [Company name] has achieved an outstanding score on the RSPO Shared Responsibility Scorecard! Our commitment to sustainable palm oil has never been stronger and we are proud to share our achievement with you.

Our RSPO Shared Responsibility Scorecard reflects our dedication to:

- Transparency and Legality: Conducting business ethically
- Social: Driving positive change for smallholders, workers and children
- Environmental: Minimising waste, implementing eco-friendly energy solutions and reducing our carbon footprint.
- Uptake: Driving market uptake of Certified Sustainable Palm Oil
- Resourcing: Dedicate time and financial resources to promote the production and consumption of CSPO and support the RSPO mission.

Check out our top score [\[Insert link to your scorecard\]](#) on the RSPO Shared Responsibility Scorecard.

#RSPO #SharedResponsibility #SRScorecard

Example social media copy - X (Twitter):

[\[Company name\]](#) has achieved an outstanding score on our RSPO Shared Responsibility Scorecard. We're proud of that! Check out our top score on the [RSPO Shared Responsibility Scorecard](#).

#RSPO #SharedResponsibility #SRScorecard

Social media cards:

Please use the link below to access the artwork file and template. Please insert your logo in the respective area.

https://drive.google.com/drive/folders/1HeIRR4dnUMM3j5bqNUn-aW06yzZIK2DZ?usp=drive_link