

echo



# RSPO Stakeholder Awareness and Reputation Study

Wave 3: June 2025

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# Contents

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01



## About the study

Page 3

02



## Perceptions of RSPO

Page 8

03



## Perceptions of RSPO certification

Page 25

04



## Communications & engagement

Page 37

05



## Summary & recommendations

Page 48



# About the study

01



# Introduction and objectives

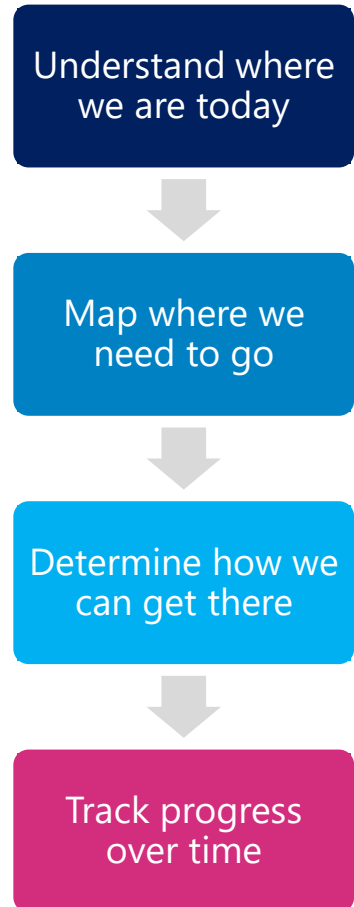
RSPO commissioned global reputation research specialists, Echo Research, to conduct an annual global reputation study across multiple stakeholder audiences.

The objectives of the study are to:

- ✓ Track familiarity, perceptions and reputation of RSPO
- ✓ Track familiarity, perceptions and reputation of RSPO certification
- ✓ Track perceptions of RSPO's communications and stakeholder engagement
- ✓ Provide actionable insight for communications strategy and reputation management.

This is a report of findings from the third annual study conducted between March and June 2025.

It follows two previous waves of research carried out in 2023 and 2024.



# Research approach

A multi-method approach to maximise engagement with hard-to-reach audiences.



## Online survey

- 10-minute online survey available in 12 languages
- Targeting all member and non-member stakeholder categories
- Wave 3: 523 completes



## Telephone interviews

- 30-minute semi-structured telephone / video conferencing interviews all conducted in English.
- Targeting 'hard-to-reach' audiences: Banks and investors, Academics, research institutions, think tanks, IGOs
- Wave 3: 21 interviews



## Fieldwork dates

### Wave 1

23 January – 10 March 2023

n=657

### Wave 2

12 February – 10 June 2024

n=571

### Wave 3

**12 March – 02 June 2025**

**n=523**

## Profile of participants by stakeholder type and region

WAVE 3 2025: SAMPLE PROFILE		Asia & Pacific	Europe	Latin America & Caribbean	Africa & Middle East	North America	TOTAL
Ordinary	Oil palm growers	28	0	27	7	0	62
	Retailers	0	4	0	0	0	4
	Consumer goods manufacturers	20	63	4	4	13	104
	Palm oil processors & traders	58	32	16	4	11	121
	Banks & investors	5	1	0	0	0	6
	Environmental or nature conservation organisations	7	3	0	0	1	11
	Social or development organisations	2	1	0	0	0	3
Associate	Supply chain associate/supply chain group managers	62	76	4	4	5	151
Affiliate	Individuals/organisations/associations	5	25	9	0	4	43
Other	Academia, research institutions, think tanks	6	4	0	0	1	11
	IGOs	3	3	0	1	0	7
TOTAL PARTICIPANTS		196	212	60	20	35	523

# Navigating this report

For analysis purposes we have grouped participants into the following categories.

## Stakeholder group

- **Oil palm growers**
- **Supply chain:** Retailers, Consumer goods manufacturers, Palm oil processors & traders, Supply chain associate/supply chain group manager, affiliate individuals/organisations/associations
- **Influencers outside supply chain:** Banks & investors, Environmental or nature conservation organisations, Social or development organisations, Academia/ research institutions/think tanks, IGOs

## Region

- **Asia & Pacific**
- **Europe**
- **Latin America & Caribbean**
- **North America**

Note: sample size too small to report on Africa & Middle East separately

## Statistical significance

Differences between subgroups have been tested for statistical significance at the 95% confidence level. Significant differences are denoted by the following symbols:



Significantly different compared to the overall total or significantly different wave-on-wave



# Perceptions of RSPO

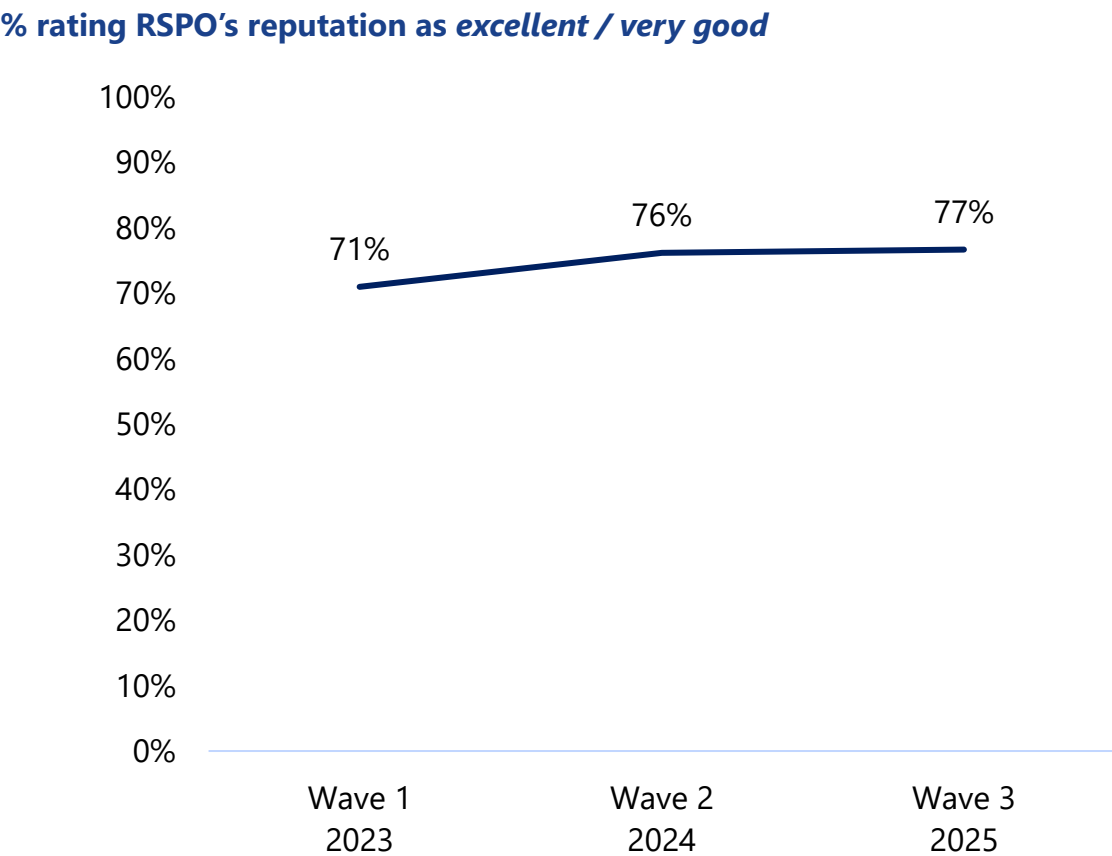
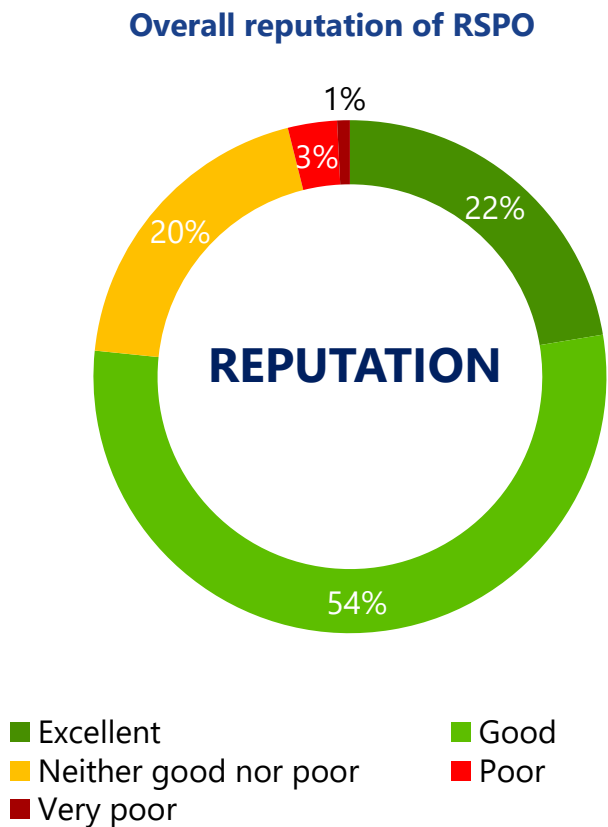
02





# Reputation of RSPO

RSPO's reputation remains strong and is stable compared to 2024



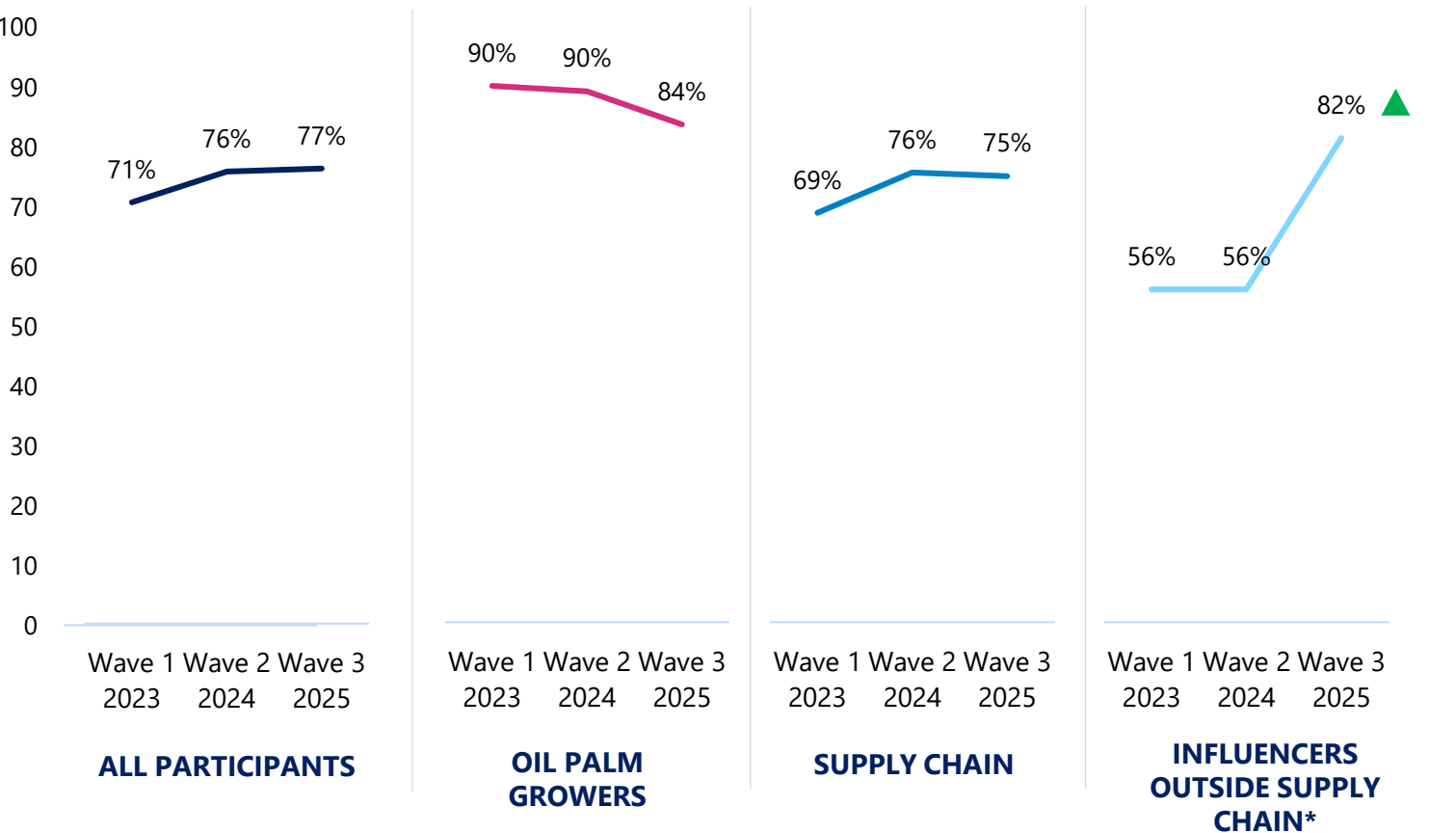
Q. Based on your own opinions and everything you have seen, read or heard, how would you rate the overall reputation of RSPO as an organisation?  
Base: All participants (n=523)

No significant differences between waves

# Reputation of RSPO

RSPO's reputation remains high across all stakeholder groups, with a significant increase among influencers outside the supply chain

% rating RSPO's reputation as *excellent* / *very good* – by membership and stakeholder group



\* Caution: Small base size

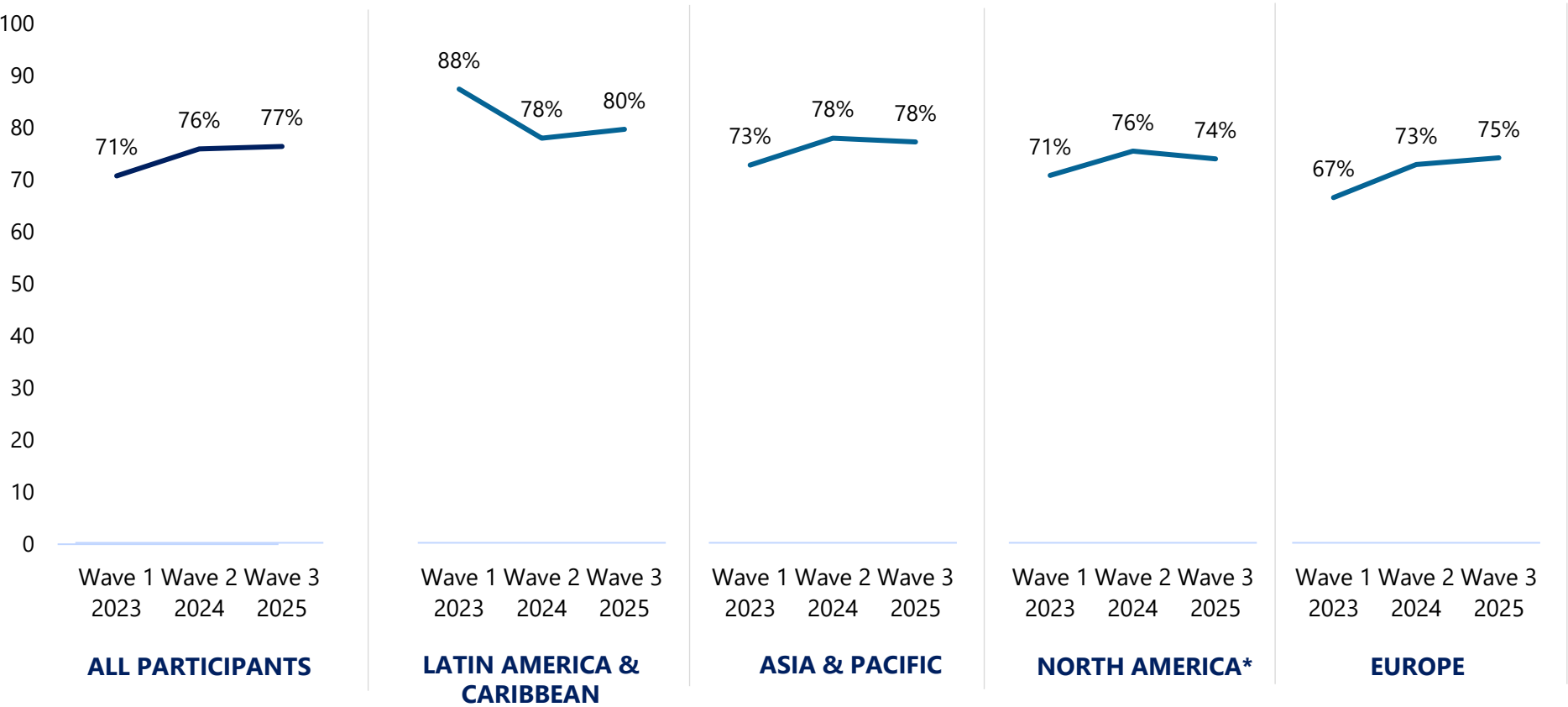
Based on your own opinions and everything you have seen, read or heard, how would you rate the overall reputation of RSPO as an organisation?  
Base: All participants (n=523)

▲ ▼ Significantly different between waves

# Reputation of RSPO

RSPO's reputation remains consistently high across all regions

% rating RSPO's reputation as *excellent* / *very good* – by region



Based on your own opinions and everything you have seen, read or heard, how would you rate the overall reputation of RSPO as an organisation?  
Base: All participants (n=523)

\* Caution: Small base size  
No significant differences between 2025 vs 2024

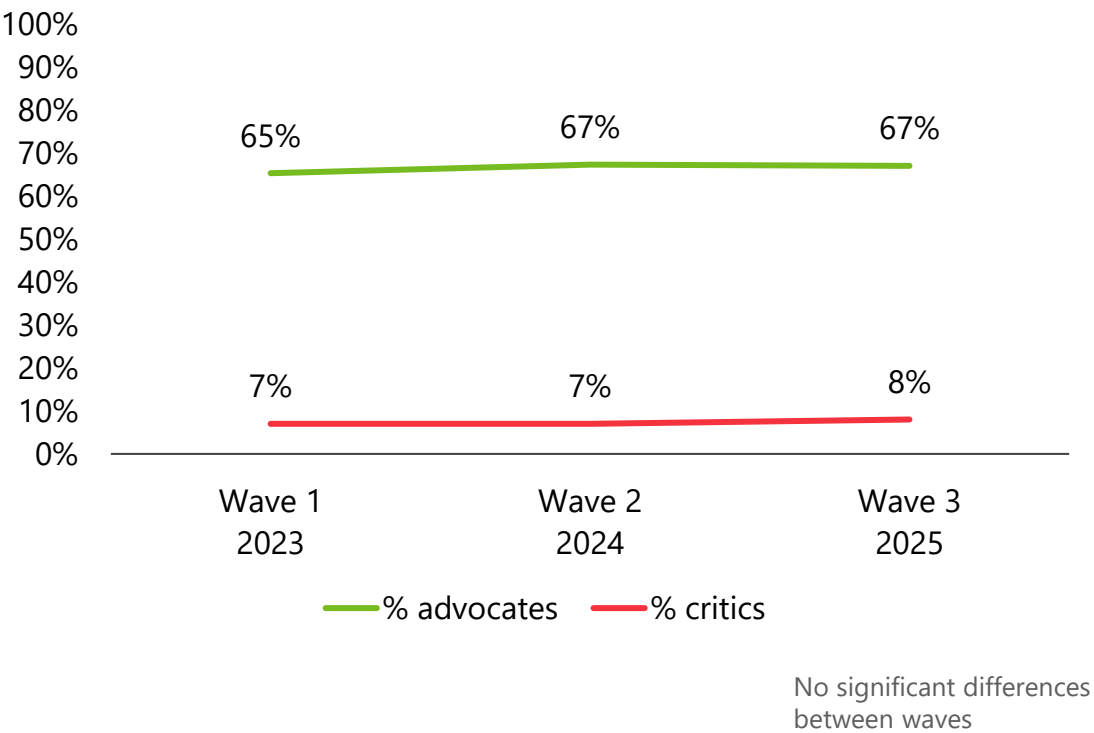


# Advocacy towards RSPO

Two thirds of interviewees are advocates for RSPO, advocacy levels are consistent with 2024



Which of the following statements best describes your overall opinion of RSPO?  
Base: All participants (n=523)



**RSPO's net advocacy score (advocates minus critics) is 58% - this outperforms the average seen across Echo clients (39%)**

# Advocacy towards RSPO

Advocacy is driven by RSPO's rigorous certification standards, alignment with sustainability values, and tangible social and environmental impact across palm oil-producing regions

## Advocates (67%)



*Because this certification is one of the most **rigorous** and **comprehensive** currently available, and since palm oil is a globally criticised crop, it's worth highlighting the actions being carried.*  
Individual / Organisation / Association, Americas



*RSPO has contributed to improving the lives of local people involved in palm oil production and plays an **essential role** in fulfilling **corporate social responsibility**.*

Supply Chain Associate / Supply Chain Group Manager, Asia Pacific



*The organisation's objective is to establish a sustainable palm oil industry, which aligns with both my personal and corporate goals.*  
Palm Oil Processor & Trader, Americas

## Neutral (22%)



*The standard is excellent but compliance with, and enforcement of, the standard is overall — with some honourable exceptions — **very weak**.*  
Social or Development Organisation, Europe



*High premium costs without necessary assurance coming from it (e.g., traceability); Credit systems allow claims without impact.*  
Palm Oil Processor & Trader, Europe



*Despite good intentions, there are issues with enforcement, weak penalties, and its voluntary nature.*  
Consumer Goods Manufacturer, Europe

## Critics (8%)



*Despite RSPO promoting human rights, it **lacks due diligence guidance** for companies, making it the company's sole responsibility without external audit oversight, leaving room for third-party accusations.*  
Oil Palm Grower, Americas



***Very poor service etiquette.** Response very slow or lacking to issues of uploading documents, **PRISMA** blocking all our e-trace announcements...repeated emails are ignored by the RSPO. Annual Membership is delayed without any announcements.*  
Consumer Goods Manufacturer, Middle East & Africa



*The RSPO certification model is made for large producers with extraction facilities—**certification is nearly impossible for small producers**.*  
Palm Oil Processor & Trader, Americas

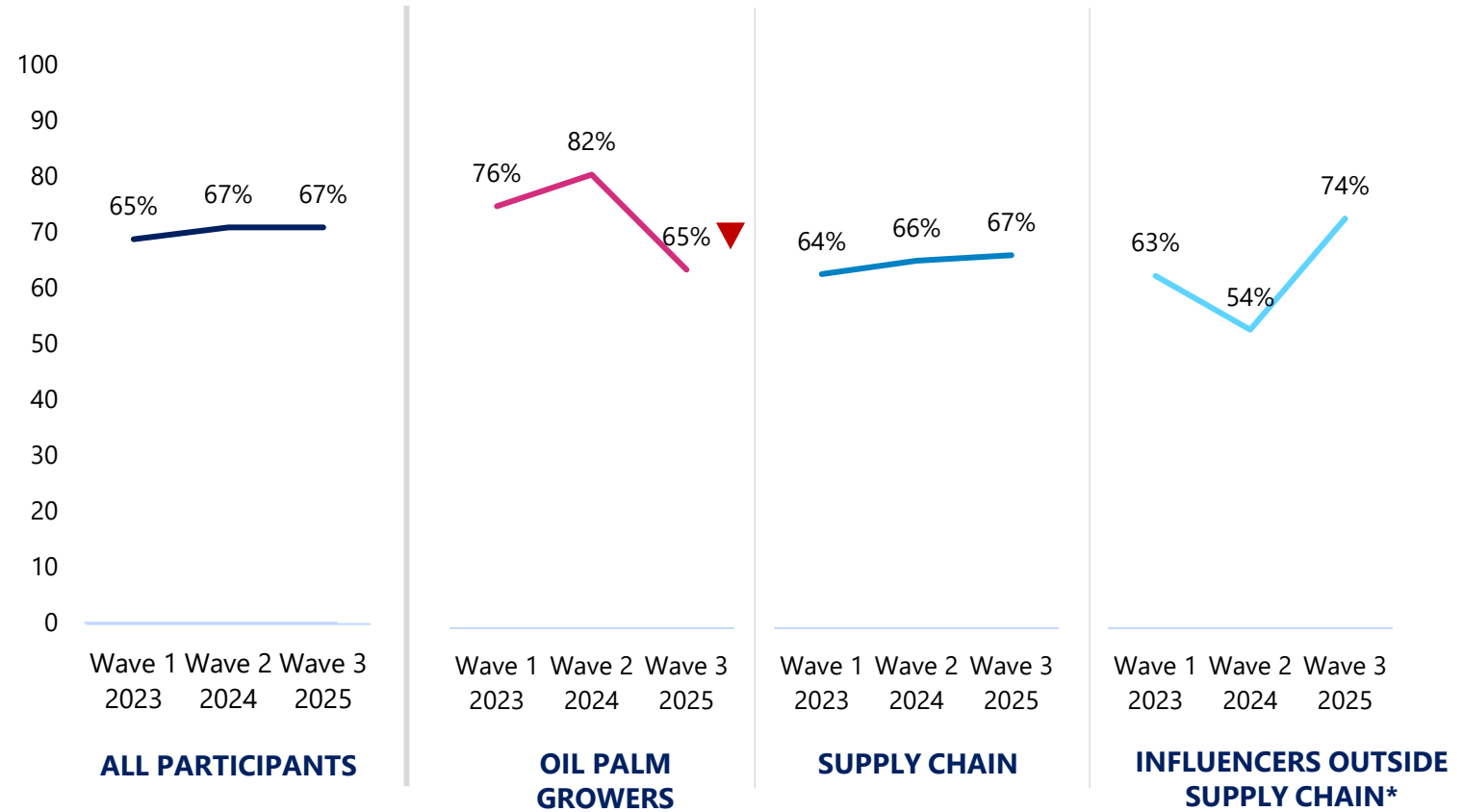
Which of the following statements best describes your overall opinion of RSPO? Why do you say that?

Base: All participants (n=523)

# Advocacy towards RSPO

Advocacy levels among Oil palm growers have dropped significantly from the high in 2024 but remain positive

% Advocates (speak highly of RSPO without/if asked)



“Achieving certification takes a lot of time and is costly; depending on the country, meeting all the P&Cs can be difficult.  
Oil Palm Grower, Americas

“There’s limited awareness of RSPO indicators in countries like Colombia, where national regulations are strict. High costs and lack of audit providers also slow progress. Most RSPO documents are not in Spanish, limiting accessibility.  
Oil Palm Grower, Americas

Which of the following statements best describes your overall opinion of RSPO?  
Base: All participants (n=523)

\* Caution: Small base size

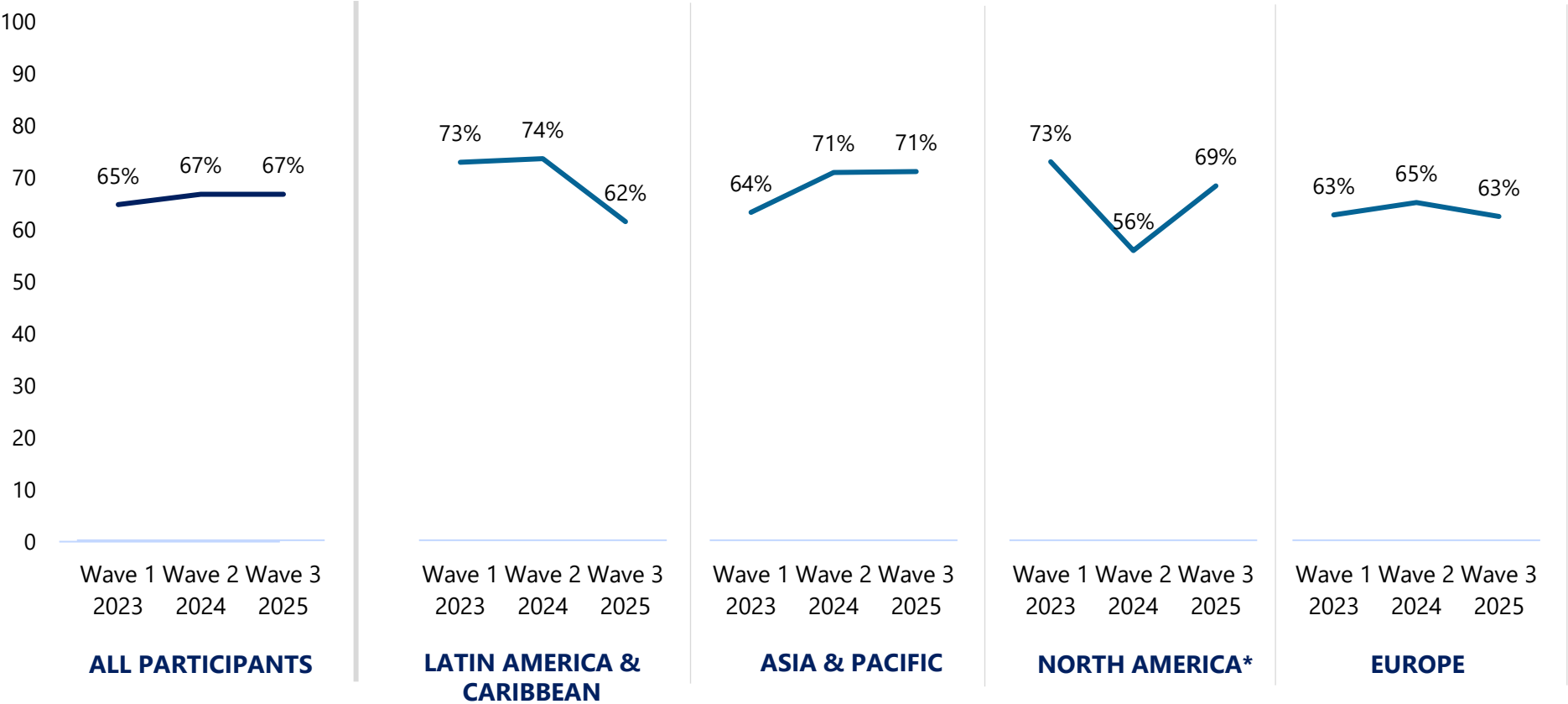
▲ ▼ Significantly different between waves



# Advocacy towards RSPO

Advocacy levels remain strong across all regions

% Advocates (speak highly of RSPO without/if asked) – by region



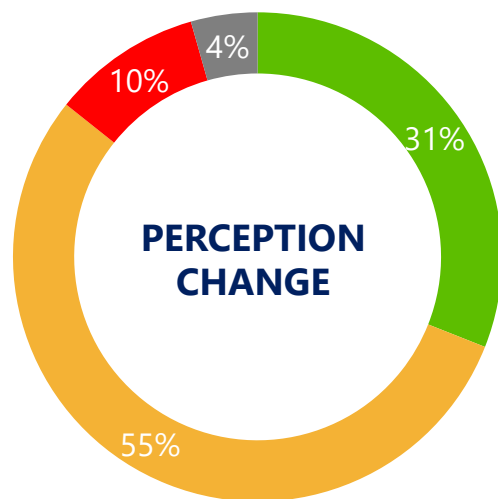
\* Caution: Small base size

Which of the following statements best describes your overall opinion of RSPO?  
Base: All participants (n=523)

No significant differences between 2025 vs 2024

# Changes in perceptions of RSPO

Majority of interviewees say that perceptions have improved or are unchanged over the last 2-3 years, driven by greater awareness, understanding and support



- Changed for the better
- Stayed the same
- Changed for the worse
- Don't know

## Why changed for the better



*Their presence in Brussels and their policy engagement work has been great. It's really helped to raise the profile of **credible certification schemes** in the context of sustainability regulations... supported more collaboration between the VSS and policymakers.*

Academia, research institution, think tank, Europe



*My understanding of the RSPO has improved, and I now see it as a more **effective** and **impactful** organisation in promoting sustainability in the palm oil industry.*

Consumer Goods Manufacturer, Asia Pacific



*Because over time they've implemented more **practical** and **comprehensive** strategies and tools for member evaluation and monitoring.*

Oil Palm Grower, Americas

## Why changed for the worse



*Because I've experienced a lack of oversight in the functioning of certification bodies—e.g., IBD's exit without prior notice left companies that relied on their certification services stranded. No one responded, no one took **responsibility**.*

Palm Oil Processor & Trader, Americas



*The business associated with RSPO certification is **overwhelming, expensive** and a nuisance. This was certainly not the first idea behind protecting palm oil production.*

Supply Chain Associate / Supply Chain Group Manager, Europe



*The standard used to be very pragmatic. Now, with every update, more **bureaucratic** tasks are added.*

Consumer Goods Manufacturer, Europe

Have your perceptions of RSPO changed at all over the last 2-3 years? Base: All participants (n=523)

Why do you say that? Base: Those whose perceptions have changed for the better or for the worse (n=214)

# Reasons why perceptions of RSPO have changed for the better – top themes

Positive perceptions were driven by increased awareness, continuous improvement to standards and greater market recognition

## WHAT CHANGED FOR THE BETTER (31%)

### Increased knowledge, awareness & engagement

“I think the outward face of the RSPO has improved and is more **confident** in marketing its **principles** and **activities**.  
Individual / Organisation / Association, Europe

“There are many ongoing initiatives. For PRISMA, there are **clear manuals, demo videos, webinars**, etc.  
Consumer Goods Manufacturer, Asia Pacific

“Greater visibility both internally and externally in the organisation with **active member involvement**.  
Supply Chain Associate / Supply Chain Group Manager, Europe

### Stronger standards, systems & continuous improvement

“RSPO's requirements are increasingly strict. To be certified, plantations and processors must not only operate sustainably but also **demonstrate it**.  
Individuals/ Organisations/ Associations, Americas

“Because over time they've implemented more **practical** and **comprehensive** strategies and tools for member evaluation and monitoring.  
Oil Palm Grower, Americas

“With various achievements and targets, it has improved **knowledge** and **skills** for growers.  
Environmental or Nature Conservation Organisation, Asia Pacific

### Greater market recognition & customer demand

“**Strong promotional efforts**; customers recognise suppliers' RSPO membership.  
Palm Oil Processor & Trader, Asia Pacific

“Our customers are increasing their use of **RSPO-certified products**.  
Palm Oil Processor & Trader, Asia Pacific

“More and more peers and customers **recognise** RSPO certification.  
Palm Oil Processor & Trader, Asia Pacific

Have your perceptions of RSPO changed at all over the last 2-3 years? Base: All participants (n=523)  
Why do you say that? Base: Those whose perceptions have changed for the better or for the worse (n=214)



# Reasons why perceptions of RSPO have changed for the worse – top themes

Negative perceptions are driven by complex administration & platform failures, slow processes and loss of direction, credibility and transparency

## WHAT CHANGED FOR THE WORSE (10%)

### Administrative burden, complexity & platform failures

“ This **PRISMA platform is terrible**. We can't get to necessary documents to meet the newest requirements under the standard  
Palm Oil Processors & Traders, Americas

“ The standard used to be very pragmatic. Now, with every update, more **bureaucratic tasks** are added.  
Consumer Goods Manufacturer, Europe

“ It's becoming more **complicated** for distributors and small businesses alike to keep up.  
Palm Oil Processors & Traders, Americas

### Weak support, slow processes & institutional breakdown

“ We experienced **major delays**... RSPO's Latin American office acted as though it had nothing to do with what was happening.  
Palm Oil Processors & Traders, Americas

“ **Harder** to get **responses** to questions from the helpdesk.  
Consumer Goods Manufacturer, Asia Pacific (APAC)

“ Support is **worse** and **slower** and the new PRISMA has made the previous PalmTrace platform worse.  
Palm Oil Processors & Traders, Europe

### Loss of direction, credibility & transparency

“ Complaints system has made **inconsistent rulings** and ignored evidence of non-compliances...corruption allegations continue to dog major RSPO member companies but are not being addressed.  
Social or Development Organisation, Europe

“ There is no continuation of knowledge from the previous team; a lot of data is lost... pushing for the **text** of the certification rather than the **essence**.  
Palm Oil Processors & Traders, Asia Pacific (APAC)

“ There is very **little information** distributed in the media on behalf of RSPO to inform the public about the benefits of RSPO certified palm oil.  
Individual / Organisation / Associations, Europe

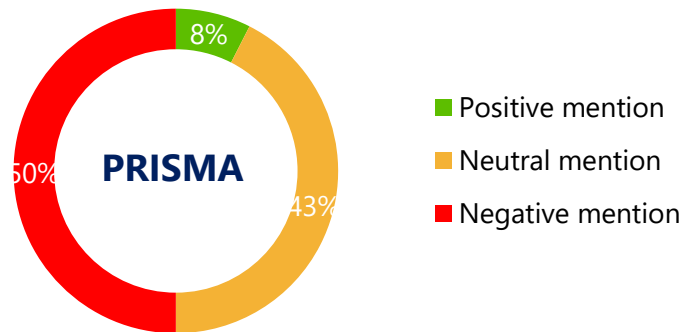
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Why do you say that? Base: Those whose perceptions have changed for the better or for the worse (n=214)

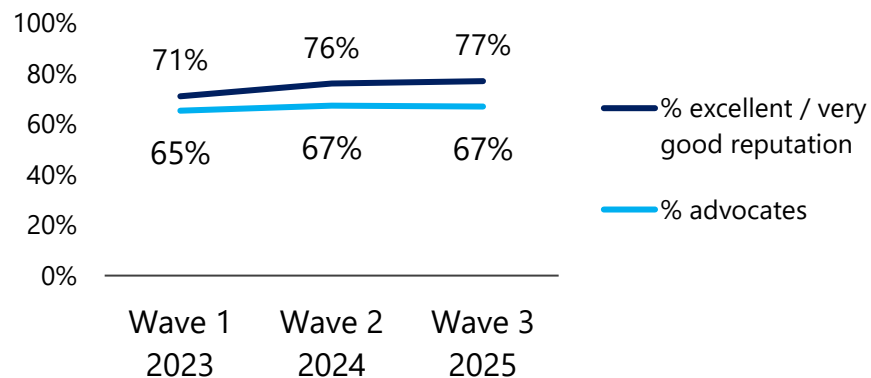
# Perceptions of PRISMA

6% of all interviewees mentioned the PRISMA system spontaneously, mostly in a negative context. However, the challenges with the system did not impact RSPO's overall reputation

40 comments made by 33 interviewees mentioned PRISMA, of the 40 comments, 50% were negative



There is no impact on overall reputation and advocacy



*PRISMA challenges. PalmTrace was a platform and trusted efficient platform.*  
Consumer Goods Manufacturer, Europe

*With the introduction of the PRISMA platform and the related problems, revoked certificates, weeks-long unresolved tickets, and constant **postponements**, RSPO has unfortunately transitioned to an incapable platform. We wish to return to the old PalmTrace platform.*  
Consumer Goods Manufacturer, Europe

*There have been **large-scale errors** in the PRISMA system, which plays an important role in certification verification, causing **inconvenience**.*  
Palm Oil Processor & Trader, Asia Pacific (APAC)

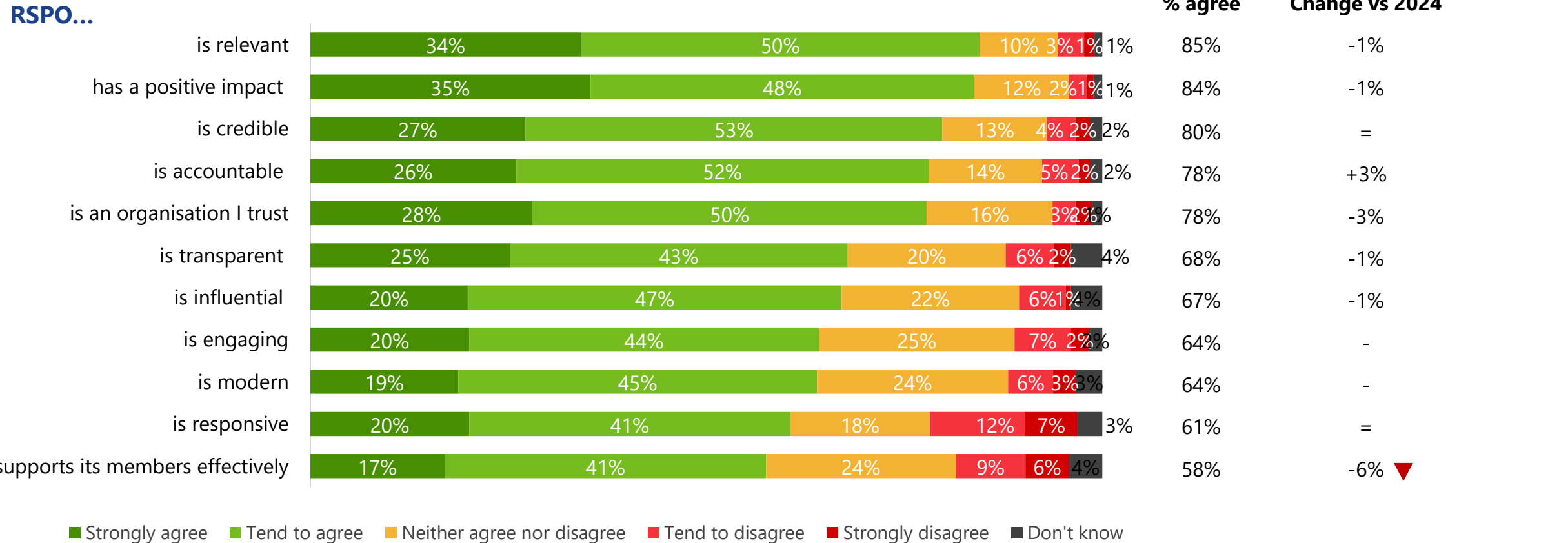
*A **good** organisation with an **important goal**. But the technical switch to PRISMA was **rushed**, causing unintended certification gaps on paper and **complicating** many processes. It would have been better to keep the old system until a smooth transition to PRISMA was possible.*  
Consumer Goods Manufacturer, Europe

*The new PRISMA platform has **improved** access to information. Clients now recognise RSPO more.*  
Palm Oil Processor & Trader, Americas

*There are many ongoing initiatives. For PRISMA, there are **clear manuals, demo videos, webinars**, etc.*  
Consumer Goods Manufacturer, Asia Pacific (APAC)

# Perceptions of RSPO as an organisation

RSPO continues to be most highly rated for its relevance and impact. Agreement that it supports members effectively has dropped compared to 2024



To what extent do you agree or disagree with the following statements about RSPO as an organisation?

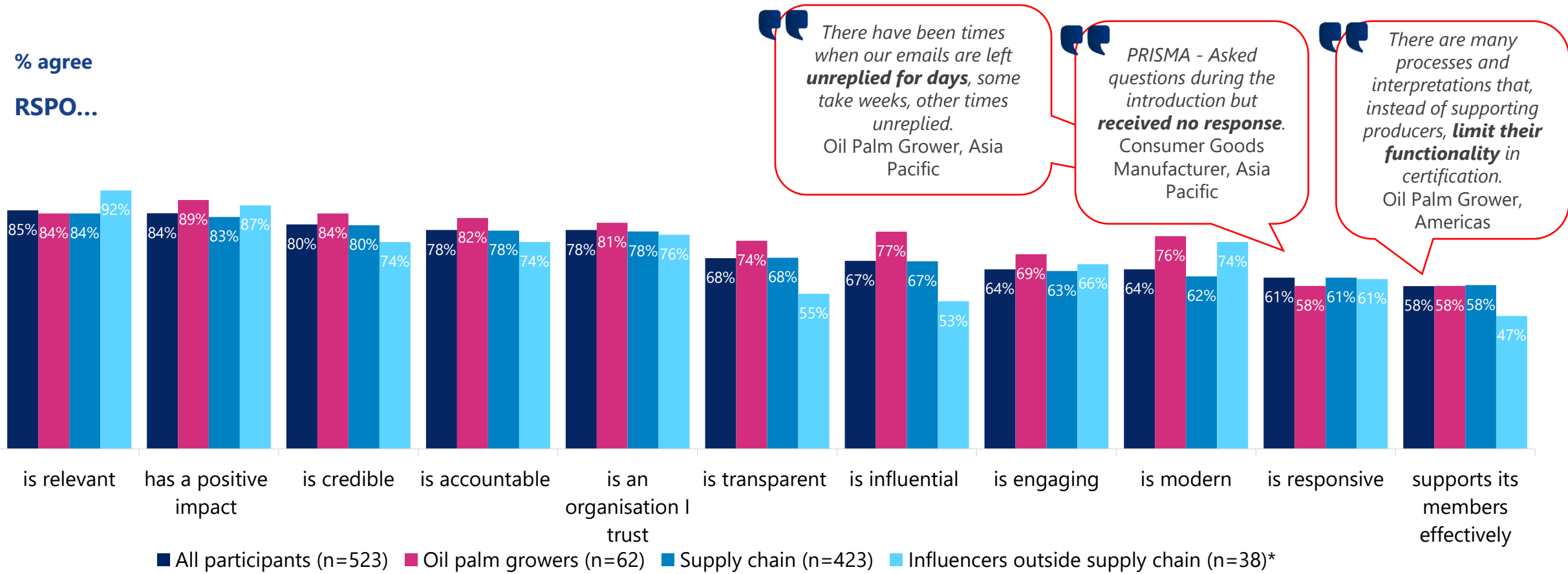
Base: All participants (n=523)

▲ ▼ Significantly different between waves



# Perceptions of RSPO as an organisation

‘Supporting members effectively’ is the lowest rated attributes for all stakeholder groups due to perceptions of complex processes, unresponsiveness and issues with certification and the PRISMA rollout



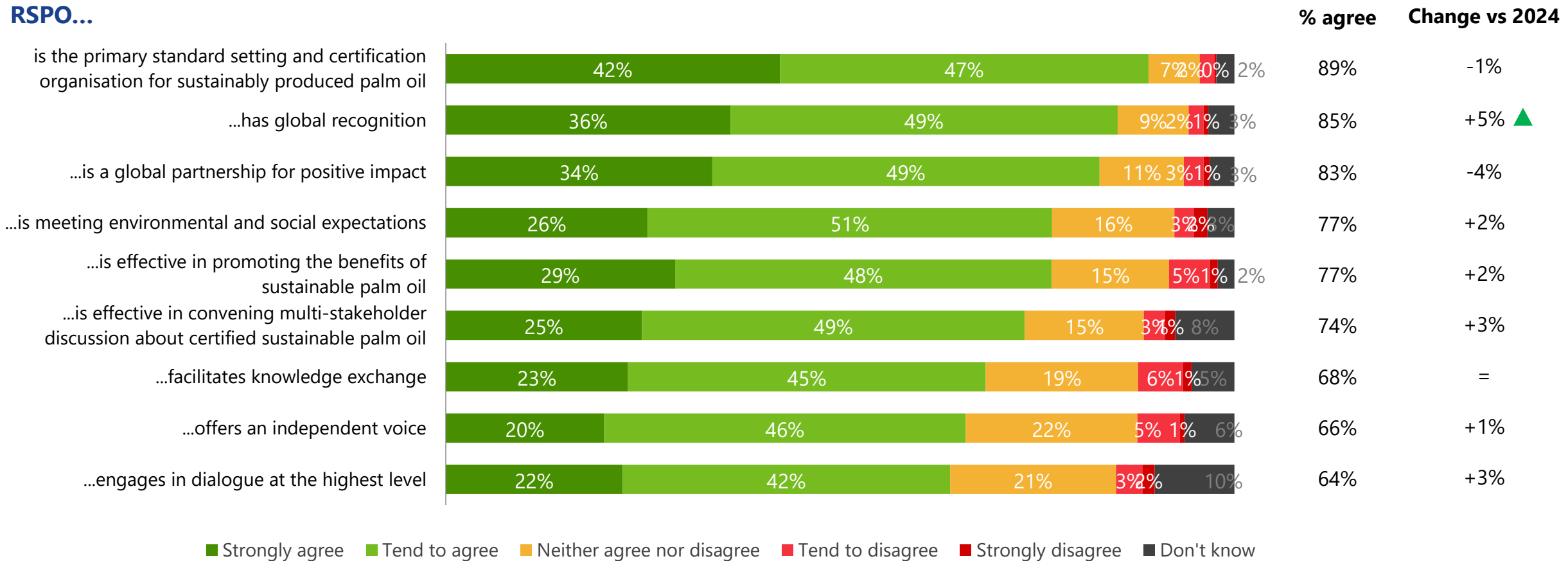
To what extent do you agree or disagree with the following statements about RSPO as an organisation? Base: All participants (n=523)  
Why do you disagree that RSPO...? Base: Varies by statement

\* Caution: Small base size

No significant differences between waves

# Perceptions of RSPO's work

RSPO continues to be perceived as the primary standard and certification organisation, agreement that it has global recognition has increased year-on-year

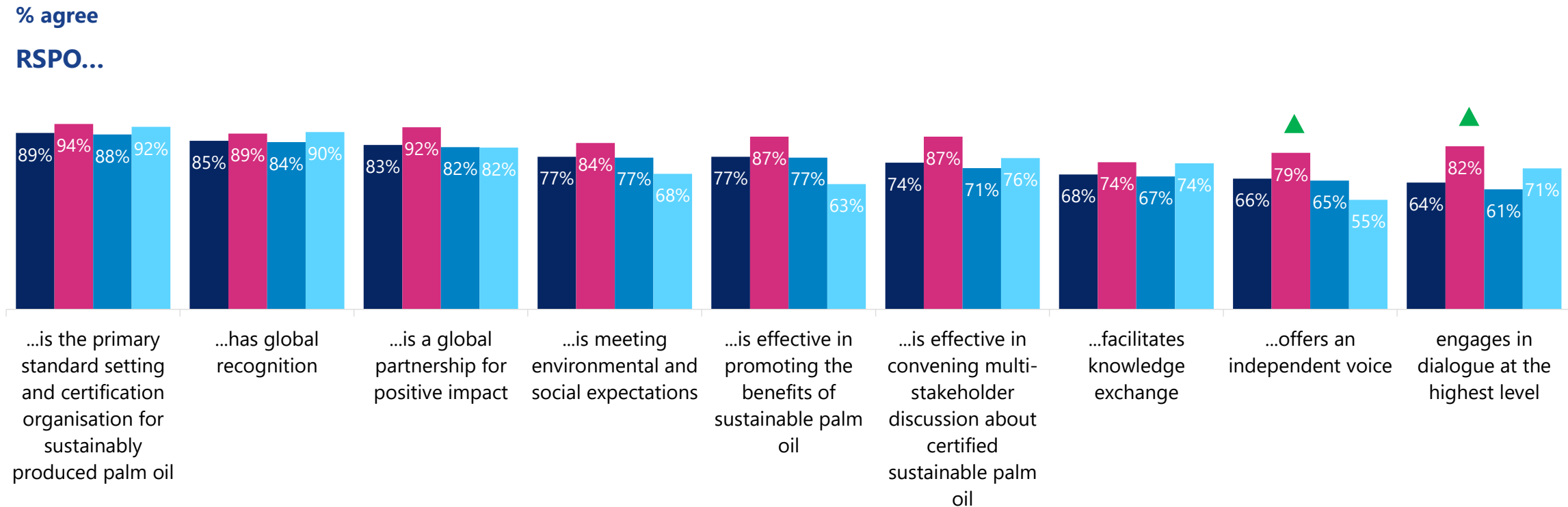


To what extent do you agree or disagree with the following statements about RSPO's work?  
Base: All participants (n=523)

▲ ▼ Significantly different between waves

# Perceptions of RSPO's work

Oil palm growers continue to have the strongest perceptions of RSPO's work



■ All participants (n=523) ■ Oil palm growers (n=62) ■ Supply chain (n=423) ■ Influencers outside supply chain (n=38)\*

To what extent do you agree or disagree with the following statements about RSPO's work?  
Base: All participants (n=523)

\* Caution: Small base size

▲ ▼ Significantly different compared to the overall total

# Top opportunities for RSPO

Opportunities for the next five years are focus on regulation, consumer awareness, smallholder support, market expansion and credibility strengthening

## 1. Alignment with regulations and policy

*Adjusting to EUDR and other regulations, making certification more accessible around the world, mainly Supply chain*  
Supply Chain Associate / Supply Chain Group Manager, Europe

## 2. Consumer awareness

*Continue educating the population on palm oil and sustainability. There is a choice to use RSPO palm over others - not sure how much the general population understands this.*  
Supply Chain Associate / Supply Chain Group Manager, Americas

## 3. Support for smallholders

*One of RSPO's historical challenges has been the low inclusion of smallholders. However, this is also a great opportunity...*  
Supply Chain Associate / Supply Chain Group Manager, Americas

## 4. Market expansion

*RSPO could expand its certification into emerging markets where demand for sustainable palm oil is growing*  
Consumer Goods Manufacturer, Asia Pacific (APAC)

## 5. Impact communication and credibility

*Demonstrate positive social and environmental impact of RSPO certification by increasing transparency and data sharing*  
Environmental or Nature Conservation Organisation, Europe

What do you consider to be the main opportunities for RSPO and sustainable palm oil over the next five years?

Base: All participants (n=523)



# Perceptions of RSPO certification

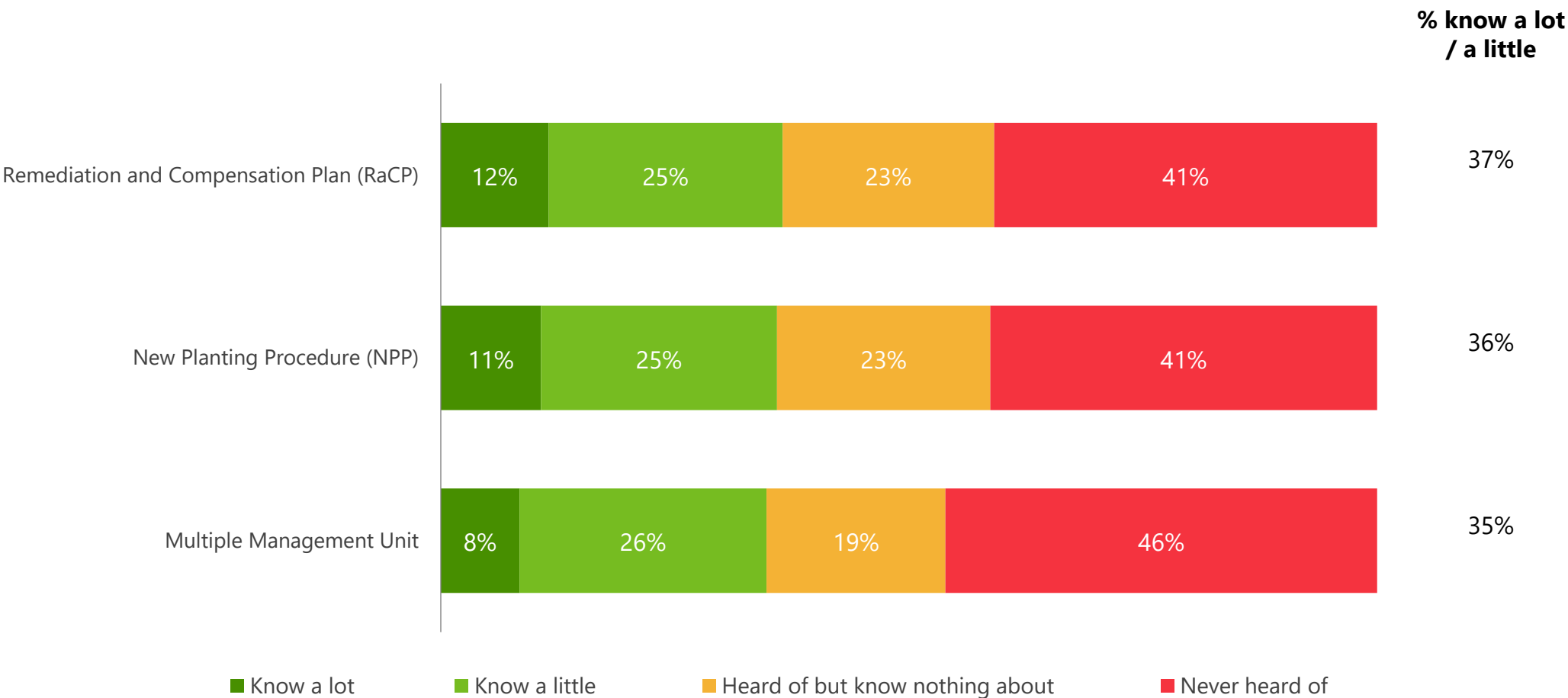
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# Familiarity with RSPO pre-certification conditions

Around a third of all interviewees are familiar with the pre-certification conditions

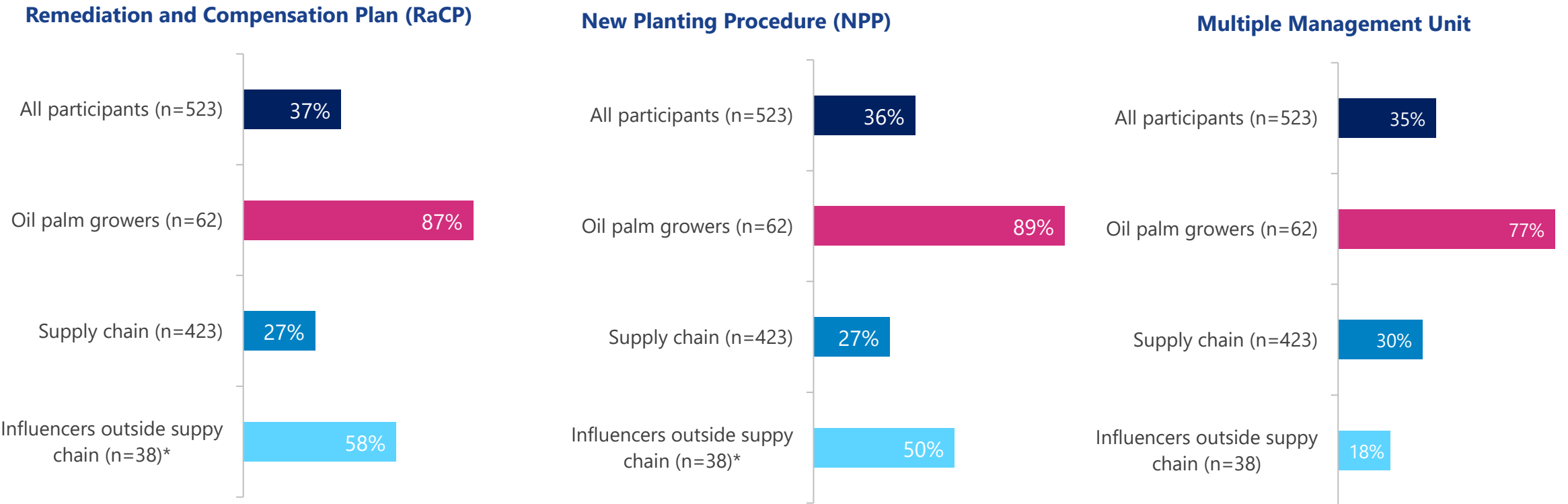


How familiar are you with the following pre-certification conditions?  
Base: All participants (n=523)

# Familiarity with RSPO pre-certification conditions

Familiarity with RSPOs pre-certification conditions is highest among Oil palm growers

% know a lot / a little

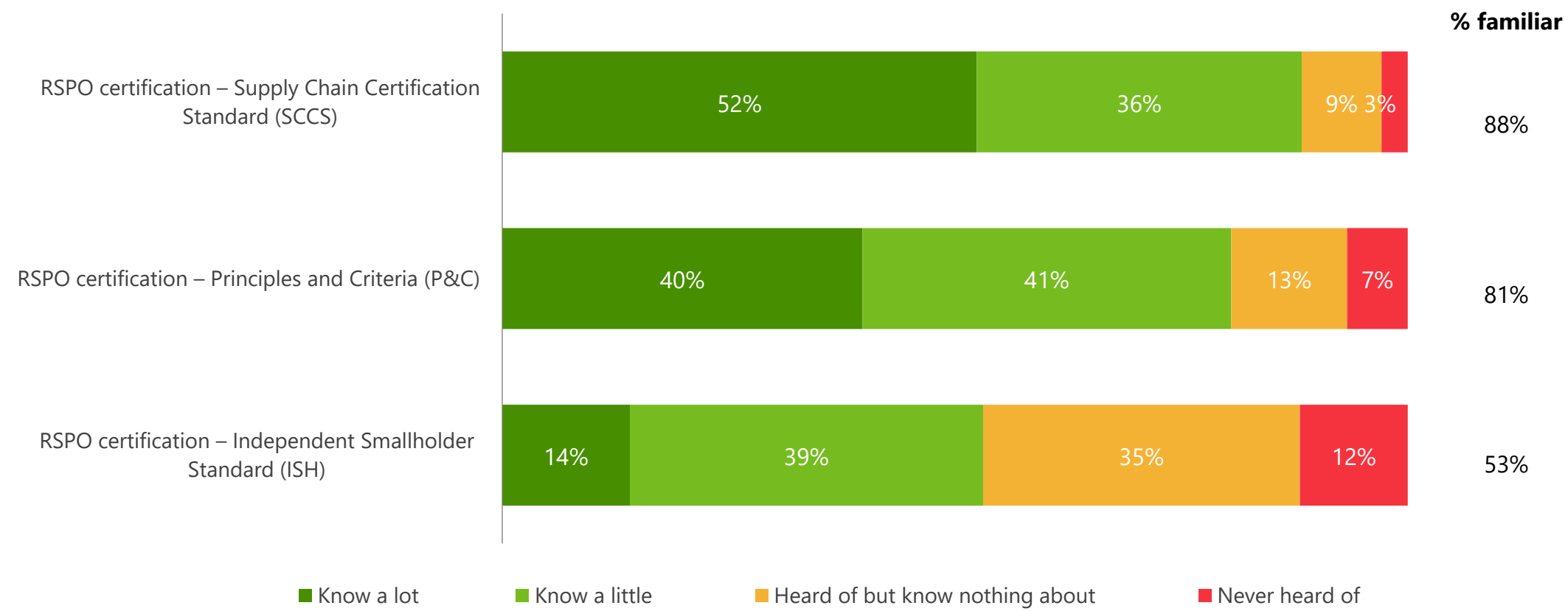


How familiar are you with the following pre-certification conditions?  
Base: All participants (n=523)

\* Caution: Small base size

# Familiarity with RSPO certification

Interviewees are most familiar with SCCS, followed by P&C, only half know anything about the ISH



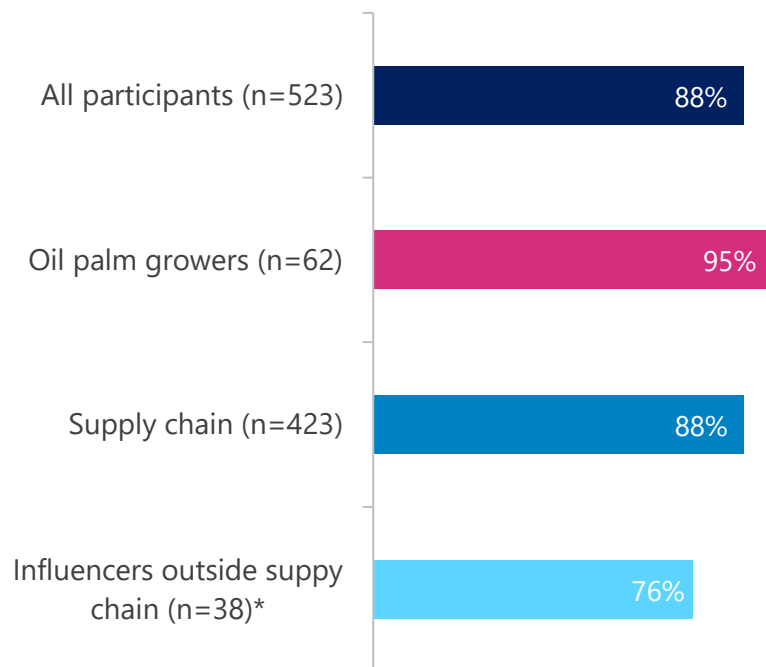
How familiar are you with the following...  
Base: All participants (n=523)

# Familiarity with RSPO certification

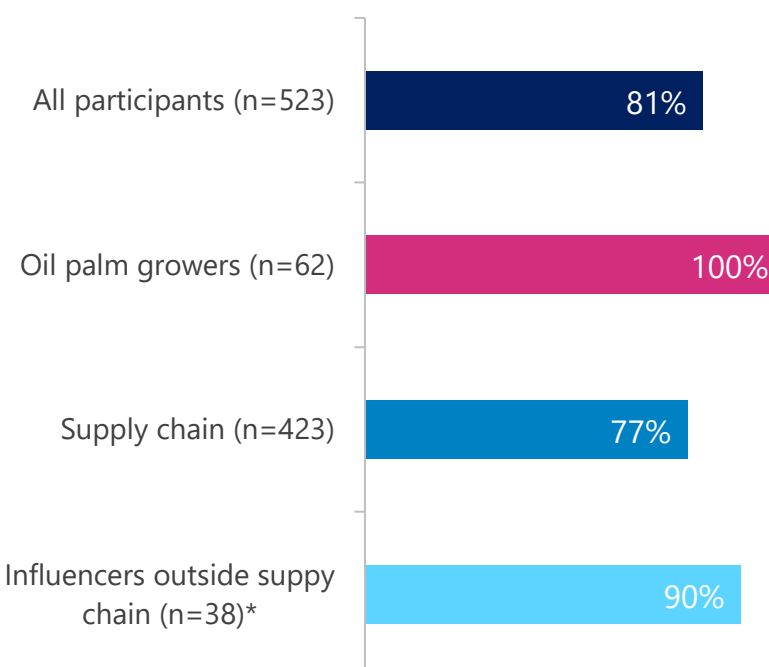
Familiarity with RSPO certifications is highest among Oil palm growers

% know a lot / a little

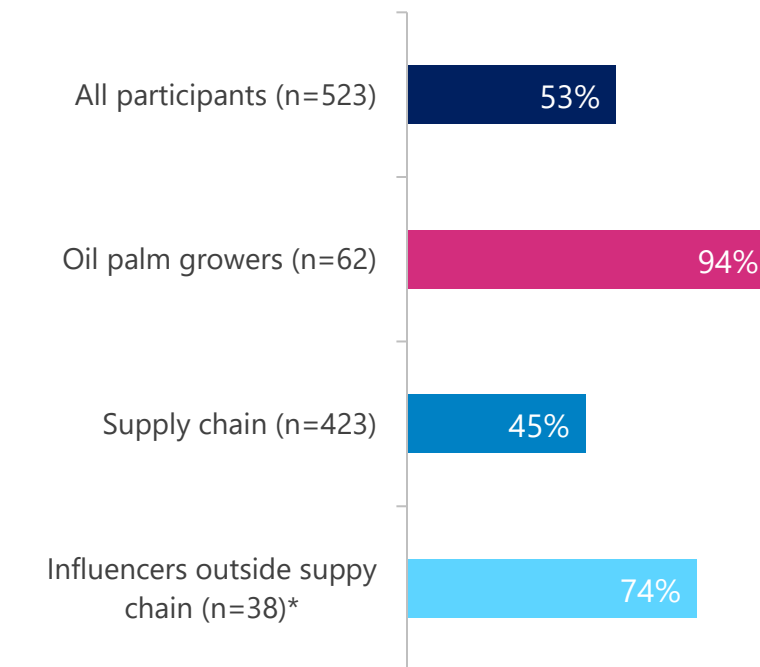
## Supply Chain Certification Standard (SCCS)



## Principles and Criteria (P&C)



## Independent Smallholder Standard (ISH)

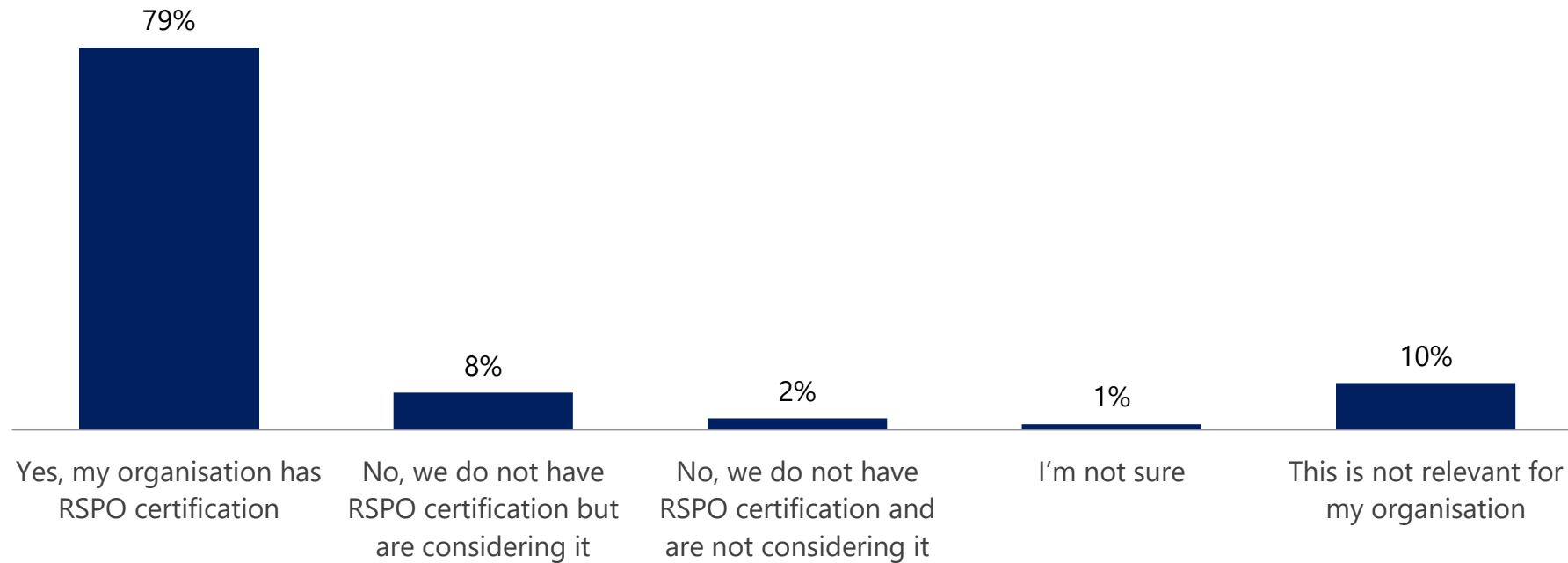


How familiar are you with the following...  
Base: All participants (n=523)

\* Caution: Small base size

## RSPO certification status

79% of interviewees from the ordinary, associate and affiliate membership categories are RSPO certified



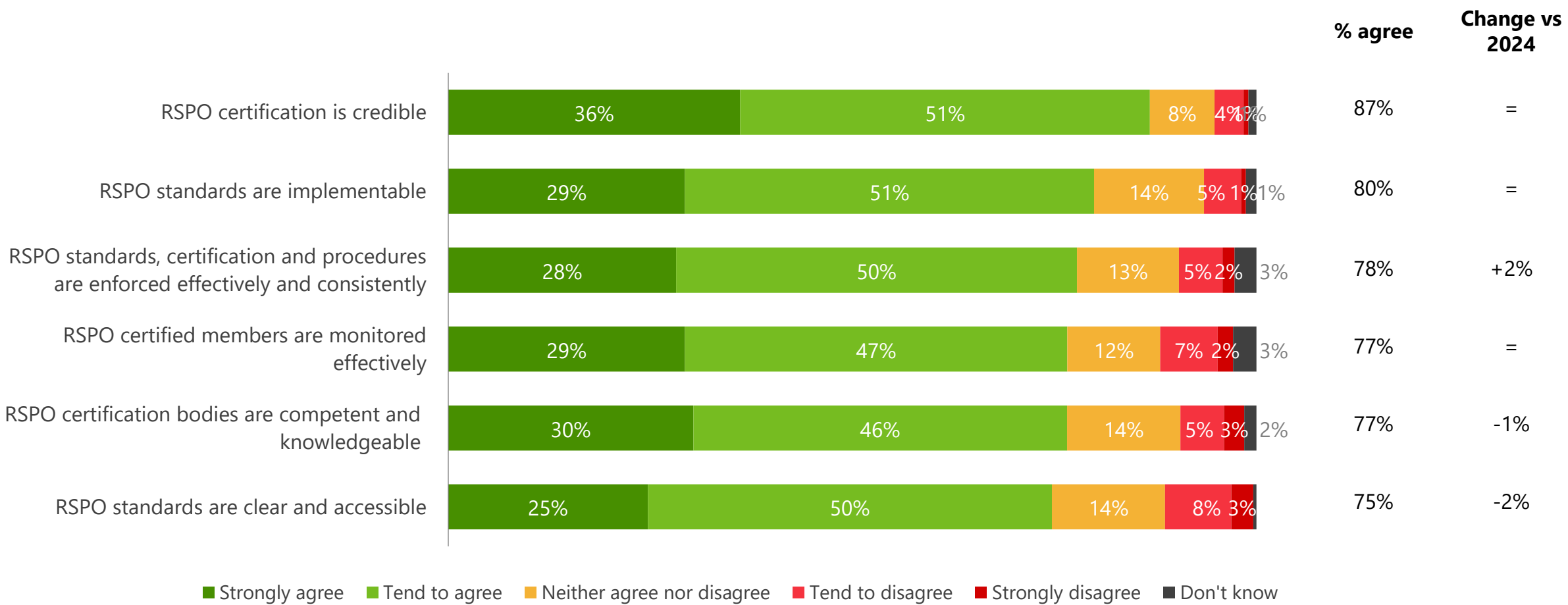
Is your organisation RSPO certified?

Base: Ordinary, associate and affiliate categories (n=505)



# Perceptions of RSPO certification

There continues to be strong agreement with all attributes relating to RSPO certification



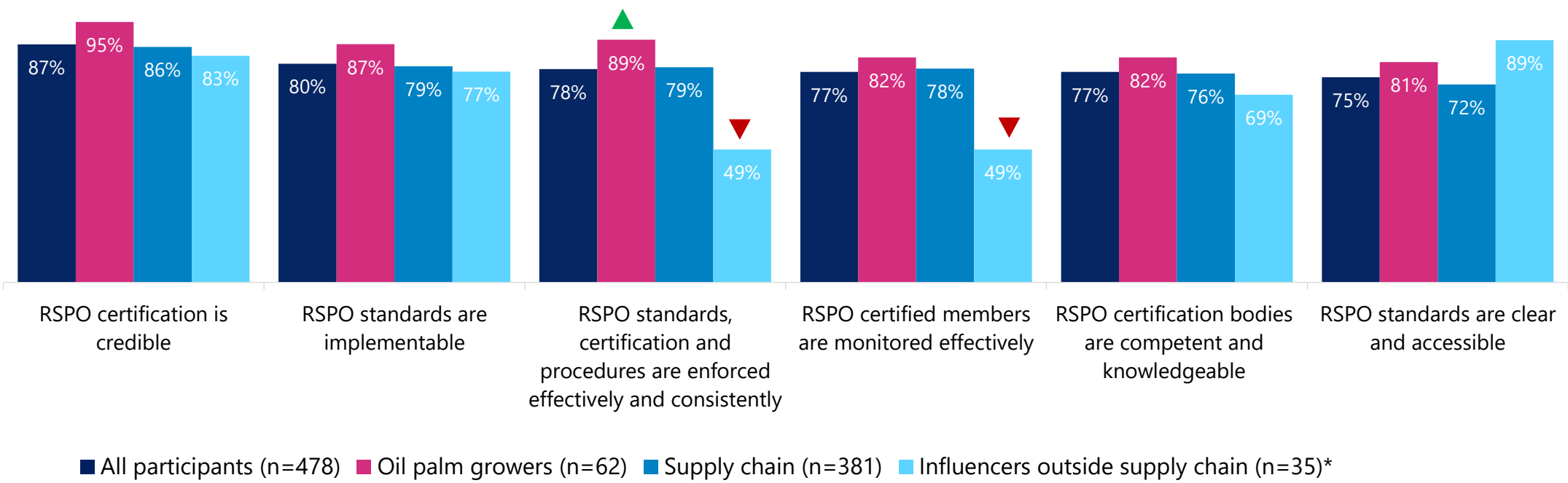
To what extent do you agree or disagree with the following statements about RSPO's certification?  
Base: Those who know any RSPO certification at least a little (n=478)

No significant differences between waves

# Perceptions of RSPO certification

Influencers outside the supply chain are still less likely than other groups to agree that standards are enforced and monitored effectively

% agree with statements about RSPO’s certification – by stakeholder groups



To what extent do you agree or disagree with the following statements about RSPO’s certification?  
Base: Those who know any RSPO certification at least a little (n=478)

\* Caution: Small base size

▲ ▼ Significantly different compared to the overall total

# Reasons for disagreement with statements about RSPO certification

The small minority critical of RSPO's certification cite clarity, consistency and practical implementation

RSPO standards are clear and accessible  
11% disagree



Important aspects are not clearly defined; often left to **interpretation**.  
Individual / Organisation / Association, Europe



We don't always get the **French versions**. That's hard for factory staff who aren't fluent in English.  
Consumer Goods Manufacturer, Europe

RSPO certification bodies are competent and knowledgeable  
8% disagree



There are serious differences in how audits are conducted. A lot of **time is wasted** on issues that are irrelevant.  
Palm Oil Processor & Trader, Europe



Certification bodies seem **more focused on pleasing the most critical palm oil stakeholders than technically supporting producers**.  
Individuals / Organisation / Association, Americas

RSPO standards, certification and procedures are enforced effectively and consistently  
7% disagree



The **integrity unit** is failing and costing RSPO reputational damage.  
Environmental or Nature Conservation Organisation, Asia Pacific



Certified RSPO companies have **compliance failures** that are not caught.  
Palm Oil Processor & Trader, Americas

RSPO standards are implementable  
5% disagree



Some procedures are **outdated and cumbersome**. More AI tools would help check RSPO certificates, delivery notes, and invoices.  
Consumer Goods Manufacturer, Europe



Different certification bodies interpret the standard differently, which leads to **conflicting requirements**.  
Consumer Goods Manufacturer, Europe

Why do you disagree that...?

Base: Those who know RSPO certification at least a little and disagree with the statement shown (base sizes vary for each statement)

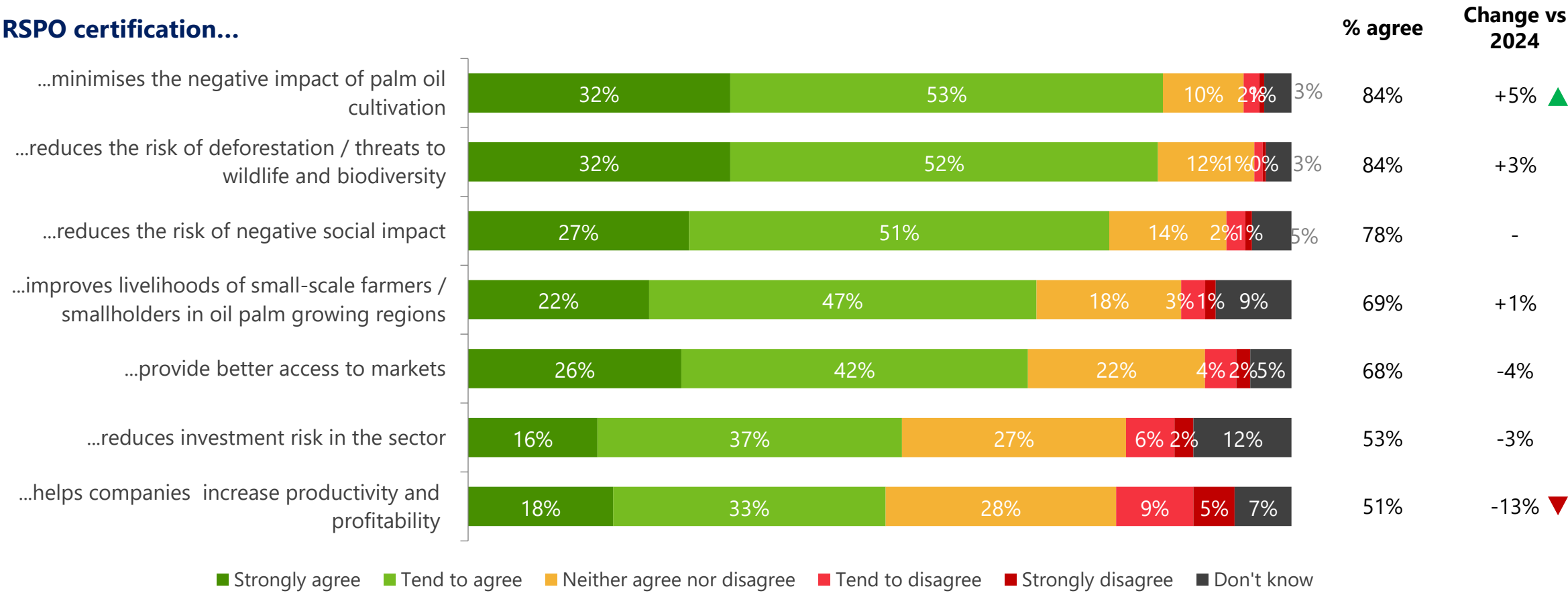
No verbatims for:

RSPO certified members are monitored effectively- disagree 9%

RSPO certification is credible- disagree 4%

# Perceived impact of RSPO certification

RSPO certification continues to be recognised for its impact, especially for minimising the impact of palm oil cultivation and deforestation / threats to wildlife, less so for helping companies increase productivity



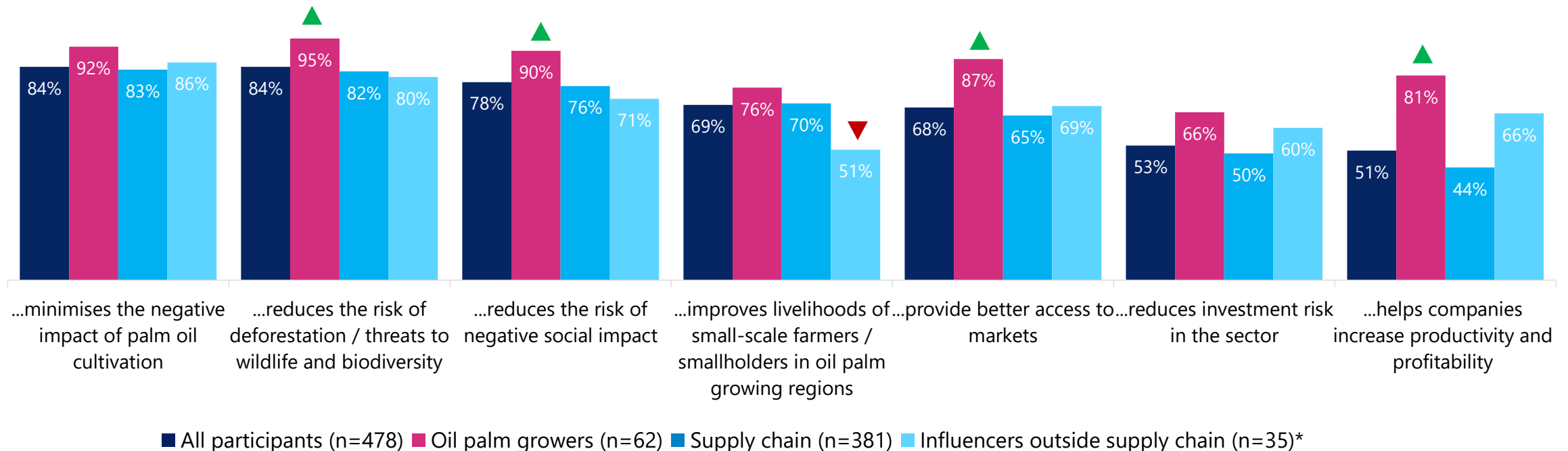
To what extent do you agree or disagree that RSPO’s certification scheme has the following impact?  
Base: Those who know any RSPO certification at least a little (n=478)

▲ ▼ Significantly different between waves

# Perceived impact of RSPO certification

Of the stakeholder groups, Oil palm growers are most likely to recognise the impact of RSPO certification

## RSPO certification... % agree



To what extent do you agree or disagree that RSPO's certification scheme has the following impact?  
Base: Those who know any RSPO certification at least a little (n=478)

\* Caution: Small base size

▲ ▼ Significantly different compared to the overall total



# Reasons for disagreement that RSPO certification has a positive social impact

The very small proportion who question RSPO's social impact, cite poor enforcement, local misalignment, and weak human rights integration

## RSPO's certification reduces the risk of negative social impact – 3% disagree

### Misalignment with local context and social realities

“Even though RSPO certification is already integrated into the EU's EUDR, I question whether its application in producing countries is causing **local conflict** — especially between residents and smallholders.  
Palm Oil Processor & Trader, Asia Pacific

“The current scheme's approach does not guarantee a balanced and impartial evaluation of social contexts. Decisions are often based on **biased** sources or perceptions.  
Individual / Organisation / Association, Americas

“Often, it escalates issues by giving weight to comments without **valid foundations**.  
Individuals / Organisations / Associations, Americas

### Lack of effective implementation and enforcement

“RSPO tends to focus on the unit of operations. The upper management/shareholders are left **unaware** of what sustainability is all about. In some cases, they fail to understand the essence of social management and people engagement.  
Oil Palm Grower, Asia Pacific

“Because the **social criteria are not complied with**.  
Social or Development Organisation, Europe

“Measures are only **superficial**.  
Supply Chain Associate / Supply Chain Group Manager, Europe

### Insufficient integration with human rights due diligence

“RSPO **has not defined** how to conduct human rights due diligence... meeting a sustainability standard and conducting due diligence are not necessarily the same.  
Oil Palm Grower, Americas

“Since laws, labour rights, and social ideologies vary across countries, RSPO should not overly focus on member HR policies... **RSPO is not a specialist in corporate responsibility**.  
Palm Oil Processor & Trader, Asia Pacific

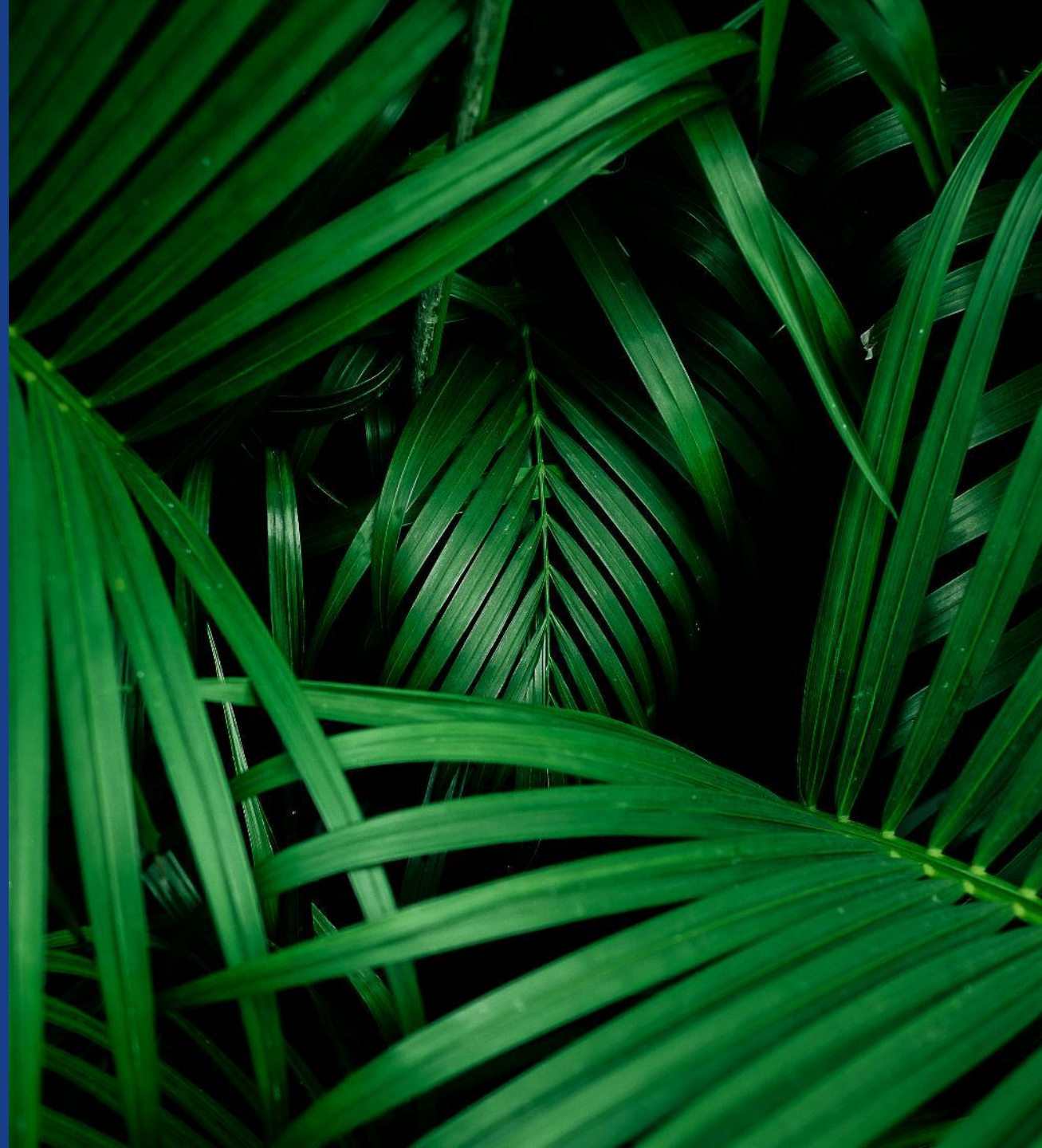
“I see how it reduces risk of human rights violations - but I don't see how it would reduce risk of social impact.  
Supply Chain Associate / Supply Chain Group Manager, Middle East & Africa

Why do you disagree that RSPO's certification reduces the risk of negative social impact?

Base: Those who know RSPO certification at least a little and disagree with the statement 'RSPO reduces the risk of negative social impact' (n=15)

# Communications & engagement

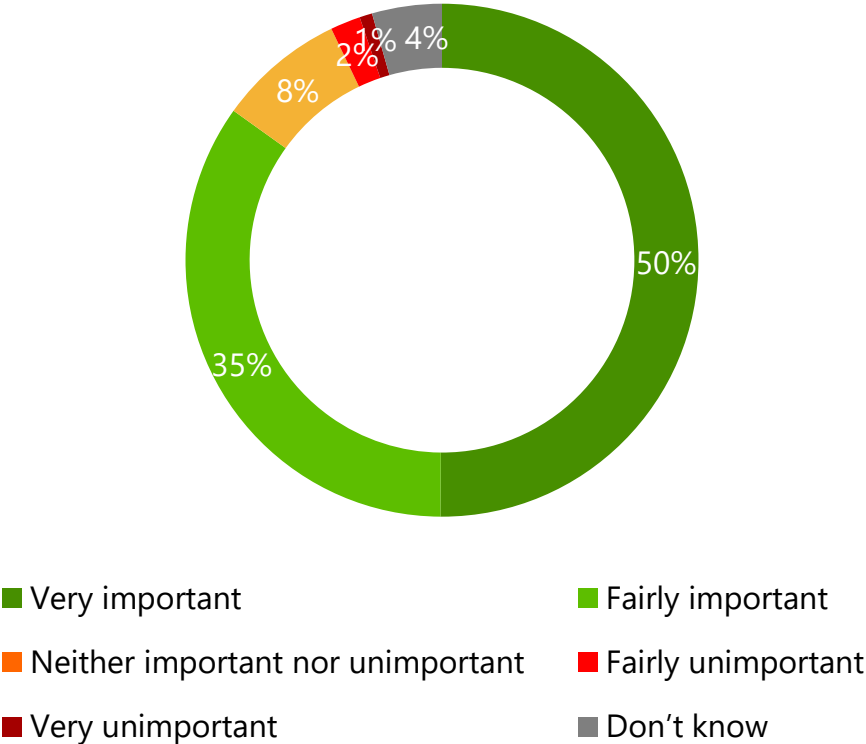
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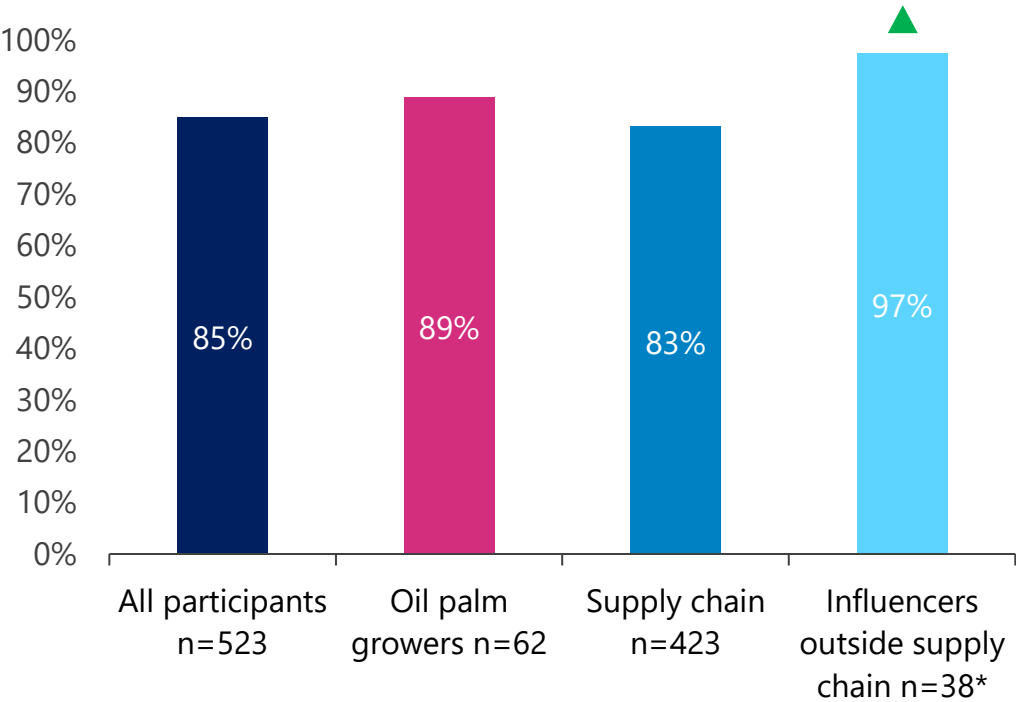
# Importance of government stakeholder engagement

There is broad consensus across stakeholder groups on the importance of government engagement, with half viewing it as 'very important'

Importance of government engagement for RSPO



% Very / fairly important - by stakeholder group



How important is it for RSPO to engage with government stakeholders at both national and international levels?  
Base: All participants (n=523)

\* Caution: Small base size

▲ ▼ Significantly different compared to the overall total

# Support required for navigating government policies - top themes

Clear communication, access to information and training, alongside effective government engagement, are key to helping members navigate government regulation

## Government engagement and policy alignment

“ Be a **mediator** to achieve dialogue between members, government, and stakeholders.  
Oil Palm Grower, Americas

“ Better **gap analysis** showing where RSPO standards go beyond (or even conflict with) national standards and laws.  
Social or Development Organisation, Europe

“ RSPO could **strengthen government engagement** to align certification standards with national policies.  
Individual / Organisation / Association, Asia Pacific

## Improve communication, clarity, and accessibility of information

“ Provide **timely, clear** updates and **easy-to-understand** summaries of evolving national and international regulations related to sustainability, trade, and certification.  
Palm Oil Processor & Trader, Asia Pacific

“ Keep members **briefly** and **concisely** informed.  
Consumers Goods Manufacturer, Europe

“ Provide **updated interpretive guidelines** on national and international palm oil-related laws.  
Oil Palm Grower, Americas

## Training and educational support

“ Provide **training** and **education**: RSPO can organise training courses and workshops to help members understand and adapt to new government policies.  
Supply Chain Associate/ Supply Chain Group Manager, Asia Pacific

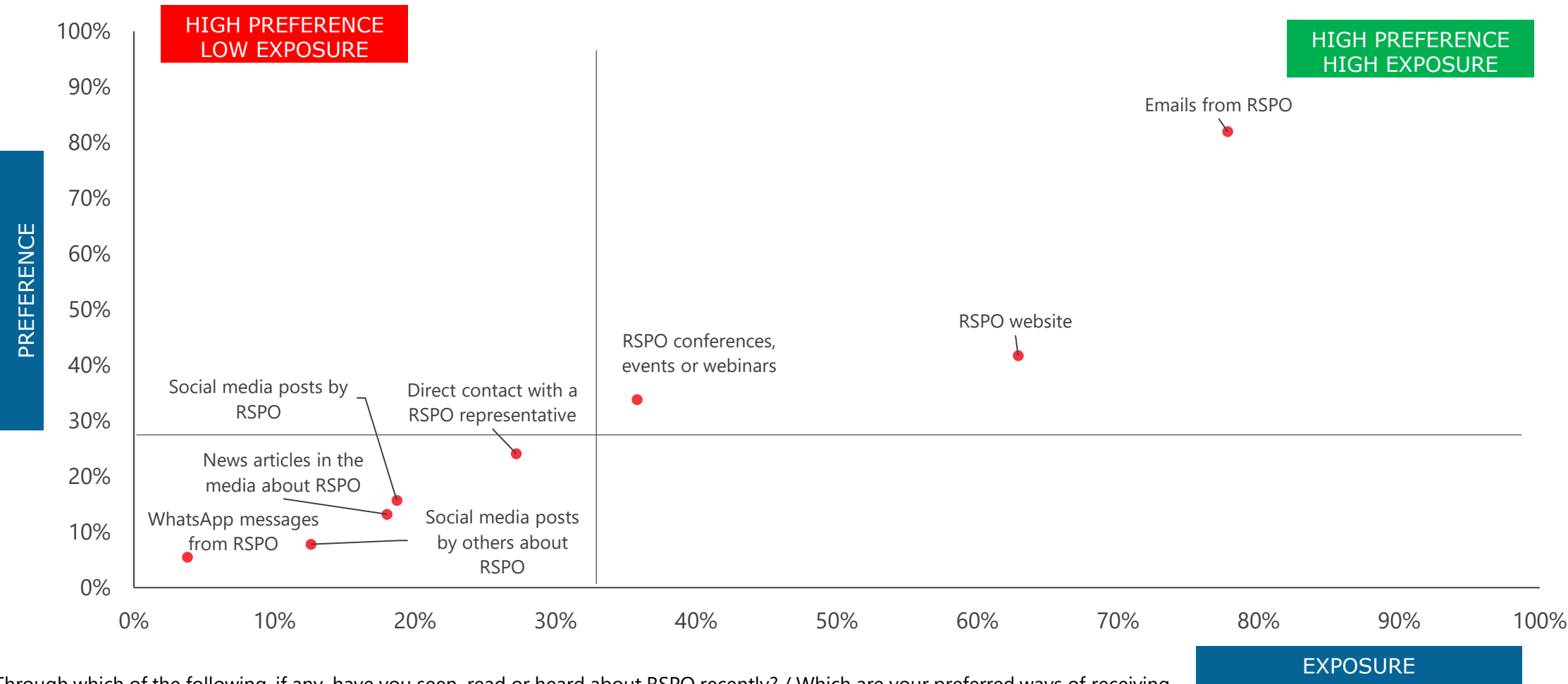
“ More frequent regular **webinars** to provide updates on ongoing meetings. Two-way conversation to keep all parties updated on regulation and policies.  
Individual / Organisation / Association, Europe

“ Capacity building and training: Offering **workshops** and **seminars** on government policies, environmental regulations, and sustainable practices could help members better understand legal requirements and best practices.  
Individual / Organisation / Association, Americas

In what ways could RSPO better support its members in navigating government policies related to sustainable palm oil?  
Base: All participants (n=523)

# Information channels: RSPO reach and preference

Emails from RSPO stand out as the top channel for both preference and exposure among stakeholders

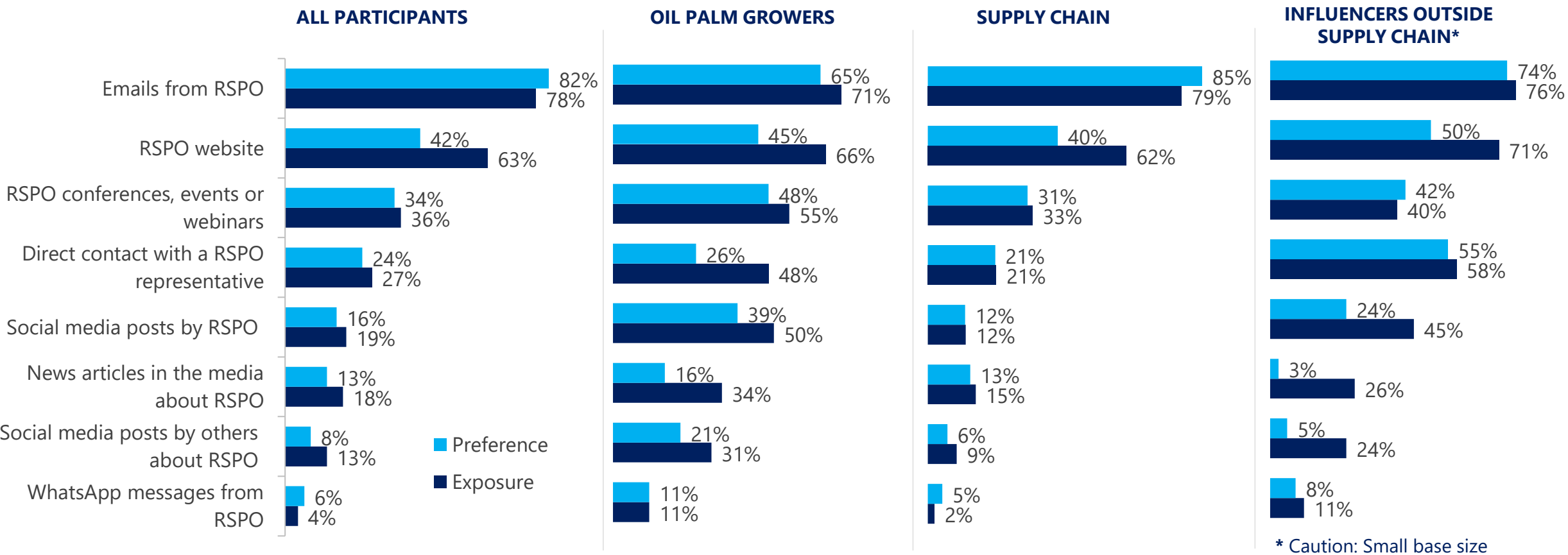


Through which of the following, if any, have you seen, read or heard about RSPO recently? / Which are your preferred ways of receiving information about RSPO? Base: All participants (n=523)



# Information channels: RSPO reach and preference

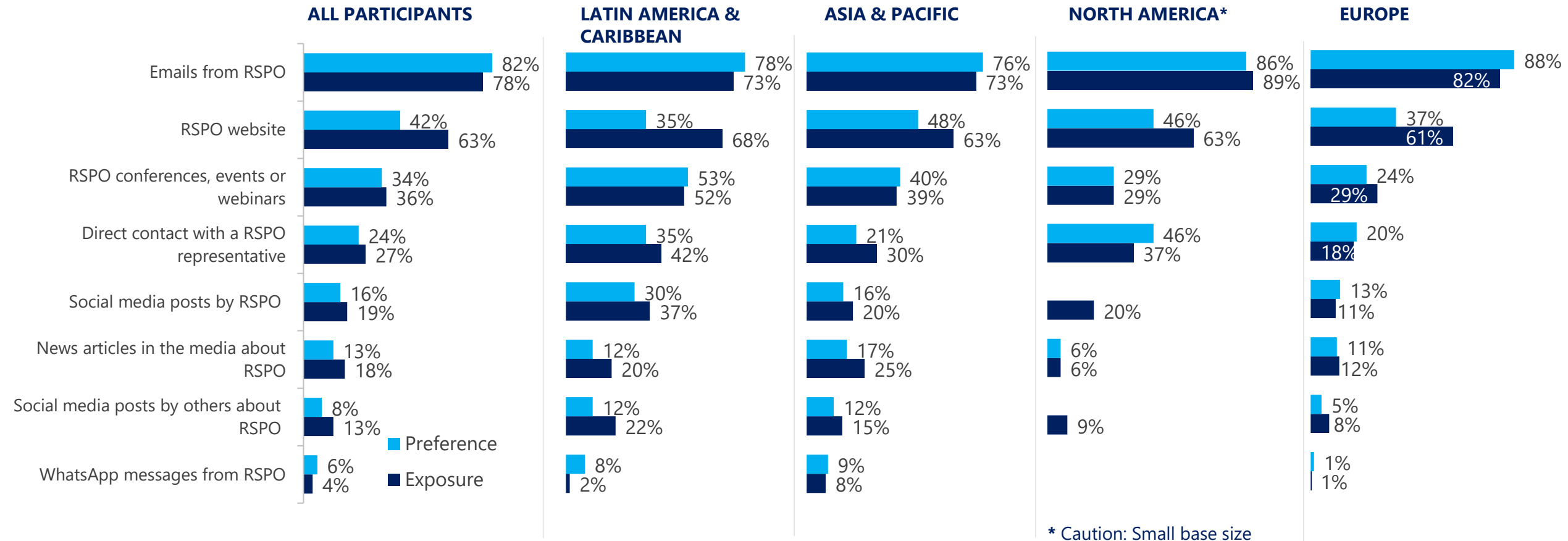
Emails from RSPO, its website, and conferences or events rank as the top three preferred sources of information across all stakeholder groups



Through which of the following, if any, have you seen, read or heard about RSPO recently? / Which are your preferred ways of receiving information about RSPO?  
Base: All participants (n=523)

# Information channels: RSPO reach and preference

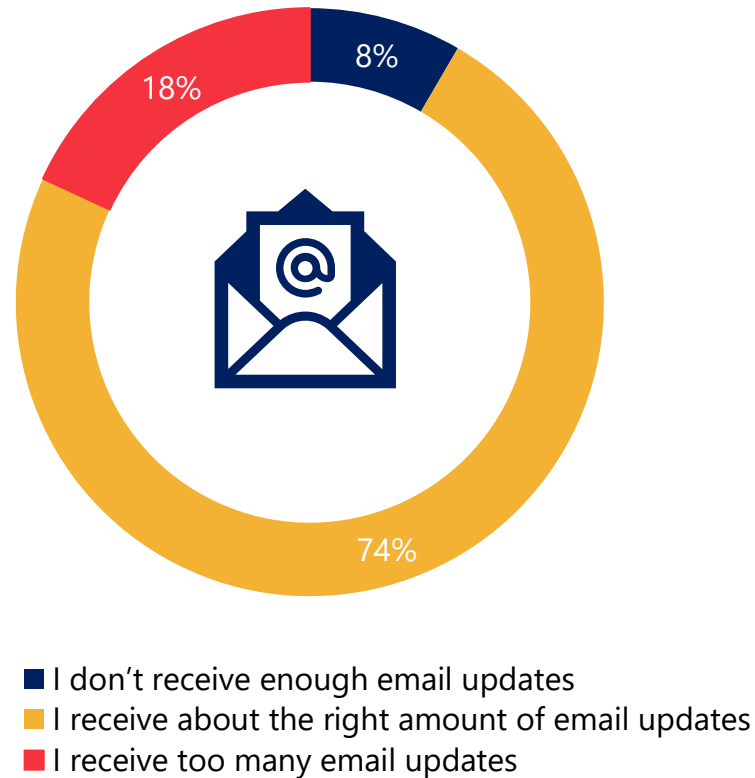
WhatsApp messages and social media posts show low appeal in North America and Europe



Through which of the following, if any, have you seen, read or heard about RSPO recently? / Which are your preferred ways of receiving information about RSPO? Base: All participants (n=523)

## Perceptions of email volume from RSPO

Most stakeholders feel they receive the right amount of email communication from RSPO



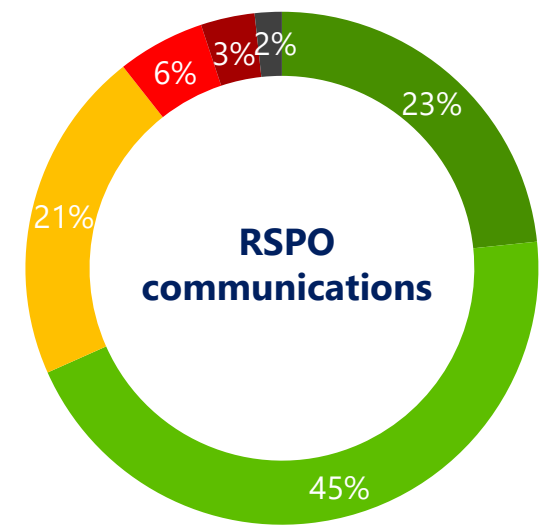
How do you feel about the quantity of emails you receive from RSPO updating you on news, events and announcements?

Base: Those who rated RSPO's communications and engagement n=514

# Quality of RSPO communications and engagement

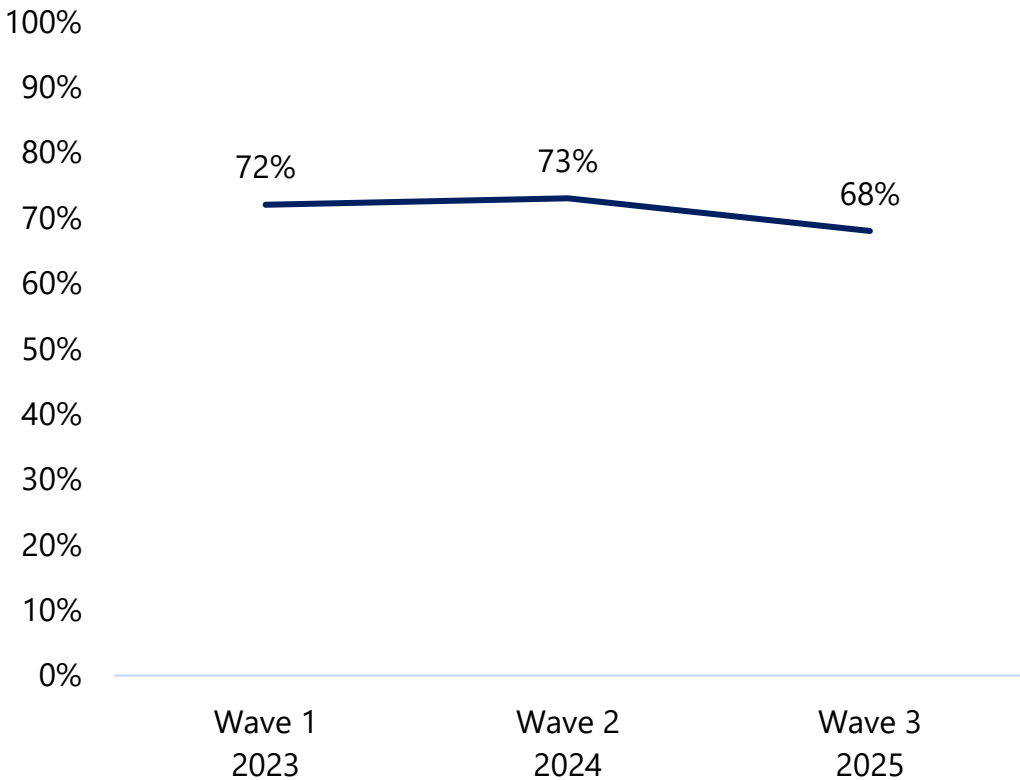
RSPO's communication continues to be rated positively, with three quarters of stakeholders describing it as very or fairly good

Overall quality of communication and engagement



- Very good
- Fairly good
- Neither good nor poor
- Fairly poor
- Very poor
- I have no engagement / communication with RSPO

% rating RSPO's communications as fairly or very good

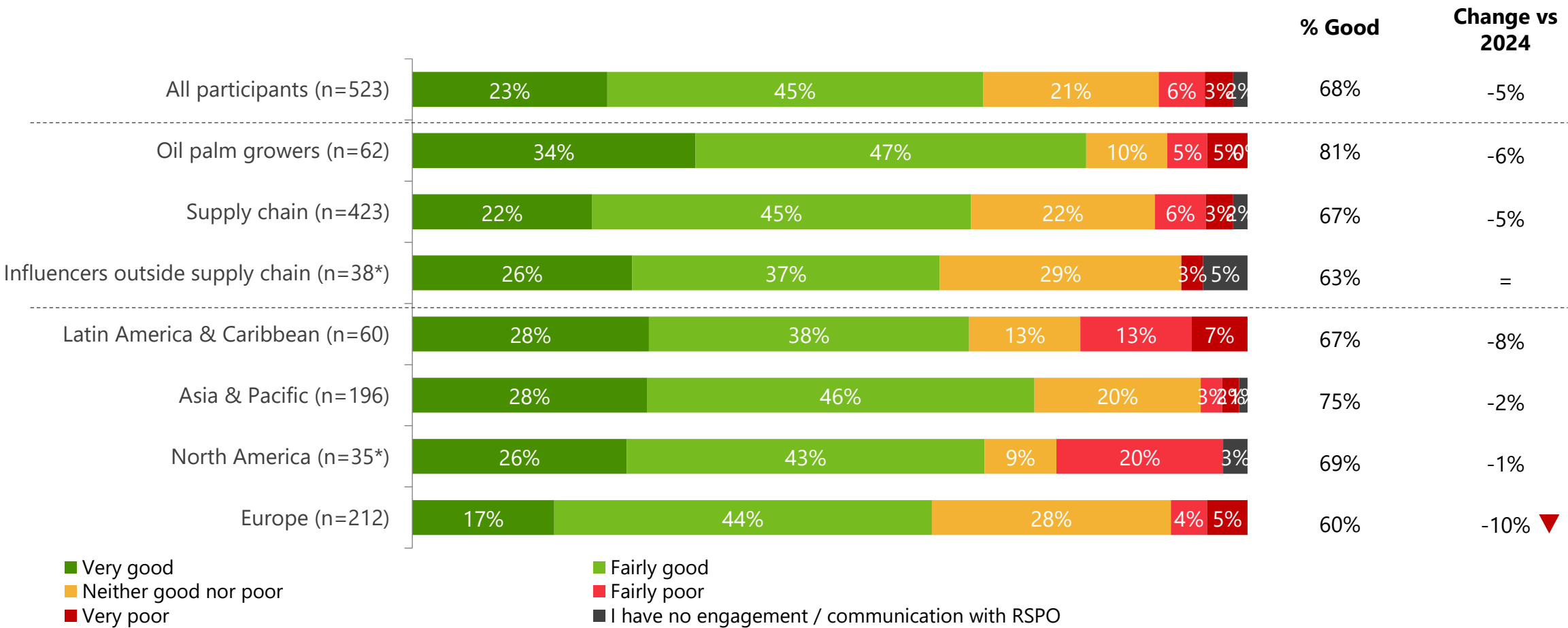


How would you rate the overall quality of RSPO's communications and engagement with you?  
Base: All participants (n=523)

No significant differences between waves

# Quality of RSPO communications and engagement

In Europe, perceptions of RSPO’s communications have seen a decline since 2024



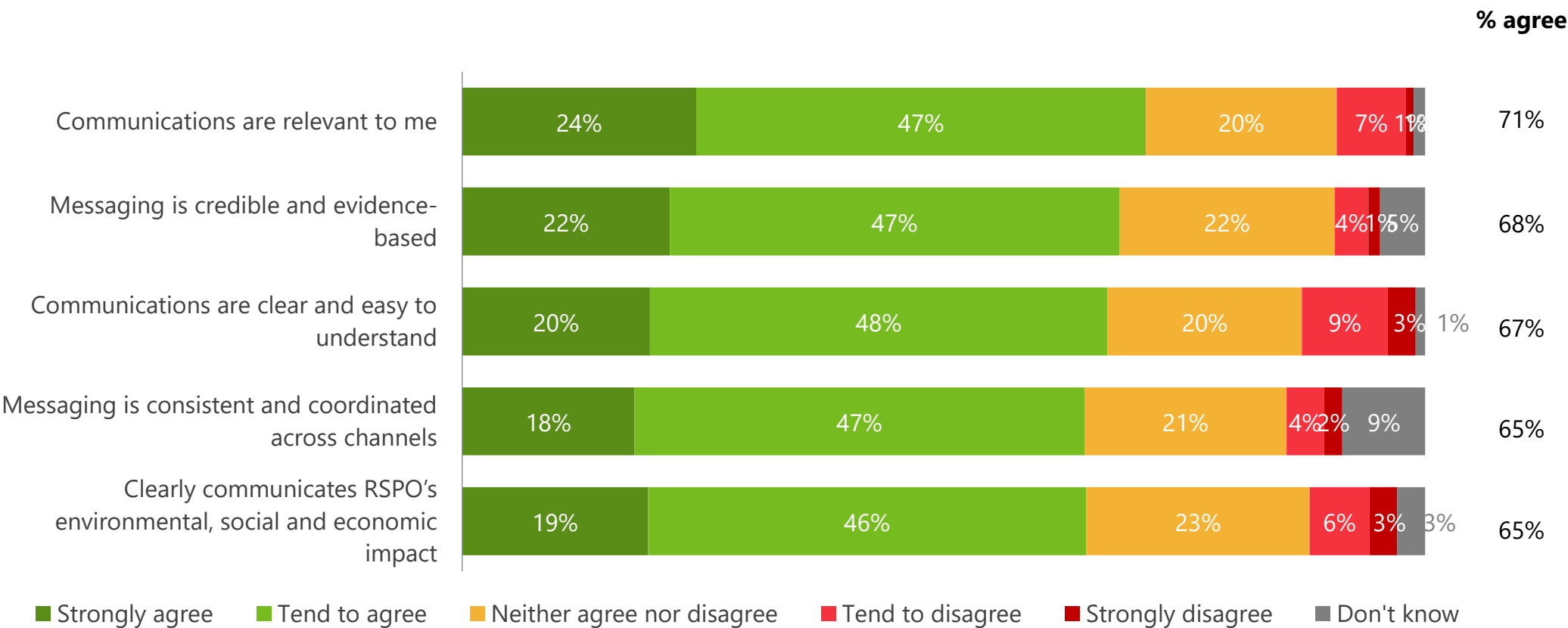
How would you rate the overall quality of RSPO’s communications and engagement with you?  
Base: All participants (n=523)

\* Caution: Small base size

Significantly different between waves

# Quality of RSPO communications and engagement

RSPO communications are rated positively across all key attributes



To what extent do you agree or disagree with the following statements about RSPO's communications?  
Base: Those who rated RSPO's communications and engagement (n=514)



# Suggestions for improvements to communication and engagement - top themes

Stakeholders expect RSPO communications to be relevant to their needs, clearly articulated, and backed by timely, responsive engagement

## Targeted and relevant communication

“**Individualise emails** by certification status. I work for a palm oil processor in the consumer goods industry. But I also get emails for palm oil growers which I consider irrelevant.  
Consumer Goods Manufacturer, Europe

“Messages should be more **tailored** to the type of member I am. I'm at the end of the supply chain and not interested in cultivation or smallholder topics.  
Consumer Goods Manufacturer, Europe

“**Targeted announcements** that actually concern our company. Most emails are **too general**, and you have to read everything to know if it's relevant – usually, it's not.  
Supply Chain Associate / Supply Chain Group Manager, Europe

## Simpler, clearer, and more accessible content

“Provide **clear, concise, and impactful** information to improve communication among RSPO members. Also, it is necessary that communication is in the appropriate language.  
Palm Oil Processor & Trader, Americas

“Understand my needs and expectations...use engaging content. Keep it **concise and focused**. Provide practical advice and solutions.  
Supply Chain Associate / Supply Chain Group Manager, Americas

“**Simplify the website** and the distributor sign-up process.  
Consumer Goods Manufacturer, Europe

## Responsiveness and two-way engagement

“By creating a **chat-based communication tool** through which stakeholders can quickly receive information or answers regarding the standard, ongoing activities, or any uncertainties.  
Consumer Goods Manufacturer, Europe

“**Communication with representatives directly** in Zoom conferences or equivalent, so that specific questions can be asked and topics and updates can be better understood.  
Palm Oil Processor & Trader, Americas

“Respond to urgent questions more **quickly**. Especially now with the transition from PalmTrace to PRISMA, everything is going wrong.  
Individual / Organisation / Association, Europe

How can RSPO improve their communication and engagement with you? How can RSPO make their communications more appealing and effective?

Base: Those who rated RSPO's communications and engagement n=514



# Summary & recommendations

05





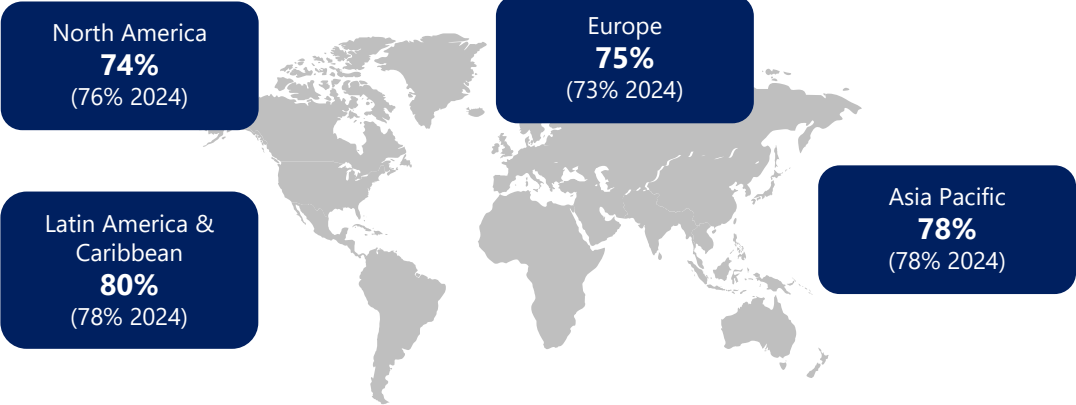
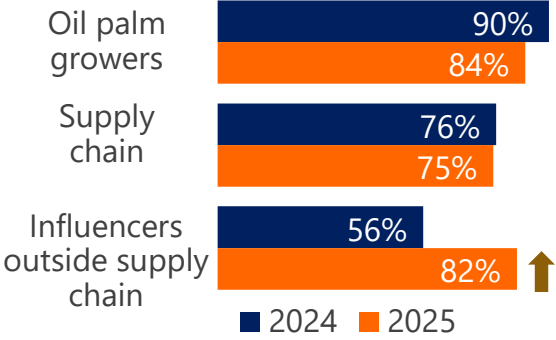
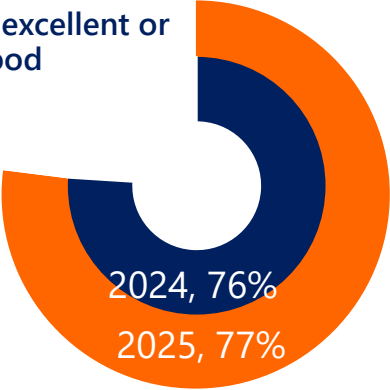
## Key takeaways

- **Reputation and advocacy levels** remain high and consistent with 2024. Perceptions over the last 2-3 years RSPO have improved or stayed the same, just 10% say their perceptions have worsened
- **PRISMA implementation** is mentioned spontaneously by 6% of interviewees, mostly - but not always - in a negative context. While not harming RSPO's overall reputation, perceptions of member support have declined since 2024
- RSPO is still seen as **relevant, credible, and impactful**, with a notable increase in **global recognition**.
- There is **strong support for RSPO to engage more with governments**, both nationally and internationally.
- **Emails are the preferred and most recognised communication method**; most say they receive the right amount.
- **RSPO's communication and engagement are rated positively**, especially for relevance and evidence-based messaging.

# RSPO SUMMARY DASHBOARD 2025 vs. 2024

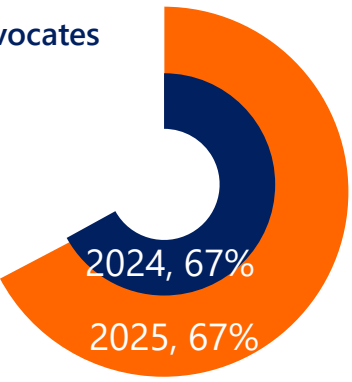
## REPUTATION

% excellent or good



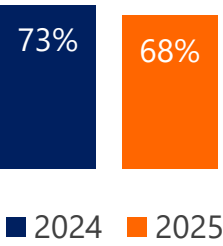
## ADVOCACY

% advocates



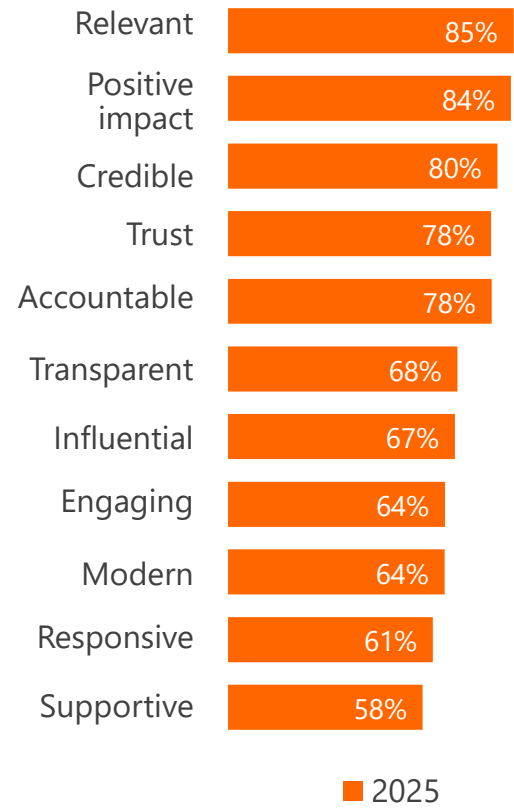
## QUALITY OF COMMUNICATIONS

% good



## REPUTATION DRIVERS

% agree



# RSPO reputational SWOT analysis

## STRENGTHS

- Overall reputation and advocacy levels
- Leading standard setter for sustainable palm oil
- Impact on reducing deforestation and negative impact of palm oil cultivation
- Credibility of RSPO certification
- Quality of communications

## OPPORTUNITIES

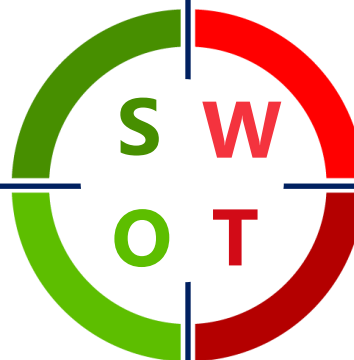
- Smallholders - support & inclusion
- Consumer awareness, demand for sustainable palm oil
- Market expansion
- Align certification with the EUDR and other regulation
- Promote benefits of PRISMA
- Engage in local language and with tailored content

## WEAKNESSES

- Responsiveness
- Declining perceptions of support for members
- RSPO certification monitoring and enforcement (for a vocal minority)

## THREATS

- PRISMA rollout backlash
- Mis-alignment with regulation
- Risk of declining trust and credibility of certification
- Low consumer awareness threatening the market appeal of certified products





# Recommendations for RSPO's communications and engagement



## Responsiveness

- Stakeholders expect more timely and responsive communication, particularly in relation to PRISMA.
- Proactively acknowledging issues and providing clear, solution-oriented responses will be vital to sustaining the goodwill that RSPO continues to benefit from



## Engagement with Governments

- Continue to act as a bridge between members and government by translating policy shifts into clear, actionable guidance.
- Clear communication, accessible information and training, alongside effective government engagement, are essential to supporting members in navigating regulatory requirements



## Preferred information channels

- Emails, the RSPO website, and conferences or events are the top three preferred sources of information across all stakeholder groups and regions.
- These channels should remain central to RSPO's communication strategy, with continued investment in relevance, clarity, and consistency of messaging.



## Strengthen Member support

- Perceptions that RSPO supports its members effectively are consistently lower than other attributes across all stakeholder groups.
- Enhancing the targeting, clarity, and accessibility of communications can help address this gap, ensuring members receive content that is relevant, easy to understand, and aligned with their specific needs.





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