

RSPO

Roundtable on Sustainable Palm Oil

Minutes of Meeting

RSPO Communications & Claims Standing Committee (C&C SC)

Date: April 15th, 2013

Mode : Conference Call
Time : CET 10am – 12.30pm (2.5 hours)

ATTENDANCE LIST

Stakeholder Group	Members	Organization
Consumer Goods Manufacturer	Jan Kees Vis	Unilever
Environmental NGO	Carrie Svingen	WWF
Grower	Simon Lord	NBPOL
Processors & Traders	Inke van der Sluijs	Product Board MVO
Processors & Traders	Caroline Sikking (Chair)	Cargill
Retailer	Agnes Pondaven	Carrefour
Retailer	Hugo Byrnes	Ahold
Social NGO	Sandra Seebolt	Oxfam
RSPO Secretariat	Anne Gabriel	RSPO Secretariat
Service provider	Bob Norman	GreenPalm
Service provider	Giovanni Colombo/Pamela Bons	H+K Strategies, Brussels
Unilever	Kevin McNair - Global Vice President, Spreads	Participated in the discussion on consumer campaigns

1. OPENING:

- Chair, Caroline Sikking opened the meeting and welcomed all participants.
- The committee reviewed and approved the minutes of the last meeting on February 26th 2013.
- Anne Gabriel updated everyone that the Terms of Reference has been endorsed by the Executive Board and published on the website <http://www.rspo.org/file/ToRCCSCRevisedEBEndorsedApril2013FINAL.pdf>

2. SECRETARIAT UPDATE BY ANNE GABRIEL:

DISCUSSION:

1. Anne Gabriel provided update on initiatives undertaken by the Secretariat which includes the Extraordinary General Assembly (EGA); communications surrounding the P&C Review prior to the EGA; Annual Communications of Progress 2012-2013; Latest website enhancements; Media familiarization trip for foreign media to plantations; 2nd year anniversary for the Trademark.
2. There were some discussions surrounding the media familiarization trip of foreign media titles to plantations. General concerns included the general sentiments of foreign reporters who may be finding information to spark controversy. Agnes mentioned the possibility of including supply chain certification either into this trip or another in the future. Hugo mentioned that he didn't see the overall value behind this trip vis-à-vis other initiatives that can be executed but mentioned the importance of a Swiss title if we were to proceed. Sandra cautioned on risk management. Jan Kees mentioned that as long as we have covered these parameters with growers who may be keen to run this – the risks should be managed. Carrie indicated that the success of the trip depends on the quality of the agenda; the plantations itself; and to ensure that the trip is as credible as possible.
3. Anne Gabriel strongly recommended the media trip take place with all the points discussed taken into careful consideration. She mentioned that budget is not an issue as it has been taken from another cancelled initiative. She explained the value behind allowing reporters to see the actual plantation on the ground and the rapport that can be forged from this initiative.

DECISIONS:

1. Hold on to media execution of media trip till more information is furnished.

ACTION POINTS:

1. Anne to send all C&C SC members an email on the details of the recommendations and rationale of the media fam trip; budgetary details, etc. before proceeding.

3. CONSUMER OUTREACH/CAMPAIGNS:

DISCUSSION:

1. Kevin McNair - Global Vice President, Spreads of Unilever attended the meeting via conference call. He shared outcome of recent research findings on palm oil and the sentiments amongst consumers which requires some strategic solutions and campaigns spearheaded by the RSPO. He shared that key messages should focus on: 1. Origin of palm oil 2. Sustainability angle and the benefits to the earth 3. Smallholder front 4. Tell consumers about what we do, why we do it, how we do it and the outcomes so far
2. Caroline solicited feedback on the need for consumer outreach

3. It was generally agreed that altho the debate in Europe covers both sustainability and health – the RSPO will focus on its mandate as an authority in sustainable palm oil.
4. Agnes reiterated the importance of this campaign to drive positive messages in France and the need for pro-active communications in line with upcoming EU food labelling bill.
5. Carrie agrees with the general notion to develop a consumer strategy but cautions that it may have to be market focused in Europe/US/Australia – as in India and China, there is significantly low awareness levels. She mentioned that WWF may be embarking on a consumer campaign for awareness of CSPO in China for the instant noodles sector.
6. Sandra mentioned that she is not against a consumer campaign but says fundamental issues must be addressed at the same time e.g. Concerns surrounding robustness of the RSPO standard as it is now i.e. land conflict; many complaints; DSF, smallholders fund available but not used; quality of CBs; quality of certifying bodies; more outreach will result in more criticisms; rather RSPO invest more on these key issues. Jan Kees suggested the RSPO commits to a consumer campaign with a sense of urgency given prevailing market sentiments.

DECISIONS:

1. Chair concluded that general idea is yes to proceed with a consumer targeted campaign. She recommended the forming of a small team/task force with Unilever/Kevin as a member and potentially Ferrero as well.
2. Retailers to confirm their participation in the campaign as well.

ACTION POINTS:

1. Anne to send an email out to all members and a few others on interest to join the Consumer Task Force.

3. EUROPE - COMMUNICATIONS GAME PLAN: presented by H&K Brussels

DISCUSSION:

1. H&K Europe briefed everyone on the general landscape in Europe. This includes a mapping of the various markets and the basis of the debate in those markets whether it is sustainability or nutritionally led discussions.
2. Hugo mentioned that the retailers have reviewed the map and are of the opinion that the situation is not as critical as indicated in the map in several markets such as Belgium and perhaps Ukraine.
3. Jan Kees indicated that Sweden should be included as critical market.
4. Simon Lord asked what the positioning of the RSPO will be in the health area given the sentiments in these markets cover both. Jan Kees mentioned that health related messages can come from the likes of the European Palm Oil Alliance. Hugo supported this and added European Food Council as another possible reference. Caroline reiterated that the key focus for the RSPO will be sustainability; while other organizations with expertise on nutritional matters can cover the health angle.
5. Discussion was held on developments in the Scandinavian region.
6. Giovanni raised the issue of The Forest Trust Fund (TFT) and the confusion it is causing in the market with its open criticisms towards the RSPO. Anne reiterated that many of these remarks are published in public domains but also conveyed by TFT during face to face meetings with member companies who have directed these comments straight to the Secretariat. Anne mentioned that member companies who are establishing alliance with TFT would be in the best position to support the RSPO agenda as criticizing the RSPO would reflect negatively on the member companies themselves. Jan Kees agreed that TFT should be receiving this message from as many members of the RSPO about collaborating rather than criticizing.

7. The public procurement drive was also discussed.
8. With regards to the RSPO Summit in Berlin event; there was an update that 3 companies have submitted their proposals. Hugo cautioned on checking the date on whether it is a good time to host this event in Europe.

DECISION:

1. Sub-committee for the Berlin Summit will include Caroline; Inke and Jan Kees.

ACTION:

1. H&K to make an assessment of situation in Scandinavia and revert with recommendations.
2. On Public Procurement Drive - Giovanni to be in touch with the ISEAL secretariat and share information back.
3. Draft program for Berlin summit to be developed with speakers identified – by H&K and AG
4. Selection of event company to be made

7. ALL OTHER BUSINESS

1. Next physical meeting in London on July 5th, 2013.

Prepared by:

Anne Gabriel,

Communications Director, RSPO Secretariat