

RSPO

Roundtable on Sustainable Palm Oil

Minutes of Meeting:

RSPO Communications & Claims Standing Committee (C&CSC)

Date : 16 February 2012
Venue : Conference Call
Starting time : 9.00am to 12.00noon CET (3 hours)

ATTENDANCE LIST (IN ALPHABETICAL ORDER)

Stakeholder Group	Members	Organization
Bank	Dr Olaf Brugman (OB)	Rabobank
Consumer Goods Manufacturer	Jan Kees Vis – Chair	Unilever
Consumer Goods Manufacturer	Simo Honkanen	Neste Oil
Environmental NGO	Carrie Svingen	WWF
Grower	Adam Thomas	New Britain Oils
Processors & Traders	Marieke Leegwater	Product Board MVO
Processors & Traders	Caroline Sikking	Cargill
Retailer	Belinda Howell	Retailers Palm Oil Group
Retailer	Agathe Grossmith	Carrefour
Social NGO	Sabina Voogd	Oxfam
RSPO Secretariat	Anne Gabriel	RSPO Secretariat
RSPO Secretariat	Bremen Yong	RSPO Secretariat
Service provider	Bob Norman	GreenPalm
Service provider	Simon Crismas	GreenPalm
Service provider	Giovanni Colombo	Hill & Knowlton
Service provider	Pamela Bons	Hill & Knowlton
Service provider	John Holden	Hill & Knowlton China
Service provider	Peter Headen	Hill & Knowlton China
Service provider	Arneeta Vasudeva	Hill & Knowlton India
Service provider	Tursianna	Golin Harris Indonesia
Service provider	Johnny Salleh	Golin Harris Indonesia

UNABLE TO ATTEND (substantive members only)

Stakeholder Group	Members	Organization
Retailer	Hugo Byrnes (alternate present)	Ahold
Grower	Puvan Selvanathan	Sime Darby
Social NGO	Sandra Seebolt (alternate present)	Oxfam International

1. OPENING:

- 1.1 *The Chair (Jan Kees Vis) opened the conference call and welcomed all participants.*
- 1.2 *Reviewed and endorsed minutes of last meeting on December 9, 2011 – with an indication that most items are back on the agenda.*

2. TERMS OF REFERENCE (ToR):

2.1 Discussion:

- 2.1.1 *Sabina of Oxfam: observed that the ToR does not contain anything about claims despite being a communications & claims standing committee. JKV: stated that there is a tacit co-relation between the two. Agreed it's a good point especially for trademark and certification and will add under section 4 a line on claims.*

2.2 Decisions:

- 2.2.1 *To add a line on claims into section 4 of ToR.*
- 2.2.2 *To have the secretariat contact only in the ToR.*
- 2.2.3 *Otherwise, ToR is almost final.*

2.3 Action Points:

- 2.3.1 *Jan Kees and Anne: to revise text and circulate back to members.*
- 2.3.2 *Anne: remove Chair contact info in the ToR but to ensure that is in the list of members is on the website.*

3. TRADEMARK TASK FORCE:

3.1 Discussion:

- 3.1.1 *Marieke enquired about minutes from last EB meeting after GA8 on trademark. Jan Kees explained that the Secretariat has been too busy organizing the upcoming GA8. For the same reason, Hidde and Jan Kees too haven't been able to reconcile discussions on trademark.*
- 3.1.2. *Belinda and Agathe asked about the revised documents and on whether it has been published on both the .eu and .org websites. Anne confirmed that the revised guidelines were posted immediately after EB meeting at last RT9 in November.*
- 3.1.3 *Belinda also mentioned that the new guidelines were confirmed through the think tank process but not minuted anywhere. Suggested a memo go out to members about this as they are not aware and also possibly a news release to establish further interest and positivity.*

3.2 Decisions:

- 3.2.1 *Revised guidelines approved by the standing committee.*
- 3.2.1 *Anything about the trademark beyond this will be discussed after the GA8 in March.*

3.3 Action Points:

- 3.3.1. *Anne: to send link for the revised guidelines to all C&C SC Members.*
- 3.3.2 *Anne: correspondence to be sent out to all members on the revised guidelines.*
- 3.3.3 *Anne: to look into developing a news release on this matter.*

4. INDONESIA – GAME PLAN PRESENTED BY TURSIANA AND JOHNNY SALLEH OF GOLIN HARRIS INDONESIA:

4.1 Discussion:

- 4.1.1 *Team from Golin Harris in Indonesia was introduced for the first time to the C&C Members.*
- 4.1.2 *Anne explained that the plan developed was as a result of a few discussions with Secretariat (Desi from RILO and Anne)*
- 4.1.3 *Carrie: the plan seems centered around growers. Latest reports confirmed Indonesia as second largest consumer market for CPO after India. Should extend plan to other groups i.e. retailers and consumer goods manufacturers. India is also a key buying market for Indonesia – given this link – to cross communicate developments in both markets. Agathe: willing to support from the retail side.*
- 4.1.4 *Simo: it would be valuable to include in our communications strategy a line on the difference or synergies between ISPO and RSPO. Jan Kees enquired if this is also part of the government engagement.*
- 4.1.5 *Tussy from Golin Harris: stakeholders in Indonesia seem to feel that once growers are ISPO certified, they do not need to be RSPO certified. Jan Kees: this is an important area that requires to be clarified. Anne: the government stakeholders themselves seem to misrepresent RSPO and its standards in public presentations resulting to market confusion.*
- 4.1.6 *Jan Kees: who is the qualitative report targeted at? Is this an idea from the Secretariat or GH? Anne: this is an initiative conceived & developed by the Secretariat. Target audience: wide spectrum from industry players, governments, policy makers etc. May not be the right direction to convert something so quantitative such as CSPO into a qualitative dimension.*
- 4.1.7 *Members acknowledged the comprehensive and good effort by Golin Harris on the plan and work so far.*

4.2 Decisions:

- 4.2.1 *Generally endorsed the plan for Indonesia*

4.3 Action Points:

- 4.3.1. *Anne & Golin Harris: A paper to be developed in Bahasa Indonesia on difference between ISPO & RSPO – voluntary vs mandatory differences on scope and ambition*
- 4.3.2 *Anne: to develop introductory note between Michael Taynor of Reuters and GH team so GH*
- 4.3.3 *Will send synopsis of the 2011 RSPO CSPO Growth Interpretation Narrative (GIN) to Unilever's procurement team on whether it is valuable to the industry*
- 4.3.4 *Anne & Golin Harris: to seed ideas suggested by Carrie in point 4.1.3 into the Indonesia strategy*

5. CHINA – GAME PLAN PRESENTED BY JOHN HOLDEN AND PETER HEADEN OF H&K CHINA:

5.1 Discussion:

- 5.1. *John Holden: advised that resources may have to be realigned in terms of priorities and investments between Europe, India and China from the original directions. They have been engaging with CFNA and WWF in China. Peter Headen: K walked through entire document. No single bullet for China. For China, RSPO is totally new. Trust building is critical. Identified key projects but need to be determined based on budgetary requirements. John Holden: who can H&K engage with in China regularly for feedback? And general thinking can be improved as well.*
- 5.2 *Carrie: very much like to participate in the China discussions for extra support. Explained the current dynamics between WWF China and H&K in China. Social media space in China should also be discussed and leveraged by H&K. Materials being currently developed by WWF China.*

- 5.3 *Adam Thomas: fundamental issue – if we can't the price into China right – good to continue awareness but what are we doing about the most critical issue of pricing? Reduced premiums must be looked into by the RSPO. We may be spending a lot of money and but may not focusing on strategically important priorities. Should continue the outreach – but analyze how much of time we spend on these 2 priorities*
Jan Kees: need to find issue on pricing – and at same time, build political/governmental support.
- 5.4 *Jan Kees: explained the current budget split between 3 geographies. Traction in Europe should continue. Need to discuss if additional budget should be out into India and China. Communications is key of market transformation – may need to spend more time on this. Marieke: momentum in Europe should definitely continue or increased – not cut back on. Adam Thomas: need to review whether additional investment is indeed required.*
- 5.2 Decisions:**
- 5.2. *Focus on outreach program in China while starting to develop strategies on business case and pricing for China.*
- 5.3 *Jan Kees: Need to come back to the budget structure once entire picture developed by H&K. There are no concrete plans at this moment to change the budget for now. Discussions on budget to take place in the next call after next GA8 and EB meeting.*
- 5.3 Action Points:**
- 5.3.1 *H&K: to look into how to augment the plan with business case/pricing strategy.*
- 5.3.2 *Giovanni: to follow up with a quarterly budget from Jan to March to see the market split – and also to show next quarter and what can be done and not done with the current budget – for discussions via email.*

6. INDIA – GAME PLAN PRESENTED BY ARNEETA OF H&K INDIA:

- 6.1 Discussion:**
- 6.1.1 *Arneeta of India presented developed plan.*
- 6.1.2 *Arneeta: Indian government's awareness and interest levels between the palm oil sector and sustainability rather low. Godrej can lead this through the coalition followed by government and media outreach. Many speaker opportunities in India. Huge potential. Potential collaboration with the Energy Resource Institute.*
- 6.1.3 *Jan Kees: interest over the upcoming event on the 21st and level of participation from the industry. Arneeta: so far, about 12-15 companies so far – looking good so far with key people.*
- 6.1.4 *Giovanni: based on budget considerations, proposes that helpdesk is transferred to India.*
- 6.2 Action Points:**
- 6.2.1 *Giovanni: to circulate a note on the rationale behind transferring helpdesk function from Europe to India.*
- 6.2.2 *H&K India: to send summary note post event.*

7. EUROPE– GAME PLAN PRESENTED BY GIOVANNI COLOMBO & TEAM OF H&K BRUSSELS:

7.1. Discussion:

- 7.1.1 *Giovanni: successfully kept to budget for now. Due to many markets outreach –need to work out a weightage for the various markets in terms of priorities. When discussing India & China – some members not in a capacity to contribute to these markets. May have to structure small groups of representatives to discuss India and China outreach. H&K has developed a global messaging framework – challenge – different stakeholders & different markets – a reference point for everyone in RSPO. Europe focus: to work more at the policy level.*
- 7.1.2 *Adam Thomas: asked if H&K ask members through the helpdesk whether they are happy with the response from the helpdesk – is there an informal survey carried out to gauge the effectiveness of the helpdesk – did they answer the question. Pamela: none at the moment – maybe it is good to analyze whether they are satisfied with the service. Will take this suggestion forward.*
- 7.1.3 *Giovanni: launch of Belgian alliance – thanks Marieke and Caroline for supporting the initiative as representatives of RSPO. The reason for supporting this is not because Belgium is a big market but more because it is a step towards establishing a trend in Europe to engage with more nations. i.e. French/ Germany.*
- 7.1.4 *Caroline: to include event by MPOC in March into the calendar. Caroline and Hidde are attending – trying to get RSPO involved in this event.*
- 7.1.5 *Simo: on the editorial calendar on RSPO RED. The European Commission may come up with something even before April. Hope that H&K is having an eye on this. Giovanni: consultant sent a note on the same matter indicating 14 weeks / 3 months which is about end April/May.*
- 7.1.6 *Marieke: On the upcoming world biofuels conference, not many RSPO members seem involved. GC: H&K reps – to prepared to speak on behalf of RSPO. Anne: Based on requests from C&C members that this is an important platform, Salahuddin is confirmed to attend. He can be the spokesperson during and after the conference – better than having a H&K rep. Jan Kees: Salahuddin should be able to speak on behalf of RSPO – but for specific details on the bio fuels market needs in Europe and challenges and issues faced in the market, best to supplement that by a member organization like Shell or Neste. Proper Q&A to be developed to distinguish the difference between RSPO’s interest and member company’s interests. Simo: RSPO’s unbiased and neutral positioning will be strategically valuable. Should exercise caution careful in communications because of ongoing EC process – bio fuels and feedstock is an important topic – reliable good multi stakeholder rep is important. Simo: can talk to the people who will attend the event and align with Michelle. All agreed that RSPO should not be charged for the speaking slot.*
- 7.1.7 *Marieke: processors & traders group would like the regular trade flash with data and news item. Repetitive and positive update of progress made in the RSPO. Start the quarterly newsletter again.*
- 7.1.8 *Marieke: cosmetics sector – relevant to develop fact sheets & FAQ on this – but questioning whether this is the best industry to be involved in to prioritize resources. Giovanni: to organize a conference call and get a few people to provide feedback at the end of Feb. Caroline: to add Catherine Hansen to this call. Marieke: to add Harald Sauthoff also on the call who chairs the technical working group of the T&T. Belinda: to also include Body Shop or Boots in the concall. JKV – ask Harald to involve his derivatives working group on this. Sabina: Dutch govt is planning to push this MSI and there are opps for that. Agathe: regarding French participation – France is a very different market landscape– best to have an update from H&K on this to plan forward with members. Marieke: on Europe – is at present, any specific activity to engage and get retailers on board? Important role in the supply chain. Agathe: one of the challenges in France is that the manufacturers – strongly support a national option especially for France – RSPO seems distant from national retailers only with national operations – with language a barrier.*

7.1.9 *Adam Thomas: must work on changing people's perception that palm oil is not a bad thing. This can be a media message for outreach. Giovanni: look forward to feedback when sending messaging framework – depending on stakeholder. Have to determine whether we aim to talk about PO or CSPO.*

7.1.10 *Sabina expressed her surprise with seeing the parliamentary briefing on RSPO in the Netherlands listed as a Hill & Knowlton activity in the EU for RSPO. As organiser of that briefing she had no contact with H&K, nor was she aware of their contribution to the briefing.*

7.2 Decisions:

7.2.1 *Salahuddin will represent the RSPO supported by a member company.*

7.3 Action Points:

7.3.1 *H&K: to send global messaging framework for comments through an email process.*

7.3.2 *H&K: to distribute a document that contains an analysis for Europe – and opportunities to be more active here with the Parliament, etc. have also identified what is the impact on budget/resources.*

7.3.3 *H&K: To look into gauging level of satisfactory response from the helpdesk.*

7.3.4 *Caroline Sikking: to send through details on the MPOC conference to everyone.*

7.3.5 *Simo: to align with Michelle Morton on spokesperson support for Salahuddin at world biofuels market event.*

7.3.5 *H&K to prepare comprehensive briefing documents for this bio fuels event*

7.3.6 *H&K to revert on sponsorship fee for the speaking slot*

7.3.7 *Anne: to share database for news flash with Giovanni*

8. ALL OTHER BUSINESS:

8.1 *GA8: Anne sent an update document to everyone. Marieke: is there anything else we can do on positioning the importance of the GA8? Belinda & Jan Kees: Secretariat & EB has been very actively involved in this process.*

8.2 *Website: Anne explained that website had delivery issues with H&K digital team. Anne has spoken to Managing Director of H&K Brussels office over cost issue due to lack of delivery. Secretariat has moved forward with local vendor who seems very efficient and has so far worked very well. Currently processing content migration from current websites to the new one. Will send the link once this phase is over. Targeted timing: March. By June or July, platform for translated content will be up.*

8.3 *2011 RSPO CSPO Growth Interpretation Narrative: Anne sent synopsis to all members. Jan Kees mentioned he will share this with internal procurement division for feedback.*

8.4 *Jan Kees & Anne updated everyone that grievance concerns are now up on the website as part of the transparency and disclosure objectives.*

9. NEXT MEETING:

9.1 *Date and format to be coordinated via an email process after the GA8.*

Prepared by:

Anne Gabriel, Communications Director, RSPO Secretariat