

RSPO

Roundtable on Sustainable Palm Oil

Minutes of Meeting:

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

Date : 20 November 2012
Venue : Conference Call
Starting time : 10.00am to 12.30pm CET (2.5 hours)

ATTENDANCE LIST

Stakeholder Group	Members	Organization
Consumer Goods Manufacturer	Jan Kees Vis – JKV	Unilever
Environmental NGO	Nina Haase - NH	WWF(representing Carrie Svingen)
Grower	Juliane Eykelhoff - JE	SD Unimills
Processors & Traders	Inke van der Sluijs - IVDS	Product Board MVO
Processors & Traders	Caroline Sikking (Chair – CK)	Cargill
Processors & Traders	Yves Augrandjean - YA	IOI Loders Corklaan
Retailer	Agnes Pondaven - AP	Carrefour
Retailer	Hugo Byrnes - HB	Ahold
Social NGO	Sabina Voogd - SV	Oxfam
RSPO Secretariat	Anne Gabriel (AG) / Ravin Trasphah	RSPO Secretariat
Service provider	Bob Norman - BN	GreenPalm
Service provider	Andy Green - AGR	BM Trada
Service provider	Giovanni Colombo - GC / Pamela Bons	H+K Strategies, Brussels
Service provider	Peter Headen - PH	H+K Strategies, China
Service provider	Arneeta Vasudeva – AV	H+K Strategies India
Service provider	Tursiana Setyohapsari - TS	Golin Harris Indonesia

UNABLE TO ATTEND (substantive members only)

Stakeholder Group	Members	Organization
Consumer Goods Manufacturer	Simo Honkanen	Neste Oils
Grower	Adam Thomas	New Britain Oils
Grower	Simon Lord	New Britain Palm Oil Ltd
Social NGO	Sandra Seeboldt	Oxfam International

1. OPENING:

- The 'new' Chair (Caroline Sikking) opened the meeting and welcomed all participants.
- The committee reviewed and approved the minutes of the last meeting

2. RT10 – POST FEEDBACK

DISCUSSION:

1. All provided feedback on the meeting this year in Singapore
2. Positive comments: well organized; enjoyable; engaging preparatory clusters; good atmosphere;
3. Areas to look into: difficult choices amongst the many prep clusters – to look into some different spacing mechanism – prep clusters very important for those who are very involved in RSPO; event was too spread out – confusing – cosier the better; survey form at the end of the conference to gauge feedback

ACTION POINTS:

1. AG to look into these comments for next RT11

3. DISCUSSION ON RECENT ENQUIRIES FROM RSPO MEMBERS ON ANTI PALM OIL MESSAGES

DISCUSSION:

1. Discussion on the role of RSPO on the on-going anti palm oil sentiments circulating especially in Europe and raised a few key points:
 - a. The confusion of why a company would be a member of RSPO and still be critical of palm oil in general.
 - b. The difficulty to control comments from RSPO members on their critical views of palm oil.
 - c. The FSC approach whereby they ensure members do not convey negative messages was also raised.
 - d. If there is no criticism on palm oil – then what would the selling point of RSPO be?
 - e. The point about allowing members to be constructively critical of RSPO was raised as some members are critical but with the intention to improve RSPO as an organization. It is an important part of continuous improvement.
 - f. To consider the requirement of members to promote sustainable palm oil so that this can indirectly steer them from criticising palm oil altogether.

DECISIONS:

1. Not really the jurisdiction of RSPO to control what members say.

ACTION POINTS:

1. To consider (if at all) the need to have further discussions on this.

4. CHINA - COMMUNICATIONS GAME PLAN: presented by Peter Headen of H&K China

DISCUSSION:

- Peter Headden presented the China update slides. Peter presented an overview of the meetings H+K had held and noted that meetings were scheduled with Tesco and the Chinese Chain Store & Franchise Association (CCFA). He also provided an update on the progress on engaging Chinese companies.
- Peter noted that H+K had completed the quality control work on the Chinese language documents (17 in total) required for the membership toolkit and the China micro-site. H+K's next step is to work with a developer to build the site.
- Next step – putting together a Chinese website / library / resources
- Media: various news releases been sent but little level of interest understandably amongst Chinese media for now.
- H&K is currently engaged on matters related to certification bodies and supply chain certification – discussions with Chinese body CNCA
- Caroline Sikking: there is a lack of understanding on certification process – use learnings from other regions to get up to speed.

ACTION POINTS:

- AG: to get an update from WWF China on COFCO membership
- H&K: to develop a FAQ on supply chain certification for the industry in China

5. INDIA - COMMUNICATIONS GAME PLAN: presented by H&K India

DISCUSSION:

1. Upcoming platform – 13th Delhi Sustainable Development Summit (DSDS) which RSPO is sponsoring a collaborative platform with TERI; WWF; CGF on February 1, 2013. The platform is aimed at engaging with multinational companies in India as well as leading local Indian companies there.
2. Other engagements continue to be led by WWF India.
3. Leading agricultural media title in India today “Agriculture Today” published many positive articles about RSPO – good curtain raiser on emerging markets on transformation – more to come

DECISIONS:

1. Consent from C&CSC for RSPO to sponsor the thematic event in conjunction with DSDS – USD18K in total but to be potentially divided amongst WWF India & CGF also.

ACTION POINTS:

1. AG: to send to all C&C members media coverage in “Agriculture Today”

6. INDONESIA - COMMUNICATIONS GAME PLAN: presented by Golin Harris Jakarta

DISCUSSION:

1. Post RT10 media briefing – very good media attendance
2. Stakeholder mapping – just been finalised
3. Establishment of a consumer coalition in Indonesia is in progress. WWF on board – currently soliciting with Carrefour; Body Shop; Unilever.
4. Provided an update on the comparison study on ISPO & RSPO study – commissioned to 2 certification bodies.
5. Andy: asked how we aim to use the study?
6. AG explained the objectives of the study – 1. To help growers during their certification process 2. Develop a positioning for external stakeholders 3. To explore discussions & dialogue with the Indonesian government on possible collaboration for the advantage of growers – possibly a Joint certification
7. JKV: stressed caution on how the outcome will be conveyed/communicated – that there is a distinction between compatible or equal and/or different.
8. Caroline: raised the fact that we may be able to use this outcome to initiate educational programs to get more growers on board. Tussy from Golin Harris: the need to have this eventually published and shared via a growers meeting; and editorials widely read by growers; as well as eGazette.

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

DISCUSSION:

- Food Information to Consumers regulation (FIC)
 - H+K has drafted a paper with scenarios and recommendations for RSPO. The aim is to brief RSPO members on the potential consequences of FIC for the RSPO TM and for RSPO in general.
 - In order to confirm that their legal interpretation of FIC and assessment of its impact on RSPO communication guidelines (TM) are correct, they have requested a meeting with the European Commission (DG SANCO). Meeting likely to take place end-November/December.
- RSPO-RED
 - The European Commission approval is still pending.
 - H+K has met with a member of Cabinet of the Energy Commissioner, in charge of the dossier, who has confirmed that he did receive the response letter from the RSPO.
- Trademark related:
 - Andy raised the email he received from Member Company about the % of CSPO to qualify for the Trademark. Also the fact that many companies are making unsupported claims on their websites and products.
 - JKV mentioned that this issue of % of CSPO was raised before several times before the claims were revised few months back.
 - Andy welcomed feedback on this matter via email.
- National endeavors:
 - A 2nd meeting conference call is being organized
 - Germany – funding is yet to be confirmed. Caroline asked to explore a member's get together in Germany. Giovanni updated that Daniel May of GIZ commented that it's better to organize an event when the funding has been finalized.
 - Developments in France: ANIA has made some reactions to this referencing MVO & Belgium alliance in endorsing RSPO interview. Interview between Darrel Webber & French media title Le Monde was published – relatively positive. The SIAL conference by MPOB in France which RSPO participated in via Giovanni was a good opportunity. A consumer oriented fact sheet is

being developed for the French market. In the debate that covers environmental causes, RSPO should play an active role.

- Giovanni updated that H&K receives a few enquiries on TFT and remarked that they are working on a brief FAQ.
- JKV: mentioned that the RSPO is pressured to do a lot in communications but in true fact does more than people know. Eg: the statement the RSPO put out on the French tax development. To send them to members including the positive media coverage that has come through.

DECISIONS:

1. Communications execution on RED Approval: Not to be very proactive about this except: announcement on the RSPO website; memos to members; eGazette inclusion.

ACTION POINTS:

1. To share the draft positioning paper to members when the facts have been finalised. To receive content approval from C&C before going out.
2. H&K: French based members to receive the statement sent out globally – to also include positive coverage and sent to them – to consider what more we can do with the membership based there – also send them a toolkit with a covering note to express our willingness to support them

8. UPDATE FROM SECRETARIAT by Anne Gabriel:

DISCUSSION:

1. AG raised the matter about the TOR for the C&CSC which has to be edited.
2. RT10: significant publicity generated together with high level of activity on social media during the meeting days. All will be up on the website news buzz section. RT10 Presentations uploaded <http://www.rt10.rspo.org/c/rt10-presentations--plenary-sessions/> & <http://www.rt10.rspo.org/c/rt10-presentations--preparatory-clusters/>
RT10 Photos uploaded <http://www.rt10.rspo.org/p/>
RT10 Videos will be up by end of November.
3. Trademark related: AG advised that Bremen has left the Secretariat. Now supported by Ravin, member relations manager, who will also attend to claims enquiries etc. Inaugural launch of Trademark consumer guide will be published tomorrow on website
 - Materials: Infographics have been launched and some have been translated into various languages.
 - Website: Integration of membership pages with all relevant data and documentation in progress.
 - Market directory: will be worked on once the membership profile pages are completed.

ACTION POINTS:

1. A post RT10 report entitled: "Towards the next step" is being edited.
2. All video footage and presentations of RT10 will be published.

9. ALL OTHER BUSINESS

1. Next meeting to coincide with EB meeting in The Hague:
 - a. February 26, 2013

Prepared by:

Anne Gabriel,
Communications Director, RSPO Secretariat