

RSPO

Roundtable on Sustainable Palm Oil

Minutes of Meeting:

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

Date : 25 September 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 – Chair (JKV)	Unilever
Consumer Goods Manufacturer	Adrian Suharto	Neste Oils
Environmental NGO	Carrie Svingen	WWF
Grower	Juliane Eykelhoff	SD Unimills
Processors & Traders	Inke van der Sluijs	Product Board MVO
Processors & Traders	Caroline Sikking	Cargill
Processors & Traders	Yves Augrandjean	IOI Loders Corklaan
Retailer	Agathe Grossmith	Carrefour
Retailer	Belinda Howell	RPOG
Social NGO	Sabina Voogd	Oxfam
RSPO Secretariat	Anne Gabriel (AG) / Bremen Yong	RSPO Secretariat
Service provider	Bob Norman	GreenPalm
Service provider	Andy Green	BM Trada
Service provider	Giovanni Colombo / Pamela Bons	H+K Strategies, Brussels
Service provider	Peter Headen	H+K Strategies, China
Service provider	Arneeta Vasudeva	H+K Strategies India
Service provider	Tursianna Setyohapsari	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 Chair (Jan Kees Vis) opened the meeting and welcomed all participants.
- The committee reviewed and approved the minutes of the last meeting in Brussels on July 10th, 2012 agenda.
- Ag to send paper and survey on trademark to all C&C members.

2. EU FOOD LABELING BILL: updates from Jan Kees Vis

DISCUSSION:

- Recapped on Quid and details.
- UL lawyers sure that if the RSPO trademark is used – specific quantity indication may be highly likely.
- Ag suggested writing to the regulators directly on the RSPO Trademark and QIUD requirement.

DECISIONS:

- A briefing paper will be distributed to all members when these details are final on an advisory capacity.

ACTION POINTS:

- H&K to speak to regulatory team at Unilever on this.

3. CHAIR OF C&C SC: discussion

DISCUSSION:

- JKV explained the decision made during the EB about the transition which is aimed at increasing the executive role of the Secretariat.
- Caroline Sikking mentioned the possibility of having this Chair rotated every 2 years – JKV said that was a good idea.

DECISION:

- Process on how to manage this: members of C&C SC inform JKV and Ag if they are willing to take this position via email to Ag
- Suggested Term – 2 years
- If there are more than one candidate – there will be an email voting process
- Ag to collate submissions and send to all

ACTION POINTS:

- JKV to send email for candidate selection
- Those interested to respond.

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

DISCUSSION:

- Peter Headden presented the China update slides (focusing on the Darrel Webber/Anne Gabriel July visit, Chinese companies' engagement plan, membership helpdesk and forthcoming events).
- Carrie Svingen asked if the video produced by WWF in Chinese is helpful to be used in any way for communications purpose in China.
- Ag explained role of WWF China and H&K.
- Ag noted that H+K China has spent a considerable amount of time translating key documents. These will be posted on the website.
- JKV asked about other events of palm oil in china – there is an upcoming summit by United Nations Environment Programme (UNEP) and All China Environment Federation (ACEF) which RPSO has been invited to participate in.

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

DISCUSSION:

- Increased interest from media and industry in India
- Stakeholder engagement – food processing industry
- RT10 – confirmed speaker from FICCI coordinated by H&K India
- Belinda Howell suggested that we be in touch with retailers such as Walmart and their commitment to India. Belinda will send an email on this. Belinda also asked about the decision of the Indian government in opening itself to foreign retailers and how that will impact RSPO. Arneeta explained that this is a positive development for the sector – Retailers will take a while to settle this – October will be a good time to start engaging with them.
- Key event RSPO co-branded platform with TERI – Delhi Sustainable Development Summit 2013 will take place in end January/early Feb 2013.
- Bob Norman asked about volume estimated used by retailers from the total volume. Bob explained that retail brands don't use that much of palm oil in India JKV: suggested to check with FICCI on those numbers Arneeta: volume is relatively small but impact in terms of influence is still significant.
- Trademark launch – may be too early at DSDS event in Feb – RSPO to talk about business opportunity in India moving into CSPO and what would it take – coordinate between secretariat and various standing committees on who can represent the RSPO for this – JKV: AAK or IOI traders category may want to position themselves in this.

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

DISCUSSION:

- Golin Harris recapped on activities for past 3 quarters
- Desi talked about comparison study – GAPKI and Ministry
- Caroline – very happy to see planned ISPO study due to many questions in Europe ; Des: 2014 deadline by ISPO for growers – study is now more important because of this – Giovanni mentioned same feedback as Caroline in terms of market interest
- Tussy will develop a communications plan to maximise the study once it is commissioned
- JKV: how keen is ISPO to collaborate in this study? Desi: earlier was optimistic. But recent meeting with Ibu Rose: quite a positive feel about collaborating – good sign to be leveraged - out of 10 companies currently audited for ISPO, 5 are RSPO members.

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

DISCUSSION:

- Giovanni highlighted some points not included into the document as yet
- National endeavours meeting at MVO office - Netherlands; Belgium; UK, Germany; France; Switzerland; Italy
- Key thing: ANIA is working to launch national movement in France in end Oct – early Nov to cover sustainability and nutrition issues – invited RSPO to present in event tomorrow on Sept 26th – one questions French raised is the relationship between RSPO and TFT which needs to be addressed – Adam Harrison has helped with some messaging - Agathe has confirmed to join – WWF France also will be present – key to position in the RSPO framework – to identify a couple of spokesperson for background media briefing in Paris between November & December due to the French movement to ensure the media are well informed of the RSPO.
- Also in touch with Malaysian Palm Oil Board in Paris event – 23rd Oct
- DEFRA – RSPO is their standard of reference – main trade association – organize a RSPO delegation meeting with the UK food & drinks federation for more info on RSPO – C&C members in the UK will be helpful – If DEFRA launches this around RT10 – there is an opportunity and need to go in and stay in touch with the UK journalist – need one or two spokespersons for media meetings in London in November.
- GERMANY – mixed situation – German Forum led by GIZ – waiting for budget to run the secretariat – not yet heard from them – we should help them keep the momentum – a call with those involved in the forum and C&C members who have interest in this market – media challenges now faced in the German market now – broadcast a reportage on CSPO and RSPO which is expected not to be very friendly
- Carrie: German initiative – issue is that the ministry is taking a long time to approve the proposal to funding the GIZ secretariat – nothing much RSPO can do for now – but when it is off the ground, there is quite a bit to be done; Julianne volunteered to help.
- Sabina: similar experience in Netherlands/Zembla; questions in parliament as well; should also prepare Germany for the similar approach.
- Giovanni provided an update on the states of the RED approval by the EU Commission. Giovanni to follow up.

ACTION POINTS:

- Germany: H&K to look into a joint event with the German Forum (Daniel), but due to delays in the approval of the funding to support the Forum, we have put this on stand-by. We also need to organise a call with German members to discuss RSPO's presence in the market. In agreement with Daniel we have decided to organise this call when there is more news about the German Forum which is expected by the end of this month.
- H&K proposed the idea of drafting a position paper on RSPO in Europe to create a narrative around the role of national endeavours. This is in the pipeline and we are waiting to see the outcome of the French commitment so as to have four case studies (NL, Belgium, UK and France) to create a more compelling story for Europe.
- JKV: UK & DEFRA – to contact AAK & NBPOL to support with this – Giovanni: Martin Craven and Bob were present at the Netherlands meeting.
- Yves to attend the cosmetics event in Paris– Malaysian embassy in Brussels – will update everyone.

8. BUDGET FOR H&K: discussion

DISCUSSION:

- Explained that the budget has increased from EURO600K to EURO624k as it includes taxes and third party costs.

DECISION:

- Budget and addendum of scope of work approved by C&C.

9. ALL OTHER BUSINESS

1. Website
 - a. AG explained that now moving into Phase 2 of website revamp: integration of membership profile pages with the relevant data; optimising search engine; fixing of back end issues.
2. Trademark
 - a. Update on development of trademark consumer guide & applications.
3. ACOP
 - a. Ag gave an update on ACOP submissions
 - b. All reports to be published on the website by sector; an analysis to be produced; charts and graphs to be put up; non submitters also to be published clearly
4. eGazette
 - a. Ongoing
5. RT10
 - a. Ag gave update on total numbers registered todate; sponsors; media partners; and programs
6. Next meeting:
 - a. Nov 20th 2012.

Prepared by:

Anne Gabriel,

Communications Director, RSPO Secretariat