

# RSPO

Roundtable on Sustainable Palm Oil

## Minutes of Meeting

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

**Date: February 26, 2013**

**Venue** : Spiegelzaal, Park Hotel, The Hague, Netherlands

**Time** : 2pm-5pm (3 hours)

## ATTENDANCE LIST

| Stakeholder Group           | Members                        | Organization             |
|-----------------------------|--------------------------------|--------------------------|
| Consumer Goods Manufacturer | Jan Kees Vis                   | Unilever                 |
| Consumer Goods Manufacturer | Ilmari Lastikka                | Neste Oils               |
| Environmental NGO           | Carrie Svingen                 | WWF                      |
| Grower                      | Juliane Eykelhoff              | SD Unimills              |
| Grower                      | Simon Lord                     | NBPOL                    |
| Grower                      | Adam Thomas                    | NB Oils                  |
| Processors & Traders        | Inke van der Sluijs            | Product Board MVO        |
| Processors & Traders        | Caroline Sikking (Chair)       | Cargill                  |
| Retailer                    | Agnes Pondaven                 | Carrefour                |
| Retailer                    | Belinda Howell                 | RPOG                     |
| RSPO Advisor                | Prof Saragih Bungaran          | Indonesia                |
| RSPO Secretariat            | Anne Gabriel / Desi Kusumadewi | 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            | Tursiana Setyohapsari          | Golin Harris Indonesia   |

## UNABLE TO ATTEND (substantive members only)

| Stakeholder Group | Members         | Organization        |
|-------------------|-----------------|---------------------|
| Bank/Investors    | Dr Olaf Brugman | Rabobank            |
| Social NGO        | Sandra Seeboldt | Oxfam International |

## **1. OPENING:**

- Chairwoman, Caroline Sikking opened the meeting and welcomed all participants.
- The committee reviewed and approved the minutes of the last meeting

## **2. TERMS OF REFERENCE:**

- Anne Gabriel to suggest edits into the document pertaining to the Executive Board members no longer being the Chair of Standing Committees.
- Approval to be done via email process.

## **3. SECRETARIAT UPDATE BY ANNE GABRIEL:**

### **DISCUSSION:**

1. Anne Gabriel provided update on initiatives undertaken by the Secretariat.
2. Juliane suggested that the “How to begin tool” content previously from the rspo.er website to be prominently placed in the current rspo.org website
3. Adam expressed that the website is very difficult to navigate and indicated that potential members are currently put off by the complexity of SCC. Documents explaining SCC should be simplified.
4. Agnes: to consider giving all companies at the end of the SCC process a trademark. Jan Kees: not all companies who are SCC certified will want to use the TM – so to build in the process of asking companies at that stage whether they would like to apply for the TM and provide them with a license number at that stage. Anne: the SCC review process will take place soon – to have these considerations in place through the involvement from C&C SC members to look into the verification.
5. Caroline/Jan Kees: to ensure the market performance is downloadable in power point slides (apart from pdf).
6. Simon Lord: Revamp of members profile page to include growers’ category the certificate number into it.
1. Jan Kees: revamp of members profile pages: to delete email contact references. To include into the application process a question on whom they would like to highlight as the contact person on the RSPO website.
2. Anne asked members for specific comments on whether they see the sales force chatter helpful or not to be sent back to her.
3. Many comments were raised on Claims related procedures; from monitoring/tracking; violation; sanctions, etc. Caroline: suggested that that the committee has a more structured discussion on claims related issues at one of the next meetings. The reestablishment of a Task Force to be considered.
4. Agnes: there is little space for marketing related creative claims that most companies can make within the current rules on C&C – to look into this.
5. Adam Thomas: there is currently no whistle blowing process for this – it is very important for the credibility of the RSPO.
6. Caroline: once a process is established – to include this process into eGazette and other communications materials so people are aware of the process in place to make false claims etc.
7. Upcoming conferences were discussed. Simon mentioned one in Philippines. Belinda commented that members’ engagements should be organized for the conference in Geneva.

**DECISIONS:**

1. To explore the possibility of including the TM application process at the end of the supply chain certification process for convenience and efficiency for those companies that have plans to apply for the TM. To be included into the SCC review process.
2. A more dedicated and structured discussion around claims related matters in one of the next meetings of the C&C SC.
3. The membership application form should include an option for a 'public contact'.
4. It was agreed that there is a need to develop a complaints process / mechanism to flag false or misleading claims. It was proposed to reinstate the review committee that used to track and check claims.

**ACTION POINTS:**

1. Anne to place the how-to-begin-tool more prominently on the RSPO website.
2. Anne requested C&C members to share information to leverage RSPO's social media presence.
3. Anne to provide an explanation about usage of Salesforce Chatter.
4. Anne to present website analytics + social media statistics during next meeting.
5. Anne to enable the key statistics to be downloaded in a PowerPoint format.
6. Anne to check privacy legislation with regard to including contact information of RSPO members on the website (in the new member profiles).
7. Anne to share briefing paper for new RSPO blog and C&C members to provide feedback.
8. Anne to look into reactivation of the claims review committee and review/develop the complaints process for misleading or false claims.
9. H&K/Anne to look into members engagements for Darrel's trip to Geneva.

**4. UPDATE FROM INDONESIA:****DISCUSSION:**

1. Desi of RILO took the group through some key initiatives in Indonesia. And the challenges faced in establishing the consumer alliance in Indonesia for CSPO due to the presence of ISPO.
2. Simon Lord: To establish co-operation by emphasising that the RSPO encourages compliance to ISPO as it is embedded within our standard as part of Principle 2.
3. Jan Kees enquired if there are member companies that do not want to actively promote RSPO because the code of conduct is explicit on this matter.
4. Desi updated committee about the parallel study being done on ISPO and RSPO, in collaboration with ISPO. Terms of Reference presently being developed. Target timing to begin study: March 2013.
5. Giovanni mentioned that DEFRA in UK and other stakeholders had asked about the ISPO standard as they don't want to undermine an initiative taken by a government. Similar consideration and questions raised by the market in China as well.
6. Inke mentioned the need to have clarity on both these standards so members can articulate a clear way in engaging with ISPO.
7. Adam Thomas raised the publishing of a recent article comparing ISPO and RSPO.

**DECISIONS:**

1. The concept of the consumer alliance to be put on hold till RILO confirms if ISPO will have a trademark on end products.

**ACTION POINTS:**

1. RILO to keep all posted on progress with parallel study.

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

### DISCUSSION:

1. Peter presented the China update slides and showed the engagements with Chinese companies.
2. H+K China presented the development of a China hub together with Solidaridad and WWF.
3. The Chinese RSPO website is expected to be finalized mid-March.
4. H+K has been in contact with the Certification and Accreditation Administration of the People's Republic of China's (CNCA), to clarify the requirements for foreign CBs.

## 6. INDIA - COMMUNICATIONS GAME PLAN: presented by Arneeta, H&K India

### DISCUSSION:

- Arneeta presented the India update slides and showed the engagements with industry associations and think tanks, Indian member companies and NGOs.
- Progress in terms of media relations and event organization (TERI, FICCI and World Economic Summit) was also presented.

### ACTION POINTS:

- H+K India to pursue opportunity to engage with CII and ASSOCHAM for strategic participation at industry events.
- H+K India to develop a framework on customized communications and outreach to key identified stakeholders.
- H+K India to use full definitions in update documents to avoid confusion about abbreviations.

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

### DISCUSSION:

- A strategic discussion took place on three main topics:
  - Palm oil: misunderstandings, negative perception, lack of market data, lack of data on palm oil footprint
  - Supply chain: complexity of supply chain certification, need for SCC review, traceability and involvement of SMEs
  - Consumers: industry readiness for consumer outreach, role of Trademark
- Comments on supply chain certification
  - Andy Green stated that the SCC is not as complex as many companies initially think – it is importance to send the message of simply going for certification and starting the process. Andy also expressed the need for croup SC certification.
  - Adam stated that the costs make the SCC complex – a solution needs to be found to lower the barriers for SMEs. Group certification might be an option.
  - Juliane stated that supporting the national endeavours is the right way to address the SCC complexity.
  - Jan Kees said that the man in the street does not understand the complexity of the supply chain – the focus should be on the players in the supply chain as they are the ones who need to understand this. It is unacceptable that people claim SPO is not available – more collaboration in the supply chain is needed to match supply with demand. Walmart is

currently doing a supplier mapping. And this matches well with that the Secretariat is doing on the market directory.

- Belinda indicated a benchmark against other SC systems and their traceability is needed.
- Hugo Boss explained there is no price issues for consumers related to SPO – retailers would never charge for SPO – the real question is how to convince suppliers to take action.
- Comments about consumer outreach
  - Juliane indicated it is difficult to communicate to the consumer “we are trying or we are getting there” as this message is not strong enough.
  - Belinda indicated that better visibility is needed of TM products – the website should contain 5 key information items for every product.
  - Belinda stated it is not the right time for a proactive consumer campaign.
- Comments about perception of palm oil
  - Carrie stated The Norwegian Rainforest Association is not against RSPO but as SPO is not available they feel the need to recommend companies to not buy PO altogether.
  - Jan Kees offered to present the idea for a LCA study on palm oil to the EB that can show what happens when you replace PO with other vegetable oils.
  - Belinda stated a focus on Switzerland is important considering the current debate in the country.
- H+K expressed the need for spokespeople in Europe as well as fixed locations for media trips.

#### **DECISIONS:**

1. Apart from some of the outreach being executed by the Secretariat, it was agreed that it is too early for fully fledged consumer campaign. It was agreed to stick to reactive methods for the moment or leveraging member companies who have the relationship/affinity with consumers.
2. A decision was made that H+K will not represent the RSPO as a spokesperson in Europe as RSPO is membership based company that can leverage its representatives around the world whenever needed in addition to the current plans whereby many email and telephone interviews are conducted with the Secretary General.

## **7. ALL OTHER BUSINESS**

1. Next meeting/concall on April 15, 2013.

#### **Prepared by:**

*Anne Gabriel,*

*Communications Director, RSPO Secretariat*