

Minutes of Meeting

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

Date: September 30, 2015

Venue: London – Victoria Portland House

Time: CET 09.00 am – 17.30 pm

ATTENDANCE LIST

Stakeholder Group	Members	Organization
Consumer Goods Manufacturer	Jan Kees Vis	Unilever
Association member	Eddy Esselink	MVO
Oil Palm Grower	Leela Barrock	Sime Darby
Retailer	Belinda Howell	Palm Oil Group
Trader	Judith Murdoch	AAK
Environmental NGO	Carrie Svingen	WWF
Environmental NGO	Emma Keller	WWF UK
Bank	Jose den Toom	Rabobank
Service provider	Andy Green	BM TRADA
Service provider	Bob Norman	Green Palm
RSPO Secretariat	Stefano Savi	RSPO Secretariat
RSPO Secretariat	Danielle Morley	RSPO Secretariat
RSPO Secretariat	Monica Ioakim	RSPO Secretariat
Consultant	Giovanni Colombo	H+K Strategies
Consultant	Daisy Pratt	Greenhouse PR
Contributors	Steve Leigh	Reputation Consultancy
Contributors	Sue Torka	Guardian
Contributors	Laura Paddison	Guardian
Contributors	Tess Riley	Guardian
Contributors	Stephen Tolfree	Guardian

1. Opening

- Approval of minutes of last meeting
 - Jan Kees Vis is appointed as new C&C chair for 12 months.
 - JKV reminded members of the RSPO Antitrust rules. There would be no discussions on prices, premiums, contracts of individual suppliers or individual customers.
1. Secretariat working to increase membership of the C&C. DM informed that Cargill confirmed they would like to re-join. Ferrero has indicated interest. DM has been in touch with FONAP (German Alliance) and Alliance Francaise whether they have members interested.
 2. Social NGOs - SS added that Solidaridad was also approached but no answer just yet.
 3. JKV suggested Oxfam and Aid Environment.
 4. LB said that it would be good to have an African NGO like FPP
 5. CS asked if RSPO had reached out to US companies also.
 6. SS informed that he had a meeting with Pepsico and that they will confirm if they are interested to put a member. DM said she had a meeting with Starbucks; she sensed that they might not be ready to join the group yet but that she will nonetheless follow up and reach out to them.
 7. DM said that ESPOAG Communications Subcommittee will meet for the first time this month and she will ask if they are interested to bring in European Associations.
 8. JM said it would be good to first identify what the (C&C SC) group objectives are and then invite others to join.
 9. JKV said that he was not comfortable with trade associations joining if they have non-RSPO members in their portfolio.
 10. SS added that RSPO has also contacted BIAZA. Chester Zoo is interested in joining and they have successful communication campaigns.
 11. JKV said a decision should be taken on the size of the Committee.
 12. SS suggested keeping it to 2 reps from each stakeholder group. DM interjected that we should nonetheless allow for exceptions because RSPO is interested in more manufacturers joining.

Action Points:

DM to follow-up and reach out to Starbucks

DM to reach out to ESPOAG

SS to follow-up with Solidaridad

SS to confirm with Pepsico

2. Update from RSPO Secretariat:

ACOP Update

1. SS said that submission for the ACOP 2014 Snapshot Report is now closed and that the compiled data will be published the following week.

- In summary there were 17 termination letters and 33 suspension letters (15 and 20 respectively after final reconciliation).
- Same procedure as last year to be followed regarding these. He noted that the only difference this year is that the RSPO's Impacts Department (lead by Sanath Kumaran) will be dealing with impact analysis rather than the Communications Department. Furthermore, as regards membership, the Membership Department is to review all RSPO contacts and clarify which are primary contacts.
 - 1.1. JKV suggested putting a working group against the development of RSPO impacts reporting.
 - 1.2. SS said that by the next C&C SC meeting he would have more info on the Sensor project. Preliminary findings will be communicated before that as well.
 - 1.3. GC suggested that instead of disclosing the whole set of data the following week, to wait for the RT in November. He said coming out with the Report and a digest together at the same time would be better because it would mean starting with the macro info and then following up with the micro.
 - 1.4. CS supported GC's suggestion.
 - 1.5. LB reminded that last time a lot of the ones to be terminated were social NGOs that had no capacity to report.
 - 1.6. SS said that the intention was to give those members some time and at the same time a warning. He added that as regards social NGOs there were also some that RSPO called ahead repeatedly and there was no response. He conceded that the decision should be that they will follow GC's suggestion and asked the C&C SC if this is what they would want to see repeated every year from now onwards.
 - 1.7. AG said that hopefully this number will decrease with every year passing.
 - 1.8. JKV reminded that it was a BoG decision to do so.
 - 1.9. Stefano summarised that the final decision is to publicised at the next RT.

Action Points:

ACOP Snapshot Report to be published at the annual RT.

SS to communicate Sensor project preliminary findings to the Committee

RT13 Update

1. Stefano did a presentation on the forthcoming RT. Date remains the same but venue has changed, from Bangkok to Kuala Lumpur. The theme for this year is "Global Vision/Regional Action 2015-2016". He then outlined details of the programme:

- In the Prep Cluster (Sustainable Palm Oil Guideline for China), the Chinese government body CFNA is making moves towards sustainability.
 - Keynote VVIP will be Ramze Naam who is regarded as a genius in the IT world.
 - Representative from PEMANDU will also be keynote speaker (name TBC – someone from their performance Management & Delivery Unit)
 - Panel Debate 1 “Role of Governments and National Commitments”. RSPO secretariat has invited reps from CFNA, UNEP, Singapore, and is waiting to hear back from UK DEFRA.
 - Number of delegates at the time: 250 paying delegates, 288 participants in total.
- 1.1. DM asked the group for any other ideas and suggested that perhaps the IDH could speak from a European perspective. Members noted that IDH is contributing funding rather than implementing.
 - 1.2. JKV and BH recommended it would be more interesting to hear from another National Commitment directly.
 - 1.3. SS suggested leaving it to the National Commitments to decide.
 - 1.4. CS and BH said that above all, the sessions should be about quality and not quantity. They noted that there are many brands out there making the discussion very interesting and RSPO must compete accordingly.

Action Points:

SS/DM to contact a National Commitment to speak at the RT from a European perspective.

Indonesia Update

SS presented

- Since Feb 2015, RSPO a Communications Manager in Indonesia, Dhiny Nedyasari.
- We have the preliminary results of the Study on Consumers Perception of Sustainable Palm Oil in Indonesia. Results to be circulated. Overall the results are very different from Europe. Indonesian consumers seem to care more about the positive impacts rather than looking at the negative ones. So our communications approach in Indonesia should not be like the EU approach.
- We have worked closely with WWF in Indonesia. Specifically within the WWF Beli Yang Baik Campaign. We had a roadshow including presence at a mall in Jakarta which helped us and came up with a video, which we intent to use extensively.
- A photographer and videographer have created a new image bank for RSPO. Six videos were produced on smallholder stories. These will be launched on the new smallholder section on the RSPO website. The new section will gather all smallholder info in one page.

- RSPO put a tender out to support Dhiny. VaryaCom APCO was chosen to improve RSPO media relations in Indonesia and to also do a stakeholder mapping.

India Update

SS presented

- RSPO has a new India representative, Yogesh Kolte, based out of Mumbai.
- We are working on finalising a Supply Chain Study for India. We are working closely with WWF on this. WWF to find an agency to deliver the study.
- Globoil: Yogesh has met with some of their members already
- We are looking into reviving the stakeholder mapping. The aim is to have a similar consumer study as in Indonesia.

China Update

SS presented

- New RSPO representative in place, Yun Jiang. His induction took place the previous week in KL. He used to work for WWF as well as the Bahrain Council of Trades. We are already signing an MOU with Chinese government linked certification body CQM on 08/10/2015.
- Same approach as with India and Indonesia, to have a Supply Chain Study done (by CFNA), as well as a workshop on Certification, to be organised in collaboration RSPO-CFNA.

Claims Rules

1. SS presented the timeline of activities regarding Claims Rules.

- 1.1. JM pointed that a consumer app is not something people in Europe would use. The idea of a toolkit for new members is fantastic but RSPO should check which existing members don't have the logo and send it free of charge, pointing out that there's a gap as regards the existing members.
- 1.2. AG noted that it's fundamental that the new document is understandable.
- 1.3. SS said that we need to remind existing members that they'll need to apply for TM licenses
- 1.4. BH pointed out that we should remember to differentiate between those with Supply Chain Certification and those without.
- 1.5. DM informed that there was a "no palm oil" claim by a Member, Orkla. SS said that our approach to this is to be amicable to start with, and if it does not work to then ask members to make formal complaint stating how that claim breaks the rules.
- 1.6. BH raised the point that a no palm oil claim is not disallowed by the Rules.
- 1.7. DM suggested having a standing item on the agenda, of informing the CC&SC of what has come up regarding Claims.

- 1.8. AG also raised the issue that they cannot update their auditors overnight about the new rules. He suggested having a small guide on the website, giving an indication to each stakeholder what the changes mean to each.
- 1.9. BN suggested notifying via e-newsletter
- 1.10. GC put forward the idea of RSPO calling top retailers in Europe (UK aside) to alert them to the new rules, the changes, whether they are fully aligned, etc.
- 1.11. JKV disagreed with this approach reminding that these are highly busy individuals that have no time for that. He also said that 1 member having done a no palm oil claim is not sufficient to justify such a large-scale reaction from the RSPO.
- 1.12. BH agreed with JKV and added that the rules are not clear; repeating that a no palm oil claim is not actually disallowed.
- 1.13. AG disagreed with BH position on that, saying that the RSPO cannot write rules about everything you cannot do.
- 1.14. JM said that both BH and AG comments are valid and that this is an issue that needs addressing.
- 1.15. JKV reiterated that he did not see a major problem, and closed this item by asking BH and AG to be in touch about this offline.

Action Points:

SS/MemberServices to remind existing Members of need to apply for TM licences under the new Claims Rules

RSPO NEXT

1. AG said that WWF have a candidate available for the Claims Taskforce. Jose den Toom will also participate, as will Eddy Esselink from MVO. The Claims document will probably come later in 2016.
2. JKV expressed the opinion that this is a Traceability Committee responsibility and not a C&C SC responsibility.
3. SS said that any comments that the C&C SC members might have, to be sent and discussed through the RSPO Next public consultation process.

3. Palm Oil Debate - Report on Impact

1. Presented by Steve Leigh of Reputation Consultancy.

He presented what he called a digital Reputation Tracker. He further explained that this Tracker works by scraping content and conversation, organising data, semantic analysis, and sense-check findings. The parameters for the tracker where:

- The extent to which RSPO is perceived to be:
 - Seen (its visibility in relation to SPO)
 - Understood (the themes with which RSPO is most associated)
 - Creating debate (the extent to which RSPO stimulates strong emotion)

- A framework for RSPO's association with key attributes of good reputation:
 - Belong – association with good corporate citizenships (environment / social impact).
 - Create – association with an ability to innovate.
 - Care – a focus on caring for people.
 - Steward – an association with good governance.
 - Expertise – an association with being a knowledgeable expert.
 - Lead – strong leadership on the issue.
 - Perform – successful delivery and execution.
 - Deliver – effectiveness of projects and services
- 1.1. JKV interjected that the PO debate is an emotional debate and RSPO was traditionally understood to be a kind of police-enforcement. So he questioned where the D.A.V.E. was in the presentation.
 - 1.2. Steve Leigh explained that RSPO goes hand-in hand with sustainability and that its rhetoric has been traditionally dry and legalistic, rather than having a passionate stance. RSPO's tone of voice was not watching the external view of the world regarding PO, which is a very emotional view. He said that after the EURT in London (2014) the rhetoric was much more emotional. He added that visibility of sustainable palm oil has increased and the partnership with the Guardian is stimulating a much stronger emotional response and debate. He summarised saying that the Guardian partnership has been most effective in raising the profile of issues around SPO and the profile of RSPO. It has also met the aim of stimulating strong debate on the issue and placing RSPO at the heart of this conversation. As a result RSPO has been seen in a largely positive context – greater association with many positive attributes (citizenship, stewardship, expertise, performance and effectiveness).
 - 1.3. SS asked what were the statistical volumes used.
 - 1.4. Steve Leigh answered that they would provide that info. He added that from memory, it was in the hundreds a day.

Action Points:

SS to follow-up with Reputation Consultancy to send details about their statistical volumes.

4. Palm Oil Debate (POD), The Guardian – Next Phase

1. The representatives from Guardian presented the proposal for the next phase of The Palm Oil Debate media partnership. The proposal is based on lessons learnt during the first phase and discussions with Danielle Morley on the EU communications strategy for the coming year.

They said that there have been 160,000 unique visitors, 240,000 page views, 80% of traffic returned to the site more than once. The team dealing with P.O.D has quarterly meetings with Danielle Morley to discuss and evaluate impact of the POD.

They presented a summary of the features published over the last 10 months (approx. 3 per month) and the latest POD traffic data.

In Year 2 they want to have a longer in-depth look into the issue. They want to send a journalist on the ground. They want to create “unstoppable stories” with no one-day shelf life. They also mentioned that during the first phase they did not involve their marketing team, and they had no real marketing strategy. In the 2nd year they want to create a new concept, messaging, and marketing plan.

- 1.1. CS asked to not over-promote in order to avoid overkill.
- 1.2. JKV said that Africa right now does not need a closer look into this. He said that this should be discussed and explored further with the Committee.
- 1.3. Sue Torka of the Guardian said that they were looking to hear from the C&C SC what we would like them to look at more in terms of KPIs.
- 1.4. SS said that we always want social interactions. So in parameters we would like to see more of that, not just numbers.
- 1.5. AG asked if in terms of KPIs was the Guardian looking at a growth from last year's numbers or the same? He also asked whether they would be targeting specific markets, for example the USA.
- 1.6. SS said that if they could share the profiling of the uniques it would be very useful. He also asked Guardian to share their calendar of the topics they want to touch upon, as RSPO could support the dialogue around those stories.
- 1.7. JKV asked to do a round of show of hands regarding a second year collaboration with The Guardian.
- 1.8. SS expressed the view that this is an executive decision and not a budget decision.
- 1.9. JKV said that the T.O.R of the BoG should be reviewed at the next meeting regarding this point. Right now, regarding the Guardian pitch the decision was Yes.
- 1.10. SS suggested looking into further options for a reputation agency.
- 1.11. AG, BH, JKV, JM expressed concerns over the potential conflict of interest between Reputation Consultancy and Guardian, due to the working relationship between the two.
- 1.12. DM clarified that they are third-party service providers, but that she would look into alternatives.

Action Points:

DM to look into an alternative reputation consultancy.

CC&SC to review TOR of BoG at next meeting.

5. Europe: Outreach & Communications

Plans for 2015/2016

1. Danielle presented the plans forward.

- She said that we need to further monitor all media platforms (traffic, engagement & sentiment). Understand stakeholders especially in new markets. We also need to understand market uptake data, banks/IFIs as agents of change, and finally understand members' needs
- We need to create live events, editorial & visual content, Reports, social media, and communication toolkits (Media, Members, Zoos). We should aim to influence key stakeholders & media, public policy-makers (with focus on EU), and supply chain businesses (with focus on retail and manufacturers)
- The plan for 2016 is to collaborate with Alliances (National & European), as well as new initiatives and new markets. We need to plan a Shared Action Plan for what 100% CSPO means and reach message alignment with members.

1.1. BH asked if we could reinstate the market ingredients tool (database of ingredients on the market).

1.2. SS noted that unless all members input 100% of their data, the tool becomes meaningless.

1.3. AG added to this that the FSC database is the only one he knew that actually works. He suggested to look at that one.

Action points:

SS to look into the terms of reference for a work on Market Directory, and involve the T&T in development.

EURT 2015

- DM said that for next year, Inke is looking into getting an expert market analysis to include in the "A Shared Vision (Europe) Report".
- The Interactive Media Report from the EURT 2015 is now live. On it there are videos, podcasts, vox-pops, and demographics of delegates and breakdown of our social media campaign during the EURT.
- Discussion on market transformation should be taken a step further in 2016. We should follow-up on suggestions made during the discussions in the EURT 2015 and take these forward.
- DM asked the group to take a decision on what 100% by 2020 actually entails. Does it mean only food/cosmetics? Or does it include biofuels? She asked that this be clarified.
- SS suggested taking this debate to the BoG.
- JKV agreed, but with the suggestion/recommendation to examine it in the following order of importance: 1.consumer goods 2.animal foods 3. Biofuels/crude

Action Points:

Secretariat to ask BoG to discuss and take decision on what we mean by 100% by 2020, examining in order of importance put forward by JKV

Upcoming conferences in Europe

2015 Q3/4

- France Convergence - deforestation
- Warsaw MPOC – palm oil
- European Parliament –deforestation
- Guardian – consumers & palm oil
- ICIS – oleo-chemicals
- Milan, EPOC – nutrition & sustainability
- Milan, Retail (tbc)
- Innovation Forum
- RT13 – changing markets
- Belgium Alliance – CSPO
- FONAP
- Hamburg meeting in November (BH will be participating)

2016

Q1

- Market Transformation dialogue
- Poland stakeholder event
- Media roundtable

Q2

- Media roundtable
- EURT - Paris or London?

1. Regarding **2016 EURT**, DM put to the table the options of London and Paris and asked for a decision to be taken if possible.
 - 1.1. DM and CS saw Paris as a media opportunity and also a risk.
 - 1.2. GC reminded that going locally and meeting journalists beforehand is the way to avoid risks. He recommended adopting the D.A.V.E strategy with France.
 - 1.3. CS and BH said they were in favour of Paris.
 - 1.4. AG said that if we go back to London we won't be talking to a new audience.
 - 1.5. JKV suggested asking the opinion of the French Alliance.
 - 1.6. SS expressed concern about Paris not being the best place to deal with the on-going debate.
 - 1.7. DM asked CS to check with local WWF first, then move forward. She then asked what the format should be and if anyone had any changes to suggest. She asked the committee to send her any views and creative ideas.
 - 1.8. BH recommended talking to the Consumer Goods Forum for venue ideas.

Action Points:

CS to ask WWF France their opinion on holding next EURT in Paris

Italy

DM presented

- We have had 2 successful events already, as well as one-to-one meetings.
- The stakeholder mapping is finished. We will be collaborating further with Ferrero, EPOA and Aidepi.
- We will be monitoring closely the first (and so far informal) development of an Italian Union of Sustainable Palm Oil, very recently created within the Italian food industry.
- We have engaged top retailer Carrefour to support the RSPO in organizing a retailer's meeting through trade association Federdistribuzione (November 2, TBC).

EU Policy H+K Presentation

GC presented their Europe strategy

1. He said that following on from the meeting with the European Commission earlier in 2015, RSPO partnered with Conservation International to commission a study to analyse the feasibility of the EU policy options. The report focused on 6 main options:

- strengthen voluntary certification schemes
- Expand FLEGT
- Extend biofuels criteria to other crops
- Public procurement guidelines
- Mandatory labelling
- Mandatory sustainability criteria

1.1. Danielle said she will be sharing the full CI Report with the Committee members.

Action Points:

DM to send the CI Report to CC&SC members.

Social Media

- DM presented the numbers of where we are and where we want to be moving forward in the future.
- Moving forward we want to affirm RSPO's position as a facilitator in the palm oil debate, providing and engaging high-quality content, adapted for each social media platform.
- We will be optimising activity with the Guardian Sustainable Business platform.
- Focus on engagement rather than numbers across all platforms.
- Incorporate different languages to engage global audience.
- Build community across the regions and demographic profiles.

- Create excitement and engagement around the Global Roundtable Event and clever use of social media advertising to leverage target audience in key areas.
- Also, we shall be developing social media guidelines/policy for global consistency on digital, and empowering and supporting the global social team.

6. New Digital Campaign

Stefano presented this item.

1. RSPO has asked Nice and Serious to do a campaign similar to Follow the Frog (which was commissioned by Rainforest Alliance).

- Consensus was that industry action is the overall goal, and that showing that consumers care is the way to get there. Show the industry that speaking about RSPO can be beneficial /necessary.
- Steer further industry acceptance beyond 'post-tipping-point' markets (like the UK where already 75% sustainable palm oil).
- Consensus was also reached that non-English speaking countries were not our primary market at the moment. Therefore they had agreed on USA.

- 1.1. SS then asked the Committee's views on the target audience.
- 1.2. CS agreed that this is a really important audience. But that we need US participants on the task force and said that she will try and get the right people from the US involved
- 1.3. JKV recommended having a talk with Rainforest Alliance.
- 1.4. JM noted that this is a very important decision to take and therefore it's necessary that this item is discussed further and deeper.
- 1.5. BN disagreed that the US is the right market.
- 1.6. SS suggested to first try the US market and if it doesn't work to let it go.
- 1.7. CS agreed on engaging the US market.
- 1.8. JKV further recommended MIT School of Sciences, saying he has a contact there.
- 1.9. BH also suggested a contact
- 1.10. DM asked if all available to discuss this further on first week in November – potentially 3rd November in London. She will send an email regarding the date.

Action Points:

CS to send SS contact(s) from US to be included on task force.

JKV to send SS contacts in MIT

BH to send SS her contact

DM to email CC&SC about meeting to discuss this further.

7. Other business

1. Stefano noted that RSPO is recruiting for Communications roles in its offices in Europe and USA.
2. Next C&C SC meeting:
Preliminary Date: 20 January 2016
Venue: London

[AGENDA attached as ANNEX]

ANNEX

Communications & Claims Standing Committee

Wednesday 30 September 2015 - 09.00 to 17.30
 Regus LONDON, Victoria - Portland House, Bressenden Place, London, SW1E 5RS.
 (Victoria is nearest station)

<i>Time</i>	<i>Subject Matter:</i>	<i>Presented by:</i>
9:00 - 9.30	<ul style="list-style-type: none"> ● Opening ● Approval of minutes ● C&C Committee: Membership, Chair, Structure 	
9.30 - 11.30	<ul style="list-style-type: none"> ● ACOP updates ● RT13 updates ● RSPO NEXT ● Claims Rules - next steps ● India/China/Indonesia/SEA updates/plan 	<i>Stefano Savi</i>
11.30 - 12:30	<ul style="list-style-type: none"> ● The Palm Oil Debate - report on impact, Q&A with consultancy 	<i>Reputation Consultancy</i>
12:30 - 13:15	Lunch	
13.15 - 14.15	<ul style="list-style-type: none"> ● The Palm Oil Debate - next phase 	<i>The Guardian</i>
14:15 - 16:15	<ul style="list-style-type: none"> ● Plans for 15/16 (slides) ● EU policy & deforestation event ● EURT - report back & planning 2016 ● Social media - report back & next phase 	<i>Danielle Morley</i>
16:15 - 17:00	<ul style="list-style-type: none"> ● New digital campaign 	<i>Stefano Savi</i>
17.15 - 17.30	<ul style="list-style-type: none"> ● AOB 	