

RSPO

Roundtable on Sustainable Palm Oil

Minutes of Meeting:

RSPO Communications & Claims Standing Committee (C&CSC)

Date : 31 October 2011

Venue : Regus Skyport Meeting Centre, Amsterdam

Starting time : 10.00am – 3.00pm

Attendance list (in alphabetical order)

Hugo Byrnes	Ahold/Retailers Palm Oil Group
Andy Green	BM TRADA
Caroline Sikking	Cargill
Bob Norman	GreenPalm
Melanie Faithfull Kent	Hill & Knowlton
Giovanni Colombo	Hill & Knowlton
Simo Honkanen	Neste Oil
Sandra Seeboldt	Oxfam International
Marieke Leegwater	Product Board MVO
Dr Olaf Brugman	Rabobank
Anne Gabriel	RSPO Secretariat
Bremen Yong	RSPO Secretariat
Juliane Eykelhoff	Sime Darby
Jan Kees Vis (Chair)	Unilever
Carrie Svingen	WWF

Absent

Agathe Grossmith	Carrefour
Adam Thomas	New Britain Oils
Puvan Selvanathan	Sime Darby

1. KEY DECISIONS & ACTION POINTS

Terms of Reference for C&C SC

- Leave out point A, indicate that members can nominate alternates under point B and include a participation rate of 75% under point C.
- Put the caption back in the vision statement. New wording in the vision statement: “..by advising and adopting appropriate communication strategies, policies and plans.”
- Change the wording in Responsibilities & Objectives to:
 - “Advising the EB and guiding the Secretariat on communications strategy.”
 - “Recommending the EB for approval of communication strategies and related issues”.
- The SC C&C will deal with communication policies, not the Secretariat. A communication policy needs to be drafted.

H&K review and plan until end 2011

- H&K China to continue stakeholder mapping until the end of the year. H&K to get in touch with the suggested Cargill representative.
- H&K India to meet with Godrej and send a report with outcome of the meeting, key findings and suggested next steps.
- H&K Europe:
 - Create Q&A and reactive points to address green-washing, lack of uptake and complexity of the supply chain.
 - Draft editorial calendar for the months of November and December.
 - November: focus on grower story and talk to Olivier and Simon.
 - December: work on a TM story in partnership with manufacturers and retailers who are using the TM in Europe.
 - Support APIM press conference and draft quote for press release.
 - Identify spokespersons for supply chain communications and investigate the opportunity of appointing academic spokespersons.
 - Confirm free partnership with FIE, but turn down the offer to have seminar. Appoint someone to attend FIE to assess the value of RSPO presence.
 - In-Cosmetics: H&K to provide more detailed info on number of attendees and visibility, as well as potential speaker opportunities. H&K to work on desired messages and identify the opportunities for cosmetic companies to get involved in RSPO. H&K to talk to Cargill and other suggested contacts.
 - Biofuel conferences on standby until we hear back from the Commission on the RED approval.

Trademark

- All SC C&C members to update RSPO Secretariat about companies who have applied for a TM license.
- Guidelines to be submitted to the EB before RT9 – new rules to be announced at RT9.

- Breaches of the RSPO rules on C&C to be reported to Bremen who will contact the companies at hand.

Website

- The main comments on the website are:
 - Documents with the rules need to be easier to find. Suppliers that are RSPO certified need to be easier to find. Both items need to be visible from the home page.
 - The website is too busy.
 - The focus is too much on the grower perspective and not enough on the market place. It needs to be easier for other members/potential members and consumers to find specific information that applies to them.
 - Market figures from the rspo.eu website need to be included in the new website.
 - Availability in other languages (Spanish, Chinese, Hindi, French, German) to be discussed during next SC C&C meeting.
 - A press centre needs to be included in the website structure.
- RSPO Secretariat is OK to receive written comments on the website.

RT9

- Spelling of the name Jonathon Porritt to be checked.
- H&K to work on a messaging framework for RT9 in Europe. Marieke to input into that to make sure that it addresses the consumer angle.

AOB

- No progress on the business plan has been made – this will be done next year.
- WWF Germany will launch a video about RSPO at RT9 – the video will be shared with the committee members.
- The Dutch task force is working on a new factsheet about palm oil that will be shared for comments.
- The Dutch Parliament has hosted a debate about palm oil on 1 November – Marieke will send a report.
- The SC T&T will deal with the reports about fake certificates being used in Denmark.

All Other Business

Next meeting:

- Conference call on the morning of Friday 9 December: 9.00-11.00 am CET.
- We will discuss the H&K work programme and deliverables for 2012.

2. MINUTES OF THE MEETING

Opening & review of last minutes

Page 4 communication policies. We need to come back to this when we talk about terms of reference.

Page 5: comment by Marieke to specify 'claim should specify MB' – what should be the claim with MB? This is part of the TM review.

Page 6: outreach strategy for Europe is about communication on the market. Still a need felt by traders manufacturers, processors, etc.

Page 11: key decision and action points. We need to discuss this in light of Puvan's suggestions on composition. Regarding H&K and the global communication outreach the question is budget and deliverables we need to discuss that.

Composition of C&C is now finalised: Two representatives for almost every category + one bank, one social NGO and one environmental NGO. Carrie is asking if it is possible to recruit another environmental NGO. This is possible.

We previously discussed on regional groupings in India and China. In South East Asia, Anne is happy with the set-up we have so far. JK: In the terms of reference, there is no reference to this. We have flexibility to decide. Leaders in each market need to be identified. This could come out from the stakeholder mapping of H&K. WWF and Unilever would probably qualify as regional lead in India and China. H&K needs to talk to WWF and Unilever there. But it is difficult to impose things from here. Carrie: our team would be keen to be involved in this. But it is difficult to assign a leader.

Terms of Reference for C&C SC

The comments by Puvan are the most detailed ones. One we need to look at is the list of objectives which earlier included communication policy. In the last meeting we discussed that this should be taken out. Puvan made changes:

1. C&C to have a minimum 4 to 6 members max from the EB. Juliane likes the idea of having this. Caroline: we have previous discussions and we liked changes by Puvan. We are not sure thinking behind – but we are fine with the changes. In the understanding of the Committee this is not a point of a discussion at all. JK: this puts a lot of work on the shoulders of EB members, as one would need to be represented in 3 standing committees. If we look at the composition of this group, there are many EB members. There are 5. What is the need of demanding this in the terms of reference? Juliane: what we don't want is to discuss things in CC and then in EB again twice. If the persons are the same, half of the work is already done. JK: the current procedure envisages that standing committee makes a proposal to the EB, and normally it is well prepared so that it can be endorsed unanimously. If the EB does not endorse it, the issue is escalated to EB. The rule is we take decision by consensus. Anne: if we change this for SC C&C, then we need to change this also for the other groups? JK: don't

think it is needed. Juliane: I would like to have it; so that to have a notion of urgency of these meetings. Simo: I vote for not having this amendment. JK: I am not in favour of the change, makes life more difficult. There are not many SC C&C proposals that the EB disregarded. If we think a proposal will meet resistance we will need to lobby the EB.

Marieke likes the clearer numbered structure that Puvan gave to the text, with clear points, less wordy.

Caroline: this rule will restrict the possibility for non EB to participate so for us is a limiting point. We should be happy to find people that volunteer already. Hugo: because we are already representing all the key constituencies, we are in reality already representing the EB here. Juliane: it gives something to fall back on if the balance is lost; if we don't have this basis what we fall back on?

JK: if we leave out point A; then under point B, on composition, we should put somewhere that members can nominate alternates. All have agreed that this is acceptable. And under C: the requirements to participate 75% should apply to members or their alternates.

2. Point D: fine.
3. Mandate is fine.
4. Vision statement: JK why has it lost its caption? I would like to keep, so it is in line with other groups.

Carrie on the RSPO's vision statement: the "C&C SC supports that goal by communicating internally (with member organizations) and externally" – I would like to change this.

Alternative: "We advise and approve?" JK: we should look at the objectives first and then come back to this. Marieke: I would take out "relative to other sustainability initiatives" – bullet c is a sub to b.

5. Regarding Responsibilities & Objectives:

Advising the EB and guiding the Secretariat on communications strategy. This includes:

- a. *Global strategic positioning of RSPO relative to other sustainability initiatives.*
- b. *Global engagement of RSPO-relevant internal and external stakeholders.*
- c. *Engagement with other multi-stakeholder and multilateral organisations with similar goals.*

Here we need only two points under A: global positioning and global engagement.

6. Point 2 of Responsibilities & Objectives, the new wording should be: "Recommending the EB for approval of communication strategies and related issues". Approved.
7. Point 3: Recommend to the EB for approval of appropriate communications policies as prepared and proposed by the Secretariat (such as identifying official RSPO spokespersons

and guidelines on issues and crisis management). JK: we said that the CC is not done for communication policies and I do not recall why we put this. RSPO need a policy officer to deal with this policy issues such as the REDD, to help define position and convey to external stakeholders. But since we do not have it, I think this task belongs to this group. In relation to Puvan's point 3, this group will deal with communication policies, the onus is not just on the Secretariat.

8. Point 4. Hugo: can we think of any communication that RSPO does and which does not go through this panel? One example are the grievance cases, because around complaints and grievances you need to decide what you want or don't want to communicate. This is why we need communication policy.
9. JK: Anne to make a clean version of the changes discussed, circulate to standing committee + alternate members to see if everyone is ok. We keep also Puvan's numbered outline structure in the format.
10. Marieke: the governance of the standing committee is the absolute responsibility of the EB.
JK: we should keep this in the background. We should stick to the current language.
11. Vision: the wording should change:

The RSPO's vision statement seeks to "transform markets to make sustainable palm oil the norm" and the C&C SC supports that goal by communicating internally (with member organizations) and externally (non-member stakeholder groups; the government; media; and public/consumers at large) the role the RSPO plays towards sustainable practices and standards in the palm oil sector.

The new wording is: "...by advising and adopting appropriate communication strategies, policies and plans."

H&K and their programs from now till the end of the year

- H&K China to continue stakeholder mapping until the end of the year to determine how the government can be influenced to place palm oil on the agenda, which are the entry points, which are the champions that can be approached. H&K to get in touch with the suggested Cargill representative.
- H&K India to meet with Godrej and send a report with outcome of the meeting, key findings and suggested next steps.
- H&K Europe:
 - Q&A and reactive points to address questions on greenwashing, lack of uptake and complex supply chain;
 - Draft editorial calendar for the months of November and December with Secretariat and C&C.

- In November, continue focus on grower story and talk to Olivier and Simon. For the month of December, H&K to work on a TM story to carry out in partnership with manufacturers and retailers who are using the TM in Europe. Furthermore, it should be emphasized that palm oil is not an ingredient that should or can be replaced and the positive aspects of palm oil need to be elaborated on.
- Support APIM press conference and draft quote for press release
- Identify spokespersons for supply chain communications and investigate the opportunity of appointing academic spokespersons.
- Confirm free partnership with FIE, but turn down the offer to have seminar. We should also see with attending member if they can display RSPO materials and logo in their stand. Appoint someone to attend FIE to assess the value of RSPO presence.
- In-Cosmetics: H&K to provide more detailed info on number of attendees and visibility, as well as potential speaker opportunities. H&K to work on what are the desired messages that should be given to the cosmetic sector and also verify what are the real opportunities for cosmetic companies to get involved in RSPO. H&K to talk to Cargill and other suggested contacts.
- Simon made the point that we should have also a number of biofuel conferences on our radars. It was agreed that these will be on standby until we hear back from the Commission on the RED approval. Michelle has recommended a biofuel conference in Rotterdam in early February 2012.

TM update by Bremen

- Andy: when a company applies for a license: do you issue copies of the rules for them with the license? Bremen: Yes we do. We send them a presentation on TM rules, the rules on C&C, and a FAQ on C&C. All issues should be very clear to them.
- Anne: we intend to do this survey on a regular basis. We do not know when is the next.
- JK: this will become more interesting when more companies will join.
- RSPO RT9 booth: Anne: any of you who has contact with producers who have applied to TM, it would be very helpful if you could put us in touch with them.

TM Task Force

- We set timeline so that we would submit guidelines to EB before RT9, so that EB can announce new rules at RT9.
- JK: the biggest change so far: under the use of 'mixed' we have removed the possibility to place anything if only 75% is segregated and the rest is covered by certificates, to avoid being accused of green-washing and to simplify the document. Once it is compiled, all comments will be sent to all members of SC C&C and SC T&T.
- Caroline: one point on the policing of the TM: do we have anything in place at the moment?
- Andy: it should be part of the task of our auditors, and it should cover RSPO members who have applied for a license and have used the TM in the wrong way.

- JK: If you find people in breach, you send an email to Bremen, who sends a mail to the company to say that they are in breach and that they can be prosecuted.

Website Update

- During the launch we will have a new video about RSPO, stakeholders in RSPO and different players coming together from different parts of the world.
- Hugo: people are looking for the documents and the rules and I cannot see where it is. Where can they download them?
- Andy: this is an improvement to what we did before, but it is too busy.
- Marieke: there are no products. It's really the grower's perspective. We should make it relevant to consumers (e.g. toothpaste manufacturers) and add something that would answer to the question 'What's in it for me?'
- Anne: further down the road we want it to have a feeling of a fair-trade website.
- JK: if the RSPO's vision is to transform the market, then the website should be able to please the market. But now this is too much about us. The information is hidden, on what it is available in terms of raw material. Not enough information on the market place.
- Anne: our problem is that we do not have some of this information ourselves, and we would like to contact members to ask them to provide information.
- JK: the information that we need to disclose is the one already available in the market centre. Please do not start another survey among RSPO members to get additional figures.
- Caroline on the functioning of the website. In the past we faced problems regarding the slow response of the website. Will this improve and are we going to get rid of the EU website?
- Anne: regarding speed of website, the issue should be resolved as well.
- Bob: we need to add a link to supply chain providers.
- Marieke: you need to add who is supply chain certified so that you can buy palm oil. That should be the place where you have GP. Hugo: it was there in previous website we need to maintain it in new.
- Anne: this is in the hall of honour. JK + Andy: it is not intuitive to go through the hall of honour to find supply chain certification. We have to help people to find their way. We need on homepage very visible the information which is relevant to them. Rather than giving visibility to RSPO members.
- Anne: Launch before RT9. We are currently working to meet the November 17 deadline.
- JK: we talked a lot about different languages: shouldn't there be an overview page in Spanish, Chinese, Hindi, French, German?
- Anne: we have to consider the cost impact.
- JK: let's put it on the agenda of the next C&C to discuss.

Website Structure:

- JVK: have you discussed with H&K the need to have a press centre on the website? It does not show up in the structure you have presented. If we want people in the media to have access it must be easy to identify the press materials on website. Secondly anyone who wants to find out about the market should be able to go in and find all information.
- Anne: this has already been addressed in a section on events and news, which is included in the website structure.
- Carrie: do we have an opportunity to send written comments? Anne: ok to send written comments.

RT9 update

- JK: check spelling of Jonathan Porritte – it should be Jonatahon Porritt.
- C&C Preparatory cluster: JK will deal with this off-line after the conference.
- H&K to work on a messaging framework for RT9 in Europe. Marieke to input into that to make sure that it addresses the consumer angle.

AOB

- Juliane: What about the business plan we discussed in the previous meeting in London?
- JK: no progress on this. We have not taken the outcome of port Dickson to the next level, so as to have a business plan (or market transformation plan). We will not have time until next year.
- Carrie: WWF Germany produced a video on RSPO. It is an animation (in colour) that explains what the RSPO is and how it works. It is currently very much geared to the German audience, but WWF will adapt it for International audiences after RT9. WWF Germany will post it to its website before RT9, but it won't be "launched" at RT9. Carrie will share the link to the German version with the C&C as soon as it is available.
- The WWF scorecard will be launched on 22 November at RT9.
- Marieke: the Dutch task force is working on a new factsheet on palm oil. If you want you can send me comments today, it will go to print tomorrow. Also tomorrow the Dutch parliament will host a debate on palm oil. I will send a report.
- Caroline: there are reports of fake certificates being used in Denmark. What do we do about them? JK: this is the job of the SC T&T.
- Bob Norman: currently the transfer of claims is not allowed, except between manufacturers and retailers (which have own label products). JK: if AKA wants to do this, it needs to investigate what other exception to the rules it wants to add to the TM review. This proposal should be submitted to the TM review panel, chaired by Hidde and JK.

Prepared by:

Anne Gabriel, Communications Director, RSPO Secretariat
And Hill & Knowlton