

COMMUNICATIONS & CLAIMS Standing Committee

BACKGROUND

The continual expansion of the RSPO, - in membership, activities, global receptivity (both friendly and hostile), and issues it has to deal with, needs an increasing degree of distributed management for it to keep pace. Methods that attempt to involve the entire Executive Board (EB), let alone the entire organisation, in each and every detail will be unmanageable and waste time and money without necessarily resulting in better outcomes. Four standing committees 1) Standards & Certification, 2) Trade & Traceability, 3) Communications & Claims, and 4) Finance – could adequately cover most of the current work of the RSPO.

Each Standing Committee (SC) shall comprise of members from the Executive Board and from among RSPO members or their respective alternates. The Executive Board, at its sole discretion, may propose changes to the composition of the Standing Committee, for it to serve RSPO better. Membership is honorary and participation voluntary and all contributions duly acknowledged. Lack of positive involvement over a continuous period of 12 months will suggest withdrawal from the SC irrespective of notification or otherwise. The SC shall decide leadership and functionaries from among its members. The SC, at its behest, may invite non-RSPO member participation on terms and conditions it prefers, but such non-RSPO member participation cannot assume leadership of the SC. RSPO Secretariat will provide facilitation resources to all SCs.

The brief for the Communications SC (C&C SC) derives from Article 3 of RSPO's by-laws, the relevant excerpt being - ***“Communication of RSPO’s work to all stakeholders and to a broader public”***.

TERMS OF REFERENCE

- A. The members of the Communications SC (C&C SC) are as in Annex 1.**
- B. The C&C SC shall be responsible for the following:**
 - 1. Engage palm oil producers anywhere and everywhere in the world.**
 - 2. Engage consumers in the major consuming countries and regions.**
 - 3. Engage civic groups relevant to the RSPO.**
 - 4. Engage governments in key producing and consuming countries.**
 - 5. Engage other multi-stakeholder and multilateral organisations with similar goals.**
 - 6. Expeditiously deal with erroneous or negative communications about RSPO.**
 - 7. Position RSPO strategically amidst global sustainability initiatives.**
 - 8. Provide marketing plans and strategies for RSPO certified sustainable palm oil (CSPO), including related claims.**
 - 9. Advise RSPO members on their communications about RSPO and RSPO CSPO.**
 - 10. Advise RSPO EB and guide RSPO Secretariat on RSPO communications.**