

RSPO

RSPO Rules on Market Communications & Claims



Adopted by the RSPO Executive Board on 30 November, 2011.


This document replaces the "RSPO Rules on Communications & Claims" adopted by the RSPO Executive Board on 31 March, 2011

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RSPO RULES ON MARKET COMMUNICATION AND CLAIMS

1. DEFINITIONS

Palm products:	Any product that is derived from oil palms, including palmoil, palm kernels, palm kernel oil, and their derivatives such as palm (kernel) stearin, olein, etcetera.
RSPO-certified palm products:	Any palm product that contains palm products properly sourced through the RSPO's 'Identity preserved', 'Segregated' or 'Mass Balance' supply chain system, or palm products covered by GreenPalm certificates that have been properly purchased and redeemed.
Product-related communication:	Communication referring to (groups of) products, including in packaging, labels, advertisements, flyers, brochures, posters, displays, newsletters, websites, emails, letters, offerings, invoices, (annual) reports, or media interviews.
Corporate communication:	Communication referring to companies, organizations, brands, including in advertisements, flyers, brochures, posters, displays, newsletters, websites, e-mails, letters, (annual) reports, or media interviews.
Consumer facing communication:	Communication targeting the consumer, for example packaging, catalogs, flyers, website.
Member:	An organization that is an 'ordinary', 'affiliate', or 'supply chain associate' member of the RSPO, has paid its annual membership fee and, in the case of ordinary member, has submitted its annual progress report to RSPO.
RSPO corporate logo:	The logo of the RSPO organization, i.e. the letters 'RSPO' in orange bold-italic lettering (<i>RSPO</i>).
RSPO trademark:	 The logo RSPO has submitted for trademark registration: a rounded palm top accompanied by the word 'RSPO'.
RSPO label:	A box with visual elements, one of which is the RSPO trademark, that is prescribed and digitally supplied by the RSPO for use in on-product or about product communications. A labels can also include a 'tag' ('Certified'/'Mixed') and a 'statement' accompanied by the URL 'www.rspo.info'.
Trademark licensing body:	An organization that has been authorized by the RSPO to issue licenses for the use of the RSPO trademark.
Non-commercial logo use:	Logo use by organizations that do not sell palm product containing goods, e.g. NGOs or industry organizations promoting certified sustainable palm products, news media, and anyone who has been authorized by the RSPO to use a logo for non-commercial use.

2. GENERAL TERMS

- a. This document sets mandatory rules for all market communications related to the production, procurement, use and sales of RSPO certified palm products. It includes requirements for the use of the RSPO trademark.
- b. These rules safeguard the reputation of RSPO certification and the RSPO trademark.
- c. The rules cover consumer-facing and business-to-business communications.
- d. These rules specify when members are allowed to use the RSPO name, corporate logo and the RSPO trademark. Before using the RSPO trademark, members need to sign a trademark license agreement and acquire a trademark license.
- e. Retailers that comply with these rules can be covered by a consumer good manufacturer's trademark license for on-product communication, or they can choose to use their own; they need their own trademark license for use of the RSPO trademark on about-product communication under the retailer's company or brand name.
- f. Members can acquire a trademark license at company level. They are free to acquire trademark licenses at the level of individual markets, branches or sites.
- g. Members can submit a request for a trademark license through a web form, a link to which is in the RSPO's online Market Center (www.rspo.eu/market).
- h. Market communications that invoke the RSPO name and/or trademark AND abide by all of these rules will be treated as 'authorized'.
- i. All other market communications invoking the RSPO name and/or trademark will be treated as 'unauthorized'.
- j. RSPO member organizations carrying out unauthorized RSPO-related communication can be found to have breached the RSPO Code of Conduct, which bans the use of misleading or unsubstantiated claims.
- k. Any organization carrying out unauthorized RSPO-related communication can be found to make misleading claims, either by the RSPO or by third parties.
- l. The RSPO reserves the right to publish any case of unauthorized market communication.
- m. The RSPO reserves the right to take legal action against any organization that engages in unauthorized market communication.

The rules in this document take effect on the day they are first published on the RSPO website (www.rspo.org). Stocks of communication materials prepared before that starting date remain covered by the 'RSPO Rules on Communications & Claims' (adopted by the RSPO Executive Board on 31 March, 2011). Communication materials prepared after the starting date will comply with the rules as set out in this document. All communication material will comply with the rules as set out in this document no later than 18 months after the starting date.

3. RULES ON CORPORATE COMMUNICATION

1. In corporate communication, RSPO members are ALLOWED to:
 - a. Display their RSPO membership status and history, i.e. 'RSPO member', 'RSPO associate member' or 'RSPO affiliate member'.
 - b. Display an RSPO web address (www.rspo.org , www.rspo.info).
 - c. State that the organization supports the work of the RSPO;
 - d. State the organization's history with regard to the RSPO;
 - e. (Ordinary Members only) Display the RSPO Corporate logo **RSPO** on a web site if accompanied by the text: "Check our progress at www.rspo.org" where the link must lead to the member's profile page at www.rspo.org.
2. In corporate communication, RSPO members are NOT ALLOWED to:
 - a. Display the RSPO trademark

- b. State anything that can lead consumers to believe that RSPO membership implies the selling of RSPO-certified palm products.
3. In corporate communications, NON-MEMBER ORGANISATIONS are NOT ALLOWED to:
 - a. Use the RSPO name, corporate logo or trademark logo in any way.

4. GENERAL RULES ON PRODUCT-RELATED COMMUNICATION

1. The use of product related communications is voluntary.
2. In product related communications, MEMBERS are ALLOWED to refer to the RSPO if:
 - a. During audits they can show documentation underpinning the communications, AND
 - b. They abide by all relevant RSPO rules including those in this document
3. In non-consumer facing communications, MEMBERS are ALLOWED to specify the percentages of palm products acquired under the various RSPO supply chain systems.
4. Members that intend to communicate on pack on RSPO certified content using the RSPO trademark MUST acquire a license from an RSPO trademark licensing body (see sections 5 and 6).
5. In product-related communications, MEMBERS are NOT ALLOWED to:
 - a. State their RSPO membership status
 - b. State the RSPO membership status of suppliers
 - c. Use any other trademark or logo than the RSPO trademark in relation to the product content of RSPO certified palm oil.
 - d. Display the RSPO corporate logo
6. In product-related communications, NON-MEMBERS are NOT ALLOWED to refer to the RSPO or to use the RSPO corporate logo or trademark in any way.
Exception: GreenPalm members are allowed to follow the rules under section 5.3.

5. SYSTEM-SPECIFIC RULES FOR PRODUCT-RELATED COMMUNICATION




The RSPO has defined four supply chain systems to guide the trading of RSPO-certified sustainable palm products:

1. Identify Preserved (IP)
2. Segregated (SG)
3. Mass Balance (MB)
4. Book & Claim (B&C).

Full guidance on these systems is available in the RSPO's online Market Center (www.rspo.eu/market).

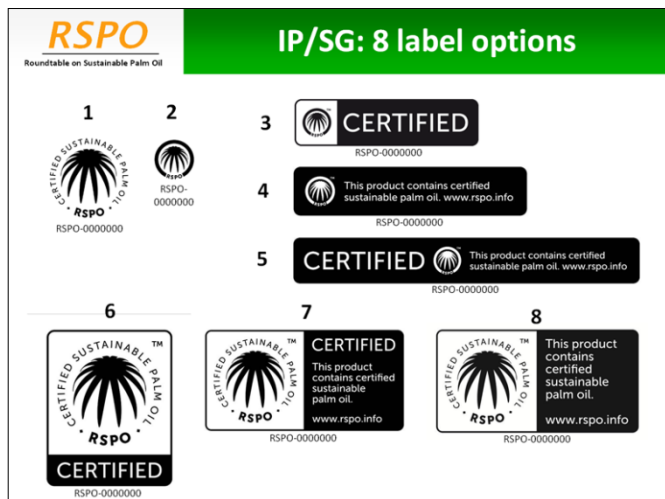
5.1 SPECIFIC RULES FOR THE 'IP' AND 'SG' SUPPLY CHAIN SYSTEMS

1. Use of the RSPO trademark is allowed only if at least 95 % of all palm-derived components in the product is RSPO certified.
2. Use of the RSPO trademark is voluntary.
3. In order to make the claims shown in the options in the figure, all palm derived components in the product have to be sourced through IP and/or SG supply chains (i.e. have to be traceable to a certified source).
4. Members are allowed to use the RSPO trademark in one of the following ways:

RSPO Roundtable on Sustainable Palm Oil		Display rules overview		
Label options	TM	TAG	Statement, URL	
S.C. system				
IP/SG		CERTIFIED	'This product contains certified sustainable palm oil. www.rspo.info '	
MB		MIXED	Contributes to the production of certified sustainable palm oil. www.rspo.info '	
B&C			'Contributes to the production of certified sustainable palm oil. www.rspo.info '	

Legend: Orange = mandatory, Green = optional.

- a. Surrounded by the text 'Certified sustainable palm oil' (option 1) OR by a circle (option 2);
- b. Separately or as part of a label that also contains the words 'CERTIFIED' and/or the statement: "This product contains certified sustainable palm oil. www.rspo.info" (options 3-8).

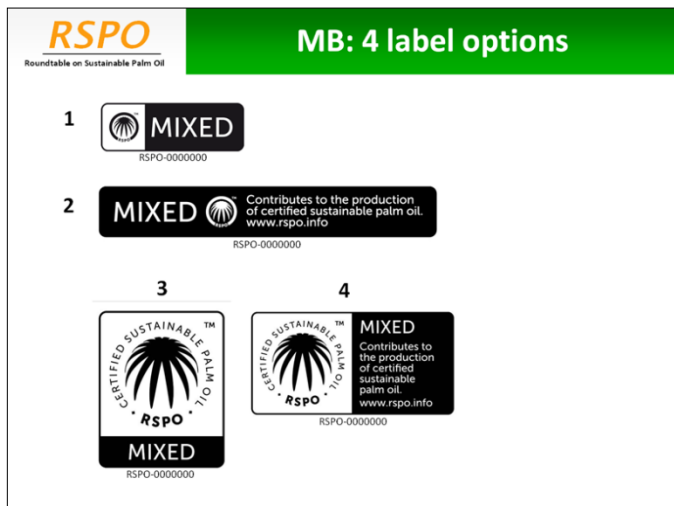


5. Wherever an RSPO trademark is displayed, the applicable trademark license number must be shown immediately under or next to the trademark or the "statement". Font type must be Calibri, font size must at least 7 pt (2.4 mm or 7/72 inch).
6. In on-pack communications, the RSPO trademark can be printed anywhere on the pack. The statement "This product contains certified sustainable palm oil. www.rspo.info" does not have to be part of the RSPO label.
7. Further guidance on use of the trademark is provided in the RSPO Trademark License Terms and Conditions.
8. Messaging ALLOWED in storytelling in product-related communications:
 - a. The palm products in this product have been certified to come from RSPO-certified production units;
 - b. RSPO certified production units have been found by independent auditors to operate within the strict guidelines for social and environmental responsibility of the Roundtable on Sustainable Palm Oil (RSPO)
 - c. By choosing this product, you support the RSPO certified palm oil industry and contribute to preservation of our natural resources. For more information: www.rspo.info.
 - d. RSPO-certified sustainable palm products were kept apart from other palm products throughout the supply chain;
 - e. From the refineries, RSPO-certified palm products can be traced back to RSPO-certified production units;
 - f. The entire supply chain is monitored by independent, RSPO-approved auditors;
 - g. References to (or images of) particular RSPO-certified production units, if the relationship to those units can be shown by company records.

5.2 SPECIFIC RULES FOR THE 'MB' SUPPLY CHAIN SYSTEM

1. Use of the RSPO trademark is allowed only if at least 95 % of all palm-derived components in the product is RSPO certified.
2. Use of the RSPO trademark is voluntary.
3. Members are allowed to use the RSPO trademark in one of the following ways:

- a. Surrounded by the text ‘Certified sustainable palm oil’ (options 3-4) OR by a circle (options 1-2);
 - b. The logo MUST be part of a label that also contains the word ‘MIXED’. The word MIXED designates palm products sourced under the Mass Balance (MB) supply chain system, which administratively balances inputs and outputs of certain palm oil volumes. The word “Mixed” on a product does not guarantee that the product itself contains the certified material; some or all of it may reside in a product that does not carry a claim;
 - c. The logo CAN be part of a label with the statement: “Contributes to the production of certified sustainable palm oil. www.rspo.info” (options 2, 4);
4. Wherever an RSPO trademark is displayed, the applicable trademark license number must be shown immediately under or next to the trademark or the “statement”. Font type must be Calibri, font size must at least 7 pt (2.4 mm or 7/72 inch).
 5. In on-pack communications, the RSPO trademark can be printed anywhere on the pack. The statement “Contributes to the production of certified sustainable palm oil. www.rspo.info” does not have to be part of the RSPO label.
 6. Further guidance on use of the trademark is provided in the RSPO Trademark License Terms and Conditions.
 7. Messaging allowed in storytelling in product-related communications:
 - a. The palm products in the product were sourced according to rules set by the RSPO;
 - b. Palm products from RSPO-certified production units were mixed with conventional palm products in the supply chain;
 - h. The volume of palm products in this end product reflects an equivalent volume of palm products that came from RSPO-certified production units. RSPO certified production units have been found by independent auditors to operate within the strict guidelines for social and environmental responsibility of the Roundtable on Sustainable Palm Oil (RSPO);
 - i. (Off-pack communications only) Reference to (or images of) particular RSPO certified production units, if the relationship to those units can be shown in company records;
 9. Messaging NOT ALLOWED in story telling in product-related communications:
 - a. Anything that can lead consumers to believe that RSPO-certified palm products is (certified to be) part of the product.



5.3 RULES FOR THE ‘B&C’ SUPPLY CHAIN SYSTEM

1. RSPO or Greenpalm members that sell certified palm products under the Book & Claim supply chain system are NOT ALLOWED to use the RSPO trademark. They are ALLOWED however to use the GreenPalm logo if they abide by GreenPalm’s rules.

2. They are also ALLOWED to display the following written statement: “This product contributes to the production of certified sustainable palm oil. www.rspo.info”. In on pack communications, the statement can be printed anywhere on the pack.
3. In the case of outsourced production of consumer goods (i.e. production not done by the brand owner), it is allowed for the brand owner to make claims on the basis of Greenpalm certificates purchased and redeemed by the manufacturer.
4. Messaging ALLOWED in storytelling:
 - a. Greenpalm is a certificate trading programme that is designed to limit environmental and social side effects of the production of palm oil. The programme is endorsed by the Roundtable on Sustainable Palm Oil (RSPO).
 - b. For every tonne of palm products used in the manufacturing of the product, a voluntary premium was paid to palm oil production units that have gained RSPO certification. Certified production units have been found by independent auditors to operate within the strict guidelines for social and environmental responsibility of the Roundtable on Sustainable Palm Oil (RSPO). The palm oil itself is sold, processed and purchased in the usual way;
 - c. (Off-pack communications only:) References to (or images of) particular RSPO-certified production units if the relationship to those units can shown in company and Greenpalm records.
5. Messaging NOT ALLOWED in storytelling:
 - a. Anything that can lead consumers to believe that RSPO-certified palm product is (certified to be) part of the end product;

5.4 RULES FOR COMBINED SUPPLY CHAIN SYSTEMS

1. Use of on-product communication is allowed only if at least 95 % of all palm-derived components in the product is RSPO certified and sourced through any combination of IP, SG, MB and B&C supply chain systems.
2. Use of the RSPO trademark is allowed only if at least 95 % of all palm-derived components in the product is RSPO certified and sourced through any combination of IP, SG and MB supply chain systems.
3. Applicable rules on product-related communication are those for the ‘least strict’ supply chain system, in this order (from most strict to least strict): IP > SG > MB.> B&C.
4. Example 1: Of palm-derived ingredients in Product X, 75% was sourced under the RSPO’s Segregated (SG) supply chain system and 25% was sourced under the RSPO’s Mass Balance (MB) supply chain system.
 - a. $75\% + 25\% > 95\%$. Therefore, product-related communication is allowed;
 - b. $SG\% + MB\% > 95\%$. Therefore, the RSPO trademark can be used.
 - c. MB is less strict than SG. Therefore, product-related communication rules for MB have to be followed.
5. Example 2: Of palm-derived ingredients in Product Y, 70% was sourced under the RSPO’s MB supply chain system, 26% was sourced under the RSPO’s B&C supply chain system, 4% was not RSPO-sourced.
 - a. $70\% + 26\% > 95\%$. Therefore, product-related communication is allowed;
 - b. $IP\% + SG\% + MB\% < 95\%$. Therefore, use of RSPO trademark is not allowed, product-related communication rules for B&C have to be followed.

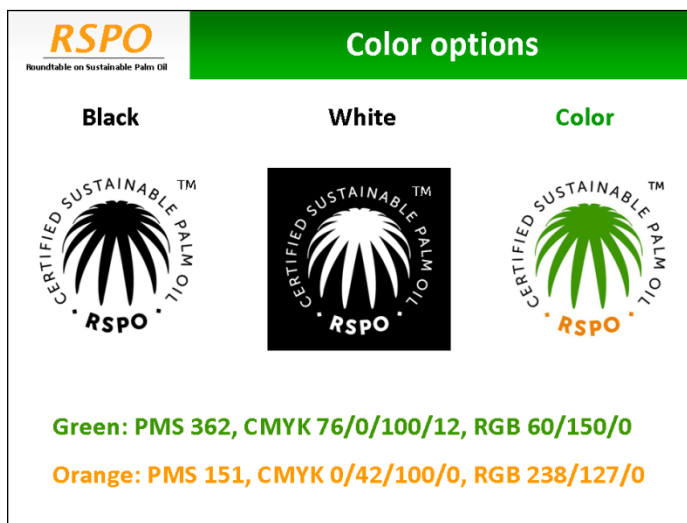
6. Summary

Percentage RSPO certified	On product communication rules
IP + SG + MB + B&C > 95 %	On product communication allowed
IP + SG + MB > 95 %	On product communication allowed, use of RSPO trademark allowed
Only combination of IP and SG	RSPO TM + “Certified” allowed
Only Combination of IP, SG and MB	RSPO TM + “Mixed” allowed
B&C part of mix	Greenpalm communication rules

Note: in non-consumer facing communication company may state % of different supply chain systems used.

6. GRAPHIC DESIGN RULES

- Members are NOT ALLOWED to create their own RSPO trademark artwork. They MUST use digital artwork supplied through the RSPO licensing body. They are NOT ALLOWED to modify the artwork other than resizing them. Artwork is provided in black, white and full color versions .



- Members are not allowed to modify statements or to create new translations. If no artwork exists in a particular language, a member can request a translation and/or propose a translation. After a new translation has been approved by the RSPO, updated digital artwork will be provided.
- In printed displays of the RSPO trademark, the circle (line or words) surrounding the RSPO trademark should measure at least 10 millimeters (0.4 inch) across.
- Members are not allowed to use the RSPO trademark in a way that suggests that the trademark (also) covers non-RSPO claims.

7. HOW TO APPLY FOR RSPO TRADEMARK

- More information on RSPO-related communication and the RSPO trademark can be found in RSPO’s on-line Market Center at <http://www.rspo.info/market/> . The website contains fact sheets, presentations, lists of frequently asked questions and images and videos which members can modify and use in their own storytelling and communication. The website also provides contact information and a link to apply for an RSPO TM License.
- For questions related to this document, use of the trademark or to report misuse, please contact communications@rspo.org.
- This document will be reviewed on a regular basis.