Market Development Standing Committee

Item	Topic	Key Activities	Action Point	Status	PIC	Due on
1	Updates from Outreach WG and Supply Chain Traceability WG	**Outreach WG** - Kamal Seth (from RSPO India) to lead the Outreach WG, working with the SSC. - Focused on reviewing and updated the Market Communications and Claims document to reflect the changes in the P&C, SCC, Standard & Systems document.	Proposal for the Redefinition of the RSPO Uptake is put on the agenda for discussion during the next meeting.	In progress	MDSC	
		Supply Chain Traceability WG - Requires help from ASC due to high workload		In progress		
2	Credits for BOG Position Paper	**RSPO Credits Position Paper** - The secreteriat has modelled the 2% and the SRWG Reccomendation Options for the BoG - Proactive language should be used to support the Credits in the market, upstream and downstream. - Add on the reccomendation of stimulating credit uptake and not phasing out credits for the ISH.	The Position Paper will be revised and updated based on the comments and suggestions given by the committee during the previous meeting. It will be sent out and circulated to all Members and Working Groups.	In progress	MDSC	
3	No Palm Oil Labelling and Claims	- The Secreteriat reccomended that MDSC put out a statement on this issue - The statement should be in a positive fashion - Action Points could be designated to Members, as well as the usage of Webinars to ensure the message is understood clearly.	The wording of the CoC will be reviewed by the Comittee and a statement on the issue will be drafted.	In progress	MDSC	
4	Joint WG between MDSC and SHSC on Smallholder Credits and Smallholder Engagement	- The Committee would prefer to streamline existing SHWG instead of creating another one - Ensure the smallholders are being represented on the mainstream by including them in the mainstream	SHSC and MDSC to further discuss the necessity of creating another WG, and look for other answers.	In progress	MDSC and SHSC	
5	Secretariat Updates	EU Sustainable Palm Oil Dialogue Updates/Outcomes - Virtual, with more content compared to last year. RT2020 Update and Opportunities - Seperate from the GA - Virtual - Content to be crowdsourced Social Campaign Results and RSPO Scan App - Working with Ferrero to create an app with the aim of engaging consumers. - The app scans barcodes of RSPO Member products and gives them (members) a score based on their performance Website Development and Consumer Landing Page - Focused on Consumer Landing and Hompage - Consumer Lander: 3D immersive webpage that takes you through the story of sustainable palm oil. - Consumer Homepage: Reorganise the information on the homepage while the website is being revamped.				

Timeline: 1/20, 2/20, 3/20, 4/20, 5/20, 6/20, 7/20, 8/20, 9/20, 10/20, 11/20, 12/20, 1/21, 2/21, 3/21, 4/21, 5/21, 6/21, 7/21, 8/21, 9/21, 10/21, 11/21, 12/21

Attended	AN, CW, EE, FL, HJ, JE, JM, JWP, ML, TG, AS, BT, BP, DS, FR, IVDS, EB, NS
Absent	LKY, RCS, SS