

# RSPO

Roundtable on Sustainable Palm Oil

## Minutes of Meeting:

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

**Date** : 10 July 2012  
**Venue** : Sofitel Hotel, Brussels  
**Starting time** : 10.00am to 4.00pm CET (6 hours)

### ATTENDANCE LIST (IN ALPHABETICAL ORDER)

Stakeholder Group	Members	Organization
Consumer Goods Manufacturer	Jan Kees Vis – Chair	Unilever
Consumer Goods Manufacturer	Ilmari Lastika	Neste Oil
Environmental NGO	Carrie Svingen	WWF
Processors & Traders	Karlijn van Lierop	Product Board MVO
Processors & Traders	Caroline Sikking	Cargill
Retailer	Hugo Byrnes	Ahold
Retailer	Agathe Grossmith	Carrefour
Retailer	Belinda Howell	RPOG
Social NGO	Sabina Voogd	Oxfam
RSPO Secretariat	Anne Gabriel	RSPO Secretariat
Service provider	Bob Norman	GreenPalm
Service provider	Andy Green	BM Trada
Service provider	Giovanni Colombo	H+K Strategies, Brussels
Service provider	John Holden	H+K Strategies, China
Service provider	Peter Headen	H+K Strategies China
Service provider	Arneeta Vasudeva	H+K Strategies India

### UNABLE TO ATTEND (substantive members only)

Stakeholder Group	Members	Organization
Bank	Dr Olaf Brugman	Rabobank
Grower	Adam Thomas	New Britain Oils
Social NGO	Sandra Seeboldt (alternate present)	Oxfam International

## **1. OPENING:**

- The Chair (Jan Kees Vis) opened the meeting and welcomed all participants.
- The committee reviewed and approved the minutes of last conference call April 25th 2012 – most action points back into this meeting's agenda.

## **2. MACRO CAMPAIGNS & UPDATES: presented by Anne Gabriel, RSPO Secretariat**

### **DISCUSSION:**

1. Anne presented a framework of campaigns that are directly associated with the business plan developed within the strategic process led by the Secretariat against RSPO's vision and specific mission.
  - Two out of the 4 missions were identified as directly related to communications initiatives:
  - Mission 1: To advance the production, procurement, finance and use of sustainable palm oil products; &
  - Mission 4: To engage and commit all stakeholders throughout the supply chain, including governments and consumers.
2. **Development of merchandizing/educational materials for Trademark at point of sale:**
  - There were comments raised by Andy Green (BM Trada) and Agathe Grossmith (Carrefour) on the barriers and reluctance of organizations to adopt the Trademark. Anne Gabriel explained that this campaign does not address those barriers but is directed specifically at those who plan to launch products with the Trademark. Those barriers need to be looked upon and discussed separately as part of a strategic process.
  - It was fed back that consumer goods manufacturers may not find this exercise relevant or valuable.
  - Uncertainty if retailers may find this a worthwhile exercise.
3. **Zoo Campaign:**
  - Darrel referred to his participation in the EAZA meeting in Vienna and said he will follow up with the Director. He will also look into US and Australian zoos. He intends to pay a visit to Australia under the invitation by the Malaysian Palm Oil Board.
4. **Annual Communications of Progress Report (ACOP):**
  - Jan Kees raised a question concerning the security of the system and the importance of having restricted access to it. Anne explained the process that every member company will be given a unique number which only allows them to have access.
  - Andy asked about what steps the Secretariat will take in case submissions are not sent by the deadline. Anne said that the Secretariat aims to make regular follow-up phone calls.
  - Sabina stressed that many growers find very demanding to fill in the forms and that they should be more meaningful. Anne replied that the Secretariat is well aware of this issue, and has already taken it into account comments and edits from the growers' constituent's representative.
5. **RSPO Website:**
  - Caroline Sikking commented that the website while improved in overall look – is rather slow.
  - Anne explained that phase 1 has just been completed and now the Secretariat will move to phase 2 which is about the website optimisation. The Secretariat is also working on a simplified version of the website for those who have poor internet connection.
  - Sabina asked about complaint information on the website. Anne explained they can be found in membership tab.
  - Anne commented that the website is being internally reviewed and analysed regularly in terms of its traffic and popular pages etc.

## **6. Corporate Blog:**

- Carrie Svingen commented that the blog is a strategic initiative that helps the RSPO proactively address the many controversies and misconceptions in the market and also should cover current developments on RED and P&C Review.

## **DECISIONS:**

1. Feasibility of RSPO Trademark merchandizing/branding campaign to be re-evaluated.
2. Campaign targeted at Zoos – to proceed.
3. Online poll campaign on website and new media in seeding subtle messages – to proceed.
4. Online consumer Trademark campaign on new media platform & viral postcard campaign – to proceed
5. Little Voices, Big Hearts web based children’s campaign – already existing, to be continued.
6. Pursuit for Betterment web based campaign to recognise growers; national initiatives; trademark users and companies making pledges towards CSPO – already existing campaign, to be enhanced and continued.
7. Thought leadership initiatives – many being attended by Darrel Webber and the Secretariat team to be continued to convey strategic messages around the world.
8. Corporate blog – to proceed with planning the framework and details.
9. Translation of all technical documents to 7 languages (Chinese | Portuguese | Spanish | French | German | Indonesia | Dutch) – to proceed.
10. Multi Lingual website to 7 languages beginning with Bahasa Indonesia – to proceed.
11. Basic website for growers and full version options – to proceed.
12. Integrated membership pages on the website with all info on P&C; SCC: Trademark; Grievance; ACOP all in one page – to proceed.
13. E-coffee table book on inspirational pieces from global leaders and spokespersons – to proceed.

## **ACTION POINTS:**

1. Anne Gabriel to develop a briefing paper on the campaign objectives and detailers to retailers’ representatives on the C&C SC followed by a brief questionnaire circulated amongst retailers to gauge the level of reception towards this the trademark merchandizing/branding educational exercise.
2. Anne Gabriel to develop a database of Zoos around the world – to send a note out to members of the C&C SC who may have a list of Zoos they have engaged with in the past for this campaign to be carried out with.
3. H+K India strongly recommended RSPO participation in industry events and forums this year. Other than speaker opportunities, it will be important to conduct structured workshops and roundtable meetings for focused groups.
4. Trademark seeding in India will require us to approach the food processing industry essentially to create a demand for it. It will also man parallel efforts in creating consumer awareness with respect to sustainable palm oil through media workshops and industry events like ‘Food World’
5. Media engagement in this year will have to be scaled up to influence the public
6. Partnership an alliances with KOLs in the market and industry associations will be key to the success of the advocacy campaign
7. Policy makers will take note of RSPO’s initiative an need for market transformation only if industry demonstrates commitment towards CSPO. We will therefore leverage advocates of sustainable palm oil from within the industry
8. This year we will explore media partnership and JVP for RT10. In addition we should also look at plantation visit for media.
9. KOL participation at RT10 should be explored given the relevance of India market

### 3. EU FOOD LABELING BILL: discussion led by Chair, Jan Kees Vis

#### DISCUSSION:

1. Chair of C&C SC briefed all on upcoming 2014 Food Labelling in EU as well as on QUID regulations that require all products that have an emphasis on any particular ingredient through an image, claim or trademark to publish quantity of that particular ingredient in the product. The QUID is originally meant to protect consumers from misleading claims.
2. Discussed the possibility of lobbying against this requirement if indeed it is confirmed.

#### DECISION:

1. Chair of the SC C&C agreed to contact the European Commission to clarify the mechanism which will trigger the quantitative indicator foreseen by the Quantitative Ingredients Declaration (QUID) Regulation of the EU.
2. The SC also agreed to work on a two-pager briefing to inform its members concerning the impact that FIC & QUID will have on Trademark when details are confirmed closer to date of food labelling.

#### ACTION POINTS:

1. Jan Kees will find out more details on QUID and whether specifying quantity will be required for products that use the RSPO Trademark. JKV will be in touch with retailers and H&K over this matter as a result of internal fact finding mission and recommend possible steps to support RSPO members.
2. A briefing paper will be drafted by Anne Gabriel for circulation to members when all details are finalized.

### 4. COMMUNICATIONS GAME PLAN – INDIA: presented by Arneeta, H&K India

#### DISCUSSION:

1. Recap on strategy from the very beginning – perception benchmarking based on issues and sentiments discussed – influencing the influencer strategy – more awareness now than when first started
2. Sabina Voogd enquired where we are in India in terms of members against key players in the market – Arneeta explained the current RSPO membership from key local companies and multinationals such as Hindustan Unilever play a critical part.
3. Carrie Svingen raised the matter of Greenpeace and their voice in India - released a report from India and questioned Godrej's commitment towards GreenPalm. Is there or should there be a strategy with regard to working with Greenpeace on a "good cop, bad cop" strategy.
4. H+K India strongly recommended RSPO participation in industry events and forums this year. Other than speaker opportunities, it will be important to conduct structured workshops and roundtable meetings for focused groups.
5. Trademark seeding in India will require us to approach the food processing industry essentially to create a demand for it. It will also man parallel efforts in creating consumer awareness with respect to sustainable palm oil through media workshops and industry events like 'Food World'
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10. KOL participation at RT10 should be explored given the relevance of India market.

**ACTION POINTS:**

1. Anne Gabriel to check whether India would find the trademark merchandizing materials relevant or helpful – membership which sector specifically – is there a target list of potential members and their various roles.
2. A more detailed and clearly defined roadmap to be developed for India by H&K India.

**5. COMMUNICATIONS GAME PLAN – CHINA: presented by Peter Headen & John Holden, H&K China****DISCUSSION:**

1. John Holden explained that there seems to be little interest, understanding or concern in China over sustainable palm oil – first phase is to try and understand the landscape – a question of resources, focus and alignment – for RSPO to make a difference – requires increased intensity of effort and collaboration.,
2. John Holden suggested a China coordinated group or steering committee – discussions in China with WWF and work to improve working relationships with them – messaging & media work to have leveraging and impact.
3. H&K advised against a lot of media engagement as consumer awareness is not going to make the impact here but suggested some seeding/conversation in the China internet/social media space for feedback loop on the depth of these concerns, if any in China. Jan Kees commented that demand for CSPO will not be consumer driven not event in Europe – but it does not mean we cannot have some conversation in the consumer space. Carrie Svingen commented that the recommendation of WWF China is that it is better to start with business leaders for some buy in before trying to leverage celebrity endorsement. That said, the social media space is a very vibrant environment in china – so this is definitely a space we should consider engaging in but we need to consider the timing carefully.
4. John also recommended that H&K can better support representation in China as a RSPO representative rather than communications consultant.
5. John Holden hopes to have more insights into this after the meeting in Tianjin. Jan Kees suggested that a result of the summit in Tianjin – to identify failures & successes – good speakers, issues out there; to better understand the concerns and issues with key learnings.
6. Belinda Howell enquired about COFCO membership. Anne Gabriel explained that as a result of the endorsement from the Executive Board to proceed with renewed membership, WWF China has been soliciting this partnership – no progress to date.
7. Anne Gabriel asked if as discussed in the past if there is indeed a need to develop a business case in China.
8. Darrel Webber explained reach and purpose of regional offices – Europe; India; China; Indonesia; Latin America.
9. John Holden advised that Chinese companies will not be inclined to go together with RSPO for government engagements.

**DECISION:**

1. H&K China can have RSPO representative business cards.
2. H&K China to explore the need and function of the steering committee.

**ACTION POINTS:**

1. H&K China to develop a detailed game plan for China post Tianjin meeting – coordinated by Anne Gabriel.

## 6. COMMUNICATIONS GAME PLAN – EUROPE: presented by Giovanni Colombo. H&K Brussels

### DISCUSSION:

1. Giovanni explained that during the next year the main focus should be on the supply chain, and on those companies involved in it, both the reluctant ones and the champions – in order to consolidate RSPO's presence in Europe, to grow the number of active members which are fully committed to RSPO and delivering against their promises. RSPO will be more credible in the eyes of external audiences (critical NGOs, policy-makers and consumers – and the media which influence them) if it shows that it is able to drive the industry commitment and change corporate behavior across the supply chain.
2. He also briefed that the tactics for each market should be more refined and clearer – whom to talk to – what tool to be used. Such tactics shall be defined by H+K in closer consultation with SC C&C members who are active in each of the key markets and can provide guidance.
3. Past 12 months have been too broad – need to narrow down to clear priorities – many challenges, many stakeholders – very complex. RSPO should take a gradual and phasing in approach, and go market by market, rather than seeking a general approach to Europe.
4. Suggested to reduce a broad retainer to a baseline retainer for operational work and coordination with the RSPO Secretariat with specific projects/initiatives identified and confirmed for a more transparent mandate. H&K to be evaluated against these KPIs.
5. Andy Green enquired about general concern in the market on why companies are making commitments later rather than sooner. Suggested that communications clearly conveys the need for call for immediately for action. Giovanni responded that 2 messages should be conveyed in line with this: to communicate that palm oil cannot be replaced and that the timeline/deadline is essential.
6. On National Initiatives, Jan Kees raised whether should RSPO join the French debate or remain in markets that are more receptive? Agathe Grossmith commented that palm oil debate in France focused on nutritional grounds – media highlights palm oil not good for health – many retailers have decided to ban palm oil – nutritional concerns tend to dominate the debate, while sustainability one are relatively less important – there are some small but new voices in the system and definitely need more efforts to have a more balanced debate in France; RSPO credibility questioned in France. However emergence of a few players keen to move forward on RSPO with some key products to be launched in the future – also new government which is more bio diversity focused - H&K should strategize accordingly focusing on the highest yield messaging of palm oil compared to other less productive crops. Darrel Webber mentioned that the Malaysian Palm Oil Board will handle the debate surrounding nutritional grounds for palm oil while the RSPO will be focused on sustainability sphere.
7. On RSPO-RED, Ilmari Lastika commented that bio fuel players would like to use RSPO RED in EU – applications process in final stage – reviewed by member states – NGOs have expressed their objection – if RSPO is not accepted in energy sector, there will be other standards as options. EC expected to come up with a position by September on the ILUC issue – for ILUC it takes 18 months for the EC to approve in the process. Carrie Svingen mentioned that we should aim for RSPO to be accepted – otherwise other less robust standards will proliferate.
8. Caroline Sikking commented that it is best to link & align the European plan with the mission that the Secretariat has presented – apart from clear objectives, to define what is the key output for Europe – is it uptake or is it membership - also to leverage and use more of the members' presence in the markets rather than starting from the scratch.

### DECISION:

1. Decided against recommendation on members' survey not necessary as information can be obtained within the C&C group and also from ACOP process.

**ACTION POINTS:**

1. The SC C&C agreed to the idea of organising a meeting with the Commission for Darrel to soft-sound their intention on the approval of RSPO-RED and the expected timeline, and also to understand whether the Commission is paying attention to the recent NGO complaints on palm oil and ILUC.
2. It was asked to H&K to organise this meeting (for the record: we have already reached out to the Commission for this and we are waiting to see if an opportunity arises in the next months. This will depend also from Darrel's ability to come to Brussels again).

**7. OVERALL BUDGET FOR YEAR 2013: presented by Anne Gabriel, RSPO Secretariat****DISCUSSION:**

1. Anne presented overall budget for the communications function within the secretariat that includes communications consulting services as well as macro initiatives.
2. Proposal that presentations in future meetings be streamlined – only highlights --so that more of the C&C meetings can focus on discussion within the group.

**DECISION:**

1. For the European plan – to link road shows into National Initiatives; omit members' survey; include mainstream media management.
2. Overall budget approved.

**ACTION POINTS:**

1. H&K to develop a detailed plan with specific deliverables for Europe, India & China which can be measured against.
2. New contract for H&K to work within stipulated budget set by the Secretariat.

**8. ALL OTHER BUSINESS**

1. Next meeting/conference call: September 25, 2012

**Prepared by:**

Anne Gabriel,  
Communications Director, RSPO Secretariat