

RSPO

Roundtable on Sustainable Palm Oil

Minutes of Meeting:

RSPO Communications & Claims Standing Committee (C&CSC)

Date : 9 December 2011
Venue : Conference Call
Starting time : 5.30pm-8.30pm Malaysian Time (GMT +8 hours)

ATTENDANCE LIST (IN ALPHABETICAL ORDER)

Stakeholder Group	Members	Organization
Bank	Dr Olaf Brugman	Rabobank
Consumer Goods Manufacturer	Jan Kees Vis (Chair)	Unilever
Consumer Goods Manufacturer	Simo Honkanen	Neste Oil
Environmental NGO	Carrie Svingen	WWF
Grower	Andy Worall	New Britain Oils
Processors & Traders	Marieke Leegwater	Product Board MVO
Processors & Traders	Caroline Sikking	Cargill
Processors & Traders	Yves Augrandjean	IOI
Retailer	Hugo Byrnes	Ahold/Retailers Palm Oil Group
Retailer	Agathe Grossmith	Carrefour
RSPO Secretariat	Anne Gabriel	RSPO Secretariat
RSPO Secretariat	Bremen Yong	RSPO Secretariat
Service provider	Andy Green	BM TRADA
Service provider	Simon Crismas	GreenPalm
Service provider	Giovanni Colombo	Hill & Knowlton
Service provider	Melanie Faithful	Hill & Knowlton
Service provider	John Holden	Hill & Knowlton China
Service provider	Peter Headen	Hill & Knowlton China
Service provider	Arneeta Vasudeva	Hill & Knowlton India

UNABLE TO ATTEND

Stakeholder Group	Members	Organization
Grower (represented by substitute)	Adam Thomas	New Britain Oils
Grower	Puvan Selvanathan	Sime Darby
Social NGO	Sandra Seebolt	Oxfam International

1. OPENING:

- 1.1 The Chair (Jan Kees Vis) opened the conference call and welcomed all participants.
- 1.2 Briefing on anti-trust law guidelines.
- 1.3 Reviewed and endorsement of minutes of last meeting.
- 1.4 There was a request to ensure the next minutes highlight clearly the decision and action points.
- 1.5 Matter of Chair of the C&C SC was raised and clarified – that due to the fact that recently organized GA8 did not receive required quorum, decisions made at the second EB meeting on November 25th which are consequential to GA8 are considered null and void. It was explained that both Jan Kees Vis and Puvan have corresponded and decided to maintain the current Chair as status quo for now.

2. COMMUNICATIONS DIRECTIONS IN INDIA PRESENTED BY ARNEETA VASUDEVA OF HILL & KNOWLTON INDIA:

- 2.1 H&K team in India met with Managing Director of Godrej and his team.
- 2.2 Summary of meeting: Many comments and views were generated. A document was developed. H&K India were uncertain if WWF India was a part of the last coalition meet referred by Mr. Nadir Godrej that promotes sustainable palm oil in India. Some key developments: coalition agrees to the solution of Green Palm; Government engagement critical for CSPO success.
- 2.3 Next steps: meeting/engagement/interaction with all suggested stakeholders and coalition members for conclusive idea and directions; upcoming meeting in Feb/March 2012 is a good platform for RSPO to represent and align all stakeholders from this coalition towards market transformation in establish an advisory panel – H&K India recommends that coalition should be the RSPO advisory panel possibly comprising Greenpeace; Hindustan Unilever; Godrej; Wilmar, Cargill, WWF etc. will be a strong panel – can be used for dialogues and ministerial presentations. There was a suggestion on possibly including academicians - H&K advised to better keep them for the next stage so as to focus on members and potential members – to explore including analysts.
- 2.4 Media feedback: H&K has been meeting and engaging with editors/journalists – they are interested to hear about RSPO's perspective in the Indian market – what is the future of SPO in India – with RT9, no media from India but PTI India (largest news wire from India) was covering a general story through a flash story – much more can be done in 2012 apart from stakeholder mapping – up till now most of the Indian press were not interested in SPO but from RT9 there has been a bit more interest generated – they seem to be monitoring the global impressions.
- 2.5 Upcoming event: Delhi Summit is going to happen in 2nd – 4th February 2012 – need to decide if we should participate in this – to look into messages to be delivered in India through this platform. H&K to furnish information on this forum and possible scope of involvement for RSPO. Once furnished, Anne Gabriel will check on Darrel's schedule.

ACTION POINTS:

1. H&K India to continue audit with stakeholders in India as meeting with Godrej did not result in a conclusive view over transformation process; suggestion on upcoming summit in Delhi; framework on advisory panel; business case to the Ministry of Environment to be developed further to meeting with the coalition as proposed.

3. COMMUNICATIONS DIRECTIONS IN CHINA PRESENTED BY JOHN HOLDEN & PETER HEADEN OF HILL & KNOWLTON CHINA:

- 3.1 John Holden briefed that significant progress has been made on stakeholder mapping – 2 main forces in China – the lack of proactive constituency in China for moving ahead with RSPO – looking for advocates – there seems to be evidence of interest from the Chinese Government on environmental issues as in Durban – more work to be done with the stakeholder mapping. Indicated that the dynamic method of stakeholder mapping has been very productive as new stakeholders or organizations are being referred to H&K as they do the mapping – suggest that they continue the mapping and conclude mid-February
- 3.2 Peter Headden: walked through the summary document developed for China. Stakeholder mapping – spoken to Wilmar, Consumer Goods Forum, DFID, CFNA & Solidaridad. Out of 5 interviewees – a broad agreement on issues i.e. price premium; government prioritizing other issues; lack of a government champion; lack of consumer interest and a need to raise awareness amongst domestic companies. CFNA, and to a lesser extent MOFCOM, driving this so far
- 3.3 Carrie of WWF commented: CFNA has been the biggest ally to date – have organized many conferences and welcomes the RSPO – yet now it seems they see MSPO & ISPO as credible options and have stated in the stakeholder interview that with these schemes in place, the producer countries are covering sustainability issues so buyer countries like China are “off the hook” – is there something we need to do to ensure that CFNA is not favouring MSPO and ISPO over the RSPO moving forward. Peter Headden responded: On the surfaces, sentiments seem worrying – but generally, not so worried about this. CFNA has been very active and driving SPO network meeting; CGF with Gavin Neath – H&K advised that CFNA should get on board as an effective way of engagement – CFNA response has been very positive and talking about co-hosting. John Holden added: to explore is there is something that can be done in the interim with CFNA – i.e. draft some sort of communications with them that highlights how RSPO can work with the two national standards and include a RSPO’s clear positioning in order to encourage parties to favour a more robust global effort – we should consider doing this now. DFID/CFNA SPO China report has been approved and should be leveraged – once we see this report, we may be able to see the angles and contents to draft a communications messaging. Carrie further commented that the messaging should be aligned for the planned CGF too.
- 3.4 Marieke Leegwater of MVO commented: would be helpful to add into the communications messaging some info on the differences between ISPO/MSPO and why we believe that RSPO would deliver better sustainable palm oil: John Holden responds: should be realistic and opportunistic in our approach.
- 3.5 Jan Kees enquired: about the MSPO. Anne Gabriel responded: sentiments prevailing that still at embryonic stage – less of a threat for now compared to ISPO in terms of progress.
- 3.6 CGF in China: Agathe Grossmith enquired if local or international retailers are involved in the stakeholder mapping for now? Agathe suggests that Carrefour china person to be engaged in the process. Jan Kees advised that Julian Walker Palin should be contacted as the global head of Walmart for China.

ACTION POINTS:

1. 2012 roadmap for China to be developed by H&K and discussed in the next C&C meeting.
2. DFID/CFNA SPO China report - H&K China to get hold of this report and send to C&CSC members.
3. H&K China to look into possibility of developing message framework to key stakeholders in China about RSPO and the other 2 national standards.
4. Agathe Grossmith to send to send contact of Carrefour person in China to RSPO Secretariat & H&K.
5. H&K to prepare a clear plan for the upcoming CGF in China.

4. COMMUNICATIONS DIRECTIONS IN EUROPE PRESENTED BY GIOVANNI COLOMBO OF HILL & KNOWLTON BRUSSELS:

- 4.1 Giovanni Colombo shared: Overview of latest developments – RT9 – main aim was to manage the media partnership with ENDS REPORT from the UK – managed a few interviews with as many as 15 people – visited the IOI Plantation at Sandakan – very interesting – next year, to choose another 2 or 3 journalists from France or Germany and do the same thing with them – ENDS REPORT working on publishing for Xmas edition, waiting for draft next week – WWF Scorecard is being covered here as well. Simon Evans got a sense of complexity of the issue and commitment amongst people from RT9.
- 4.2 Stakeholder engagement – 2 key updates include: launch meeting of the Belgian Alliance of the SPO (MVO Chairman and Caroline Sikking were present) – new initiative – press conference for Jan 20th – must use the positive news of RSPO globally and leverage. A number of trade associations are signing this charter but not all of them are RSPO members. Giovanni to work closely with Caroline Sikking on this matter. Aim to give a presentation to all participants in RSPO – aware that Belgium is not a priority market - however, with the request of information, to identify RSPO member based in the region to present at meeting on Feb 3rd.
- 4.3 Stakeholder mapping in EU: Simo Honkanen commented: a stakeholder mapping with EU based representatives in Brussels will help in ensuring that we are currently speaking to the right people. Giovanni: H&K has an established big public affairs practice that can be used for this purpose – to identify clear opportunities and challenges for RSPO to engage with the EU and identify in the short to medium term on what is the ROI to cover in more detail this area. There are opportunities to meet parliamentarians to diffuse some of the more controversial messages in Indonesia – what we can do is to make a short assessment on returns and opportunities so the C&C can make a decision. Simo: there are many companies in this C&C that have presence in Brussels within the energy sector. Key to understand what is happening there i.e. food labelling – we are not a specialist and the other one is the energy dialogue – to look into combining the RSPO effort and expertise without fully utilising H&K necessarily.
- 4.4 Jan Kees comment5ed: This is an area whereby interest of bio fuel companies and food companies are not aligned – must identify what the RSPO objective is to engage in this area – process for RED compliance is very clear to get RSPO accepted – uncertain if various constituents in the RSPO are aligned – if we don't have a clear view on what needs to be achieved, no point in commencing engagement. Other salient aspects include preferential rates for CSPO – the value of RSPO certification versus other national standards should be clearly understood and differentiated – and H&K to identify who in EU to be engaged with for this. Giovanni: to share drafted document with C&C members on the landscape.
- 4.5 Agathe agreed with Jan Kees to have a clear target for H&K within EU for RSPO – no need for comprehensive mapping of stakeholders as most companies have direct access and rapport with the EU reps amongst RSPO members. FIE – recommend to have a close link with the federation and association – RSPO members may be able to help with this. Simo: agree that first target is to make RSPO certification known with other national standards; H&K should identify the role individual members in the C&C can play in this area.
- 4.6 Marieke commented: processors & traders would be interested to know the parties H&K met at the European Commission's Directorate General for Environment to have a complete picture of agendas and issue – next step does not have to be put on hold – Michelle Morton of Shell has strong contacts with the DG and can help with references.. Giovanni to update the report from the meeting and send to all C&C. Marieke has asked that names to be included in the updated list as well so members can be leveraged on by RSPO members. Jan Kees indicated that the list should be very specific on what topic and who the contacts we want to engage with as there are too many people involved otherwise.
- 4.7 Marion gave a brief on partnership with FIE. A great sample on how to mobilise RSPO members at a conference. Good to have an RSPO stand at these events especially in food, cosmetics, bio fuel and responsible initiatives. Anne Gabriel requested that Marion to develop a template for guidance on future speaker platforms for RSPO to leverage.

- 4.8 Marion provided a brief on future events: Belgium alliance Press conference on in 20 Jan; RED approval announcement in March – inviting Salahuddin to come as a speaking role in the event; briefed on editorial calendar in April for cosmetics sector to include members and non-members – to explore a stand here as well – responsible business summit ; Rio conference in June – anniversary of trademark launch; France – H&K is working with Agathe to translate materials to raise awareness in France. Welcome comments from RSPO members on issues faced in France.

ACTION POINTS:

1. Giovanni to discuss the details of the Belgian Alliance initiative with Caroline Sikking.
2. Giovanni to share the initial mapping (with a focus on energy and food sector) of the EU with all C&C members and initial suggestions on how to organize meetings with them for Q1 next year – to identify a parliament working group to have lunch with – 2 or 3 most relevant DGs for the RSPO and organize a mini meeting with them.
3. H&K to be prepared with communications tools and materials and plan when EU commission finalizes decision on RED.
4. H&K to develop a guiding template that RSPO use to leverage for all future speaker platforms which should cover all possible considerations for profiling/visibility/publicity.

5. TRADEMARK TASK FORCE

- 5.1 Jan Kees briefed that during the EB meeting in Malaysia prior to GA8, there was a discussion on Trademark rules & guidelines – thereafter Anne Gabriel circulated the document.
- 5.2 Agathe provided a brief on retailers' comments towards the Trademark (TM) rules & guidelines. Currently, if an organization plans to communicate about the Trademark, they have to be a RSPO member; supply chains certified; and apply for licence for both on and off product usage. Proposal to change 2 things: no need RSPO membership for general communications using TM; also not to make it mandatory for license to be needed for story telling purposes. Summary of EB discussion; requirement of license for off pack communications was changed and agreed upon. To have a broader debate on certification and on whether certification is needed as these changes the business model of RSPO.
- 5.3 Marieke commented: from a Dutch perspective it is difficult for smaller companies to oblige to all the rules. Trade & Traceability Standing Committee should discuss and come up with a recommendation for next EB meeting in March.
- 5.4 Carrie said: from WWF perspective - to remove membership rule for TM at the moment, it still leaves a gap and will not send a great signal for retailers who can then choose to certify for only certain products and not an entire range. WWF is not able to support it yet at this stage as there is a need for this to be discussed at a broader group.
- 5.5 Hugo Byrnes: interesting to note the WWF positioning – the need to eradicate membership rule should be aimed at encouraging smaller manufacturers to adopt the TM and not retailers. Carrie: maybe there is another way of working with smaller retailers that can be explored. Beyond TM to dialogue on how smaller companies can be supportive without certification/membership.

- 5.6 Jan Kees: membership requirements clearly seem to be a hurdle - yet as a member, RSPO can chase them for 100% conversion – if we drop this membership requirement, we lose the tracking of commitment of companies. For Green Palm certificates, one does not have to be a RSPO member either. If we really want to be successful and make a difference in India and China, we will have to review the RSPO business model – and possibly look at replacing membership fee with TM fee down the road. Growers’ sentiments will also have to be considered in this sphere.

ACTION POINTS:

1. Jan Kees will be in touch with Hidde van Kersen to work out a proposal to submit to the EB as a discussion/briefing paper on this subject. To create a little group of people amongst C&C and T&T – but final discussion to be made by EB.

6. WEBSITE UPDATE BY SECRETARIAT:

- 6.1 Currently reconciling and consolidating data of information onto the new website
- 6.2 Anne Gabriel updated that there has been much delay in the delivery of the website and unsynchronised information from the current website to the new one which is being looked into.
- 6.3 Handover & technical briefing by H&K to Secretariat team – beginning of January – Secretariat to look into appointment of local vendor to continue enhancing and tidying the delivery by H&K.

ACTION POINTS:

1. Once information/data is well structured, the next step will be to look into translated versions of critical content – currently approaching a panel of translators based in Malaysia.
2. Target timing for first cut of new website: Jan/Feb 2012.

7. TERMS OF REFERENCE FOR C&C SC

- 7.1 Caroline Sikking: Clause 1.3: to refine in suggesting that this does not mean that the C&C SC cannot propose and make some decisions but that ultimate accountability is placed in the hands of the EB.
- 7.2 Marieke: to include that any C&C member can propose changes so that the collaborative spirit of a multi stakeholder association is represented and resonated.
- 7.3 Hugo: to change word ‘effect’ to formalise or another alternative.
- 7.4 Agathe enquired: By laws mention that any RSPO member can attend the working groups – hence, is the restriction of the committee as per the constitution or not? There may be issues in the future that the EB may not be inclusive enough in its consultation process with all members. How do we properly consult others when members are so restrictive? Jan Kees responded: there have been changes on how the RSPO is governed since 2004 – by laws and statutes not updated since then. If meetings open to all, to consider logistics challenges on how we would manage a meeting – may not be pragmatic. Even the EB has limited seats. By laws – define number of seats for interested parties. There is an understanding that an individual in the standing committee or EB or working group represents their constituent first and thereafter, their own company’s interest. Marieke suggested: to refine text or diction. The EB and members may propose changes to the composition to the SC to better serve the RSPO – but the EB has the final authority to affect them. Jan Kees: agrees to refine the text based on all comments.

7.5 Some other edits/amendments were discussed.

ACTION POINTS:

1. Anne Gabriel to edit document and recirculate to all C&C SC members.

8. ALL OTHER BUSINESS

- 8.1 Vision & Mission Statement – Anne Gabriel enquired if the new statement should be maintained on the website or to change to the previous one given comments during the recent GA8. All commented to keep the new one with a fine print under it stating that it is pending approval at upcoming general assembly.
- 8.2 Agathe enquired if all the decisions at the EB meeting post GA8 on November 25th is valid or otherwise. Jan Kees commented that: one key change discussed in that meeting was the fact that in view of moving towards a non-executive board, that the President does not have an executive role in a standing committee – but indicated that due to the quorum issue, there will be no changes for now.
- 8.3 On when the next GA8 will be held, Anne Gabriel mentioned that March is being aimed for.
- 8.4 **Next meeting date and location: Feb 16th 2012 via conference call.** Wait for GA8 and take it from there for next physical meeting. Timing to be earlier 9am – 12noon CET time.

Prepared by:

Anne Gabriel, Communications Director, RSPO Secretariat