



Key changes to the RSPO Rules on Market Communications and Claims

This document highlights only the *key* changes to the RSPO Rules on Market Communications and Claims. There are additional changes that are not highlighted below, so it is highly recommended that you download and review a copy of the new communications and claims document which can be found at <http://www.rspo.org>

Change	Details and Impact
<p>Structure</p>	<p>The overall structure of the document has been amended to mirror other relevant RSPO documents, most notably the Supply Chain Certification Standard (SCCS). Therefore section 1 Introduction and 2 Scope have been created.</p> <p>The document then has separate sections for ease of use. These define the requirements for corporate, business to business and business to consumer claims.</p>
<p>Definitions</p>	<p>The definitions have been amended to mirror the Supply Chain Certification Standard (SCCS). Key definitions have been added and definitions of words that are no longer mentioned have been removed</p>
<p>Trademark/logo</p>	<p>Previously the RSPO had both a logo (orange lettering RSPO) and a Trademark (palm frond). It was felt that having two public marks led to some confusion for members and non members alike.</p> <p>The new version of the communications & claims standard allows members of the RSPO to use only the RSPO palm frond for all claims.</p>  <p>The RSPO lettering will only be used by the RSPO Secretariat</p> 
<p>Trademark License (Section 3.3)</p>	<p>RSPO members wishing to use the RSPO trademark must hold a trademark licence from RSPO. A trademark license was previously issued separately to membership This will now be granted on acceptance as a member. Existing members will need to apply separately</p> <p>A unique identification number will be issued and this is now to be used in conjunction with the RSPO trademark.</p>
<p>Negative Claims (Section 3.3)</p>	<p>RSPO members shall avoid negative claims and seek to promote the aims and goals of RSPO, namely the production and use of certified sustainable palm oil (CSPO).</p> <p>There is now a definition of ‘negative claim’ which is a claim which conflicts with the stated aims of the RSPO and/or implies that the removal of palm oil from a product is a preferable social or environmental sustainability outcome to the use of certified sustainable palm oil.</p>

<p>Section 6.6</p>	<p>Use of any other trademark or logo to highlight the presence of RSPO CSPO is an unauthorised on-product claim.</p>
<p>Section 6.7</p>	<p>RSPO retailer members can apply for an RSPO trademark licence for use in business to consumer communications, providing they can demonstrate the validity of these claims to an RSPO accredited certification body (CB). This certification will be undertaken via a remote audit.</p> <p>The CB will confirm the outcome of these audits, to be conducted annually, to RSPO who may continue to grant a trademark licence or withdraw permission based upon the audit findings</p>
<p>95 % rule (covered under Module A and Module B)</p>	<p>The 95% rule within the SCCS has been removed leaving only the C&C version.</p> <p>This allows organisations to make valid RSPO claims provided at least 95% of the palm content is RSPO certified. This continues to be allowed providing the organisation seeking to make the claim can provide a valid justification for the inclusion of non certified oil palm product and an action plan for moving to fully certified oil palm must be in place. The remaining percentage must be covered by book and claim certificates.</p>
<p>Partial Product Claims (covered under Module C)</p>	<p>This new module allows members to make an on-pack claim in cases where at least 50% of the palm content is certified (i.e. is IP, MB or SG) and the remaining percentage is covered by book and claim certificates. This claim will remain constant at 50% regardless of the actual percentage until the 95% threshold is reached and a standard on product claim can be made.</p> <p>The on-product claim is limited to only the following phrase: <i>“This product contributes to the production of certified sustainable palm oil”</i>. The use of the RSPO label with this claim is mandatory and must include the tag ‘50% MIXED’</p>