

MINUTES OF MEETING

Market Development Standing Committee

Time : 19.10 - 21.00 (MYT)

Date : Thursday, 15 June, 2023

Venue : Lindner Hotel, Frankfurt, Germany / Market Transformation Zoom

Attendees:

Name	Initial	Organisation	Representative Category
Eddy Esselink	EE	MVO	Co-Chair, P&T
Anne-Laure Faure	ALF	WWF International	eNGO
Caroline Westerik	CW	AAK	P&T
Franka Lakeman	FL	Ahold Delhaize	Retailer
Julian Walker-Palin	JWP	Retailers Palm Oil Group	Retailer
Marieke Leegwater	ML	Solidaridad	sNGO
Rafael Milantonio	RM	Natura & Co.	CGM
Dr Surina Ismail	SI	MPOA/IOI	Grower MY
Tracey Gazibara	TG	Cheyenne Mountain Zoo	eNGO
Laura Schlebes	LS	AAK	Guest
Inke van der Sluijs	IS	RSPO Secretariat	Director, Market Transformation
Irene Fischbach	IF	RSPO Secretariat	Director, Stakeholder Engagement & Communications
Francesca Morgante	FM	RSPO Secretariat	Sr Manager, Europe (Market Transformation) - Guest
Christine Joan Spykerman	CJS	RSPO Secretariat	Malaysia office

Absent with apologies:

Name	Initial	Organisation	Representative Category
Harjinder Kler	HK	HUTAN	eNGO
Jose Roberto Montenegro	JM	Agrocaribe	Grower RoW
Tom Hersbach	TH	Planting Naturals	Grower

Invited but not in attendance:

Name	Initial	Organisation	Representative Category
Razuwan Che Rose	RCR	Felda	Grower

Agenda:

Time	Topic
19.10 - 19.14	1.0 Opening 1.1 Antitrust Statement Reading
19.14 - 19.16	2.0 Approval of the Agenda
19.16 - 19.17	3.0 Approval of the Meeting Minutes - 23 May 2023
19.17 - 19.38	4.0 Updates: 4.1 RSPO Secretariat
19.38 - 19.43	5.0 Co-chair resignation and nomination
19.43 - 20.21	6.0 Updates SCT WG
20.21 - 20.50	7.0 Brand positioning: implementation
20.50 - 21.00	8.0 AOB - 2023 meeting agenda

DISCUSSION:

No.	Description	Action Points (PIC)
1.0	Antitrust Statement Reading	
	<p>EE chaired the meeting and welcomed Members of the MDSC to the meeting. EE then reminded the members of the following:</p> <ul style="list-style-type: none"> - All MDSC members will have to abide by the RSPO Antitrust law - MDSC follows a consensus-based decision making as outlined in the ToR - Members have to declare Conflict of Interest (Col) under any items and excuse themselves to remain objective to the discussion. 	
2.0	Approval of the Agenda	
	The meeting Agenda was presented and accepted with no additions nor objections from the Members.	
3.0	Approval of Meeting Minutes	
	The meeting minutes from the previous MDSC Meeting (23 May 2023) were presented and accepted with no amendments but with some pending action points which will be discussed in the meeting.	

4.0 Secretariat Updates		
	<p>The Secretariat announced the following updates:</p> <ul style="list-style-type: none"> ● Standards Review 2023: public consultation 1-30 June ● Inter-American conference 2023: 30-31 May Miami, US. 300 participants, positive responses ● SPOD Europe: 14 June Frankfurt, Germany, - approx 300 participants ● RT2023: 20-22 November Jakarta, Indonesia, - registration to open soon. Sponsorship package ready ● EU Deforestation Regulation (EUDR): <ul style="list-style-type: none"> ○ Joint mission of Indonesia and Malaysia to EC (30/31 May) ○ Malaysian mission to the UK (2 June) ● ACOP: 92.2% submissions ● BoG retreat next week: setting directions for coming years ● Upcoming events: <ul style="list-style-type: none"> ○ Thailand SPOD 29-30 June ○ China Sustainable Palm Oil Forum 26 July ○ IVPA: 4-5 August New Delhi India ○ Globoil 28-30 September Mumbai India 	
5.0 Co-chair of MDSC		
5.1	<p>Resignation of Anita Neville as co-chair of MDSC as joining BoG and ASC</p> <ul style="list-style-type: none"> ● Nominates Ian Suwarganda - Head of Policy & Partnerships GAR 	Nomination of co-chair by MDSC members by 30 June
5.2	<p>ToR MDSC:</p> <ul style="list-style-type: none"> ○ The BoG shall appoint the Chair of the MDSC and may appoint more than one person as Co-Chairs. ○ The MDSC shall be co-chaired by two members, one of whom must be a representative of the supply chain. 	
5.3	<ul style="list-style-type: none"> ● Other nominations? <p>The RSPO secretariat will share the tasks of the co-chairs and the MDSC is asked for nominations by 30 June.</p>	
6.0 Updates SCT WG		
6.1	<p>Seeking approval of the MDSC to dissolve the Oleo Task Force</p> <p>The OTF was revived upon request by the BoG to address the CSPKO shortage in the market. It delivered a paper to the BoG with short, medium term and long-term solutions for the CSPKO shortage in supply.</p>	
6.1.1	<p>The following action plan was suggested:</p> <p>(i) address the losses in the supply chain by :</p> <ol style="list-style-type: none"> 1. raising awareness amongst the RSPO certified mills with unsold CSPK volumes 2. raising awareness amongst the certified KCP and Independent Smallholder Groups with unsold CSPKO volumes 3. using spatial mapping for connecting certified mills with certified crushers 4. developing an outreach program for uncertified KCP 	

<p>6.2</p>	<p>(ii) increase overall CSPO/CSPK supply :</p> <ol style="list-style-type: none"> 1. review potential volume in the RaCP process (637 management units in different stages of which 130 came in in 2022, volume data not available yet) 2. develop strategy for new grower engagement <p>The MDSC agrees to dissolve the Oleo Task Force but asks for communication about the action plan and regular updates on where we stand. Members have heard that the ASD (Action for Sustainable Derivatives) was preparing a letter for the RSPO. This has not been received yet, the secretariat will contact them.</p> <p>The members ask whether the RSPO secretariat can look into funding for RaCP. This is beyond the scope of the secretariat but we can reach out to the FIGG.</p> <p>Discussion on conversion ratios: what is allowed in the standard and what is possible in the system.</p> <ul style="list-style-type: none"> ● PalmTrace improvements and priorities <ul style="list-style-type: none"> ○ Remote Audit checklist for trademark use by retailers is in the development process in Palmtrace. The members would like to know when this will be ready. ○ Update on Members Area; RSPO Area is completed and work is in progress for CB Area. ○ After completion of project the test of each field will be done by RSPO Secretariat before launching it to members <ul style="list-style-type: none"> ● It is currently planned that the remote audit will be available towards the end of 2023. ● MB accounting: discussion on expiry of MB volumes. 	<p>RSPO secretariat to communicate about the CSPKO action plan.</p> <p>RSPO secretariat to contact ASD about a potential letter about CSPKO shortage.</p> <p>RSPO secretariat to reach out to the FIGG for potential funding for RaCP.</p> <p>RSPO secretariat to check internally when the remote audit functionality will be ready in PalmTrace.</p>
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7.0 Brand Positioning: implementation

<p>1. The framework for our Brand Communication Plan</p> <p>2. A structure for gathering and writing our Impact Stories</p> <p>3. Practical exercise to communicate consistently in the style of our brand</p>	
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A reminder of our RSPO brand framework: The building blocks for our Brand

<p>WHERE we're heading (The journey that will inspire, guide and unite us, our aspiration for the future)</p> <p>WHAT we want to stand for</p> <p>HOW we're going to get where we want to go</p> <p>WHERE we will make a difference. The sustainability aspirations we are working towards</p>	<p>OUR VISION A global partnership to make palm oil sustainable</p> <p>OUR BRAND POSITIONING RSPO is a partnership for progress and positive impact, facilitating global change to make the production and consumption of palm oil sustainable. To inspire change, we communicate the environmental and social benefits. To make progress, we catalyse collaboration. To provide assurance, we set the standards of certification.</p> <p>OUR MISSIONS – the 3 C's</p> <table border="1"> <tr> <td>Communication RSPO clearly defines and communicates the benefits and positive impacts of sustainable palm oil in a relevant, engaging and measurable way</td> <td>Collaboration RSPO actively facilitates collaboration and a shared commitment across the value chain to drive demand and ensure sufficient supply of sustainable palm oil</td> <td>Certification RSPO sets global standards for sustainable palm oil, met through certification of members by independent auditors, assured by education and constant monitoring, combined with a fair and transparent process for dealing with transgressions</td> </tr> </table> <p>OUR IMPACT AREAS</p> <table border="1"> <tr> <td>No deforestation Halt the domino effect of deforestation</td> <td>Labour rights Protect workers' rights and ensure fair treatment</td> <td>Smallholder livelihoods Improve livelihoods by educating and incentivising to produce sustainably</td> <td>GHG reduction Reduce the emission footprint of the palm oil supply chain</td> <td>Indigenous peoples Protect the human and legal rights of indigenous peoples and communities</td> <td>Biodiversity Take measures to conserve and enhance biodiversity</td> </tr> </table>	Communication RSPO clearly defines and communicates the benefits and positive impacts of sustainable palm oil in a relevant, engaging and measurable way	Collaboration RSPO actively facilitates collaboration and a shared commitment across the value chain to drive demand and ensure sufficient supply of sustainable palm oil	Certification RSPO sets global standards for sustainable palm oil, met through certification of members by independent auditors, assured by education and constant monitoring, combined with a fair and transparent process for dealing with transgressions	No deforestation Halt the domino effect of deforestation	Labour rights Protect workers' rights and ensure fair treatment	Smallholder livelihoods Improve livelihoods by educating and incentivising to produce sustainably	GHG reduction Reduce the emission footprint of the palm oil supply chain	Indigenous peoples Protect the human and legal rights of indigenous peoples and communities	Biodiversity Take measures to conserve and enhance biodiversity	<p>Now that the brand building blocks have been approved, it is important to</p>
Communication RSPO clearly defines and communicates the benefits and positive impacts of sustainable palm oil in a relevant, engaging and measurable way	Collaboration RSPO actively facilitates collaboration and a shared commitment across the value chain to drive demand and ensure sufficient supply of sustainable palm oil	Certification RSPO sets global standards for sustainable palm oil, met through certification of members by independent auditors, assured by education and constant monitoring, combined with a fair and transparent process for dealing with transgressions									
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	<p>bring them to life.</p> <p>The guiding principle for communicating RSPO brand building blocks is to focus on integrating the brand building blocks into things RSPO is already doing or planning to do over the coming year. This is the most efficient way and ensures everything that would have been planned will be aligned with the brand. This also helps to keep costs at a minimum.</p> <p>The secretariat has identified around 80 touchpoints and grouped them according to channels and topics (i.e. website, social media, events, CEO schedule, government engagement, membership material).</p> <p>In order to show sustainable progress, the secretariat will identify, gather and communicate impact stories of progress and group these stories according to the six impact areas to achieve a cumulative effect. The secretariat will come up with an easy framework that can be shared with members to gather quality content for these stories.</p> <p>MDSC members are asked to give feedback on the first draft of the narrative structure for the impact stories.</p> <table border="0" data-bbox="252 913 1177 1279"> <tr> <td data-bbox="252 913 571 1279"> <p>Part 1: Why necessary?</p> <p>What impact or benefit were we intending to achieve and why is it so important?</p> <p>What Impact Area does it connect to?</p> <p>Which specific need or pain point were we addressing?</p> <p>Is there a 'trigger' behind the story? ... a key insight that enhances the importance?</p> </td> <td data-bbox="571 913 890 1279"> <p>Part 2: Who, what and how changed?</p> <p>Who did we collaborate with and why?</p> <p>What hurdles or challenges did we need to overcome?</p> <p>What change did we facilitate in order to solve the challenges?</p> </td> <td data-bbox="890 913 1177 1279"> <p>Part 3: What progress?</p> <p>What was the immediate positive effect? Who benefitted and how?</p> <p>What have we learnt... and how could this help us to makes further progress?</p> <p>Is there potential for scalability... to involve more members / partners and more geographies?</p> <p>Is there a longer-term benefit that we're aiming for when seen from the macro perspective?</p> <p>What next?</p> </td> </tr> </table> <p>The originally planned exercise to restructure the corrected RSPO wikipedia entry and what the key messages would be, was skipped as there was not enough time. MDSC members will look at it and give their input to the secretariat.</p>	<p>Part 1: Why necessary?</p> <p>What impact or benefit were we intending to achieve and why is it so important?</p> <p>What Impact Area does it connect to?</p> <p>Which specific need or pain point were we addressing?</p> <p>Is there a 'trigger' behind the story? ... a key insight that enhances the importance?</p>	<p>Part 2: Who, what and how changed?</p> <p>Who did we collaborate with and why?</p> <p>What hurdles or challenges did we need to overcome?</p> <p>What change did we facilitate in order to solve the challenges?</p>	<p>Part 3: What progress?</p> <p>What was the immediate positive effect? Who benefitted and how?</p> <p>What have we learnt... and how could this help us to makes further progress?</p> <p>Is there potential for scalability... to involve more members / partners and more geographies?</p> <p>Is there a longer-term benefit that we're aiming for when seen from the macro perspective?</p> <p>What next?</p>	<p>Feedback on first draft of narrative structure by 7 July.</p> <p>Feedback on better structure and key messages for wikipedia entry by 7 July.</p>
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<p>8.0 AOB</p>					
<p>8.1</p>	<p>Irene Fischbach has resigned and the MDSC expressed their gratitude to her contributions.</p>				
<p>8.2</p>	<p>Next MDSC Meetings:</p> <ul style="list-style-type: none"> • 7 September 2023 (Thursday) • 20 November, 2023 (Monday) (Physical Meeting in Jakarta, Indonesia) 				