

RSPO Rules

on Communications & Claims

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Adopted by the RSPO Executive Board on 31 March, 2011.

RSPO RULES ON COMMUNICATIONS AND CLAIMS

1. DEFINITIONS

Palm products:	Any product or ingredient that is derived from oil palms, including palm oil, palm kernels, palm kernel oil, palm kernel expeller and their fractions and derivatives.
RSPO-certified palm products:	Any palm product that contains palm products properly sourced through the RSPO's 'Identity preserved', 'Segregated' or 'Mass Balance' supply chain system, or palm products covered by GreenPalm certificates that have been properly purchased and redeemed.
Product-related communication:	Communication referring to (groups of) products, including in packaging, labels, advertisements, flyers, brochures, posters, displays, newsletters, websites, e-mails, letters, offerings, invoices, (annual) reports, or media interviews.
Corporate communication:	Communication referring to companies, organizations, brands, including in advertisements, flyers, brochures, posters, displays, newsletters, websites, e-mails, letters, (annual) reports, or media interviews.
Member:	An organization that is an 'ordinary', 'affiliate' or 'supply chain associate' member of the RSPO, has paid its annual membership fee and, in the case of an ordinary member, has submitted its annual progress report to the RSPO.
RSPO corporate logo:	The logo of the RSPO organization, i.e. the letters 'RSPO' in orange, bold-italic lettering (<i>RSPO</i>).
RSPO trademark:	The logo RSPO has submitted for trademark registration: a rounded palm top accompanied by the word 'RSPO'.
RSPO label:	A box with visual elements, one of which is the RSPO trademark, that is prescribed and digitally supplied by the RSPO for use in on-product or about-product communications. A label can also include a 'tag' ('Certified'/'Mixed') and a 'statement' accompanied by the URL 'www.rspo.info'.
Trademark licensing body:	An organization that has been authorized by the RSPO to issue licenses for the use of the RSPO trademark.



2. GENERAL TERMS

- a. This document replaces the RSPO 'Guidelines on Communications & Claims' (adopted by the RSPO Executive Board on 28 September, 2009). It sets rules for organizations that want to apply communications related to the production, procurement, use and sales of RSPO-certified palm products.
- b. These rules safeguard the reputation of RSPO certification and the RSPO trademark.
- c. The rules cover consumer-facing and non-consumer-facing (business-to-business) communications.
- d. These rules specify when members are allowed to use the RSPO name, corporate logo and the RSPO trademark. Before using the RSPO trademark, members need to sign a trademark license agreement and acquire a trademark license.
- e. Retailers that comply with these rules are covered by a consumer good manufacturer's trademark license for on-product communication; they need their own trademark license for use of the RSPO trademark in about-product communication under the retailer's company or brand name.
- f. Members can acquire a trademark license at company level. They are free to acquire trademark licenses at the level of individual markets, branches or sites.
- g. Members can submit a request for a trademark license through a web form, a link to which is in the RSPO's online Market Center (www.rspo.eu/market).
- h. Any display of the RSPO trademark that is not part of product-related communications, by members, non-members, educational and/or media organizations, requires written approval from the RSPO communications office.
- i. Communications that invoke the RSPO name and/or trademark AND abide by all RSPO rules will be treated as 'authorized'
- j. All other communications invoking the RSPO name and/or trademark will be treated as 'unauthorized'.
- k. Members that apply unauthorized RSPO-related communication can be found to have breached the RSPO Code of Conduct, which bans the use of misleading or unsubstantiated claims.
- l. Member and non-member organizations that apply unauthorized RSPO-related communication can be found to make misleading claims, either by the RSPO or by third parties.
- m. The RSPO reserves the right to publish any case of unauthorized communication.
- n. The RSPO reserves the right to take legal action against any member or non-member that engages in unauthorized communication.
- o. The rules in this document take effect on the day they are first published on the RSPO website (the 'starting date'). Stocks of packaging or communication materials prepared

before the starting date remain covered by the 'Guidelines on Communications & Claims' (adopted by the RSPO Executive Board on 28 September, 2009) until 12 months after the starting date.

3. RULES ON CORPORATE COMMUNICATIONS

- a. In corporate communications, NON-MEMBER ORGANIZATIONS are NOT ALLOWED to use the RSPO name, corporate logo or trademark logo in any way.
- b. In corporate communications, MEMBERS are ALLOWED to:
 - display their RSPO membership status, i.e. 'RSPO member', 'RSPO associate member' or 'RSPO affiliate member'.
 - display an RSPO web address (www.rspo.org, www.rspo.info).
 - (ordinary members only:) display the RSPO corporate logo (**RSPO**) on a web site if accompanied by the text: 'Check our progress at www.rspo.org' (or translation in a local language). The text 'www.rspo.org' must link to the member's profile page at www.rspo.org.
- c. In corporate communications, members are ALLOWED to state:
 - That the member supports the work of the RSPO;
 - The member's history and progress with regard to the RSPO.
- d. In corporate communications, members are NOT ALLOWED to:
 - display the RSPO trademark;
 - state anything that can lead customers to believe that their RSPO membership implies that they sell RSPO-certified palm products.

4. GENERAL RULES ON PRODUCT-RELATED COMMUNICATIONS

- a. In product-related communications, NON-MEMBERS are NOT ALLOWED to refer to the RSPO or to use the RSPO corporate logo or RSPO trademark in any way;
EXCEPTION: GreenPalm members are allowed to follow the rules under section 5.3.
- b. The use of product-related communications is voluntary.
- c. In product-related communications, MEMBERS are ALLOWED to refer to the RSPO if:
 - during audits they can show documentation underpinning the communications; AND
 - they abide by all relevant RSPO rules (including those in this document).
- d. In non-consumer-facing product-related communications, MEMBERS are ALLOWED to specify (the) percentage(s) of palm products acquired under the various RSPO supply chain systems.
- e. Members that intend to display the RSPO trademark MUST acquire a trademark license from an RSPO trademark licensing body (see sections 5 and 6).
- f. In product-related communications, members are NOT ALLOWED to:
 - state their RSPO membership status;
 - state the RSPO membership status of suppliers;
 - display the RSPO corporate logo (**RSPO**).

5. SYSTEM-SPECIFIC RULES FOR PRODUCT-RELATED COMMUNICATIONS

The RSPO has defined four supply chain systems to guide the trading of RSPO-certified sustainable palm products:

1. Identify Preserved (IP)
2. Segregated (SG)
3. Mass Balance (MB)
4. Book & Claim (B&C).

Full guidance on these systems is available in the RSPO’s online Market Center

(www.rspo.eu/market). Below are specific rules for each of the systems or combinations of them, as summarized in the ‘display rules overview’.



RSPO system	TM	TAG	Statement
IP, SG		CERTIFIED	‘Contains certified sustainable palm oil. www.rspo.info ’
MB		MIXED	‘Contributes to the production of certified sustainable palm oil. www.rspo.info ’
B&C			‘Contributes to the production of certified sustainable palm oil. www.rspo.info ’

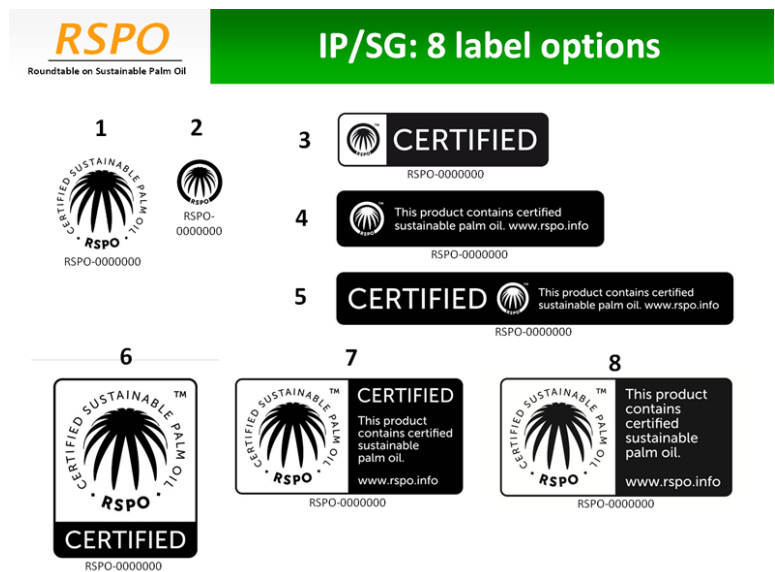
= Mandatory in product claims that face consumers

5.1 SPECIFIC RULES FOR THE 'IP' OR 'SG' SUPPLY CHAIN SYSTEM

- a. Use of the RSPO Trademark is allowed only if at least 95% of all palm-derived components in the product is RSPO-certified.
- b. In consumer-facing product-related communications, members must use the RSPO trademark.
- c. In non-consumer-facing product-related communications, use of the RSPO Trademark is voluntary.

- d. Members are allowed to use the RSPO trademark in one of the following ways:

- Surrounded by the text 'Certified sustainable palm oil' (option 1) OR by a circle (option 2);
- Separately or as part of a label that also contains the words 'CERTIFIED' and/or the statement: "This product contains certified sustainable palm oil. www.rspo.info" (options 3-8).



- e. Wherever an RSPO trademark is displayed, the applicable trademark license number must be shown immediately under or next to the trademark or the 'statement'. Font type must be Calibri, font size must be at least 7pt (2.4mm or 7/72 inch).
- f. In on-pack communications, the RSPO trademark can be printed anywhere on the pack. The statement "This product contains certified sustainable palm oil. www.rspo.info" can be printed elsewhere on the pack, separate from the RPSO trademark.
- g. Further guidance on use of the trademark is provided in the RSPO Trademark License Terms and Conditions.
- h. Messaging ALLOWED in storytelling in product-related communications:
 - The palm products in this product have been certified to come from RSPO certified production units;
 - RSPO certified production units have been found by independent auditors to operate within the strict guidelines for social and environmental responsibility of the Roundtable on Sustainable Palm Oil (RSPO);
 - RSPO certified sustainable palm products were kept apart from other palm products throughout the supply chain;
 - From the refineries, RSPO certified palm products can be traced back to RSPO certified

production units;

- The entire supply chain is monitored by independent, RSPO-approved auditors;
- References to (or images of) particular RSPO-certified production units, if the relationship to those units can be shown in company records.

5.2 SPECIFIC RULES FOR THE 'MB' SUPPLY CHAIN SYSTEM

- a. Use of the RSPO Trademark is allowed only if at least 95% of all palm-derived components in the product is RSPO-certified.
- b. In consumer-facing product-related communications, members must use the RSPO trademark.
- c. In non-consumer-facing product-related communications, use of the RSPO Trademark is voluntary.

- d. Members are allowed to use the RSPO trademark in one of the following ways:

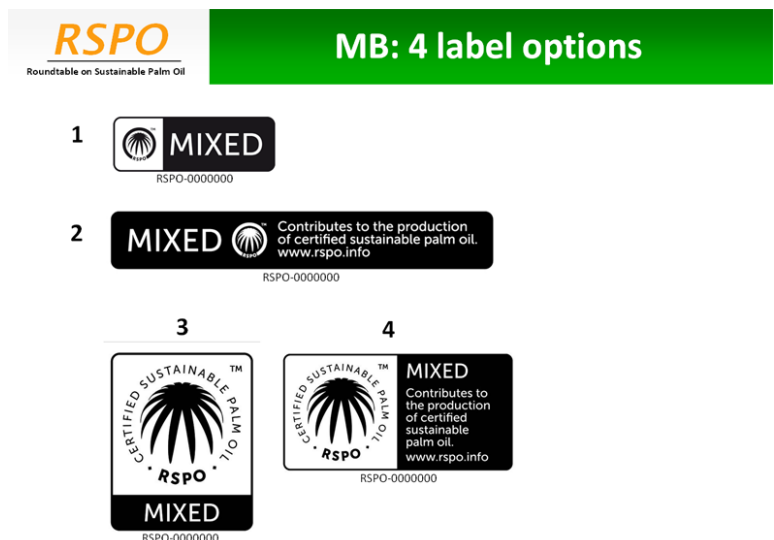
- Surrounded by the text 'Certified sustainable palm oil' (options 3, 4) OR by a circle (options 1, 2);

- The logo MUST be part of a label that also contains the words 'MIXED'. The word MIXED designates palm products sourced under the Mass Balance (MB) supply

chain system, which administratively balances inputs and outputs of certain palm oil volumes. The word 'MIXED' on a product does not guarantee that the product itself contains the certified material; some or all of it may reside in products that do not carry a claim;

- The logo CAN be part of a label with the statement: "Contributes to the production of certified sustainable palm oil. www.rspo.info" (options 2, 4).

- e. Wherever an RSPO trademark is displayed, the applicable trademark license number must be shown immediately under or next to the trademark or the 'statement'. Font type must be Calibri, printed font size must be at least 7pt (2.4mm or 7/72 inch).
- f. In on-pack communications, the RSPO trademark can be printed anywhere on the pack. The statement "Contributes to the production of certified sustainable palm oil. www.rspo.info" can be printed elsewhere on the pack, separate from the RPSO trademark.



- g. Further guidance on use of the trademark is provided in the RSPO Trademark License Terms and Conditions.
- h. Messaging **ALLOWED** in storytelling in product-related communications:
 - The palm products in the product were sourced according to rules set by the RSPO;
 - Palm products from RSPO-certified production units were mixed with conventional palm products in the supply chain;
 - The volume of palm products in the product reflects a similar volume of palm products that came from palm oil production units that have gained RSPO certification. Certified production units have been found by independent auditors to operate within the strict guidelines for social and environmental responsibility of the Roundtable on Sustainable Palm Oil (RSPO);
 - (Off-pack communications only:) references to (or images of) particular RSPO-certified production units, if the relationship to those units can be shown in company records.
- i. Messaging **NOT ALLOWED** in storytelling in product-related communications:
 - Anything that can lead consumers to believe that RSPO-certified palm product is (certified to be) part of the product.

5.3 SPECIFIC RULES FOR THE 'B&C' SUPPLY CHAIN SYSTEM

- a. RSPO or GreenPalm members that sell certified palm products under the Book & Claim supply chain system are **NOT ALLOWED** to use the RSPO trademark. They are **ALLOWED** however to follow GreenPalm's communication rules (including use of the GreenPalm logo and references to the RSPO).
- b. They are also **ALLOWED** to display the following written statement: "(This product) contributes to the production of certified sustainable palm oil. www.rspo.info". In on-pack communications, the statement can be printed anywhere on the pack.
- c. Messaging **ALLOWED** in storytelling:
 - GreenPalm is a certificate trading program that is designed to limit environmental and social side effects of the production of palm oil. The program is endorsed by the Roundtable on Sustainable Palm Oil (RSPO);
 - For every ton of palm product used in the manufacturing of the product, a voluntary premium is paid to palm oil production units that have gained RSPO certification. Certified production units have been found by independent auditors to operate within the strict guidelines for social and environmental responsibility of the Roundtable on Sustainable Palm Oil (RSPO). The palm oil itself is sold, processed and purchased in the usual way;
 - (Off-pack communications only:) references to (or images of) particular RSPO-certified production units, if the relationship to those units can be shown in company and GreenPalm records.

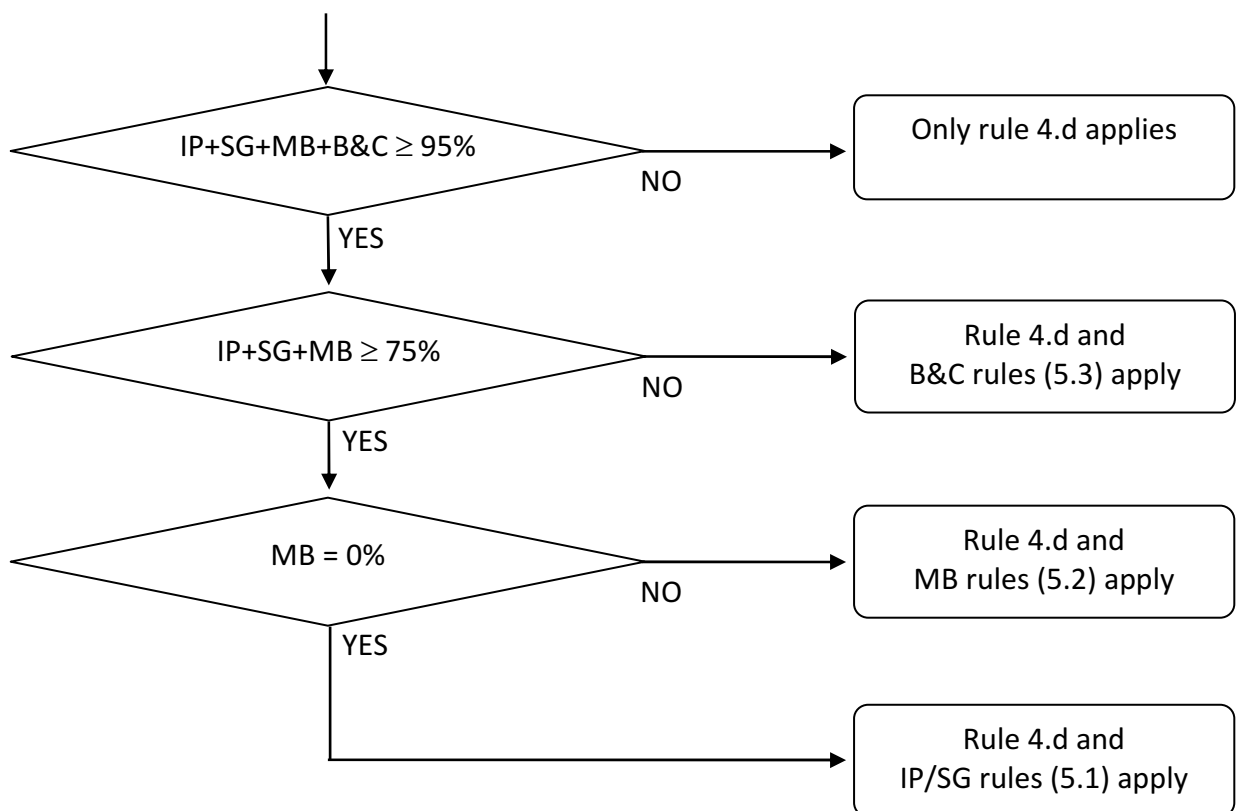
- d. Messaging NOT ALLOWED in storytelling:
 — Anything that can lead consumers to believe that RSPO-certified palm product is (certified to be) part of the product.

5.4 RULES FOR COMBINING SUPPLY CHAIN SYSTEMS

- a. For a particular product, the contributions of four palm-derived components (IP, SG, MB, B&C) are calculated as in this example for Segregated (SG):

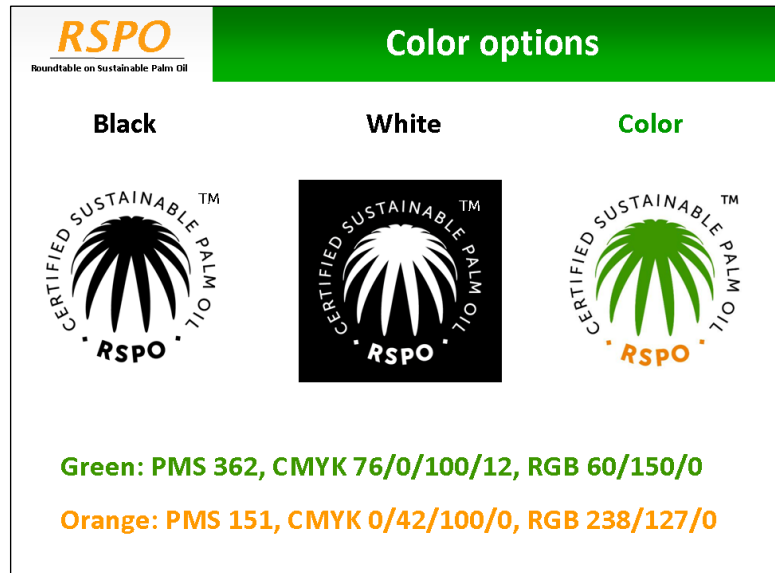
$$SG = \frac{\text{Palm-derived components sourced through SG supply chain system (kg)}}{\text{All palm-derived components in the product (kg)}} \times 100\%$$

- b. When palm-derived components of a product were sourced using more than one of the four RSPO supply chain systems, the contributions of palm-derived components from all systems can be added up; the following flow chart determines which specific product-related communication rules apply.



6. GRAPHIC DESIGN RULES

a. Members are NOT ALLOWED to create their own RSPO trademark artwork. They MUST use digital artwork supplied by the RSPO licensing body. They are NOT ALLOWED to modify the artwork other than resizing it. Artwork is provided in black, white and full color versions (RGB/CMYK/Pantone).



- b. Members are not allowed to modify statements or to create new translations. If no artwork exists in a particular language, a member can request a translation and/or propose a translation. After a new translation has been approved by the RSPO, updated digital artwork will be provided.
- c. In printed displays of the RSPO trademark, the circle (line or words) surrounding the RSPO trademark should measure at least 10 millimeters (0.4 inch) across.
- d. Members are not allowed to use the RSPO trademark in a way that suggests that the trademark (also) covers non-RSPO claims.

7. MORE INFORMATION

- a. More information on RSPO-related communication and the RSPO trademark can be found in RSPO's online Market Center at www.rspo.eu/market. The website contains fact sheets, presentations, lists of frequently asked questions and images and videos which members can modify and use in their own storytelling and communication. The website also provides contact information.
- b. Questions about this document can also be directed at: communications@rspo.org.
- c. This document will be reviewed on a regular basis.