

Minutes of Meeting

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

Date: April 17, 2015

Venue : Join Webex Meeting

Time : CET 10.00 am – 13.00 pm

ATTENDANCE LIST

Stakeholder Group	Members	Organization
Consumer Goods Manufacturer	Jan Kees Vis	Unilever
Association member	Eddy Esselink	MVO
Retailer	Andrea Bolhuis	Royal Ahold
Trader	Judith Murdoch	AAK
Environmental NGO	Carrie Svingen	WWF
Bank	Jose den Toom	Rabobank
Service provider	Andy Green	BM TRADA
RSPO Secretariat	Stefano Savi	RSPO Secretariat
RSPO Secretariat	Danielle Morley	RSPO Secretariat
RSPO Secretariat	Inke van der Sluijs	RSPO Secretariat
Consultancy	Giovanni Colombo	H+K Strategies

1. Opening

- Approval of minutes. Minutes are approved with no comments. Action points from last meeting are reviewed, Stefano to send updates on progress of comms related items on Complaints System Revamp.
- Chairperson for the meeting: Jan Kees Vis is appointed as chair for the meeting, a comment is raised that the Secretariat should contact members and work to increase membership of the C&C and finalise a permanent chair
- Jan Kees Vis reminded members of the RSPO Antitrust rules. There would be no discussions on prices, premiums, contracts of individual suppliers or individual customers.

2. Update from RSPO Secretariat:

- ACOP updates - Stefano Savi updates on the newly opened online submission form for the 2014 reporting period, covering Jan 2014 to Dec 2014. The deadline for submission is fixed for the 6th Jul 2015, and reports (ACOP Digest and Growth Interpretation Narrative) for the 2014 reporting period will be ready by RT13 in Nov 2015.
- Board GA Resolution on No Palm Oil Claims - Stefano Savi informs the Committee on the decision of the RSPO BoG to submit a resolution at the next RSPO GA in Nov 2015, to include a paragraph on negative claims. Stefano informs the committee that he has suggested to the board to wait for the publication of the Claims Document in order to make sure the two texts are aligned. Jan Kees express his concern that this process is faulted as it should fall in the remit of the SC C&C. Jan Kees will write to the Board and advice to the BoG is to refrain from formulating a position on negative claims, until the RSPO SC C&C reports back on the proposed new communication and Claims Guidelines.
- Digital Campaign updates: Stefano informs that the BoG has decide to allocate some unspent Budget to the Communication Department in order to develop a Digital Campaign, potentially in the form of a video, to further the penetration of RSPO messages within the general public. Stefano asks the feedback of the C&C on the project. Carrie Svingen mentions that it is not easy and certainly not guaranteed that a video will go viral and have the desired impact. Carrie to share background and post campaign information on the WWF Unseen campaign.

- India updates: Stefano informs that a new representative for the RSPO in India will be on board soon, with first steps being a work together with WWF on a supply chain study in the region, and the instatement of an India Steering Committee.
- China: Stefano informs that a new representative for the RSPO in China will also be on confirmed soon. The work in India with CFNA (Chamber of commerce) is progressing with a work plan based on the MOU being finalised. RSPO is also involved in contributing to the draft of the Sustainable Overseas Investment and Managing Guide of Palm Oil for Chinese Enterprises (DFID/CFNA) which will be presented by CFNA at the RSPO RT13 in Bangkok.
- Indonesia: Stefano updates on the work done in Indonesia so far, where the Secretariat has engaged a consultant (Daemeter) to work on a qualitative and quantitative consumer study on the perception of Sustainable Palm Oil - Stefano to share further updates with the committee on this work. Stefano also gives an update on the collaboration with Conservation International who is working on a Supply Chain Study for the region. The Secretariat is also supporting WWF in their consumer campaign around sustainable consumption in Indonesia, supporting launching the program and related consumer activation activities.
- SEA updates: Stefano updates on the instauration of an Outreach and Engagement Manager Position, a newly created position, based in Kuala Lumpur to further the efforts on outreach and engagement in SEA countries outside Indonesia.

3. Europe: Outreach & Communications

- EURT 2015
- Danielle gave a breakdown of the Agenda of the forthcoming RSPO EURT.
- Shared vision 100% target: the Discussion Group will give an opportunity to look at whether this vision is indeed shared and to also make a plan to have a shared vision.
- This will lead to a Panel Debate to discuss on which is the political economy, what are the systems that we need, what role will policy and regulations have in the future. For example is the EU going to be developing a deforestation action plan for commodities
- She further explained that the session on Market transformation will be touching on point of the credibility of the system.
- Danielle said that the number of delegates aimed for is 300 delegates.

- Regarding the budgeting, she explained that we have 3 sponsors and 20K in sponsorship fees.
- She commented that even if we are charging a fee, the conference will be at a cost to the RSPO – this is the result of the high cost of organising a big event in Europe. She reminded that regardless of this, last year it was decided that it was worthwhile to have this event even if at a cost.
- Inke talked about the sessions that she's organising during the EURT. As regards Traceability, she wants to do something new compared to previous EURT and RT, to ask Certification to explain the traceability that we can offer our members. She has invited SNV and the chair of RSPO Working Group.
- Judith pointed out that we need to attract manufacturers and supply chain people from refinery down. The aim of the EURT should be to attract retailers rather than consumers. The problem is not specifically a consumer issue. No research says that consumers in great numbers are calling for certified material. She then went on to ask if we are we inviting manufacturers from within Europe.
- Danielle answered that she did a mailout to 5000 names on the RSPO database. She suggested that she can revisit some specific trade associations to see if they were included on that database. She concluded that trade media have been approached as well.
- Carrie: point regarding the EURT Agenda – during the Innovation Session it would be better to invite Greenpeace or RAN, it'll give more credibility to the day having them presenting in the room.

· Claims Review

- Andy reported that not many people have responded on Claims Review (in fact only 4) and he requested that RSPO resend an email reminder of the deadline for responses to be submitted. He added that this low count reflects perhaps on how this document is perceived by members. He said that RSPO needs to lift this document's profile (4 comments vs 300 comments on Supply Chain Review).
- Judith: It would be useful to target a few key people to get valid feedback rather than keep asking for comments.
- Jan: Could we take Judith's suggestion and put it to GSB partnership?
- Danielle: we cannot do that because GSB are very independent in what they publish, I will put it to them nonetheless.
- Jan concluded that a reminder by email to the whole membership + look into the possibility to organise a teleconference (focus group) with UK and NL RSPO members in the next 2 weeks.

- Danielle pointed that we need to define a date when we sign it off and send the finished version to be included in the Board's papers.
 - Stefano said that the Board is meeting on 3rd and 4th June therefore the Review has to be signed off before then.
- GSB: presentation of Reputation Consultancy report
 - Danielle said that an independent research was carried out (independent of Guardian) on awareness of palm oil, awareness of sustainability, and awareness and reputation of RSPO. Positive results – the executive summary shows 23% increase awareness of the profile of RSPO, raised visibility in conversations on palm oil, raised visibility of issue of sustainability and the solution the RSPO presents.
 - Mentions to sustainability increased 110% and mentions to RSPO increased by 77%
 - Issues discussed were mainly: management of forests, product labelling
 - Very little negativity towards RSPO
 - Increased reputational strength of RSPO - RSPO seen as experts and seen as managing effectively.
 - It is considered as one of GBS' best performing partnerships.
 - Danielle added that it is interesting to see a lot of traffic from USA. She also mentioned that it was nominated for two Webbies (up against NASA and Google)
 - Guardian themselves have approached us about extending into next year, wanting to do a more in-depth coverage. They will send a proposal.
- EU Commission
 - Danielle said that DG environment has a question regarding their agenda, whether they should include the issue of deforestation and more specifically importing agricultural commodities causing deforestation. They are just starting to look at whether they should have a policy on it.
 - She had an encouraging meeting with them. Good turnout during the meeting, 20 people from various departments of the Commission, keen to learn more about palm oil and RSPO as a possible solution. The policy is not high on the Commission's agenda right now but slowly things are changing, NGOs are pushing for it to be given more of a priority. RSPO should continue to be part of this discussion and in time develop its own position to this emerging policy agenda.
 - Danielle said that she has started discussions with ESPOAG(European Sustainable Palm Oil Advocacy Group) who are also just starting to develop their own policy in regards to the emerging EU policy (Note many of their members are our members).

- National Initiatives:

- Danielle: **Italy** was the country we identified as a country where import of palm oil is on the increase. Stefano had successful meetings with important stakeholders and engaged more membership. We have built on that. We are invited to the Trade Association of Confectionary Industry and Pasta Makers (AIDEPI), at their Sustainable Sourcing meeting in 2 weeks to present about RSPO. We will be taking things forward in Italy with AIDEPI and ASSITOL who represent the refiners, and also other orgs like WWF Italy.
- Stefano: We spoke with COOP who is a main retailer in Italy. They were originally against the RSPO, Greenpeace in Italy affected their perception. The Manager for Sustainability of COOP has since their meeting talked to Stefano about joining RSPO and cover their usage with GreenPalm certificate.
- Danielle: **Denmark** – she said she had also been invited by the Danish Group of Retailers (coordinated by Danish Chamber of Commerce) to make a presentation in May or June.
- Referring to other national initiatives, Danielle said that on May 13 there's a **Norwegian** event coordinated by the Norwegian Alliance, at which she will be presenting. **Sweden** -she has already presented. **France** – she is in touch with a new group, the cosmetics industry has a sustainability network and she will go (after Italy) to speak to them. There's a meeting next week in **Brussels** with ESPOAG and a gathering of national initiatives and discussion with MVO and IDH on funding they've secured and what extra support they need from RSPO. She noted that the **Belgian** Alliance is very active. **UK** has gone quiet cause of upcoming elections.

- ESPO EU Strategy:

- Danielle: We have a 2020 goal, we have to create a shared vision. What is the RSPO target, how do we know when we get there? Are both input of crude oil and input of finished products included in this target?
- She said that the EURT is an opportunity to put some questions to the group for discussion and start framing the ESPO policy. She suggested having smaller meetings and workshops after the EURT to deal with the details. COABISCO are quite interested in working with and co-hosting a series of meetings around that.
- Judith: regarding the 2020 goal, we need to get together to map out what it 'looks like', understanding the middle territory, the medium-sized manufacturer that will be delivering this goal, and making sure they are taking part.

ACTION POINTS

- A reminder email to be sent to the whole membership, and in parallel look into the possibility to organise a teleconference (focus group) with UK and NL RSPO members.

6. Other business

- H+K review. Danielle informed that we will need to extend their contract a few more months in order for them to finish planned workload – she commented that we are broadly happy with them but we need someone more specialist, agile, and deeper. That’s why we are testing Greenhouse PR at the moment. To be discussed further at next C&C CS meeting.
- NEXT SC C&C MEETINGS:
 - July 1st –physical meeting in London
 - September 30th – (Teleconference? TBD at next meeting)

Close and follow up by email.

*** Meeting adjourned ***
