

## Minutes of Meeting

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

Date: January 20, 2016

**Venue:** London – Headrooms 1-2 St John’s Path, Clerkenwell,

**Time:** CET 10.30 am – 17.30 pm

#### ATTENDANCE LIST

Stakeholder Group	Members	Organization
Consumer Goods Manufacturer	Jan Kees Vis (JKV)	Unilever
Consumer Goods Manufacturer	Marinella Giacobbe (MG)	Ferrero
Association member	Eddy Esselink (EE)	MVO
Oil Palm Grower	Leela Barrock (LB)	Sime Darby
Retailer	Laura Jungmann (LJ)	Ahold
Trader	Judith Murdoch (JM)	AAK
Environmental NGO	Emma Keller (EK)	WWF UK
Bank	Jose den Toom (JDT)	Rabobank
Service provider	Andy Green (AG)	BM TRADA
Service provider	Bob Norman (BN)	Green Palm
RSPO Secretariat	Stefano Savi (SS)	RSPO Secretariat
RSPO Secretariat	Danielle Morley (DM)	RSPO Secretariat
RSPO Secretariat	Inke Van der Sluijs (IVDS)	RSPO Secretariat
Consultant	Giovanni Colombo (GC)	H+K Strategies

#### 1. Opening

1. JKV reminded members of the RSPO Antitrust rules. There would be no discussions on prices, premiums, contracts of individual suppliers or individual customers.
2. Approval of minutes of last meeting (30 September 2015)

3. All action points turned into actions:

- 3.1. Pag. 3 Sensor project: SS said that on January 20 they were having a meeting with communications people to finalise timeline and discuss how to present it. Secretariat has received a first draft of the timeline. It will be finalised in the next meeting.
- 3.2. JKV invited the Secretariat to number the pages in the next minutes.
- 3.3. Pag. 6 RSPO NEXT Claims taskforce: JKV asked if it has been established. SS explained that there has been a change in the approach.
- 3.4. Pag 6 and 7: report by Reputation Consultancy: DM said that she has received the figures asked by SC C&C in previous meeting. The figures are based on a very large sample (thousands) and therefore they are statistically relevant.
- 3.5. Pag 8 GSB: Secretariat is selecting a new reputation consultancy. It has shortlisted three agencies and will include also the existing one.
- 3.6. TOR: to be discussed in current meeting
- 3.7. Europe outreach: to be discussed in current meeting.
- 3.8. Pag 10 BoG's definition of 100% CSPO in Europe. SS said Secretariat is having a discussion with the technical department first and then it will go back to the BoG. ENI are not sure they will be able to uptake RSPO RED. SS said they met them three times in 2015. They have asked questions. Secretariat will have a call with IVDS and ENI technical department, there might follow a commitment from them.
- 3.9. The European Commission approval of RSPO RED will expire in 2017. Secretariat needs to check if there is really interest from members to keep it, because it needs also resources to support and promote RSPO RED. Currently there are only a few members using it, Neste, IOI and a third one. Uptake is very limited. IVDS said that the secretariat will monitor true interest by the members after the first quarter 2016 and will only allocate resources if there is enough commitment to the module. There is limited interest among end-users.
- 3.10. The Conservation International (CI) report was not circulated to all SC C&C members yet. DM will send it to everyone.
- 3.11. Pag 12: new digital campaign. JKV sent Jason contacts in MIT, but it was not necessary.

4. Minutes were approved.

Action Points:

- SS will have a call with IVDS and ENI technical department
- Secretariat to monitor interest in renewal of the RSPO-RED module
- Secretariat to share the Conservation International (CI) with all SC C&C members

**New members**

5. Solidaridad is willing to join but could not attend today
6. Pepsico is still looking into the proposal to join SC C&C but will definitely join when ready
7. Starbucks has been not contacted yet, because Secretariat is waiting to see the conclusion of the conversation with Pepsico
8. Ferrero has joined as new member. MG introduced herself and explained she is in charge of sustainability in the global marketing department. She attended on behalf of Laurent Cremona, who could not join this time but might be able to attend the next meeting.
9. Cargill Marie Lavialle Piot will join

### **C&C Terms of Reference**

10. JKV: we need a review of the TOR.
11. DM: I circulated the 2013 approved TOR. We reviewed them for factual changes which were necessary. Changes have been highlighted in red. We removed executive oversight of budget by this committee. The rest is the same. We do not have any recommendations for you. Updated to reflect the new governance structure.
12. JKV: the document was not in the attachments.
13. IVDS: In T&T standing committee we are reminding members that they represent a stakeholder group and also in this committee members should bear it in mind. We used to have preparatory calls with one constituency before the SC C&C meeting when I was representing MVO.
14. JKV: If there is no desire of further changes, the discussion is done. However, the representation by one member of an entire stakeholder group is a challenging task. This group's members are self-appointed, rather than elected, which from a governance point of view represents a challenge. In the BoG we said that we would like to have elections of standing committee members. In the past there was arrangement that each committee was chaired by a BoG member. Now with new governance model, it might be good to ask the BoG to discuss in the General Assembly (GA) how the Standing committee needs to operate and what kind of oversights the Secretariat needs from the members. So it is less important to have elected officials, but this raises question about the representativeness of the group. Because there are opposing views in a constituency, people might want to attend.
15. EE: we should be careful about not having too many members. JKV: now we aim to have at least one from each constituency, or two if they are interested.
16. DM asked WWF if they have discussion with other NGOs before committee. EK: we have a caucus around specific issues such as deforestation, but not before each meeting.
17. JM: This is a marketing team and it's good that it remains limited to small number of people. It's more about bringing information in.

18. JKV: overall I see no problem in TOR that we need to fix now. SS suggested to let people think about it and then close discussion in the next meeting.

#### Action points

- Secretariat to put TOR on agenda of next SC C&C meeting
- Secretariat to make sure SC C&C members have received amended TOR and have the opportunity to provide comments, if they want

## **2. Update from RSPO Secretariat:**

### **RT13**

19. SS explained it has been a successful event, with strong participation. Secretariat will have a report which will be circulated soon after the meeting, with vox populi, social media and media work done, which went well. Two press releases were issued. They did very well.

20. Next RT: the venue was not discussed at the November board meeting. Most likely it will be in Bangkok, where it was supposed to be last year. Everything is on track for the preparation.

#### Action points

- Secretariat to circulate report of RT13

### **GA12**

21. DM sent a link on the resolutions which were passed. She focused on two resolutions:

22. Improve the ACOP reporting process. No much detail on how they propose improvement, but there is a need for quality assurance and get a better platform for the data, also to cross check the data. The Secretariat has decided to remove the ACOP from the responsibilities of the communication department and moved it to the impact department, because the communication team does not have the data and the analytical skills which are required for this job. In terms of member liaison, it will be done by the membership department, which is part of finance department, but there is a head for membership. Only the communication side of the ACOP (publishing the report, the digest and interpretation narrative) will be handled by the comms team. The implementation of this resolution will be done by the impact department. However, Sanath Kumaran has resigned from the head of department position. He'll be replaced.

23. Resolution submitted by the Forest People Programme on the quality of the CB assessment. A lot of the crisis communications handled by the Secretariat revolves around the issue of quality assessment. ASI will look into it. Recent suspensions are not linked to this resolution (two CBs were suspended and one was terminated), but this is part of ASI's own regular work. The resolution was preceded by the publication of [a report by the Environment Investigation Agency](#), which was very negative. Media attention for the report was limited. The report was also printed and distributed at the RT. The Secretariat has been in contact with EIA, and there are contacts and opportunities for a dialogue.

## Board of Governors Updates

24. SS explained that this was a general member update. Main discussion was on RSPO NEXT. Documents were approved, except the eligibility document which will be approved on Monday. The updated New Planting Procedures document was endorsed and also some directions on sanctions on non-submitters (no possibility to trade for three years of CSPO, leading potentially to suspension or revocation if found in breach of principle 7).
25. Endorsement of RSPO remediation and compensation procedure. It will take two years to review this procedure and see if it is performing.
26. Big discussion on map disclosure following up on resolution adopted at GA11 in 2014. Disclosure of maps was hindered by Indonesian and Malaysian governments saying it's illegal to disclose the maps.
27. LB: Sime Darby independently sought a legal opinion. The counsel said that map disclosure is not under the official secrets act. If you are found to have breached, you are guilty in court until you prove otherwise. Presumption of guilt applies just to this act.
28. JKV asked if RSPO had discussed the map issue with WRI. SS confirmed that this had been done.
29. LB: Sime Darby's position could change if there is clarity from the authority on what they can do. SS: we are working on it. LB added that their Counsel advised that internal maps can be shared, but it's a very grey area. Lawyers are looking at it as Sime Darby would like to disclose and there is nothing to hide. Land code is based on Australian land code, and registry is open for consultation by third parties normally. SS said Secretariat is working with the Department of Survey and Mapping Malaysia (JUPEM). Decisions need to be taken by Cabinet.
30. SS: the situation in Indonesia is different. In December the Secretariat came up with a statement. SS said that RSPO has to communicate what it wants to do and they will have a month to comment and let RSPO know if it can go ahead. By end of March RSPO will gather all maps from members, and will be able to publish them for all regions except for Malaysia.

### Action points

- Update SC C&C on progress in discussion with Malaysian and Indonesian governments

## IT Platform

31. IVDS gave an update from SC T&T and the technical team. They are working on on integrated IT platform for physical and credit trading with UTZ as service provider. The

platform should go live in Jan 2017. It will maintain credits of all growers including independent smallholder credits.

32. Big debate on anonymous trade. There was a consensus to stick with current systems.
33. UTZ will serve as a clearing house.
34. Changes: Mills will sell PO credits; crushers will sell PKO/PKE credits. Credits are offered on the basis of a 12-month license instead of a calendar year, to avoid dumping of unsold credits at the end of the year. IVDS said they will determine minimum price under which credits cannot be sold. They asked for legal advice and the advice confirmed this can be done. It will be a T&T working group which will determine the price on an annual basis. Buyers need to be RSPO members. The Secretariat may need to come up with a separate membership category or see where they can sit in current categories.
35. SS: not sure if RSPO will have the right to contact GP members. JKV: the RSPO endorsement will end at some point around the end of this year. IVDS: RSPO needs corporate communications to inform members about this change. SS: it's also important to understand if they want to continue to trade RSPO material, and if members need to move or can move to our platform. In every GP sale contract there is one dollar to RSPO and one to GP. IVDS: the fee for UTZ will be lower and the fee for RSPO has not been discussed,.
36. JKV: BoG needs to discuss how much income it wants to keep from trade, also because for companies like ours it is a big cost. DM: we should have action point on communications. EE agrees that there should be such point to be ready to communicate that the RSPO endorsement of GP will stop, and that there is a new system to purchase credits which is the new platform.
37. JKV: we should have a permanent banner on the website to inform members about this and this should be mentioned in any communications to members.
38. IVDS: under the new systems claims will be allowed only when credits are purchased directly from a mill/grower. It will be transparent in the new system from whom you buy.
39. Physical trades can be uploaded by an Excel file in eTrace instead of entering data one-by-one.
40. In 2014, a resolution was adopted by the members on reporting the origin of mills of certificates and physical materials. From now on the buyer of credits will receive information on the origin after the deal is closed. In eTrace, this functionality is currently being built for MB, and SG.

#### Action Points:

- Secretariat to come up with a plan to communicate to members and stakeholders the transition from GP to new system

### **Trade & Traceability Update**

41. IVDS gave an update on traceability:

41.1. IP: name will be transferred from mill to refinery.

41.2. SG: companies will receive list of certified mills.

41.3. MB: list of certified mills will be transferred from mill to refinery. List of conventional oil mills that are sourced from will be in member profile.

42. According to AG it's dangerous to start thinking this is traceability. JKV: this is not traceability in the route where palm oil travels but from the route to its origin. Companies will not disclose all the passages.

43. IVDS: we need to communicate when this goes live, around the EURT, so we should plan something for June. SS: we should communicate this through the website, newsletter and LinkedIn, where members are growing and we should prepare some content for it.

### **Accreditation of CBs**

44. IVDS mentioned that SGS accreditation has been terminated. Companies need to move to a new CB within 90 days, they do not need to be re-audited when they have an active license, SGS needs to transfer the audit report and certificate. IVDS does not know the reason why this accreditation was terminated, but it was decided by ASI.

45. Changes in SCC certification standards: micro users (below 1 tonne) can benefit from new reduced burden for certification process. Micro users can be certified individually or under supply chain group certification.

46. SS: we're late with the communications on this, to inform members on what they need to do if they are certified by SGS.

### Action points

- Secretariat to prepare a communication plan to inform members about changes regarding traceability and supply chain systems
- Secretariat to inform members about the termination of SGS's accreditation and the necessary steps they need to take (if they were certified)

### **Indonesia update**

47. SS gave an account of the work done in Indonesia on consumer outreach. The campaign will be over in June, and after that WWF Indonesia will start their "tiger" campaign. The Secretariat as appointed a new Indonesian director, Tiur Rumondang SS said that they plan to find an Indonesian brand carrying the RSPO TM in 2016.

48. SS explained that RSPO organised a writing competition for bloggers on sustainable palm oil. There were three winning pieces. He showed the video of a student event. RSPO is

becoming stronger in Facebook in Indonesia. The panel discussion was well attended and consumer study also attracted a lot of attention. During the next phase RSPO will use the results of the study to create key messages which can help NGO engagement and promote the use of TM in Indonesian products. A representative of GAPKI joined the panel from Musim Mas. SS said that this was a good opportunity to rebuild ties.

### **Malaysia update**

49. RSPO is recruiting a new engagement and outreach manager.

50. For the first time RSPO has had a positive mention in the Star, which is a big achievement. It is important to build ties with NGOs. Having someone locally to work on these ties will help.

### **Singapore update**

51. RSPO is doing some work to gather support on the haze issue with a consumer movement which is pushing for products which are haze-free. Also had a Singapore music celebrity joining the RT in KL with a song on the haze.

52. There have been some issues with the Singapore Environment Council (SEC), which is independent and privately owned. They have launched a labelling scheme for environment-friendly products. They were affected by haze as they had to remove green labels from APP products. There was a lot of attention on the SEC. they started to communicate without consulting us about the TM and joint cooperation and use of their logos. We have contacted them and have now cleared the issues, and now we have improved cooperation and contacts.

53. Ongoing outreach to members.

### **Thailand update**

54. Secretariat is having contacts with the Thai Palm Oil Board, introducing RSPO standard, also to prepare the RT of this year.

55. Similar engagement in Myanmar with local government, which is one of the new frontiers in SE. RSPO had joined a workshop organised by Flora and Fauna International.

### **India update**

56. SS explained that there is a new RSPO representative in India (Yogesh Kolte). He will be working to increase the local membership. As a start, he will focus on one-to-one engagement opportunities, to build new local advisory council.

57. RSPO is also working with WWF. India is a difficult market, it will take some time.



58. Small RSPO RT meeting to be held during Globoil in September this year. Yogesh started engagement with industry contacts, starting from Ruchi but the meeting now is on hold.

### **China update**

59. Things are moving fast. RSPO has several work streams to implement. The Secretariat is finalising the strategy with H+K Beijing.
60. Main action regards RSPO's cooperation with state-linked certification body, to allow more CBs to work in China. RSPO has signed a MoU to do a study and a workshop for RSPO members. It is also working on the production of communication materials. RSPO also attended the Chinese sustainable palm oil roundtable. There has been an increase in the number of local members, with 16 new members coming on board in 2015.

### **USA update**

61. SS explained that RSPO is still in the process of recruiting an outreach manager. The US is the new frontier for CSPO and change in the US is achievable.
62. Nice & Serious campaign: the BoG asked the Secretariat to develop a campaign similar to the "Follow the frog" campaign. The Secretariat created a task force and is working on the profiling of the audience to target the campaign.
63. The creative work will focus on a selection of food items which contain palm oil. There is a video saying there is palm oil in pizza, but there is good and bad palm oil. To know more, people will be taken to a microsite. If the consumer is more interested there will be a link to the GSB website. SS said that they decided to promote this locally in one city, possibly Portland, to see how it will perform.
64. JKV asked if the Secretariat is engaging with RAN. He mentioned that Leonardo di Caprio announced a money grant at WEF to work on palm oil.
65. SS said that if the campaign is successful will be moved to other English speaking countries, but also potentially to Indonesian and other non-English speaking countries, tailoring the content to local cultures and societies. The plan is to launch the US campaign at the end of March or early April.
66. EK asked is there is any possibility to link it with the WWF scorecard so that people know from where they can buy good or bad palm oil? JKV agreed, he believes it is good to give people the opportunity to act on it. He recommended to engage with RAN and also potentially create a Spanish campaign for Hispanic consumers in the US.
67. SS commented that now the priority is to engage in the debate, and not to conduct a targeted outreach. The key idea is to have a simple concept which can be easily adapted and changed if need be.

68. SS said that the Secretariat needs the endorsement of RSPO members for the campaign and wants to know from SC C&C members what would be the potential interest of their companies and organisations. JKV will link Stefano up with his Unilever's US contact.
69. DM added that they are also interested in market research on the US. JM suggested to look at report by the Union of Concerned Scientists, which includes good information on the US market.

#### Action points

- JKV to put SS in touch with Unilever in the US

#### **Social media work**

70. SS said that RSPO continues to work with Greenhouse. The agency is working really well now at a global scale. They prepared a report covering the last three months. Their work on growth and engagement is really important.
71. SS: We have finalised a social media policy for RSPO which will be presented to the communications team in KL and globally. One of the main things is that it will define how we plan and share content via social media, and who will be responsible for it.
72. SS presented an analysis of the audience segmentation of RSPO's LinkedIn group, which shows interesting insights. SS said the Secretariat wants to maximise the usage of this platform to share more technical updates, which now are sent only via the newsletter, and create a linked newsletter. He said also that the Secretariat engaged GH on a project for the RT which delivered good results.
73. Twitter: SS showed some statistics. He said that there were 900 followers two years ago, and RSPO has reached 5700 since engaging Greenhouse. This is because RSPO is using really relevant content which people like and take an interest in. Lot of followers from Indonesia and Malaysia. Other big markets include UK and US.
74. AG asked how RSPO is doing compared to its peers. SS replied that generally data are not available publicly. JKV: we can contact some of these organisations to ask for the data. SS commented that the most important parameter is not the number of followers, but the rate of engagement which shows the real level of interaction with the audience around what RSPO says.
75. The Secretariat has engaged Meltwater for a new platform to monitor the activity of the people who are in charge of its socials. This will help to measure user's performance in terms of engagement and understand what work needs to be done to increase engagement. The objective is to build a broader community across geographies.
76. Secretariat intends to use the SEARP and SEnSOR studies for social media content. In addition to a press release, it will create also other pieces of content, such as videos, pictures, etc.

77. Secretariat is also planning to reach out to a broader consumer audience with the Nice & Serious campaign.

#### Action points

- Secretariat to share new RSPO social media policy with SC C&C members

#### **New Claims Rules**

78. SS said the Secretariat wants to discuss the socialisation of new rules. It is important to remind the current members that they will still need to apply for a TM license. Last week RSPO organised a workshop for CBs in Bandung where new rules were discussed. Now all new members automatically receive a TM license number when they join. There will be a workshop for CBs in Europe on 2 February 2016.
79. The Secretariat is working on a check list for retailers awaiting for comments. It will hold a briefing webinar for CBs in February and one for members in March.
80. During the RT preparatory cluster on use of TM there was a discussion on a TM app. The Secretariat is developing the app. It will work with the geolocation of products. JKV: we should have an automatic filter in the app to detect whether the RSPO TM is present or not so that we do not need approve manually each picture.
81. AG: we could inform the consumers based on the corporate communications of the members, stored in an RSPO database, instead of relying on on-pack information only. JKV: at the moment there is no requirement for members to inform RSPO on which products the TM goes. There is no record of which products carry the RSPO TM. AG: it's part of our annual audits to check where the TM is used.
82. SS added that the new claims rules will be translated in different languages. A TM toolkit is being prepared and will be ready by the end of February. The Secretariat will send an email to all retailers' members on the new rules.
83. There is a TM product artwork platform for the approval of artworks.

#### **No-palm oil claims**

84. SS said that the Secretariat will not do direct checks, but will only react to complaints filed by members to the complaint panel. If the complaint panel needs the support of the SC C&C they will contact it. JVK asked who is on complaint panel. SS answered that the list has been published on the RSPO website but it changes quite often.
85. DM asked if anyone from the SC C&C committee is willing to join the panel. SS commented that they have a TOR and one cannot join just as a volunteer.

86. JKV: it is not a good idea to let the complaint panel deal with complaints on claims. We should have a separate panel. SS: we should look at this in terms of volumes. If there is one case, SC C&C could work on it. JKV agrees, but the required expertise is different from the one currently existing in the complaint panel. It's more about communications and claims.
87. DM suggested to open an official line of communication between the SC C&C and the complaint panel.

### **RSPO NEXT claims**

88. SS said that there is a timeline to set up a Working Group. BoG decided that the RSPO NEXT claims discussion will be undertaken by the new WG on RSPO next. JKV stressed the impact of having two grades running through the supply chain. Market cannot cope with two types of SG supply chain. JM recommended to stress that this is not a new additional supply chain option.
89. SS added that the new WG will have new TOR, which might require participation of a SC C&C representative, so that its discussions can be fed back to the WG.

#### Action Points:

- Secretariat to follow up on C&C member participation in the RSPO NEXT WG

### **RSPO revised B&C branding and claims rules**

90. B&C: Secretariat proposes not to have a new WG to look at new B&C claims rules, further to the upcoming change of service provider. SS said that it is necessary to draft a new module "E" for claims, and to decide whether to ask people to become members if they want to make claims. SS said that RSPO should employ an agency to look into the TM and logo issue, so that the SC C&C can discuss it at the next meeting.
91. JKV asked if everyone agrees on the membership condition. JM raised the issue of costs for small companies. JKV: we could consider a different membership category for those who just want to buy credits. The committee agreed on considering the potential creation of a separate membership category, with its own obligations.
92. JKV asked if companies will use the same or a new TM logo. SS answered that if RSPO has a TM for MB, it should have it also for B&C and other supply chains, i.e. same TM but with different tags. JKV agreed with this proposal. SS said this was the reason why RSPO needs to ask a branding agency to work on this, to assess whether using the RSPO logo might be perceived in a negative way.
93. DM believes there is no need to hire a branding agency to decide this. She proposes to have an internal discussion first and then do a focus group with members. SS believes it is

important to make some research on the TM logo issue and potential reputational impact. He asked when RSPO should go out with this communication.

94. Module "E": SS asked if RSPO needs a new public consultation for it. AG thinks RSPO needs to do it, to make sure people understand new language/terminology which will focus on credits, not on B&C certificates. RSPO needs to update its claims guidelines.

Action Points:

- Secretariat to investigate and follow up with proposal for revision of rules.

**Market database**

95. JM presented her advice on a Buyers Guide, as requested by the previous SC C&C meeting. She had 15 interviews with industry bodies and consumer goods manufacturers. They use suppliers which are approved by them. They buy it as an ingredient, not as fraction.
96. JM explained that RSPO should approach the Personal Care Council (via Chris Sayner of CRODA) and agree with them that this registry should carry a RSPO information. She advised that RSPO should not produce a new Buyers Guide, but should use the ACOP information to create a list of Food Ingredients Categories, accessible via the RSPO website. This should make a distinction between finished goods and ingredients.
97. RSPO should develop also a resource section to give clear steps for company representatives and should create education materials.
98. JKV: if you want to use the ACOP, you need to list certified ingredients in the ACOP. JM: this would be done not by ingredients but by categories. AG: we could use the certification requirements to identify the certified categories. JM: we should focus on the category. IVDS: it would be necessary to add an additional field to member search tool.
99. JKV: it's also about what is available, when and where. This requirement would increase the amount of information that one would need to put into the ACOP. JM: it's best to rely on the website directory to make it global and not just European. The challenge is how to deal with supply chain associate members as these do not have to fill in the ACOP. Doing otherwise would have significant costs and would be quickly outdated. IVDS: this would allow buyers also to identify the location of certified facilities, which is a useful piece of information.
100. JKV: why cannot we partner with Mintel? JM: because they are not a proper buyer directory.
101. JKV: SCC certification and ACOP are main sources of info. But it is difficult to automate SCC into the system. The key question is how to get this info in a way which allows to create a database.

102. SS concluded that the Secretariat will go ahead with suggestion 1 and 2 (as per JM's presentation), and IVDS will check if suggestion 3 can be implemented via E-Trace.

Action points:

- JM/Secretariat to approach the Personal Care Council, develop educational tools and examine categories.
- IVDS to check if suggestion 3 (from JM's recommendations) can be implemented via E-Trace

### **Forest fires**

103. DM gave an update on forest fires, which were very high on the media agenda. The issue was first addressed with a Q&A for media and then with a public statement when more facts became available. DM asked people for feedback on how RSPO handled it.

104. LJ: We have received a lot of questions from media, NGOs and consumers. We appreciated we had something we could send. You did a good job given the little information that you had. But it would be good to have a more definitive statement to confirm whether or not fires are present in certain plantations.

105. JM: some customers did ask the questions and we saw more pressure from NGOs. Statement was very useful, we also had an internal statement. It is good to have something official from RSPO. Timewise, it could have been faster.

106. EK: we were contacted by many journalists. The statement could have been faster. A lot focused on the Greenpeace report on IOI. Supporters said that the RSPO content is too complicated. We need something more shareable.

107. MG: this is another way to attack palm oil, without making a difference between good and bad palm oil. An RSPO statement to raise awareness of the difference between good and bad palm oil and the availability of sustainable palm oil would be useful. This is another opportunity to show that not all palm oil is equal. We need to close the loop and lead people to close it too.

108. LJ: We received questions on relations between GP certificates and fires, because only with SG one can make sure that there is no link with fire. MB and GP cannot give assurance that there is no link. We felt this was a difficult question to answer. SM commented that this is the way MB and GP are built, one cannot deny this.

109. JKV: the relevant bit should be at the beginning of the statement and that's where you need to understand the responsibility of RSPO with its data and analysis. That is the information which is relevant for us.

110. LB agrees with JKV. Sime Darby has a dashboard which it launched last year which provides daily updates on where the fires are, including reports from local police. They do not provide coordinates, to get around the map disclosure issue. They just refer to a general region. Perhaps, RSPO could create its own dashboard and members could populate it. SS explained that on GFW one can find certified areas, but not concession boundaries.

### **RSPO Next**

111. SS: the SC C&C will be asked to look at documents that will be published. On 1st February the Secretariat will issue a press release, two infographics and a Q&A. the compensation document is being finalised and will go out with Q&A when ready. Current documents on remediation and compensation have been endorsed by the whole WG. The consultant will come back with the annexes in February and there will be a WG meeting in March. This will be the final step.

112. EK asked if anything was shared with other certification schemes to avoid strong divergences. SS replied that they will look into it. JKV asked if IUCN had looked at this in relations to biodiversity issues. Other ISEAL members might need to consider. SS said he will check with colleagues. He added that there is a need to identify local spokespersons who can talk about RSPO NEXT with media.

### Action points

- Secretariat to check if RSPO NEXT documents have been shared and compared with other certification schemes to identify potential divergences
- Secretariat to check if IUCN has been contacted to have their comments on RSPO NEXT

## **3. Palm Oil Debate - Report on Impact**

113. DM said that she has received the final report of the reputation consultancy. It shows that the GSB partnership generated 22% of online mentions of RSPO over the full period of the partnership. It has helped to increase significantly RSPO's visibility. The DAVE approach has worked. The range of emotions has expanded. SS said that the Secretariat had discussion with the Board. RSPO Next will help to improve the parameters.

114. DM recalled that during the previous meeting the SC C&C questioned the validity of this analysis. She explained that they analysed 30K pieces of content so it does have some statistical relevance.

## **4. Palm Oil Debate (POD), The Guardian – Next Phase**

115. During the next phase of the partnership, GSB will develop some on-the-ground series with investigations, comprising three pieces, some visuals, which will go live at the end of April, in May and in September. They want to focus on Colombia (rights) and Indonesia

(ecosystems). DM asked if RSPO has any positive stories to share JKV asked if in Colombia, Fed Palma is still involved in local RSPO work. SS replied that the Secretariat is reviewing their membership, and he is not sure they'll continue to be a member. They organised an event two years ago. JKV explained that they are doing an outstanding job and the link should not be lost. DM said that this could be a useful lead to share with GSB.

116. DM explained that the original GSB infographic is still being shared a lot (almost 20k times). This is why we are investing in multimedia content. GSB will also work on palm oil chats off the records, features which we'll give industry an opportunity to raise what they want anonymously. They just launched a call for people to propose topics.
117. Reflecting on the lessons learnt from Reputation consultancy reports, to situate the palm oil debate within wider sustainability discussion. The Guardian will take this on board with their editorial commissions. E.g. looking at soy and other alternatives. In addition they will work on Q&A sessions on labour rights, small holders and new frontiers. The first one will be published in February.
118. SS commented that RSPO has a human right working group and a subgroup on labour. But there is no one specifically dedicated to work on these issues. JKV suggested to ask Salahuddin and Darrel to hire a labour right specialist, as this is a topic which will grow in importance in the next years. DM will circulate topics for Q&A in case someone is interested.
119. DM added that audience is changing and there is more people coming from other countries. Indonesia is growing. Slovakia and Czech Republic are also featuring higher on the list.
120. EK suggested that it would be useful to have a consistent # to track articles and posts.

Action Points:

- DM to circulate topics for Q&A sessions with GSB in case someone is interested.
- DM to look into creation of a dedicated # to track GSB articles and posts in social media

## 5. Europe: Outreach & Communications

### National alliances

121. DM recalled that since last meeting, the EPOA event in Milan and launch of Italian Union took place. RSPO will hold its European conference in Milan.
122. In France, RSPO is commissioning H&K Paris to start a more pro-active targeted French KOL and media engagement. DM is collaborating with French Alliance.
123. Poland has been on hold due to the general elections. But RSPO has received an invitation from the European Candle Manufacturers Association, to speak at their event in



June which might be a good opportunity to enter the market. Also to help Cosmetics Association with a workshop

124. EE said that EPOA is close to set up a national initiative in Spain.
125. UK: DM will meet Defra on 21 January to have an update on the status of the statement. The bad news is that the government has cut the funds and is closing down the CPET, the industry contact point for sustainable timber and palm oil procurement.
126. IVDS said that in Belgium the Belgian Alliance had a good event on the results to reach 100% CSPO.
127. In Germany: the Government has made new funding available for the Palm Oil Forum. Therefore the commitment will continue to work.
128. IVDS said that the Secretariat wrote a proposal for a study to identify top markets and top industries to engage. They have received a proposal for 10 countries. JKV and JM are concerned about the amount of money and the possibility of not obtaining what RSPO really needs. IVDS stressed that nobody has the data and needs to be done by an independent and reliable source. JKV recommended to be careful and make sure they guarantee the delivery, for instance by making the payment of the full sum conditional to the delivery of the promised results.
129. DM: the communication work will require the production of some insights to report in time for the EURT.

## **EURT 2016**

130. DM gave an update on the organisation of the EURT. The venue have been moved to Italy, Milan. The French Alliance understands the rationale and has agreed to work on the conference for 2017 which will be held in Paris.
131. DM is going to Milan to check venues. She invited SC C&C members to provide some ideas on the agenda and event format before checking the venues. The potential dates would be: 6-7 June; 13-14 June; 14-15 June.
132. DM asked what RSPO wants to achieve this year with the EURT.
133. AG commented that the world café session of the previous EURT was really good and he would suggest to sacrifice keynotes to have more time for roundtables and discussions among members. The discussion should help participants understand what RSPO needs to do and what they as members of RSPO need to do. More time would be great to stimulate this process. 30 minutes for a world café session is not enough. It would be great to have more time.
134. EK recommended to find a format for sharing lessons and make it interesting for companies which are further ahead.
135. JM recommended to understand local needs of Italian stakeholders. JKV suggested to prioritise research on Italy in order to understand better market.

136. JM said that there is much interest in the fires topic. People want to know what physically happens on the ground. The climate change topic could be key as a follow-up to COP21 in Paris.
137. LJ suggested to focus on sourcing, availability, derivatives. JM agreed these are important topics, particularly for companies such as Henkel and Unichima.
138. The event should also cover RSPO NEXT.
139. AG: once we have a definition of what it means 100% CSPO in Europe, we need to discuss how we can achieve 100% CSPO by 2020.
140. SS proposed to host a workshop for supply chain members. GC suggested to have a retailer panel, including both Italian and international retailers, to discuss the role of retailers and the different approaches which are emerging in the market. LJ is keen to look into it.
141. DM explained that two years ago, for the London EURT, it was very useful to have a taskforce to support the organisation of the event. She called for volunteers among SC C&C members. MG and LJ agreed to join the taskforce to make sure the Italian Alliance is involved in the organisation of the event.
142. JKV suggested to engage with FAO and IFAD, which are based in Rome. He also proposed to involve Gerda Verburg, Chair of the Committee on World Food Security (CFS), and Netherlands Ambassador to the UN agencies in Rome.
143. GC recommended to involve and empower the Italian national alliance through a debate. AG: we need to have a real debate, with key questions to discuss, such as palm oil substitution.
144. EK recommended to celebrate positive stories such as the Amsterdam declaration.
145. JKV suggested to invite a grower expert to present new breeding opportunities and yield enhancement. He also would like to address the issue of approaching small holders in Indonesia at scale, to avoid deforestation. If we want to meet demand of palm oil and stop deforestation, there are a number of things that need to be done, such as yield improvement, algae, and small holder productivity. He asked whether the Secretariat is talking to CPI?
146. EK added that it is important to look at barriers and opportunities to move out of peat.
147. For JKV, RSPO's challenge is to reduce pressure on forests as a result of palm oil, and small holders are key for that. It's not about certification alone. In fact, it is increasingly less about certification. He also offered to invite Jeff C. Bright, Chief Sustainability Officer, Unilever, who could do a keynote on these topics. Danielle to give a date to JKV to invite him.
148. DM said that a save-the-date will go out before the end of this month.

Action points:

- DM to inform JKV about the date of EURT so that he can invite Jeff C. Bright, Chief Sustainability Officer, Unilever, to do a keynote speech.

### **Update on the EU policy work on ending imported deforestation**

149. DM gave a brief account of RSPO's work in Brussels, to engage with the EU institutions on the topics of ending imported deforestation and palm oil, which is on the agenda of the European Commission. Following the event organised by Conservation International, in partnership with RSPO, at the European Parliament, the Commission has unblocked new funding to assess the impact of the different policy options under discussion. She also referred to the analysis conducted by Hill+Knowlton for RSPO.
150. GC summarised the main findings of the analysis, saying that the most feasible policy options to incentivise the uptake of CSPO in Europe would be trade-related measures to facilitate the import of CSPO and public procurement policies to source only CSPO. However, the latter cannot be adopted by the EU in Brussels. They need to be decided at the national level, like in the UK, where the government has adopted a policy to ensure the public sector sources only sustainable palm oil, on the basis of criteria which are compatible with RSPO's. Although such measures have a limited impact in terms of volume and market share, they send an important signal to the industry and the consumers. If this approach would be adopted in all the 28 EU member states the impact would be significant.
151. GC added that this kind of action could also be supported by the Dutch Government and the Dutch Presidency of the EU, to influence the position of other EU member states – following the adoption of the Amsterdam Declaration in December 2015. He also warned that all policy options face time constraints, in the sense most of them would take a few years to be adopted and to kick in at market level, which poses a challenge for RSPO's aspiration to achieve 100% CSPO in Europe.
152. EK said that the Minister of Singapore is interested in green public procurement. But the UK has cut funding to CPET, so it's difficult to secure progress. DM will contact CPET before they close down, to see how this could impact RSPO membership in the UK.
153. EE explained that the Dutch Ministry of Foreign Affairs will continue its funding of ESPO in 2016. He agrees on the public procurement suggestion.
154. DM said that Fiona (M&S) suggested to organise an exposure visit for growers to supply chain members in Europe. Maybe we could start with small group of key influencers and let them meet supply chain stakeholders. This could be done at the same time as EURT. Otherwise in September in connection with start of P&C negotiation.
155. JKV: we should avoid focus on palm oil as such, but focus on sustainable food production and farming, how to present it and market it. Palm oil growers think the world is focused on palm oil, while in reality it is focused on food security and sustainability.

156. LB will go back and ask if there is an interest in this initiative and will come back to Secretariat, to understand what kind of profiles they could to invite.

Action points:

- DM to send the Conservation International Report to SC C&SC members.
- LB to check potential interest in a grower visit in Europe to meet supply chain members

**Date for next meeting**

157. Physical meeting on April 20, 2016.

158. Danielle will organise phone calls in between if and when needed.

## ANNEX

### Agenda

### ***Communications & Claims Standing Committee***

**Wednesday 20 January 2016**

09:30 to 17:00

[HEADROOMS](#), 1 St John's Path, Clerkenwell, London EC1M 4DD

Time	Subject Matter:	Facilitated by:
<b>08.30 – 09.30</b>	<b>Breakfast available at Headrooms for early arrivals</b>	
9:30 – 10:00	<ul style="list-style-type: none"> <li>• Anti-trust policy</li> <li>• Approval of minutes</li> <li>• New members</li> <li>• C&amp;C Terms of Reference</li> </ul>	Jan-Kees Vis
10:00 – 10:30	Updates: <ul style="list-style-type: none"> <li>• <a href="#">RT13</a></li> <li>• <a href="#">General Assembly resolutions</a>,</li> <li>• Board of Governors meeting</li> <li>• Trade &amp; Traceability</li> </ul>	Stefano Savi  Inke van der Sluijs
10:30 – 11:30	Updates: <ul style="list-style-type: none"> <li>• India</li> <li>• China</li> <li>• Indonesia</li> <li>• USA</li> </ul>	Stefano Savi

11:30 – 12:00	Break	
12:00 – 12:30	<a href="#">Claims &amp; Communication Rules</a> <ul style="list-style-type: none"> <li>• Dissemination</li> <li>• Book and Claim claims</li> <li>• RSPO NEXT claims</li> <li>• No Palm Oil claims.</li> </ul>	Stefano Savi
12:30 – 13:00	Market Database - presentation & discussion	Judith Murdoch
13:00 – 14. 00	Lunch	
14.00 – 14.45	Discussion: communications re: <ul style="list-style-type: none"> <li>- <a href="#">Fires</a></li> <li>- RSPO NEXT</li> <li>- <a href="#">Compensation</a></li> </ul>	Stefano Savi  Danielle Morley
14:45 – 16:30	Updates: <ul style="list-style-type: none"> <li>• EU media monitoring</li> <li>• <a href="#">Guardian Palm Oil Debate</a> 2016</li> <li>• Palm Oil EU market analysis with LMC</li> <li>• National alliances &amp; activities</li> </ul> Discussion: <ul style="list-style-type: none"> <li>• EU policy opportunities</li> <li>• EURT 2016</li> <li>• EU outreach tour for growers</li> </ul>	Danielle Morley  Giovanni Colombo  Inke van der Sluijs
16:45 – 17:00	AOB & dates of next meeting  Dates of next meetings	