

RSPO

Roundtable on Sustainable Palm Oil

Minutes of Meeting

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

Date: Sept 24th, 2013

Venue : via conference call

Time : CET 10.00am – 12.00pm (2 hours)

ATTENDANCE LIST

Stakeholder Group	Members	Organization
Bank	Olaf Brugman	Rabobank
Consumer Goods Manufacturer	Jan Kees Vis	Unilever
Consumer Goods Manufacturer	Tiina Tuominen	Neste Oil
Processors & Traders	Yves Augrandjean	IOI Loders Crocklaan
Processors & Traders	Inke van der Sluijs	Product Board MVO
Processors & Traders	Caroline Sikking (Chair)	Cargill
Retailer	Agnes Pondaven	Carrefour
Retailer	Belinda Howell	Retailers Palm Oil Group
Retailer	Andrea Bolhuis	Royal Ahold
Service provider	Andy Green	BM TRADA
Service provider	Bob Norman	GreenPalm
Service provider	Giovanni Colombo	H+K Strategies, Brussels
Service provider	Pamela Bons	H+K Strategies, Brussels
Service provider	Peter Headden	H+K Strategies, China
Service provider	Monish Mazumdar	H+K Strategies, India
Social NGO	Sabina Voogd	Oxfam
RSPO Secretariat	Stefano Savi	RSPO Secretariat

1. OPENING:

- ✓ Chair, Caroline Sikking opened the meeting and welcomed all participants.
- ✓ The committee reviewed and approved the minutes of the last meeting on July 4th 2013, provided the reference to the European Palm Oil Alliance (EPOA) statement is changed to “EPOA supports RSPO and leaves RSPO to take the lead on sustainability”.
- ✓ Action points from previous meeting - all action points have been updated

ACTION:

- Reference to EPOA statement on previous C&C SC meeting minutes needs to be changed to “It supports RSPO and leaves RSPO to take the lead on sustainability”.
- It should be carefully discussed if to consider a campaign with EPOA
- FIC is out of scope for the RSPO campaign at this Stage. H+K confirms that no actions have been taken, and that based on the analysis carried out in June-July recommendations are to not intervene.

2. SECRETARIAT UPDATE BY STEFANO SAVI:

1. NEW RSPO DEBATE WEBSITE “www.betterpalmoildebate.org”

- ✓ The website has now gone live
- ✓ It is the result of a one year project
- ✓ Will include new media technologies and will not be limited to a blog
- ✓ The Secretariat together with the developers is looking for contributor and feedback

ACTION:

- The Secretariat asks the C&C Members to help publicise the platform through their networks

2. RSPO Website Homepage Revamp

- ✓ The Secretariat received feedback that the old page was not user friendly and therefore a revamp was needed.
- ✓ A new design has now been implemented, with cleaner graphics and allowing more accessibility

ACTION:

- C&C SC members list on Website needs to be updated reflecting new C&C SC Chair.
- New Haze Map shared via the e-gazette needs to be available via the news room
- News and Events button should become more accessible

3. ACOP (Annual Communication Of Progress)

- ✓ ACOP Submissions are now closed
- ✓ The Secretariat successfully received 62.9% of the forms (429 forms) online. The Secretariat will have final data on submissions that have been provided in different formats by Friday Sept 27th, so far 70 forms were received in other formats.
- ✓ Late submitters will not be published but also not sanctioned
- ✓ The ACOP digest will be different this year as it will be in the form of a quantitative report with 30 infographics
- ✓ In total, 6-7% of submitters experienced difficulties with the online form (data to be finalised)
- ✓ No glitches in the online form process presented during the trial period

- ✓ Problems on submissions seemed related to server and host website errors (rspo.org)
- ✓ To overcome these issues, during the submission period the technical team has worked on increasing the server capability with some results
- ✓ The Secretariat's technical team is looking at post mortem data and ways to improve the format next year

ACTION:

- Quicker responses are needed to Companies enquiring about ACOP and the response should not come from a general email address but from a specific person

4. RT11

- ✓ RT11 website is now live
- ✓ Registration is open and early bird rate is set to be available from Oct. 1st
- ✓ Promotion has been done through usual channels (12000 contacts email list) and Social Media, which is an important part of promotion/outreach now since the RSPO Facebook and Twitter have been gaining noticeable traction and followers during the last two months (Facebook followers increased by 10 times)
- ✓ Ads have been booked on Indonesian National Press
- ✓ Registration is still quite low
- ✓ Format is largely based on Open Space Technology, where participants will be able to form groups, propose and discuss topics of their choice

ACTION:

- The Secretariat asks C&C SC members to help promote the RT11 through their channels to increase registration numbers

5. COMMUNICATIONS OUTREACH TASK FORCE

- ✓ Eight proposals from Communications Agencies have been received so far, in relation to the Influencers Outreach Campaign
- ✓ The Secretariat has prepared a scorecard template that has been shared with the COTF members. The Secretariat has received feedback from 4 COTF members, of which three responded based on the scorecard, and 1 gave a qualitative feedback
- ✓ Feedback has been consolidated and the Secretariat will soon provide recommendations

ACTION:

- In future Calls for Tenders, the Secretariat should select the best two-three options first and provide a selection to the committee members in order to speed up decisional process

6. RSPO/ISPO COMPARATIVE STUDY

- ✓ Cooperation Agreement has now been signed
- ✓ The signing of the agreement for the commissioning took longer than expected due to the Government involvement and a higher than expected level of bureaucracy in the process
- ✓ This agreement is important for the RSPO as it will facilitate co-certification
- ✓ Raising the ground higher with ISPO will mean it will be easier for growers to jump the RSPO bar

7. EUROPEAN COMMUNICATIONS DIRECTOR APPOINTMENT

- ✓ The Secretariat has considered different applications
- ✓ Few candidates have been interviewed
- ✓ The candidates are being reviewed and a formal update will be available by the end of the week (Friday Sept 24th)

8. INDONESIA FOREST FIRES AND THE HAZE CRISIS

- ✓ The Secretariat this year took a proactive role in the analysis

- ✓ Grower members involved or whose names were reported in the media or public report, all collaborated providing their concession maps
- ✓ All except one member were cleared of accusations. Those who were cleared were able to prove that either the maps reported in the media/studies were not the correct concession maps, or that the fires were managed within 24 hours as per RSPO best management practices guidelines

ACTION:

- It is proposed that the Secretariat should also look into the supply chain of the members under review
- The Secretariat should implement a faster cycle of update of the Complaints Webpage
- Complaints update should be added as an item on the EB meeting agenda in October
- It is recommended that closed complaints are moved to an archived section

2. H+K STRATEGIES INDIA

Update on main projects and key issues

Stakeholder Prioritization

- H+K expanded and prioritized stakeholder universe for engagements in this year on the basis of interest and influence level rated on a scale of 1 to 5 which determines the choice of stakeholders.
- H+K is engaging with key companies from the 26 Indian RSPO member companies who can be prospective advocates of sustainable palm oil and market transformation at various industry forums in India.

Stakeholder Communication

- Communication Tool Kit: Designed to assist during stakeholder meetings, a customized communication toolkit is now being revised. Now it will capture India-specific initiatives, solutions for the Indian market including GreenPalm and the results that have been reached. A brief note on the WWF's engagement with Palm Oil (Score-card, animation clip) is being designed for potential inclusion in the toolkit. The purpose of this toolkit will be to:
 - Educate stakeholders about the RSPO and future business opportunities
 - Make them conscious of and evoke interest towards sustainable palm oil
- RSPO E-mail ID: All communication from India to stakeholders and partners is being managed through a specific RSPO E-mail ID. This is being done to streamline communication.

Stakeholder engagement

- Engagement with WWF – RSPO's engagement with the WWF has led to several on-going initiatives:
 - Letter Initiative: WWF India met the Minister of Commerce - Anand Sharma - along with palm oil industry coalition members to raise concerns over differential tariffs. The details of the meeting and subsequent actions are to be shared in conversations with stakeholders and potential new members as efforts to bring change through engagements with policymakers.
 - Closed round table with palm oil players: Establish contact with companies relevant to palm oil for roundtables and on-going engagement to spread awareness, see greater on-the-ground action and results on getting more GreenPalm certifications.
 - CII-Sustainable Solutions Summit 2013: To jointly explore speaking opportunities and plan industry interactions for the summit.
 - Palm Oil Scorecard: To be highlighted in future communications with industry players and leveraged to ensure greater accountability by businesses and conversion to sustainable palm oil.

- CII-Sustainable Solutions Summit 2013 – Second-day slot at the summit on ‘Sustainability and Retail’ being considered for speaker engagements. Meetings with key industry stakeholders/palm oil proponents who will be participating at the event to be initiated to leverage participation by advocates for palm oil.
- MNC/Indian member companies – HUL, Cargill, Adani Wilmar, Godrej to be engaged as prospective advocates and thought leaders on sustainable palm oil in the Indian market.
- The Energy Resource Institute (TERI) – DSDS-2014 pre-plans. Taking forward the collaboration from DSDS 2013, the RSPO to consider participation in their future events. A meeting to have preliminary conversations for DSDS-2014 is in the pipeline.

3. H+K STRATEGIES CHINA

Update on main projects and key issues

- The RSPO continued its successful engagement in China delivering a keynote speech at the Chinese Chamber of Commerce of Foodstuffs and Native Produce’s (CFNA) 2013 Oils and Oilseeds Summit in Rizhao, Shandong Province, on July 17. Anne Gabriel discussed the global development of the sustainable palm oil industry, outlining RSPO’s recent progress both in China and globally. Following the conference a press release was distributed to Chinese and global media.
- The first China Steering Committee (CSC) call was held on September 13. Meeting participants: Anne Gabriel (RSPO), Stefano Savi (RSPO), Peter Headden (H+K), Jill Peng (H+K), Sharon Chong (Wilmar), Marina Wu (Unilever), Li Nan (WWF), Bob Norman (GreenPalm), Simon Christmas (GreenPalm), Tracy Li (SGS). The bulk of the discussion centred on H+K’s 2013-14 plan; the CSC agreed that a CEO roundtable and a market study should be pursued. H+K is putting together a brief.
- RT11:
 - Media: Agreement imminent with official Chinese media partner.
 - Delegation: H+K is discussing with CFNA the possibility of organizing a delegation of officials and Chinese companies to RT11.
- China digital - Regular updates of the Chinese website. We also continue to work on a tailored China section for the English website. We plan to launch a Weibo account in October.
- Media Relations - The Global Entrepreneur participated in the media fam. trip to Malaysia in June. A feature article was released in July. H+K produced an English translation for the RSPO.
- Certification in China - The China helpdesk is receiving an increasing number of enquiries from companies about certification. SGS is holding a seminar on RSPO certification in Guangzhou in November. H+K is discussing ways to work together.

4. H&K STRATEGIES EUROPE

Outlook in Europe

- RSPO is consolidating its network of local alliances, supporters and active members
- Greenpeace will intensify its campaign with initiatives at international and national level
- POIG, ISPO, MSPO, ISCC+: risk of confusion about standards. MPOC to hold a conference on health and sustainability in Paris on 8 October
- France: PM Hollande says no new taxes on palm oil – but the Greens want to resume the Nutella tax

- Belgium: Current uncertainty around the Belgian Alliance (due to reform of local trade association structure and IMACE at EU level). High Health Council issued an opinion on palm oil – sustainability is also mentioned
- Sweden: local industries discuss possible creation of a national alliance
- EU: European Sustainable Palm Oil Advocacy Group (ESPOAG) will start a policy-makers / stakeholder outreach in Brussels at EU level on palm oil. They are very supportive of RSPO.
- EPOA discuss stakeholder and consumer campaign with food manufacturers

Objectives for Europe

- Raise awareness about the RSPO/CSPO outside the supply chain/national commitments and member network, and reach out to policy makers and key opinion leaders
- Foster a more balanced debate on palm oil sustainability, by continuing to engage with NGOs
- Position RSPO as a solution and as a useful governance tool which Europe should support and work on

Proposed activities 2013-2014

- Revision of key messages on RSPO (post P&C review)
- Content creation: RSPO position paper on Europe + case studies on best practices
- Update mapping of targets: policy-makers and KOLs
- Continue European road-show
- Outreach to policy-makers and KOLs
- Continue support to National Commitments
- Press office support – active and reactive
- Helpdesk

ACTION:

- H+K shall submit its detailed budget and scope of work to be reviewed by the C&C SC
- It is recommended that H+K liaise with BRC and other UK based members to prepare meetings with DEFRA
- European Summit: H+K to circulate email with proposal for dates and venues to the C&C SC to get their feedback

5. CASINO COMPLAINT CASE and CLAIMS RULES

1. CASINO COMPLAINT CASE and CLAIMS RULES

- ✓ Feedback has been collected via email by the Secretariat, no final decision has been taken.
- ✓ The C&C SC role is to guide the CP to make a decision
- ✓ The RSPO cannot decide for members on their claims unless they break RSPO rules, and no rule has formally been broken in this case

ACTION:

- it is been decided that the item needs a final recap via email and will need to decide on a no palm oil positioning in the next C&C call

6. Discussion on next C&C meeting

DECISIONS:

- ✓ Next meeting schedule to be in person in December 10th

ACTION:

- Secretariat to confirm and send out the invites to C&C SC members committees

7. All other Business

Meeting is adjourned

Prepared by:

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Communications Manager, RSPO Secretariat*