

RSPO

Roundtable on Sustainable Palm Oil

Minutes of Meeting

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

Date: July 4th, 2013

Venue : Novotel Blackfriars, London (UK)

Time : CET 1.00pm – 6.00pm (5 hours)

ATTENDANCE LIST

Stakeholder Group	Members	Organization
Bank	Olaf Brugman	Rabobank
Consumer Goods Manufacturer	Jan Kees Vis	Unilever
Consumer Goods Manufacturer	Ilmari Lastikka	Neste Oil
Environmental NGO	Carrie Svingen	WWF
Grower	Petra Meekers	NBPOL
Processors & Traders	Inke van der Sluijs	Product Board MVO
Processors & Traders	Caroline Sikking (Chair)	Cargill
Processors & Traders	Judith Murdoch	AAK
Retailer	Agathe Grossmith	Carrefour
Retailer	Belinda Howell	Retailers Palm Oil Group
Service provider	Andy Green	BM TRADA
Service provider	Bob Norman	GreenPalm
Service provider	Giovanni Colombo	H+K Strategies, Brussels
Service provider	Vinciane Patelou	H+K Strategies, Brussels
Service provider	Peter Hadden	H+K Strategies, China
Service provider	Monish Mazumdar	H+K Strategies, India
Social NGO	Sabina Voogd	Oxfam
RSPO Secretariat	Anne Gabriel	RSPO Secretariat
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 April 15th 2013.
- Action points from previous meeting - all action points have been updated

2. SECRETARIAT UPDATE BY ANNE GABRIEL:

DISCUSSION:

1. CONSUMER OUTREACH TASKFORCE

Description of Briefing Paper presentation document

- It was discussed previously that RSPO has no contact with consumers, being a B2B business, for this reason RSPO has decided to reach consumers by reaching consumer leaders.
- Review of tearing of key market and criteria for differentiation (based on warmth of discussion rather than volume of the market), discussion and possibility of inclusion of Italy, Spain, US and New Zealand as second priority. NO feedback in the market identified from the SC.

Data from companies (i.e. Unilever and NGOs) suggests there is a clear target market in term of perception of palm oil/sustainable palm oil and positioning of different companies.

2. Campaign in China and contacting retailers in China is important (WWF will share contacts of key stakeholders)

There is an urge for RSPO to make sure that even parties who will use the food properties argument still use the RSPO message. The concomitance of anti-palm oil campaigns in Europe is creating awareness in retailers and pushing towards a stricter palm oil agenda.

Palm Oil Innovation Group launch in Jakarta is to be considered as being within the RSPO framework, despite the involvement of non RSPO members (i.e. Greenpeace), to address other areas rather than just deforestation.

Timings of the outreach campaign will be as per Briefing Paper presentation document and it would be important to be aware of other initiatives (i.e. Greenpeace, advocacy group) to have a clear schedule.

ACOP report, deadline and volume of numbers, requirements and report production and publication on website.

WWF informs that ACOP data will be used as reference on their reports. A point is made on the need to asses ACOP reports coming from group schemes as current setting prevents visibility.

RSPO ACOP submission from growers is getting traction and it should happen this year as in the past year that we get an increase in submissions. Also actions in respect to warning and suspension are being discussed with the EB.

DECISIONS:

1. It is critical to have a clear support for Sustainable Palm Oil rather than Palm Oil. It is important to maintain a no comment position on nutritional/health properties.
2. It is necessary to ensure the number of ACOP reports is increased in respect to previous year

3. TRADEMARK:

DISCUSSION:

1. Briefing Paper presentation, document description. It is pointed out that Trademark is free of cost at this point in time.
2. Trademark website feedback. A point is made that there is inconsistency in messages inside the trademark site
3. A point is made that the retailers toolkit might not work in European market but feedback is it would be very useful in markets such as Indonesia. Proposal of possible replication of initiative such as the Zoopermarket initiative outside Australia, to be promoted by RSPO, through development of the trademark toolkit.
4. A point is made on the importance of consistency of message

DECISIONS:

1. Complaints form, complaints committee, claims management will require a taskforce. Also feedback is needed regarding visibility of trademark complaints and if these complaints should be handled in the same way the members' complaints are currently handled. Retailers to confirm their participation in the campaign as well.
2. Complaints will be managed internally in the Secretariat according to volume.

ACTION POINTS:

1. Secretariat to act for messages to be cross checked and trademark shopping guide to be refined as more products come on board

3. RT11 Event in Medan, Indonesia

DISCUSSION:

1. RT11 website and program targeted to be published by the 5th July.
2. A point is made regarding a worry about RT participation in Indonesia due to the European events in September.

DECISION:

1. Format of RT11 should be more similar to RT5 in terms of dynamism and engagement in respect to the latest RTs

7. VARIOUS

1. RSPO blog review – launch target by Mid sep 2013.
2. Toolkit for Zoos and Associations – similar to Zoos initiative but more macro.
3. Website enhancements report as per Briefing Paper presentation document
4. Media farm update – of the many journalist involved only a few took part to the project, but the visit was received very well and generated coverage in key media (The Guardian, Financial Express)
5. Use of external media platform. A proposal is made to enroll on the Guardian Sustainability Business initiative and on the possibility of using this as a platform to have a good and credible partner in delivering the RSPO message.

DECISION:

Different feedbacks are collated from members of the committee and the general sentiment is to proceed on partnering with Guardian Sustainability Business.

6. Indonesia Forest Fires update – at this point in time there is not enough data to discuss the outcome of the RSPO report and relative statement, although a comment is made regarding Singapore and how the state has leveraged on the haze to increase the interest in the sustainable palm oil problem.
7. WWF communicates the release in the last week of a report that shows the illegal sourcing of FFB from some RSPO member companies in Indonesia
8. A point is made regarding the need to link RSPO member companies who are not in the C&C SC and make them aware of the information, H+K communicates their need to better understand the extent of communication/updates to be sent out to members.

8. CONFERENCE CALL WITH H+K STRATEGIES CHINA

DISCUSSION:

1. Peter H+K- description of the Hill+Knowlton strategy for China (from the H&K China strategy presentation document - short version)
2. Questions and answers:
 - Carrie Svingen comments on the hub and possible plans of inviting Greenpeace in China
 - Peter Headden - Greenpeace will definitely be involved.
 - Caroline Sikking -A lot of work on a market study was carried out by CFNA - the study was quite short, how can you do this better?
 - Peter Headden - this will be a market analysis about supply chain mainly.
 - Carrie Svingen - WWF China does not have capacity to work on palm oil, they hope to address this but apart from maybe engaging in main events WWF will not be accessible. Possibility of appointing someone from WWF to participate in steering committee.
 - Anne Gabriel proposes the possible involvement of LÓreal in China as a key stakeholder
 - Agathe Grossmith - on slide 10 of the H+K presentation (17 on complete presentation) no retailers included apart from Carrefour
 - Peter Headden mentions they have met with retailers association in China but they are finding it difficult to engage M&C clients in China as they are not interested in the Palm Oil topic.
 - Bob Norman - what are the current options in China to secure CSPO
 - Peter Headden responds that many companies that have been contacted were not aware of options such as B&C (Greenpalm)
 - Caroline Sikking - is the main focus still on awareness creation or is H+K planning to organise workshops i.e. on supply chain?
 - Peter Headden mentions the two things will go together, with follow up to be done at the same time and adds that the Chinese members are enquiring regarding the possibility of having trainings organised (i.e. on Greenpalm).

DECISION:

1. Training should be key especially in new markets like China. Important to identify who could be the trainer in China (i.e. SGS, Intertech)

8. CONFERENCE CALL WITH H+K STRATEGIES INDIA

DISCUSSION:

1. Description of the Hill+Knowlton strategy for India (from the H+K India strategy presentation document - short version).
 - IPAN H+K Strategies India, as a part of the core strategy, will continue to drive awareness and education on RSPO mandate and stated vision for market transformation. The Overall Objective will be to continue building RSPOs position and improve visibility to shift stakeholders towards

- Green Palm Certificates and gradually towards CSPO; and to increase membership base from the India market
- Strategy for India market: 'Influencing the Influencer' through strategic partnerships & collaborations and stakeholder engagements will encompass Sustaining & Building existing partnerships with KOLs and NGOS, Extending to new horizons and collaborations and Reaching out to retailers and food processors
 - The next important strategy for India market is Media advocacy. Media is a key driver in the India market for any transformation or change, both, at the industry and at the Government level. In the year 2013-14, we plan to drive key RSPO messages through relationship building meetings, media roundtables, contributories and white papers, media events and other reporting opportunities
 - Following projects will be targeted for RSPO's participation:
 - o GLOBOIL 2013: the Premier International Conference & Exhibition on Vegetable Oil, Feed & Feed Ingredients, Oilseeds & Oleochemicals is in its 17th year. Globoil India is now an established annual feature and is keenly looked forward to by the players in the vegetable oil trade and industry
 - o FOOD World 2013: With France as country partner, the 7th edition of FOODWORLD INDIA is being organized on 23-24th September, 2013 at The Lalit, Mumbai. With the objective of bringing the global food business community together and collaborate, FICCI has been organizing FOODWORLD INDIA (FWI) since 2005
 - o Sustainability Survey in association with WWF and FICCI: Federation of Indian Chambers of Commerce and Industry in association with RSPO and WWF is planning a survey on sustainable sourcing. The survey will focus on the mind-set of the stakeholders
 - o TERI Delhi Sustainability Development Summit 2014: The 14th Delhi Sustainable Development Summit will be held from February 6th to 8th, 2014, under the theme 'Attaining Energy, Water, and Food Security for All'

Recommendations made by H+K Strategies: There should be a training programme for RSPO India and China members for better understanding of the whole initiative

9. H&K Strategies presentation "European landscape"

DISCUSSION:

1. Description of the Hill +Knowlton strategy for Europe

Due to uncertainty on the potential budget framework for 2013-2014 and also due to the need to define future role of European Communication Director, they have decided not to present a budget proposal at this stage. This will be done in the follow-up to the meeting.

A point is made regarding the problem of trust in the media in Europe

H+K communicates the need of future RSPO EU Communications Director to hopefully become the ambassador of RSPO in Europe

A point is made on how to correctly communicate on the positioning of RSPO in respect to the Palm Oil Innovation Group formation. 2013-14 considered to be a critical year for positioning RSPO in the market. There is for the first time now a move from companies from the question "how to access RSPO" to "is RSPO the best option"

Jan Kees Vis comments on the options available for RSPO to raise the bar:

- RSPO+ with more stringent guidelines
- A clear differentiation between virtuous and non-virtuous members

A point is made that a standard mapping could be done in a number of different ways but this is the dynamic environment in which RSPO operate.

A point is made that this message cannot be discussed in the C&C SC without the presence of the Oil Palm growers (represented in the SC only by NBPOL).

A point is made about the risk of implementing more stringent standards due to the fact that the growers will need to put an extra effort without having seen a real uptake of CSPO so far.

Comments are raised on the missing companies that bring down the CSPO uptake in Europe. Discussion on the communication of a different standard and the future of RSPO position and retailers' position in respect to RSPO, and whether these will benefit or not benefit RSPO. Belinda Howell (RPOG) mentions that the message should be worked out starting from the P&Cs and very much taking into account the top performing growers and players within the RSPO. Otherwise there will be major defection from RSPO and companies will go to alternatives. Use of trademark in view of the new certification bodies. Comments are raised on the fact that the trademark will not be used across the board. Trademark will not change the view on palm oil. Olaf Brugman asks H+K on role of policy makers and regulators. Giovanni replies RSPO should play in line/ahead of the agenda of these players.

2. Key Players: Belinda Howell comments on importance of making sure collaborating players always support Sustainable Palm Oil and not just Palm Oil. Commenters say ESPOAG is working on sustainability messages which promote RSPO, while EPOA is focusing only on nutrition and health issues. It supports RSPO and leaves RSPO to take the lead on sustainability. Jan Kees Vis shares a recent news regarding Ferrero's very good campaign on Sustainable Palm Oil.
3. The appropriate positioning of RSPO inside the ESPOAG is discussed.
4. Audiences, messages and challenges from H+K presentation European landscape are discussed. Jan Kees Vis reports to the SC that the Secretariat has almost having completed the set up of a PLC in the UK to start organising regional offices. Enquiry about the possibility of exploring also US and South America (south America is on phase 2 of the regional offices agenda)
5. EU regulatory issues, possibility of Engaging EU member states and European Commission – H+K mentions there will be a growing challenge for food manufacturers to correctly communicate all information in the packaging and communicate on their sustainability progress with the TM due to the requirements of the EU FIC regulation. Good news is that the European Commission is willing to discuss this option as they realise is quite complicated to actuate. However, the actual implementation of FIC regulation will depend from each of the 28 EU member states, which might adopt different positions, many of which seems not favourable to RSPO TM. There is a risk for international companies to have to stop using RSPO TM, therefore RSPO needs to decide whether to engage with EU Commission and EU Member states.

DECISION:

1. It is necessary to restore RSPO credibility and address the issue of Innovation and Change. For the time being RSPO can be positioned as mainstream solution which is available to all, but which needs additional elements to meet the most stringent criteria, i.e. a good common denominator. The question on how to integrate the most advanced players and most stringent criteria, and how to position RSPO on them remains open. The role of growers remains crucial.
2. In order to position RSPO more strongly in Europe, H+K will develop a position paper to reach out to policymakers, stakeholders and media, explaining why RSPO is important to Europe and why sustainable palm oil should be supported by all European players.
3. RSPO should directly support Ferrero's campaign and replicate it where possible in the Consumers Outreach campaign.
4. It will be important in the future to communicate the success of RSPO in the market share of CSPO, especially in comparison to the relative performance of other sustainability certification standards.
5. RSPO should correctly manage responses to journalists
6. It is important that the RSPO Berlin Summit in September does not become a regional German meeting.

ACTION POINTS:

1. Impact of FIC regulation on TM: H+K to follow up at the end of July, providing an in depth analysis on the food labelling regulation, to assess the need to engage with the European Commission and EU member states.

2. Overall strategy and budget: based on the SC C&C discussion and strategic priorities identified, H+K will develop a more detailed action plan within the allocated budget. The plan will be shared with the SC C&C in September.

9. H+K Strategies presentation on the Berlin Summit

DISCUSSION:

1. Speakers' overview: it would be good having a Greenpeace involvement discussing POIG initiative. Possibility of including DEFRA as a speaker, alternatively contacting CPET
2. Proposal of including a buyer willing to take part or one more grower (Musim Mas or Sime Darby) to balance the two NGOs present in the debate session.
3. Need to have certification body participation, discussing traceability and other issues (BM Trada).

DECISIONS:

1. Exclusion of Henkel and Haribo in favour of Oriflame in session III and recommendation for Cargill.
2. H+K to focus on topics covered on different sessions and have a clear understanding of the differences between the sessions, rather than focusing on speaker's nominations, in order to avoid having similar questions/topics recurring through the event.

9. H&K Strategies presentation on the Nordics Workshops

DISCUSSION:

1. Events to be held in Sweden and Norway– agenda to be decided on a later feedback collection, H+K proposes it should be an industry event rather than a public event, two small events and simpler than the Berlin event.

DECISIONS:

1. By raise of hand the board decides to have both a Swedish and a Norwegian event.

10. Presentation of overall budget

DISCUSSION:

1. The budget is appropriate despite being the minimum needed. Budget does not include payrolls for communication related positions in the secretariat.

DECISIONS:

1. No objections are raised against proposed budget. Proposal for the next EB agenda to increase total budget to provide a budget increase for India and China.

10. Discussion on next C&C meeting

DECISIONS:

1. Next meeting schedule will be discussed on an online conference call on Tue Sep 24th, Communications to send out the invites to C&C SC members committees
2. Next meeting schedule will be discussed on an online conference call on Tue Sep 24th.

ACTION POINT:

1. Secretariat to send out the invites to C&C SC members committees

11. C&C SC Feedback on H&K presentation

DISCUSSION:

1. The SC comment is that today's presentation was already a better and more strategic presentation than what seen in the past.

DECISIONS:

1. H&K needs to plan budget ahead in the future to secure feasibility of projects.
2. The board communicates to H&K that the budget is confirmed and that when RSPO will nominate China and India committees there will be the possibility of increasing communication budgets in these regions.

H&K is in agreement with this decision and thanks the committee for the confirmation of their appointment as RSPO's communication and engagement agency.

12. Communication Director Resignation announcement

AG announces her resignation from the post of Communication Director and departure from RSPO at the end of July.

11. All other business

Meeting is adjourned

Prepared by:

Anne Gabriel,

Communications Director, RSPO Secretariat