

## MINUTES OF MEETING

### Market Development Standing Committee

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**Time** : 20.06 - 21.03 (MYT)

**Date** : Thursday, 30/03/2023

**Venue** : Conference Call/Market Transformation Zoom

**Attendees:**

Name	Initial	Organisation	Representative Category
Anita Neville	AN	Golden Agri-Resources	Co-Chair, Grower IN
Anne-Laure Faure	ALF	WWF International	eNGO
Caroline Westerik	CW	AAK	P&T
Franka Lakeman	FL	Ahold Delhaize	Retailer
Dr Surina Ismail	SI	MPOA/IOI	Grower MY
Tom Hersbach	TH	Planting Naturals	Grower
David Adams	DA	Catalyzer	Guest
Inke van der Sluijs	IS	RSPO Secretariat	Director, Market Transformation
Irene Fischbach	IF	RSPO Secretariat	Director, Stakeholder Engagement & Communications
Fay Richards	FR	RSPO Secretariat	Strategic Communications, Sr Specialist
Sangeetha Umakanthan	SU	RSPO Secretariat	Deputy Director, Communications
Christine Joan Spykerman	CJS	RSPO Secretariat	Malaysia office

**Absent with apologies:**

Name	Initial	Organisation	Representative Category
Eddy Esselink	EE	MVO	Co-Chair, P&T
Harjinder Kler	HK	HUTAN	eNGO
Jose Roberto Montenegro	JM	Agrocaribe	Grower RoW
Julian Walker-Palin	JWP	Retailers Palm Oil Group	Retailer
Marieke Leegwater	ML	Solidaridad	sNGO
Rafael Milantonio	RM	Natura & Co.	CGM
Tracey Gazibara	TG	Cheyenne Mountain Zoo	eNGO

**Invited but not in attendance:**

Name	Initial	Organisation	Representative Category
Razuwan Che Rose	RCR	Felda	Grower

**Agenda:**

Time	Topic
20.06 - 20.07	1.0 Opening 1.1 Antitrust Statement Reading
20.07 - 20.08	2.0 Approval of the Agenda
20.08 - 20.09	3.0 Approval of the <a href="#">31 January 2023</a> Meeting Minutes
20.09 - 20.56	4.0 RSPO Brand Positioning - Discussion and Approval of Brand Building Blocks
20.56 - 21.03	5.0 AOB - 2023 Meeting Agenda

**DISCUSSION:**

No.	Description	Action Points (PIC)
<b>1.0</b>	<b>Antitrust Statement Reading</b>	
	<p>AN chaired the meeting and welcomed Members of the MDSC to the meeting. AN then reminded the members of the following:</p> <ul style="list-style-type: none"> <li>- All MDSC members will have to abide by the RSPO <a href="#">Antitrust law</a></li> <li>- MDSC follows a consensus-based decision making as outlined in the ToR</li> <li>- Members have to declare Conflict of Interest (Col) under any items and excuse themselves to remain objective to the discussion.</li> </ul>	
<b>2.0</b>	<b>Approval of the Agenda</b>	
	The meeting Agenda was presented and accepted with no additions nor objections from the Members.	
<b>3.0</b>	<b>Approval of Meeting Minutes</b>	
	The <a href="#">meeting minutes</a> from the previous MDSC Meeting (31 January 2023) were presented and accepted with no amendments.	

No.	Description	Action Points (PIC)
4.0	<p><b>RSPO Brand Positioning - Discussion and Approval of Brand Building Blocks</b></p>	
	<p>IF introduces the topic mentioning that after several months of work, including interviews with BoG and MDSC members and an MDSC workshop, the final brand building blocks have now been crafted and the Secretariat can come up with a firm proposal supported by a strategic rationale so that MDSC can endorse the work.</p> <p>AN adds that it is important to understand that the BoG has delegated responsibility for the approval of the brand building blocks to MDSC.</p> <p>DA leads through the slide deck that has been distributed to MDSC members one week ahead of the meeting and he also shows some visual examples to underline the potential of the suggested vision. The framework of the RSPO brand consists of a vision, a brand positioning statement, the missions as well as six (6) impact areas for communication.</p> <p><b>Vision:</b> There is broad agreement from the interviews and discussions that the RSPO vision statement should be refined to address issues regarding “the norm” and to highlight the critical importance of collaboration during the next phase of RSPO’s journey towards its Vision. It should reflect a sense of progress towards a goal rather than absolute performance. MDSC members have also expressed a strong wish that the vision should be short, sharp and memorable – capable of being used as a tagline / motto for RSPO – to unify key stakeholders behind a common cause.</p> <p>Based on all the input mentioned before, the core team suggests the following vision: <b>“A global partnership to make palm oil sustainable”</b>.</p> <p><i>Rationale:</i> This suggestion implies an ambition to make all palm oil sustainable, but acknowledges that RSPO cannot do it alone and it frames the vision as a journey of continuous progress rather than measuring performance against a fixed target (the norm).</p> <p><i>Discussion:</i> SI and some of the growers she is representing are worried about the word “make” as it could be interpreted that palm oil is not sustainable yet. CW mentions the vision is more active the way it is now. ALF thinks the word “make” is more inclusive and covers a broader scope, AN finds the phrasing with “make” better as it is more inclusive and active and she adds that we all work every day towards this goal. SI suggests rephrasing to “...make <u>all</u> palm oil sustainable”.</p> <p><b>Brand Positioning Statement:</b> A brand positioning statement captures the essence of what the organisation stands for and the success formula of achieving it. The findings from the interviews show that RSPO should rather be positioned as a sustainability organisation than a standards organisation to ensure future relevance and switch focus to impact and progress rather than absolute performance. Based on all the input gathered, the core team suggests the following Brand Positioning Statement <b>“RSPO is a partnership for</b></p>	

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	<p><b>progress and positive impact, facilitating global change to make the production and consumption of palm oil sustainable.</b>  <b>To inspire change, we communicate the environmental and social benefits. To make progress, we catalyse collaboration. To provide assurance, we set the standards of certification.”</b></p> <p><i>Rationale:</i> RSPO states clearly that to make palm oil sustainable it needs strong collaboration with a broad base of partners and that its sphere of influence is the whole value chain from supply to demand, reflecting the shared responsibility from consumption to production. And it also presents RSPO as the active facilitator of change.</p> <p><i>Discussion:</i> SI thinks the word “technology” needs to be included in the positioning to show the progress that the sector has made. CW says that the words “progress”, “positive”, “inspire change” show the progress that has been made and will be made. AN mentions that the impact stories demonstrate the progress that has been made and technology can be mentioned in the stories and in other supporting activities from communications. CW asks whether the impact areas can be expanded, DA answers that the way they have been defined, these are the key topics that RSPO is working on. SI emphasises that the mindset change of the growers is currently not reflected in the suggested positioning statement.</p> <p><b>Overview of the RSPO brand building blocks:</b> No further comments were made on the missions and the impact areas which have also been refined based on earlier feedback.</p> <div data-bbox="236 1193 1166 1608" style="border: 1px solid black; padding: 10px; margin: 10px 0;"> </div>	
	<p><b>Next steps:</b> since there is no quorum represented in the meeting, MDSC members need to vote on whether they approve the brand building blocks as they are suggested now or whether they want the core team to refine the work. The members who are present vote via zoom chat.</p> <p>The slide deck of today’s meeting together with the recording will be shared with all the MDSC members and those who were not present in the meeting will be asked to vote via email until Friday, 7 April 2023.</p>	

No.	Description	Action Points (PIC)
5.0	<b>AOB</b>	
	<p><b>Next MDSC Meetings:</b></p> <ul style="list-style-type: none"> <li>• 23 May 2023 (Tuesday)</li> <li>• 15 June 2023 (Thursday) - <b>Hybrid Meeting</b> in Frankfurt, Germany. Tentatively from 1 - 4 pm (CET) / 7 - 10pm (MYT)</li> <li>• 7 September 2023 (Thursday)</li> <li>• 23 November, 2023 (Thursday) (Physical Meeting Jakarta)</li> </ul>	