

China Government Relations and Communications Support Tender Terms of Reference (ToR)

Overview

The purpose of this program is to increase awareness of the Roundtable on Sustainable Palm Oil (RSPO) and its supply chains, engage key audiences, increase the use of certified sustainable palm oil (CSPO) in China, but with a focus of moving strategic markets towards 100% CSPO. The Agency will support and implement the overall vision and mission of the RSPO to make sustainable palm oil the norm.

Overall Objective

In conjunction with the global communications team and the Director of Outreach & Engagement, the agency will support the development and implementation of a 360-degree communications programme to educate audiences on the efforts of the RSPO and its membership.

Using media relations, the Agency will support direct outreach to stakeholders [members, non-members, non-governmental organizations (NGOs), governmental organizations, financial organizations and others] and we will transform markets to make sustainable palm oil the norm. Further, we will:

- Advance the production, procurement, finance and use of sustainable palm oil products
- Develop, implement, verify, assure and periodically review credible global standards for the entire supply chain of sustainable palm oil
- Monitor and evaluate the economic, environmental and social impacts of the uptake of sustainable palm oil in the market
- Engage and commit all stakeholders throughout the supply chain, including governments and consumers.

Term

The programme would run for a period of 12 months and would be reviewed at the end of that period.

Agency Location and Offices of Team

The agency should be located in Beijing or Shanghai.

The Programme

This is a comprehensive government affairs, industry relations and social media programme that takes into account the important role that the country plays in terms of sourcing palm oil, and the potential it has to play in making sustainable palm oil the norm.

Government Relations

- Monitoring of national policy, regulations or rule changes, and potential risks to the certified sustainable palm oil sector, as well as risks sustainability standards in general that could impact our efforts

- Provide strategic advice and counsel to the Director of Outreach and Engagement and the RSPO China team on strategy/action plans in managing the policy, regulations, rule changes, potential risks (e.g. label/trademark), etc.
- Support RSPO China team in establishing relevant government contacts, and engagement of relevant government departments where necessary.
- Support the RSPO China team to proactively deliver information to the relevant government departments and to allay potential misunderstanding by the government, i.e. reputation management

Industry Relations

- Collect and analyse industry information on industry trends (such as sourcing and sustainability targets, consumer trends, etc.) to develop an updated stakeholder map of industrial players such as oils refiners and importers, noodle manufacturers, bakeries, consumer goods manufacturers, and retailers and support the update of the RSPOs stakeholder mapping in China
- Ensure that RSPO China participates in relevant industry and sustainability conferences in Greater China and provide follow up and media support post conference

Social media management and RSPO forums and workshops

- Manage and maintain the RSPO Chinese social media accounts (Chinese website, WeChat) and ensure that messaging is aligned with global communications timely and accurately, translation/localisation of RSPO global assets, etc.
- Support RSPO China to create a positive perception of sustainable palm oil through different media channels and events
- Support RSPO China with the RSPO's China Sustainable Palm Oil Association and other forums/workshops/events deemed strategically necessary, including assistance with the meeting venue and logistics, preparation of materials, outreach to participants

Budget

To be determined by the agency based on a comprehensive program to support the above.

Deadline

Interested agencies are requested to submit a proposal to tender@rspo.org by **MYT 6:00PM at 10 April 2020**. Any queries with regard to this Terms of Reference please email dan.strechay@rspo.org.