

## **Resolution 6d**

### Proposed Resolution to be adopted at the 11<sup>th</sup> General Assembly of the Roundtable on Sustainable Palm Oil (RSPO)

20<sup>th</sup> of November 2014

#### **TITLE: RESOLUTION TO PROMOTE WIDER USE OF THE RSPO TRADEMARK**

**Submitted by:** Boots UK Limited, Carrefour, Delhaize Group SA/NV, REWE Group on behalf of REWE-Zentral-Aktiengesellschaft Köln, Soapworks Ltd, Wal-Mart Stores Inc

#### **Introduction:**

Current RSPO rules do not allow traders, distributors and retailers to use the trademark logo on pack. As they do not physically alter the product they are not required to obtain supply chain certification. They cannot apply for their own RSPO trademark licence because they do not have supply chain certification.

For reasons of confidentiality they may not want to use the manufacturers' licence number on pack. Manufacturers do not want to disclose that they produce private label products and retailers do not want to disclose their private label suppliers. Therefore, although they are sourcing CSPO ingredients in their products, they cannot use the RSPO trademark.

We encourage RSPO to promote actively the use of the trademark throughout the supply chain. RSPO could issue its trademark licence as an integral part of Supply Chain Certification, instead of a separate application.

#### **Resolution:**

In view of RSPO's vision to transform markets to make sustainable palm oil the norm:

Recognising that many companies have made serious commitments to sourcing 100% RSPO certified sustainable palm oil (CSPO) by 2015 or earlier;

Celebrating the success of companies who have transformed their physical supply chains to CSPO;

Noting that the current complex systems and rules for market communications and claims prevent organisations with physical CSPO in products from using the trademark;

We call on the 11<sup>th</sup> General Assembly of the Roundtable on Sustainable Palm Oil to resolve that:

**RSPO actively promotes use of its trademark, by implementing the following changes as it reviews its Rules on Market Communications and Claims:**

- i) Develop consistent and clear Rules on Market Communications and Claims that apply to all RSPO approved supply chains and all organisations.<sup>1</sup>
- ii) Provide a controlled trademark license system for organisations, which are not required to obtain supply chain certification, to use the trademark on products containing CSPO, which meet RSPO rules for physical supply chains.<sup>2</sup>

**Benefits** of adopting and implementing this resolution include:

- Increases recognition for physical CSPO through on pack communication.
- Actively promotes the use of the trademark throughout the supply chain – by Processors, Traders and Distributors, Consumer Goods Manufacturers and Retailers.
- Reduces bureaucracy created by multiple processes for supply chain certification and trademark applications – each with different licence numbers and validity periods.

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- 1 Under current RSPO rules, only RSPO members with supply chain certification can make claims for RSPO physical supply chains identity preserved (IP), segregated (SG) and mass balance (MB). Non-RSPO members can buy RSPO approved Book&Claim supply chain certificates, make claims and use the GreenPalm logo on pack.
  - 2 Physical supply chains include identity preserved (IP), segregated (SG) and mass balance (MB). Trademark licences should be available to organisations without supply chain certification.