

**Leading the Dialogue Around the World;  
Global Communications Outreach: Including India**

Vivian Lines, Global Vice Chairman & Worldwide Head of Client Service,  
Hill & Knowlton

The presentation will focus on the strategic importance of communication and stakeholder relations for RSPO in its effort to transform the palm oil market worldwide.

The first part will look at context and global communications trends impacting RSPO: the current global economic context; the debate on sustainable development and climate change within and among different parts of the world and stakeholders; and the development of communications and reputation management in the age of digital media.

The second part will focus on the support offered by Hill & Knowlton in terms of strategy development and global communications. Hill & Knowlton is in the process of helping RSPO devise a global vision to position itself in China, India and Europe. In each region the two main priorities are firstly the overall reputation of RSPO and its relations with media and influencers such as governments and NGOs; and secondly communications and relations with the different business players in the supply chain.

The overall approach needs to take into account the specificities of each of the three main palm oil consumer markets -- India, China, Europe -- in terms of market development, economic and political structure, culture and society. In addition, there is a need to fuel, through targeted communications, the overarching strategy to promote the uptake of certified sustainable palm oil (CSPO) across the three markets.