Global Communications Outreach in a Changing World
Where we are

RSPO’s communications to date:

- A multi-stakeholder platform promoting sustainable palm oil
- A source of global sustainability standards
- Communication guidelines for the supply chain
- Very active helpdesk
- Online presence
- RSPO Trademark

Initial results:

- Visibility
- Reputational Capital
Global Trends

- Disintermediation
- Fragmentation of media
- Change is the law of life
- Increasing public participation
- Democratisation of everything
- Convergence of channels
“The internet is the dominant PLATFORM FOR LIFE in the 21st Century.”

Ben Hammersley

“We are living through the largest increase in human expressive capability in history.”

Clay Shirky
Where Do We Want To Be?

Vision statement:
“RSPO will transform markets to make sustainable palm oil the norm”
How Do We Get There?

- RSPO and its members, with authentic opinions, are the key to building critical mass.
- Talking alone is not enough. You must be able to show that things are as they are. Transparency is key.
- People value organisations which are able to present clear statements in the midst of an era of information overload.
- You must be able to engage people where they are.
Support a positive trend by:

- Communicating results and objectives to the market to promote confidence
- Promoting RSPO certification within the supply chain
- Encouraging voluntary industry commitments to source CSPO
- Raising awareness at consumer level via the TM
- Defending RSPO’s reputation in the media

RSPO in Europe:
Looking Ahead in Europe

Priority actions

- Identify story angles and spokespersons
- Continue to engage with and educate target media
- Secure RSPO visibility at key events
- Outreach to trade associations
India: Situation analysis

- Wide gap in knowledge and awareness of palm oil issues
- Huge demand for uncertified palm oil
- Price premium linked with CSPO creates resistance, and it is seen as the cause for the absence of clear business opportunity
- RSPO remains largely unknown in India
Looking Ahead in India

Priority actions

- Define strategy to address price issue
- Secure media and business support
- Establish government relations
Thank You!