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
Where Do We Want To Be?

Vision statement:

“RSPO will transform markets to make sustainable palm oil the norm”
Current Challenges

- Diverse stakeholder perspectives
- Perceptions of green washing
- Reputational challenges due to enforcement issues
- Competing standards
- Complex issues to communicate
Complex Global Discussions

USA
- Most important consumer market in the world
- Increasing awareness of sustainable palm oil
- More and more industry commitment

Europe
- Third largest importer of palm oil
- First in terms of membership
- Mature export market
- Home to many FMCGs

China
- Second largest importer of palm oil
- Potential key producer via overseas investments
- Limited awareness
- Increasing attention to sustainability

South East Asia
- Crucial region to RSPO
- Origin of palm oil
- Highly politicized environment
- Government support for competing standards
- Frontal attacks in media

South America + Africa
- Important new producer markets
- Positive government adoption
- RSPO is a framework for a responsible start

India
- Largest importer of palm oil
- Limited awareness
- Very price sensitive market
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 21^{st} Century."

Ben Hammersley

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

Clay Shirky
Importance of Communications

- Credibility
- Leadership
- Dialog

- Educate
- Mobilize stakeholders
- Manage and advance reputation
The Right Message for each Audience

ROADMAP

- Time specific targets
- Transparent assessment of progress
- Priority steps and markets
- Economic rationale for CSPO

- Supply chain
- NGOs
- Media
- Governments
What Does That Mean?

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.

Goal 1: Credibility

Goal 2: Trust

Goal 3: Dialog

Goal 4: Leadership

Topic ownership

Verification

Clarity

Presence
How Will We Get There?

- Frame the narrative
- Support messages with defensible and verifiable proof points
- Memorably and creatively bring narrative to life
- Make relevant to all stakeholders
- Disseminate across all channels
- Encourage sharing and dialogue
- Be an active participant in the conversation
- Listen as well as talk
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
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

**Key question for India:**

- How can RSPO’s supply chain systems address the price issue? Is Green Palm the solution?
Looking Ahead in India

Priority actions

- Define strategy to address price issue
- Secure media and business support
- Establish government relations
An Example
Stora Enso
STORA ENSO

New approach to sustainability communications
“The idea of the Global Responsibility website and Facebook page is the direct contact with our stakeholders without intermediaries or censorship. In today's world we have to find new ways to listen, discuss and learn. That is the only way to make tomorrow better for all of us.”

Jouko Karvinen, CEO, Stora Enso
Do plantations absorb all the water, leaving the land dead?

Select a question

- Does recycling paper really do any good?
- Is the forest gone forever after the harvesting?
- How much does the forest industry accelerate climate change?
- Using paper = cutting down rainforests: True or False?
- Why is the forest industry moving south?
- Do plantations absorb all the water, leaving the land dead?
- Does the forest industry deal with corrupt governments?
- Do plantations cause violence and death?

Global Responsibility

01 Test yourself  02 Materials & CO2  03 Come to forest  04 Design a plantation  05 Lessons learned  06 In the spotlight
Our vision:
Today we as a company, people and planet face new challenges never before seen. The world needs a new approach to materials.

Our mission:
We will win with solutions based on renewable materials.

Stora Enso’s strategic priorities:
Focus on growth markets, fibre-based packaging, plantation-based pulp and selected paper grades.
Impact

- International sustainability communications benchmark
- G20 designated Stora Enso’s digital solution as an example of top corporate communications
- European Excellence Award 2010 in the category of websites
- Long-term global tool for Stora Enso’s stakeholder dialogue
Testimonial

“H&K showed deep understanding of sustainability matters related to our business and how those could be presented in a new and fresh way by utilizing modern digital tools.

“Dedicated and efficient team resulted excellent result. Co-operation between all parties in the project was efficient and flexible.”

Heidi Puusa
Director, Group Identity and Sustainability Communications

Patricia Wikström
Director, Digital Channels and Development
Thank You!