

RSPO RULES ON MARKET COMMUNICATIONS AND CLAIMS

2021

Approved by the Board of Governors XX



The document will come into effect immediately with a transition period up to 12 months starting on **XX**

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1. INTRODUCTION

The Roundtable on Sustainable Palm Oil (RSPO) is a global, multi-stakeholder initiative on certified sustainable palm oil products. Members of RSPO and participants in its activities come from many different backgrounds, including oil palm growers, manufacturers, financial institutions, retailers of palm oil products, environmental and social NGOs, and from many countries that produce or use palm oil products. The principal objective of RSPO is 'to promote the growth and use of sustainable palm oil through cooperation within the supply chain and open dialogue between its stakeholders'.

1.1 The Roundtable on Sustainable Palm Oil (RSPO) is a global, multi-stakeholder initiative on certified sustainable palm oil products. Members of RSPO and participants in its activities come from many different backgrounds, including oil palm growers, manufacturers, financial institutions, retailers of palm oil products, environmental and social NGOs, and from many countries that produce or use palm oil products. The principal objective of RSPO is 'to promote the growth and use of sustainable palm oil through cooperation within the supply chain and open dialogue between its stakeholders'.

1.2 RSPO offers four supply chain models for organisations to promote their commitment to, and where applicable, their use of, certified sustainable palm oil products. These supply chain models are:



Identity Preserved



Segregated



Mass Balance



Book and Claim

1.3 In the first three models, the chain of custody is certified for the RSPO Supply Chain Certification Standard (SCCS). There is physical control of palm oil products in the supply chain from the mill and its supply base and/or independent growers certified to RSPO Principles and Criteria (P&C) through to the end product manufacturer.

1.4 The Book and Claim model is the RSPO Credits trading scheme that starts with the production of certified sustainable palm oil products from mills and their supply base, crushers and/or independent growers certified to RSPO P&C, RISS or SCCS. However, the certified sustainable palm oil products may not physically enter the supply chain of the organisation that is purchasing the RSPO Credits. The rules for selling and buying RSPO Credits are included in the SCCS.

- 1.5 It is critical that organisations only make claims regarding their use of sustainable palm oil products that can be supported by the model they use. Organisations purchasing RSPO Credits must not state anything that may lead consumers to believe that the end product contains RSPO certified palm oil products, with exceptions according to module A.
- 1.6 Part of this dialogue is to pass on information regarding the use of RSPO certified sustainable palm oil products in an accurate and clear manner that can be easily understood by the stakeholder receiving this information. The rules set out in this document are supplementary to the RSPO SCCS and are broken down into two core areas of communication:
- **General Corporate Communication** for RSPO members wishing to confirm their status as members and their support of RSPO's aims and principles.
 - **Product-Specific Communications** where an RSPO member in the supply chain communicates to other organisations in the supply chain and/or to end consumers about either the presence of RSPO certified palm oil content in its products or that its products support the production of RSPO certified sustainable palm oil.
- 1.7 To assist this process, RSPO has developed the RSPO Trademark and RSPO Labels that can be used when an RSPO member complies with the rules set out in this document. The rules set out the requirements for RSPO members in relation to the two communication scenarios outlined in 1.6 and provide the specific requirements for each supply chain model, as described in the RSPO SCCS.
- 1.8 Transparency is a key requirement of RSPO members and RSPO expects any sustainability claims made in relation to sustainable palm oil products, regardless of whether RSPO itself is referenced in the claim, to be accurate and verifiable. RSPO members who make false or misleading claims will face sanctions from RSPO. It is therefore recommended that all members fulfil the requirements set out in this document to ensure that any claims made keep with the aims and principles of RSPO.



2. DEFINITIONS

BOOK AND CLAIM (RSPO CREDITS)

Model that supports the production of RSPO certified sustainable palm oil products through the sale of RSPO Credits. One RSPO Credit represents one metric tonne of RSPO certified sustainable palm oil products.

COMMERCIAL TRADEMARK USE

Trademark use by members that supply products containing RSPO certified sustainable palm oil products.

CONSUMER-FACING COMMUNICATION

Communication targeting consumers, for example packaging, catalogues, flyers, websites.

CLAIM

Any communication (i.e., on-pack, website, sales documents, product specification document, and ACOP report) in any format of the presence of certified sustainable palm oil products to any stakeholder group.

FOOD SERVICE COMPANY/COMPANIES

Facility/facilities that serve any types of meals and/or snacks for immediate consumption on-site or take away. This category includes full service restaurants, fast food outlets, caterers, cafeterias, and other places that prepare, serve, and sell food to consumers or the public. It also includes retail bakeries, like those located in supermarkets conducting par-baking, and food service companies that deliver to institutions.

MEMBER

An organisation that is an 'ordinary', 'affiliate', or 'supply chain associate' member of RSPO.

NEGATIVE CLAIM

Claim that conflicts with the stated aims of RSPO and/or implies that the removal of palm oil from a product is a preferable social or environmental sustainability outcome to the use of certified sustainable palm oil.

NON-COMMERCIAL TRADEMARK USE

Trademark use by members that do not sell palm oil products but have been authorised by RSPO to use a trademark for non-commercial use.

NON-PRODUCT RELATED CLAIMS

Claims regarding the membership status of an individual member and/or their support of the principles of RSPO.

OFF PACK CLAIMS

A product-specific claim that appears in any communication materials other than on pack.

ON PACK CLAIMS

A claim that appears on the packaging.

PALM OIL PRODUCTS

Products produced by the oil palm, including its fruits and kernels. Depending on the context, the phrase 'palm oil products' in this document can also refer to products such as shells, palm kernels, palm kernel expeller, palm oil, palm kernel oil (PKO) or products derived thereof, palm (kernel) fatty acids (P(K)FAD), olein, stearin or products that are derived from fractionation of palm oil and palm kernel oil. Palm Oil products may also refer to products containing any of the above.

PRODUCT-RELATED CLAIMS

For product-related communications, an RSPO certified member is allowed to include statements related to the content/usage of RSPO certified products by their organisation in their corporate communication tools such as annual reports, websites, third-party public reports and public presentations.

PRODUCT-SPECIFIC COMMUNICATIONS

A public statement that an individual product contains certified sustainable palm oil products. These product-specific claims can be communicated on pack and/or off pack such as shipping documents, advertisements, flyers, brochures, posters, displays, newsletters, websites, emails, letters, offerings, invoices, (annual) reports, or media interviews.

RSPO CERTIFIED PALM OIL PRODUCTS

Any products that contain palm oil products properly sourced through the RSPO 'Identity Preserved' (IP), 'Segregated' (SG), or 'Mass Balance' (MB) supply chain models.

RSPO CORPORATE LOGO

Logo used by the RSPO Secretariat and not allowed for use by RSPO members.

RSPO IT PLATFORM

Online trading platform where the licence of the certified company/site and distributor/trader licence are submitted and approved by the RSPO Secretariat. The system is used for tracing RSPO certified palm oil, palm kernel oil, fractions and palm fatty acids (PFAD), palm kernel fatty acids (PKFAD), and palm kernel expeller, throughout the supply chain from mills refineries included, under the supply chain models of Mass Balance, Segregated, and/or Identity Preserved.

This IT platform also allows the trading of RSPO Credits under the Book and Claim model.

RSPO LABEL

RSPO Trademark as defined herein that is used for product-related communications together with a 'tag'. The tags "CERTIFIED" are mandatory for IP/SG, "MIXED" for MB, and "50% MIXED" for partial product claims and "CREDITS" for RSPO Credit claims.

RSPO TRADEMARK

The RSPO registered mark consists of a rounded palm top accompanied by the letters 'RSPO', the (™) mark, and accompanied by a valid licence number.

3. SCOPE

This document sets mandatory requirements for all RSPO members when making any communication about RSPO membership and the use of RSPO certified palm oil products.

- 3.1 This document sets mandatory requirements for all RSPO members when making any communication about RSPO membership and the use of RSPO certified palm oil products.
- 3.2 The RSPO Trademark licence shall be applied under the Parent Entity level whereby the Parent Entity shall represent all entities within its group. Note: *This is applicable to all new trademark licence applicants upon endorsement of this document.
- 3.3 For RSPO supply chain or RSPO P&C certified members, this document will form part of the audit requirements. Therefore, failure to comply with any of the requirements within these rules as outlined in this document will be considered a non-conformance. For non-certified members and non RSPO members, breaches of the rules contained herein will be dealt with by the RSPO Secretariat.
- 3.4 The rules contained in this document are designed to safeguard the reputation of RSPO and the credibility of the RSPO Trademark and RSPO claims, and to promote the production and use of RSPO certified palm oil products.

RSPO members wishing to use the RSPO Trademark must hold a trademark licence from RSPO. This will be granted upon acceptance as a member. Existing members can apply separately. A unique identification number shall be issued to be used in conjunction with the RSPO Trademark. A list of unique numbers issued to RSPO members is available on the RSPO website (www.rspo.org).

RSPO retailer members/brand owners who are not certified but want to use the RSPO Trademark must hold a trademark licence or use the licence of the end product manufacturer for on-product communications.

Members must not make negative claims which imply that the removal of palm oil from a product is a preferable social or environmental sustainability outcome to the use of RSPO certified sustainable palm oil. Moreover, members shall seek to promote, and not to denigrate the aims and goals of RSPO, namely the production and use of RSPO certified sustainable palm oil.

- 3.5 Claims will be considered 'authorised' if they follow all of the relevant rules outlined in this document. Any RSPO Claim that does not follow the guidelines in this document will be considered 'unauthorised'. RSPO reserves the right to publish any cases of unauthorised communication, to request the offending organisation to comply with these rules, to make amends, and/or to take legal action against any members who engage in 'unauthorised' claims. RSPO reserves the right to introduce or amend a formal claims approval basis as required.



4. GENERAL CORPORATE COMMUNICATIONS

- 4.1 A corporate communication is one made by any RSPO member that highlights its RSPO membership and/or its commitment to the principles of RSPO. Corporate communication is a 'non-product related' claim.
- 4.2 In corporate communications, a member is allowed to:
- display its RSPO membership status
 - display the RSPO web address (www.rspo.org)
 - state that the member supports the work of the RSPO
 - state the member's history with regard to RSPO
 - use the RSPO Trademark with a valid trademark licence number to promote its membership of RSPO



- 4.3 Members are not allowed to use the RSPO corporate logo as shown below. This is for the sole use of the RSPO Secretariat.

RSPO

Roundtable on Sustainable Palm Oil

- 4.4 In corporate communications, RSPO members must not make any statement that may lead consumers to believe that RSPO membership by itself implies the selling of RSPO certified palm oil products.
- 4.5 Members must ensure that all communication is consistent, clear, and cannot mislead consumers or other stakeholders as to the certified content of palm oil products in the member's own products.
- 4.6 Additionally, RSPO certified members are allowed to make statements that highlight their RSPO certification status and product-related communications in their corporate communication tools. Some permitted examples include:
- We have been sourcing RSPO certified palm oil since X year.
 - We have used X tonnes of RSPO certified palm oil for our products manufactured in the last year.
 - We have been RSPO certified since X year.
 - We have X number of products produced using RSPO certified MB/SG palm oil.
 - In X, our company sourced Y% of palm oil derivative volumes that was used across our products manufactured as MB certified.
 - Our company covered X% of palm oil derivative volumes used across all our products. manufactured in X with smallholder credits.
 - We are RSPO certified. Ask us for our RSPO certified products.

5. PRODUCT-SPECIFIC COMMUNICATIONS

5.1 General

- 5.1.1 Product-specific claims refer to any public statement about an individual product that contains RSPO certified sustainable palm oil. These product-specific claims can be communicated on pack and/or off pack such as shipping documents, advertisements, flyers, brochures, posters, displays, newsletters, websites, emails, letters, offerings, invoices, (annual) reports, or media interviews.
- 5.1.2 Product-specific claims are voluntary.
- 5.1.3 Wherever the RSPO label is displayed for product-specific communications, the applicable trademark licence number must be shown immediately under or next to the trademark or the 'statement'.
- 5.1.4 Use of any other trademark or logo to highlight the presence of RSPO certified sustainable palm oil products is an unauthorised product-specific communication.
- 5.1.5 Organisations that do not further modify end products or that do not need to undergo Supply Chain Certification such as retailers, traders, or distributors or who intend to use the RSPO label with their own RSPO Trademark licence number in any of their product-specific communications, can do so by undergoing a remote audit. A remote audit shall be conducted by an RSPO-accredited certification body (CB) prior to the use of the RSPO label whereby the organisation will need to demonstrate that the use is in compliance with the rules contained within this document and that the claim itself can be supported through a certified supply chain. The remote audit shall be carried out as follows:

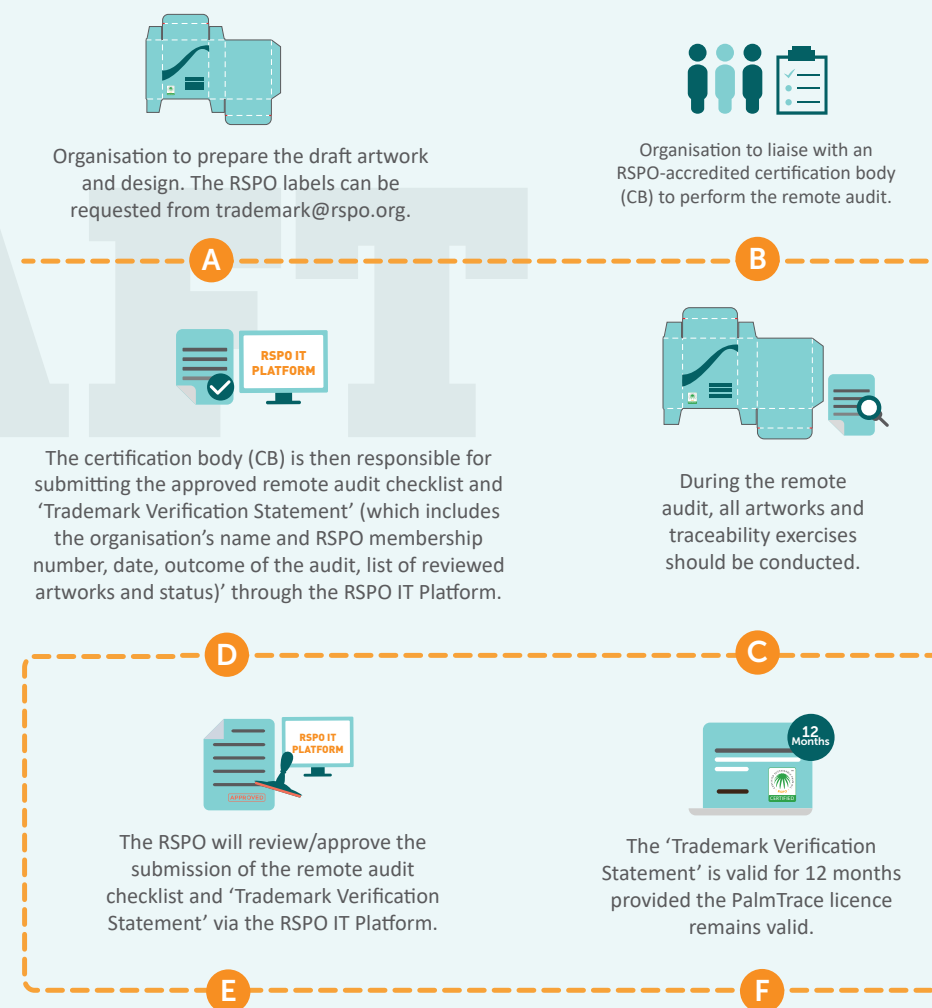


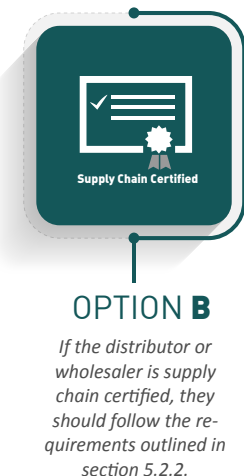
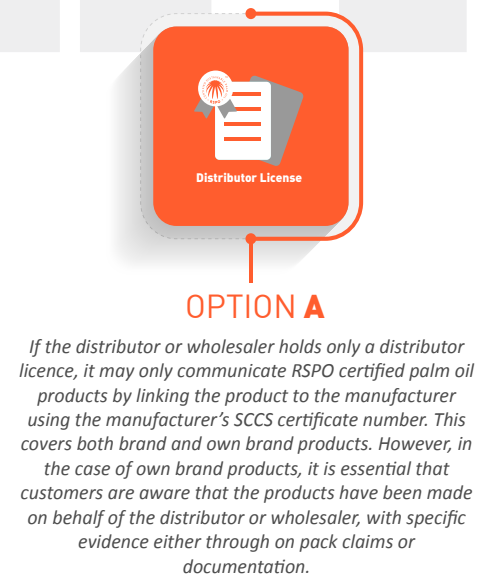
Figure 1 : Remote Audit Process Flow (5.1.5)

5.2 Off Pack Claims

- 5.1.6 If any organisation, which does not further modify end products or does not need to undergo Supply Chain Certification such as retailers, traders or distributors, enters into any agreement whereby the RSPO certified supplier labels products with their RSPO Trademark licence number, the following conditions shall be met:



- 5.2.1 Off pack claims are product-specific claims regarding the certified sustainable palm oil contained within the product(s) made on any communication materials such as shipping documents, advertisements, flyers, brochures, posters, displays, newsletters, websites, emails, letters, offerings, invoices, (annual) reports, or media interviews. The RSPO label can be used together with the valid trademark licence number wherever an off pack claim is made.
- 5.2.2 When confirming the sale of certified palm oil products, members must adhere to the requirements of the RSPO SCCS. This includes stating the supply chain model and certificate number under which the claim is being made.
- 5.2.3 Where a distributor or wholesaler takes title to products containing certified sustainable palm oil products, the requirements of the RSPO SCCS can follow either one of these two options:



5.3 On Pack Claims

5.3.1 Only RSPO members who have supply chain certification are allowed to make on pack claims about the certified sustainable palm oil contained within the product(s).

5.3.2 In case of limited space, RSPO allows flexibility to use a one-line arrangement claim together with a valid trademark licence number for on pack communications as below. The licence number has to measure at least 4pt (1.4mm) in size and the font must be Calibri. The following options shall be considered:

- A. For Identity Preserved (IP)/ Segregated (SG) Certified Products:
- RSPO IP/SG CERTIFIED* or
 - Contains RSPO IP/SG palm oil* or
 - Contains 100% RSPO IP/SG certified palm oil*
 - Contains RSPO certified palm oil (IP/SG)*
- * Add RSPO TM Licence Number after the ingredients list.
- B. For Mass Balance (MB) Certified products:
- RSPO MIXED*
 - Contributes to the production of RSPO certified palm oil*
 - Contains RSPO certified palm oil (MB)*
- * Add RSPO TM Licence Number after the ingredients list.
- C. For Partially Certified Products:
- RSPO 50% MIXED*
 - Contains at least 50% RSPO certified palm oil*
- * Add RSPO TM Licence Number after the ingredients list.
- D. For Products covered with Book & Claim (B&C):
- RSPO CREDITS*
 - Supports the production of RSPO certified palm oil*
 - Contains palm oil covered by the purchase of RSPO Credits*
- * Add RSPO TM Licence Number after the ingredients list.



5.3.3 On pack claims shall not include information about the claimant's RSPO membership status.

5.3.4 Members shall not communicate to consumers information about their suppliers' RSPO membership status.

5.3.5 Use of the RSPO label is restricted to claims about RSPO certified sustainable palm oil contained in products and it is not authorised for use in relation to any other ingredient.

5.3.6 All members making on pack claims are encouraged to submit the information and images of their end products that carry the RSPO label via the MyRSPO portal.

5.4 Module

5.4.1 Module A-E applies for product-specific communications.

MODULE A

IDENTITY PRESERVED AND SEGREGATED SPECIFIC RULES

Product-Specific Communications Labelling

Members are allowed to use the RSPO label in one of the following ways:

- RSPO Trademark that includes the tag 'CERTIFIED'; or
- RSPO Trademark that includes the tag 'This product contains certified sustainable palm oil'.

IP & SG CLAIMS LABEL OPTIONS



Please refer to [Annex](#) for more logo options

When an RSPO member makes a product-specific claim that a product is either Identity Preserved (IP) or Segregated (SG) certified, the following conditions must be met:

Certified palm oil content

- For IP/SG, 100% of the palm oil content must be RSPO IP/SG certified.
- If 100% of RSPO IP/SG certified palm oil content cannot be sourced, a maximum of 0.5% volume from other non-certified sources is allowed and the reason for this must be fully justified. The volume of the non-certified palm oil content shall be covered by the purchase of RSPO Credits of equivalent volume.

Messaging

Messaging ALLOWED for storytelling in product-specific communications may include any of the following elements:

- The palm oil products contained in this product have been certified to come from RSPO sources. www.rspo.org
- By choosing this product, you are sure that it contains RSPO certified palm oil. For more information: www.rspo.org
- RSPO certified sustainable palm oil products were kept apart from other palm oil products throughout the supply chain. www.rspo.org
- Certified sustainable palm oil products can be traced back to RSPO certified mills and plantations. www.rspo.org
- The entire supply chain is monitored by independent, RSPO-accredited auditors. www.rspo.org
- RSPO certified sustainable palm oil has been produced according to stringent environmental and social criteria. www.rspo.org

Product-Specific Communications Labelling

Members are allowed to use the RSPO label in one of the following ways:

- RSPO Trademark that includes the tag 'CERTIFIED'; or
- RSPO Trademark that includes the tag 'This product contains certified sustainable palm oil'.

MODULE B

MASS BALANCE SPECIFIC RULES

Product-Specific Communications Labelling

Members are allowed to use the RSPO label in one of the following ways:

- The RSPO label MUST contain the tag 'MIXED'. The tag MIXED designates palm oil products sourced under the Mass Balance (MB) supply chain system, which administratively balances inputs and outputs of certain palm oil volumes. The tag 'MIXED' on a product does not guarantee that the product itself contains the certified material; some or all of it may reside in a product that does not carry a claim.
- The RSPO label can also include the statement: '[The palm oil contained in this product] contributes to the production of certified sustainable palm oil'.

MB CLAIMS LABEL OPTIONS



Please refer to *Annex* for more logo options

For a member to make a claim that a product is Mass Balance (MB) certified, the following conditions must be met:

Mass Balance Content

- 100% of the palm oil content must be RSPO MB-certified.
- If 100% of RSPO MB certified palm oil content can not be sourced, a maximum of 0.5% volume from other non-certified sources is allowed and the reason for this must be fully justified. The volume of the non-certified palm oil content shall be covered by the purchase of RSPO Credits of equivalent volume.

Messaging

Messaging ALLOWED in storytelling in product-related communications includes:

- [Palm oil products]/[palm oil]/[palm kernel oil] from RSPO certified mills and plantations were mixed with non-certified palm oil products in the supply chain.
- The volume of [palm oil products]/[palm oil]/[palm kernel oil] in this product reflects an equivalent volume of palm oil or palm kernel oil produced by RSPO certified mills and plantations.

Messaging NOT ALLOWED in storytelling in product-related communications:

- Anything that can lead consumers to believe that RSPO certified palm products are (certified to be) part of the product.

Product-Specific Communications Labelling

Members are allowed to use the RSPO label in one of the following ways:

- The RSPO label MUST contain the tag 'MIXED'. The tag MIXED designates palm oil products sourced under the Mass Balance (MB) supply chain system, which administratively balances inputs and outputs of certain palm oil volumes. The tag 'MIXED' on a product does not guarantee that the product itself contains the certified material; some or all of it may reside in a product that does not carry a claim.
- The RSPO label can also include the statement: '[The palm oil contained in this product] contributes to the production of certified sustainable palm oil'.

MODULE C

PARTIAL PRODUCT CLAIMS SPECIFIC RULES

Product-Specific Communications Labelling

The use of the RSPO label with this claim is mandatory and must include the tag '50% MIXED'. No other percentage is allowable within this claim.

50% MIXED CLAIMS LABEL OPTIONS



Please refer to [Annex](#) for more logo options

To increase awareness among consumers of the availability of sustainable palm oil products and to help accelerate the uptake, it is permissible to make a product-specific claim when the percentage of the palm oil content is less than 99.5% certified, but only when the following conditions have been met:

- The member making the claim is the end product manufacturer, is an RSPO member, and is certified against the RSPO SCCS, or is an RSPO retailer member authorised to use the trademark by RSPO.
- At least 50% of the palm oil content has been supplied through an RSPO certified supply chain as IP, SG, or MB.
- The remaining volume of the non-certified palm oil content shall be covered by the purchase of RSPO Credits of equivalent volume.

Messaging

Messaging ALLOWED for storytelling in product-specific communications limited to:

- This product contributes to the production of certified sustainable palm oil.

Product-Specific Communications Labelling

The use of the RSPO label must include the tag '50% MIXED'. No other percentage is allowable within this claim.

MODULE D

COMBINED SUPPLY CHAIN MODELS SPECIFIC RULES

Where a mixture of inputs supplied through different RSPO supply chain models are present in a product, the following applies:

Segregated (SG) claim can be made

$$\begin{array}{c} 80\% \\ \text{IP} \end{array} + \begin{array}{c} 20\% \\ \text{SG} \end{array} = 100\%$$

Mass Balance (MB) claim can be made

$$\begin{array}{c} 70\% \\ \text{SG} \end{array} + \begin{array}{c} 30\% \\ \text{MB} \end{array} = 100\%$$

Mass Balance (MB) claim can be made

$$\begin{array}{c} 50\% \\ \text{IP} \end{array} + \begin{array}{c} 25\% \\ \text{SG} \end{array} + \begin{array}{c} 25\% \\ \text{MB} \end{array} = 100\%$$

Partial product claim can be made

$$\begin{array}{c} 60\% \\ \text{IP / SG / MB} \end{array} + \begin{array}{c} 40\% \\ \text{CREDITS} \end{array} = > 50\%$$

Partial product claim can be made

$$\begin{array}{c} 35\% \\ \text{IP} \end{array} + \begin{array}{c} 20\% \\ \text{SG} \end{array} + \begin{array}{c} 10\% \\ \text{MB} \end{array} + \begin{array}{c} 35\% \\ \text{CREDITS} \end{array} = > 50\%$$

Book & Claim claim can be made

$$\begin{array}{c} 45\% \\ \text{SG} \end{array} + \begin{array}{c} 55\% \\ \text{CREDITS} \end{array} = < 50\%$$

Where one supply chain model accounts for 99.5% of the palm oil content, the claim for this specific model may be made:

Identity Preserved (IP) claim can be made

$$\begin{array}{c} 99.5\% \\ \text{IP} \end{array} + \begin{array}{c} 0.5\% \\ \text{SG / MB /} \\ \text{CREDITS} \end{array} = \geq 99.5\% \begin{array}{c} \text{IP} \end{array}$$

Segregated (SG) claim can be made

$$\begin{array}{c} 99.5\% \\ \text{SG} \end{array} + \begin{array}{c} 0.5\% \\ \text{IP / MB /} \\ \text{CREDITS} \end{array} = \geq 99.5\% \begin{array}{c} \text{SG} \end{array}$$

Mass Balance (MB) claim can be made

$$\begin{array}{c} 99.5\% \\ \text{MB} \end{array} + \begin{array}{c} 0.5\% \\ \text{IP / SG /} \\ \text{CREDITS} \end{array} = \geq 99.5\% \begin{array}{c} \text{MB} \end{array}$$

Identity Preserved - IP
Segregated - SG
Mass Balance - MB

MODULE E

BOOK AND CLAIM SPECIFIC RULES

Product-Specific Communications Labelling:

- Must use the RSPO label with the tag CREDITS
- 100% of the oil palm-based ingredients must be covered by RSPO Credits or physical certified material.

CREDITS PRODUCTS CLAIMS LABEL OPTIONS



Please refer to *Annex* for more logo options

Claims made under the Book and Claim model need to apply the RSPO label with the tag CREDITS.

RSPO members who have purchased RSPO Credits are entitled to claim their support for the production of certified sustainable palm oil. These claims can be made anywhere – in store, on-pack, in marketing materials – provided that they abide by the rules below:

Messaging

Messaging ALLOWED in storytelling in product-related communications includes:

- Supports the production of certified sustainable palm (kernel) oil
- Supporting certified sustainable palm (kernel) oil

Messaging NOT ALLOWED in storytelling in product-related communications:

- Anything that can lead consumers to believe that the product contains sustainable oil palm products.

Retailers of branded products, with the manufacturer's written permission, can claim their support off product. Retailers of own label products, who may have purchased the Credits for themselves or asked their manufacturer to do so on their behalf, can make both on and off product claims.

Product-Specific Communications Labelling

- Must use the RSPO label with the tag CREDITS
- 100% of the oil palm-based ingredients must be covered by RSPO Credits or physical certified material.

6. ANNEX 1 RSPO TRADEMARK USAGE AND GUIDANCE

6.1 Approved Trademark Masters

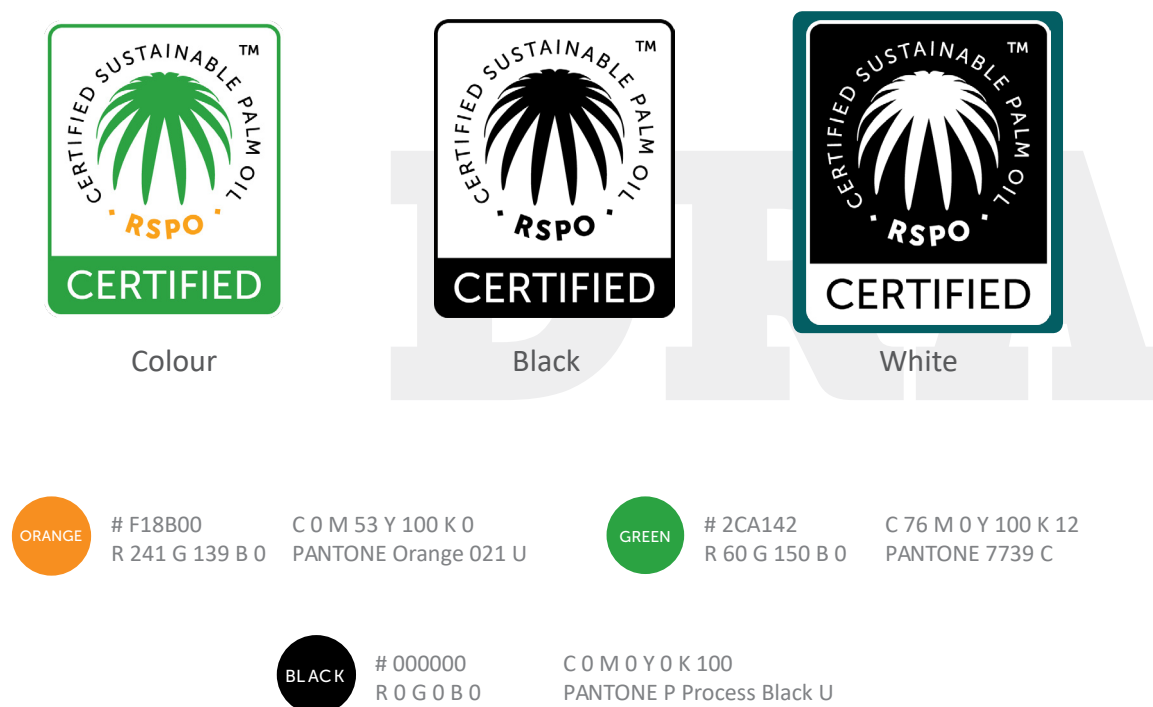


Figure 2 : Variations of RSPO TM Labels

Note:

Trademark masters should always be reproduced from digital master artwork files. It should never be 'recreated', altered, amended or distorted.

6.1.1 RSPO has created three different versions of its trademark to maximise usability across varieties of applications. Illustrated in Figure 2 are different ways in which the RSPO Trademark can be used: FULL COLOUR, or any MONOCHROME colour scheme.

Please ensure that the trademark and label(s) legibility is in no way compromised and that the different colours are all equally visible against the background. RSPO recommends that when placing the logo over a coloured background, the black or white version is used.

6.1.2 Certified members and approved retailers can use the trademark in product-related communication, including in packaging, labels, advertisements, flyers, brochures, posters, displays, newsletters, websites, emails, letters, offerings, invoices, (annual) reports, or media interviews. Wherever the RSPO Trademark or RSPO Label is displayed, the applicable trademark licence number must be shown immediately under or next to the trademark or the 'statement'.

6.1.3 For non-commercial use of the trademark by organisations that do not sell palm products, e.g. Non-Governmental Organisations (NGOs) or industry organisations promoting certified sustainable palm oil products, news media, and anyone who intends to use the logo for non-commercial educational purposes promoting RSPO and sustainable palm oil, please fill in the request form for written approval specifying the context surrounding the use of logo.

6.2 Clearance Are

6.2.1 In order to promote ultimate visibility and impact, RSPO has designated minimum clear space around the trademark to prevent the trademark from being too ‘cluttered’ with other objects or graphics. It’s quite simple – just make sure there is an area the same width as the ‘SP’ of the logo, all the way around as illustrated below. The size of the clear space increases or decreases in proportion to the size of the trademark used. Please allow more space whenever possible.

6.3 Minimum Size

6.3.1 RSPO specifies a minimum size for the trademark to ensure that it is used within its optimum dimensions and that its reproduction remains consistent.

6.3.2 On printed materials, RSPO TM label should measure as shown in Figure 3; while the licence number has to measure at least 4pt (1.4 mm) in size and the font must be Calibri.



Figure 3 : Clearance areas and minimum sizes (6.3.2)

6.4 Colours

6.4.1 RSPO members are advised to use the colour version whenever possible. However, black, white, or monochrome version may be recommended depending on printing capacity and background colours of printing materials. Members are not allowed to create or modify the trademark, tag, statement, and colours in any way other than resizing the artworks provided by RSPO.

Note:

Trademark masters should always be reproduced from digital master artwork files. It should never be “recreated”, altered, amended or distorted.



F18B00 C 0 M 53 Y 100 K 0
R 241 G 139 B 0 PANTONE Orange 021 U



2CA142 C 76 M 0 Y 100 K 12
R 60 G 150 B 0 PANTONE 7739 C



000000 C 0 M 0 Y 0 K 100
R 0 G 0 B 0 PANTONE P Process Black U

6.5 Background Colour Variation

6.5.1 The graphics below illustrate some of the good examples of RSPO Label.

Logo use on black/dark-coloured background.



Logo use on white/light-coloured background.



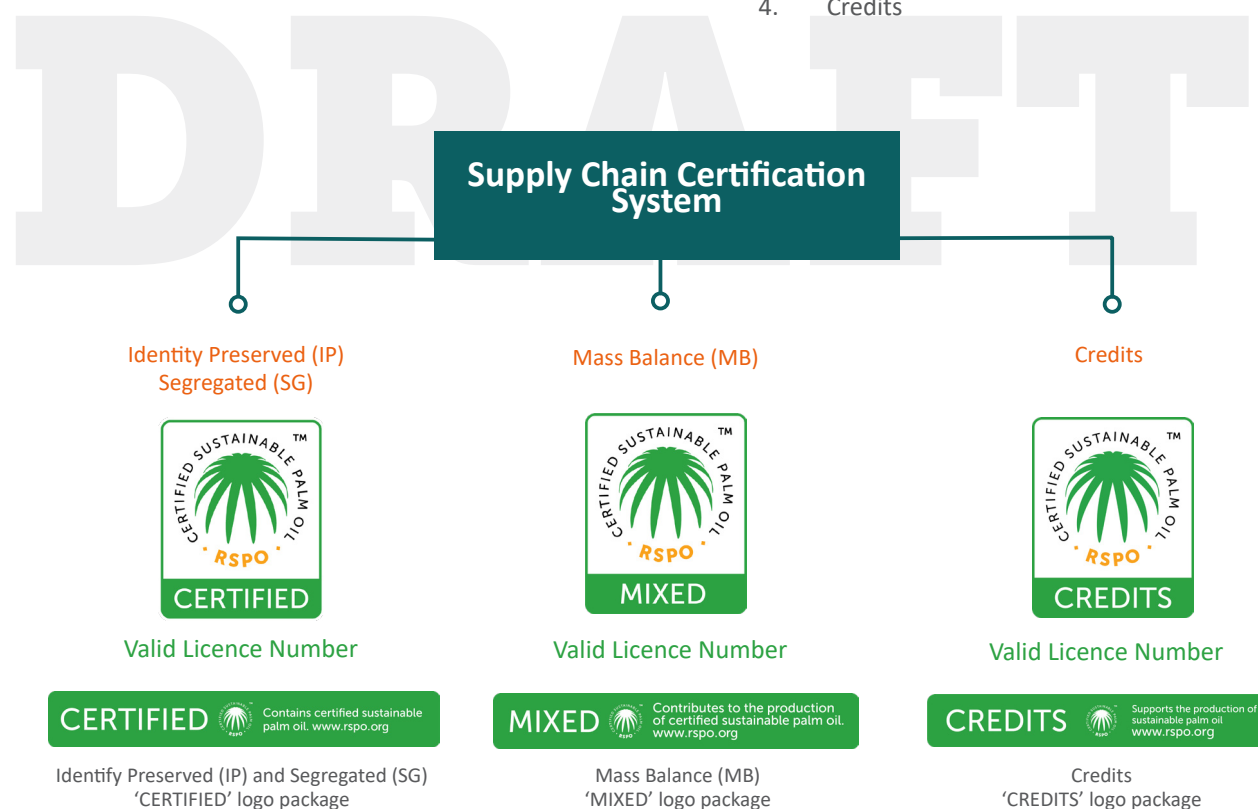
6.6 Supply Chain Models

6.6.1 The RSPO has defined four supply chain systems to guide the trading of RSPO certified sustainable palm oil products:

1. Identity Preserved (IP)
2. Segregated (SG)
3. Mass Balance (MB)
4. Book and Claim (B&C)

6.6.2 There are four different sets of trademark packages specifically designed for certified members in accordance with the supply chain models, and one package for the Book and Claim supply chain.

1. Identity Preserved (IP) and Segregated (SG) – ‘CERTIFIED’ trademark package
2. Mass Balance (MB) – ‘MIXED’ trademark package
3. Partial Product Claim – ‘50% Mixed’
4. Credits



6.7 Trademark Packages

6.7.1 Supply Chain Certification model: **Identity Preserved/Segregated**

Tag: 'CERTIFIED'

Statement: 'This product contains certified sustainable palm oil'.



6.7.2 Supply Chain Certification model: **Mass Balance**

Tag: 'MIXED'

Statement: 'Contributes to the production of certified sustainable palm oil'.



6.7.3 **Partial Product Claim**

Tag: 50% MIXED

Statement: 'This product contributes to the production of certified sustainable palm oil'.



6.7.4 **RSPO Credits Claim**

Tag: CREDITS

Statement: 'Supports the production of sustainable palm oil'.



6.8 Language Options

6.8.1 RSPO has translated the RSPO labels into 22 different languages and 1 bilingual label for use by licenced members covering different markets.

BULGARIAN	СЕРТИФИЦИРАНО  Съдържа сертифицирано устойчиво произведено палмово масло. www.rspo.org	JAPANESE	認証  認証された持続可能なパーム油が含まれています www.rspo.org
CROATION	CERTIFICIRANO  Sadrži certificirani održivo palmino ulje. www.rspo.org	KAZAKH	СЕРТИФИКАТТАЛҒАН  Сертификатталған тұрақты пальма майынан тұрады. www.rspo.org
CHINESE	认证  含有符合可持续生产认证的棕榈油 www.rspo.org	POLISH	CERTYFIKOWANY  Zawiera certyfikowany zrównoważony olej palmowy. www.rspo.org
CZECH	CERTIFIKOVÁNO  Obsahuje certifikovaný palmový olej z udržitelné produkce. www.rspo.org	PORTUGUESE	CERTIFICADO  Contém óleo de palma sustentável certificada. www.rspo.org
DANISH	CERTIFICERET  Indeholder certificeret bæredygtig palmeolie. www.rspo.org	ROMANIAN	CERTIFICAT  Conține ulei de palmier sustenabil și certificat. www.rspo.org
DUTCH	GECERTIFICEERD  Bevat gecertificeerde duurzame palmolie. www.rspo.org	RUSSIAN	СЕРТИФИЦИРОВАНО  Содержит сертифицированное экологически рациональное пальмовое масло. www.rspo.org
ENGLISH	CERTIFIED  Contains certified sustainable palm oil. www.rspo.org	SERBIAN	SERTIFIKOVANO  Sadrži sertifikovano održivo palmino ulje. www.rspo.org
FINNISH	SERTIFIOITU  Sisältää sertifioitua, kestävää palmuöljyä. www.rspo.org	SLOVAKIAN	CERTIFIKOVANÝ  Obsahuje certifikovaný palmový olej z trvalo udržateľného poľnohospodárstva. www.rspo.org
FRENCH	CERTIFIÉE  Contient de l'huile de palme certifiée durable. www.rspo.org	SPANISH	CERTIFICADO  Contiene aceite de palma sostenible certificado. www.rspo.org
GERMAN	ZERTIFIZIERT  Enthält zertifiziertes nachhaltiges Palmöl. www.rspo.org	SWEDISH	CERTIFIERAT  Innehåller certifierad hållbar palmolja. www.rspo.org
HUNGARIAN	MINŐSÍTETT  Minősített fenntartható pálmaolajat tartalmaz. www.rspo.org	ENGLISH & FRENCH	CERTIFIED CERTIFIÉE  Contient de l'huile de palme certifiée durable. www.rspo.org Contains certified sustainable palm oil. www.rspo.org
ITALIAN	CERTIFICATO  Contiene olio di palma sostenibile certificato. www.rspo.org		

6.9 DOs and DON'Ts of Using the RSPO Trademark and RSPO Label

Dos	Don'ts
<ul style="list-style-type: none">• Use the original graphics of the RSPO trademark and/or RSPO label(s).• Only use trademark/label artwork provided by RSPO.• Always maintain the clearance area for the trademark and label.• Always use the most appropriate trademark/label colour version to maximise the impact of the trademark/label and ensure it stands out from the background and other graphics next to it.• Use a trademark/label no smaller than the approved minimum size.• Place your trademark licence number immediately below or next to the trademark/label.	<ul style="list-style-type: none">• Remove any element from, or add any object to the trademark/label.• Alter the colours of the trademark/label.• Distort the proportions of the trademark/label.• Redesign or re-create the trademark/label artwork.• Use the trademark/label or parts of the trademark/label to create a different design.• Use the trademark/label as a read-through in text.• Use special effects or patterns with the trademark/label.• Enclose the trademark within a shape.• Apply shadow behind the trademark/label.• Create background patterns with the trademark/label.• Link the trademark to other URL sites other than the RSPO home page or the respective RSPO member's profile page.

6.10 Correct RSPO Label Usage

6.10.1 Licenced members must take note of the following when using the RSPO Label for on pack claims:



For **Identity Preserved/ Segregated** Supply Chains:

Members shall include the tag **“CERTIFIED”** for using the trademark in print.

For **Mass Balance** Supply Chain:

Members shall include the tag **“MIXED”** for trademark use in print



Members must show trademark licence number under or next to the logo

Show the trademark licence number, NOT the membership number

Members must show trademark licence number immediately under or next to the trademark logo.

Members must show their trademark licence number (not the membership number or supply chain certificate number) immediately under or next to the trademark label.

Note:

The product ‘manufacturer’ must use its own trademark licence number on pack/product, or that of the retailer when producing retailer-branded products (where the retailer has been awarded a trademark licence).

6.11 Incorrect Trademark Usage

6.11.1 These are examples of incorrect use of RSPO Trademark:

DO NOT remove any elements from, or add any objects to the trademark.



DO NOT rotate, manipulate or distort the proportions of the trademark.



DO NOT use the trademark in titles, headlines, or as a read-through in text.



DO NOT frame the trademark within a shape.



DO NOT remove the 'TM' sign from the trademark.

For market/countries where a certificate of registration has been issued for the RSPO trademark, visit www.rspo.org.



DO NOT redesign or recreate the trademark artwork;

DO NOT use the trademark or parts of the trademark to create a different design.



DO NOT use special effects or patterns with the trademark.



DO NOT create background patterns with the trademark.



Please contact the RSPO Trademark Helpdesk for any enquiries about the use of the RSPO Trademark, application process, and RSPO rules on market communications and claims.



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