

**RSPO**

Roundtable on  
Sustainable Palm Oil

# RSPO OUTREACH WORKING GROUP

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## Big4 Workstream Brief

Market Transformation in India, China, Indonesia, Malaysia

April-March 2021

**CONFIDENTIAL RSPO OWG Workstream Brief – for internal discussion only**

<b>WORKING TITLE: “BIG4 Workstream”</b>	
<b>TIMING</b>	April 2021 to March 2022
<b>STRATEGIC OBJECTIVE</b>	To be a catalyst for RSPO’s market transformation and shared responsibilities initiatives in India, China, Indonesia and Malaysia to increase the uptake of CSPO in this region and close the demand-supply gaps.
<b>BACKGROUND</b>	RSPO certification is considered the gold standard for sustainable production and serves as a beacon for other agricultural commodities. However two of the largest importers of palm oil, namely, India and China, have continued to be the “leakage market” for unsustainable palm oil. Efforts from the western markets, namely, EU, UK and North America need to be supplemented by more actions in Big4 markets to make sustainable palm oil the norm. It will be a huge challenge to protect the rainforests and support people’s livelihood if the Big4 countries continue to consume more and more unsustainable palm oil.
<b>KEY EVENTS</b>	<ol style="list-style-type: none"> <li>1. Globoil India, Goa – May 2021</li> <li>2. World Economic Forum (WEF Special Annual Meeting), Singapore – Aug 2021</li> <li>3. Asian Youth for Sustainable Palm Oil (AYSPO) Summit and CBD COP15, Kunming, China – Oct 2021</li> <li>4. Sustainable Palm Oil Dialogue (SPOD) India – Oct 2021</li> <li>5. COP26, UK – Nov 2021</li> <li>6. Indonesian Palm Oil Conference – Dec 2021</li> <li>7. Price Outlook Conference 2022, Malaysia – Feb 2022</li> </ol>
<b>AUDIENCE</b>	<ol style="list-style-type: none"> <li>1. C-Suite decision-makers in CGM, P&amp;T and Retailer sector (including importers and exporters in Big4)</li> <li>2. NGOs, civil society, consumers and youth (Gov relations as and when needed)</li> <li>3. Independent Smallholders (including India and Thailand)</li> </ol>
<b>KEY MESSAGES AND CALL TO ACTION:</b>	The climate crisis is looming large and causing unprecedented business (financial, reputational etc.) environmental, social and risks. It is our shared responsibility to step up efforts to increase the uptake of CSPO in the largest palm oil consumption countries like India, China, Indonesia and Malaysia and to mainstream deforestation and exploitation free supply chains. We call on companies, civil society and consumers to scale up adoption of certification, drive awareness, & strengthen capacity in emerging economies.
<b>DELIVERABLES &amp; KPIS for OWG Members</b>	<ul style="list-style-type: none"> <li>• Active participation during monthly OWG meetings</li> <li>• Participation as a speaker/participant/sponsor/partner at Globoil and SPOD India 2021 (main stage and side meetings like I-SPOC – Sustainable Pal Oil Coalition for India)</li> <li>• Participation as a speaker/participant/sponsor/partner at WEF Meeting 2021 (main stage and side meetings)</li> <li>• Participation as a speaker/participant/sponsor/partner at CSPOA (China Sustainable Palm Oil Alliance) meetings and initiatives</li> <li>• Supporting activities related to the RSPO Road to COP26 campaign (specifically related to BIG4)</li> <li>• Supporting and sponsoring youth participation at AYSPO Summit 2021 and initiatives related to CSPO awareness amongst consumers in BIG4</li> <li>• A measurable uplift in awareness and engagement among key decision makers for CSPO uptake (including ISH credits) and the application of ‘Shared Responsibility’ rules and frameworks in BIG4. This can happen through press articles, interviews, panels, engagement with PO buyers and suppliers etc.</li> <li>• An uplift in membership applications from supply chain actors and NGOs and increase in uptake of CSPO in BIG4</li> </ul>

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<p><b>DELIVERABLES &amp; KPIS for the RSPO Secretariat</b></p>	<ul style="list-style-type: none"> <li>• Supporting OWG members with relevant messaging, talking points etc for CSPO/RSPO for key events and initiatives</li> <li>• RSPO’s participation at Globoil and SPOD India 2021 (main stage and side meetings like I-SPOC – Sustainable Pal Oil Coalition for India)</li> <li>• RSPO’s participation at WEF Meeting 2021 (main stage and side meetings)</li> <li>• RSPO’s participation at CSPOA (China Sustainable Palm Oil Alliance) meetings and initiatives</li> <li>• Supporting the Task Force for the Road to COP26 campaign</li> <li>• Organisation of AYSPO Summit 2021, RT 2021/Webinar Series</li> <li>• Supporting initiatives related to CSPO awareness amongst consumers in BIG4</li> <li>• Supporting the development and implementation of the ‘Shared Responsibility’ rules in coordination with SRWG and OWG/MDSC</li> <li>• Market Transformation and Outreach &amp; Engagement activities with current and potential RSPO members in BIG4 (specifically influential companies and NGOs) to increase CSPO uptake, membership, trademark use, certified facilities and licenses</li> </ul>
<p><b>BUDGET &amp; RESOURCES</b></p>	<p><u>RSPO Secretariat:</u> Priority for Deputy Director, Market Transformation and staff in BIG4 doing MT and O&amp;E activities</p> <p><u>Members:</u> Existing OWG Members (with the possibility to recruit more from BIG4)</p> <p><u>Estimated Budget</u> TBC (Secretariat budget for key MT and O&amp;E activities in BIG4 can be utilised and OWG member organisations can support the activities for the accomplishment of the deliverables and KPIS)</p>