

# RSPO RULES ON MARKET COMMUNICATIONS AND CLAIMS 2022

*Approved by the Board of Governors on 3 October 2022*



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# Contents

<b>1. INTRODUCTION</b> .....	<b>4</b>	<b>6. ANNEX</b> .....	<b>19</b>
<b>2. DEFINITIONS</b> .....	<b>6</b>	6.1 APPROVED RSPO TRADEMARK AND RSPO LABEL MASTERS .....	19
<b>3. SCOPE</b> .....	<b>8</b>	6.2 CLEARANCE AREA .....	20
<b>4. GENERAL CORPORATE COMMUNICATIONS</b> .....	<b>9</b>	6.3 MINIMUM SIZE .....	20
<b>5. PRODUCT-SPECIFIC COMMUNICATIONS</b> .....	<b>11</b>	6.4 COLOURS .....	21
<b>5.1 GENERAL</b> .....	<b>11</b>	6.5 BACKGROUND COLOUR VARIATION.....	21
<b>5.2 OFF PACK CLAIMS</b> .....	<b>12</b>	6.6 SUPPLY CHAIN MODELS.....	22
<b>5.3 ON PACK CLAIMS</b> .....	<b>13</b>	6.7 RSPO LABEL PACKAGES .....	23
<b>5.4 MODULE</b> .....	<b>13</b>	6.8 LANGUAGE OPTIONS .....	24
MODULE A – IDENTITY PRESERVED AND SEGREGATED SPECIFIC RULES ....	14	6.9 DOS AND DON'TS OF USING THE RSPO TRADEMARK AND RSPO LABEL .....	25
MODULE B – MASS BALANCE SPECIFIC RULES .....	15	6.10 CORRECT USAGE OF RSPO LABEL .....	26
MODULE C – PARTIAL PRODUCT CLAIMS SPECIFIC RULES .....	16	6.11 INCORRECT USAGE OF THE RSPO TRADEMARK .....	27
MODULE D – BOOK AND CLAIM SPECIFIC RULES .....	17		
MODULE E – COMBINED SUPPLY CHAIN MODELS SPECIFIC RULES .....	18		

## 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 come 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 come 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 communicate their commitment to, and where applicable, their use of certified sustainable palm oil products by implementing the Identity Preserved (IP) or Segregated (SG) supply chain models. They can also communicate that their product contributes to the production of sustainable palm oil by using the Mass Balance (MB) supply chain model or that they support the production of sustainable palm oil by using the Book and Claim model.
- 1.3 In the first three models (IP,SG and MB), the chain of custody is certified for the RSPO Supply Chain Certification Standard (SCCS). For IP and SG certified materials, there is physical control of palm oil products in the supply chain from the mill throughout the entire supply chain. MB is another supply chain model that allows certified claims to be transferred from one palm oil product to another either through physical blending or administratively 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 bases, crushers and/or independent growers certified according to RSPO Principles & Criteria, RSPO Independent Smallholder Standard or Supply Chain Certification Standard. 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, support of, or their promotion 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 Communications:** For RSPO members wishing to confirm their status as members and their support for RSPO's objectives and principles.
- **Product-Specific Communications:** For RSPO members in the supply chain wishing to communicate to other organisations in the supply chain and/or to end consumers about either the presence of RSPO certified palm oil content in their products or that their 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 outline 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. 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 uphold the objectives 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 product.

### **CLAIM**

Any communication [e.g., on-pack, website, sales documents, product specification document, and Annual Communication of Progress (ACOP) report] in any format regarding the presence and/or support of certified sustainable palm oil to any stakeholder group.

### **MEMBER**

An organisation that is an “Ordinary”, “Affiliate”, or “Supply Chain Associate” member of RSPO.

### **NEGATIVE CLAIM**

Claim that conflicts with the stated objectives of RSPO and/or implies that the removal of palm oil from a product is a preferable social or environmental sustainability alternative to the use of certified sustainable palm oil. This includes any communications which would create a negative perception of RSPO or its related objectives.

### **NON-COMMERCIAL RSPO TRADEMARK USE**

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

### **NON-PRODUCT RELATED CLAIMS**

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

### **OFF PACK CLAIMS**

A product-specific communication that appears in any communication material 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 Acid Distillate (PKFAD), 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 COMMUNICATIONS**

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 communications can be made 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 that is 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 Distillate (PFAD), Palm Kernel Fatty Acids (PKFAD), and palm kernel expeller, throughout the supply chain from mills to 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**

The RSPO Trademark as defined herein that is used for product-specific 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 with the letters “RSPO” and the (™) mark.

### 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 accordingly.
- 3.4 The rules contained in this document are designed to safeguard the reputation of RSPO and the credibility of the RSPO Trademark, RSPO Labels 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 trademark licence number shall be issued to be used in conjunction with the RSPO Trademark or RSPO Label(s). A list of approved trademark licencees is available on the RSPO website ([www.rspo.org](http://www.rspo.org)).

RSPO retailer members/brand owners who are not certified but want to use the RSPO Label must hold a trademark licence (as per 5.1.6) or use the trademark licence number of the end product manufacturer for product-specific 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 denigrate the objectives 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 objectives and principles of RSPO. Corporate communication is a “non-product related” claim.
- 4.2. In corporate communications, a member is allowed to:
- A. display its RSPO membership status
  - B. display the RSPO web address ([www.rspo.org](http://www.rspo.org))
  - C. state that the member supports the work of RSPO
  - D. state the member’s history with regard to RSPO
  - E. use the RSPO Trademark (as shown below) with a valid trademark licence number to promote its RSPO membership



Colour  
trademark licence number



Black  
trademark licence number



White  
trademark licence number

- 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.



- 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 Additionally, RSPO certified members are allowed to make statements that highlight their RSPO certification status and product-related claims in their corporate communication tools. Some permitted examples include:

- “We have been sourcing RSPO certified palm oil since (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 (YEAR).”
- “We have (X NUMBER OF PRODUCTS) produced using RSPO certified MB/SG palm oil.”
- “In (YEAR), our company sourced (X%) 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 (YEAR) with smallholder credits.”
- “We are RSPO certified. Ask us for our RSPO certified products.”

4.6 RSPO non-certified members are allowed to make product-related claims in their corporate communication tools by doing the following:

- A. Use the RSPO Trademark with a valid trademark licence number to promote its membership of RSPO. It is sufficient for non-certified members to indicate this only once in their communication.
- B. Claim statements are limited to the following examples:
  - i. *“The rate of RSPO-certified palm oil procurement was (X%). We aim to achieve (X%) sustainable procurement by fiscal year (YEAR).”*
  - ii. *X% of palm oil sourced by our organisation are certified through the Roundtable on Sustainable Palm Oil (RSPO) supply chains as (a) Identity Preserved, (b) Segregated, (c) Mass Balance, or (d) Book and Claim.*
- C. In cases wherein an organisation/member would like to indicate their commitment to sourcing RSPO certified volumes, the statement shall be accompanied with a disclaimer: “This reported figure is not audited through RSPO Certification”.

## 5. PRODUCT-SPECIFIC COMMUNICATIONS

### 5.1 General

- 5.1.1 Product-specific communications refer to any public statement about an individual product that contains RSPO certified sustainable palm oil. These product-specific communications can be made 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 communications 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 RSPO Label or the statement itself.
- 5.1.4 Use of any other trademark or label to highlight the presence of RSPO certified sustainable palm oil products is an unauthorised product-specific communication.
- 5.1.5 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 the retailers/traders/distributors RSPO Trademark licence number, the following conditions shall be met as shown in Figure 1.

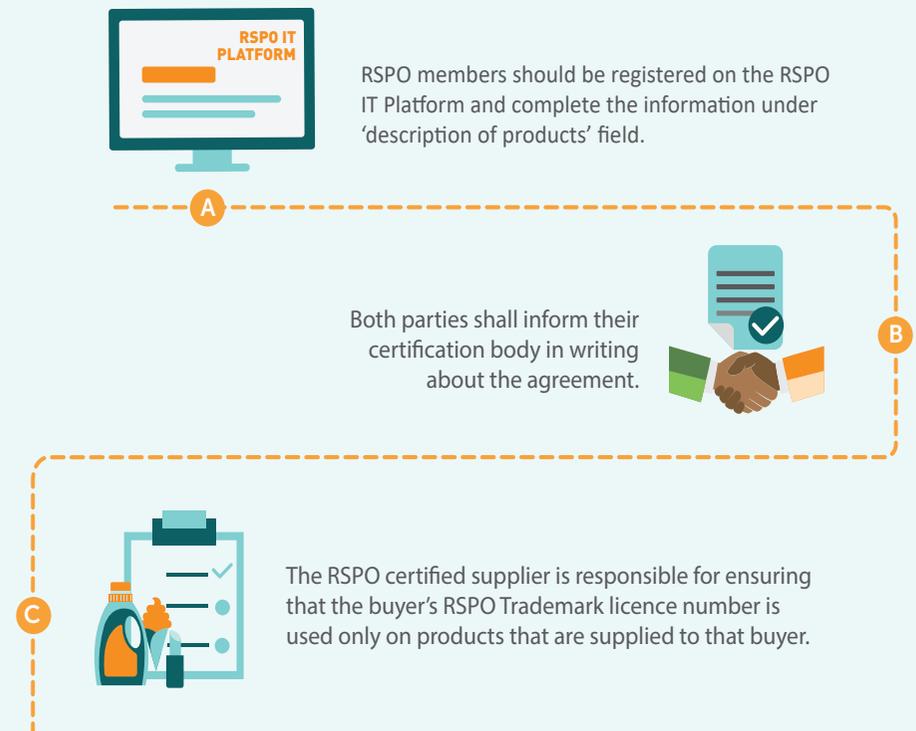


Figure 1 : RSPO Product-Specific Communications Conditions (5.1.5)

5.1.6 Organisations that do not further modify end products or that do not need to undergo Supply Chain Certification such as retailers, traders, or distributors 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:

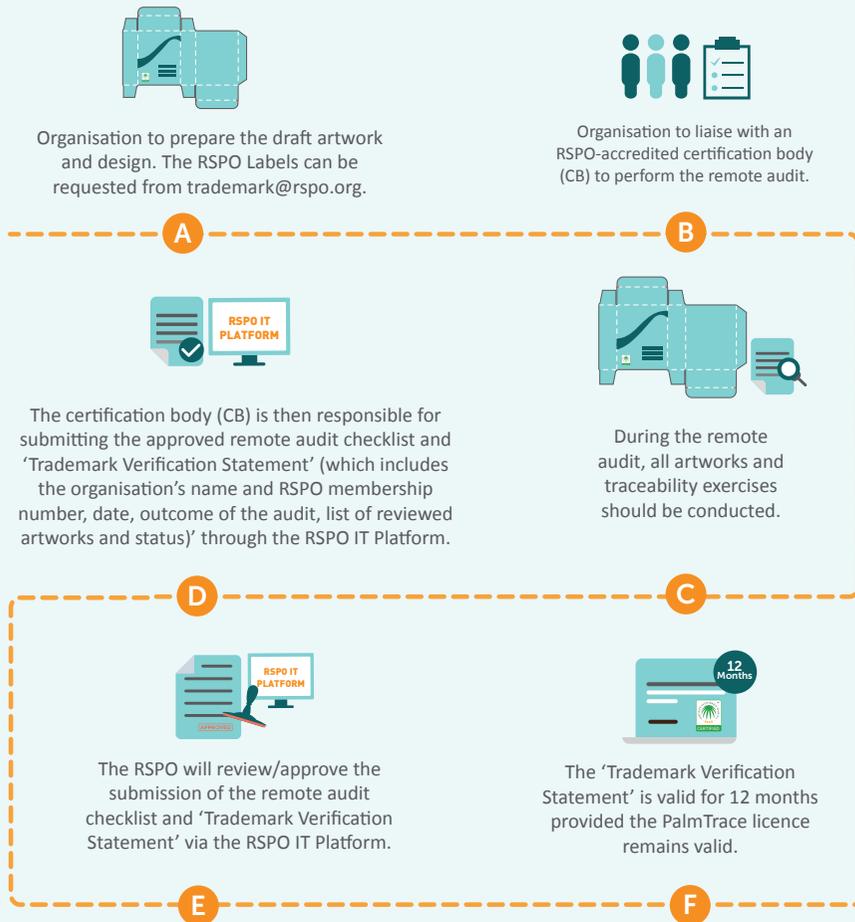


Figure 2 : Remote Audit Process Flow (5.1.6)

## 5.2 Off Pack Claims

- 5.2.1 Off pack claims are product-specific communications 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 should 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:



*If the distributor or wholesaler holds only a distributor licence, it may only communicate RSPO certified palm oil products by linking the product to the manufacturer using the manufacturer's SCCS certificate number. This covers both brand and own brand products. However, in the case of own brand products, it is essential that customers are aware that the products have been made on behalf of the distributor or wholesaler, with specific evidence either through on pack claims or documentation.*



*If the distributor or wholesaler is supply chain certified, they should follow the requirements outlined in section 5.2.2.*

## 5.3 On Pack Claims

5.3.1 Only RSPO members who have supply chain certification and members who have undergone remote audit as per 5.1.6 are allowed to make on pack claims about the certified sustainable palm oil contained within the product(s) as per Module A, B, C and E. RSPO members who have purchased RSPO Credits are entitled to claim their support for the production of certified sustainable palm oil as per Module D.

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 without having to use any RSPO Label. 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\*
  - Contains RSPO IP/SG palm oil\*
  - Contains RSPO certified palm oil (IP/SG)\*
- \*Add RSPO TM Licence Number below or next to the claim.
- 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 below or next to the claim.
- C. For Partially Certified Products:
- RSPO 50% MIXED\*
  - Contains at least 50% RSPO certified palm oil\*
- \*Add RSPO TM Licence Number below or next to the claim.
- D. For Products covered with Book and 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 below or next to the claim.



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 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

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

### Certified palm oil content

- 95%\* 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 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](http://www.rspo.org)
- By choosing this product, you are sure that it contains RSPO certified palm oil. For more information: [www.rspo.org](http://www.rspo.org)
- RSPO certified sustainable palm oil products were kept apart from other palm oil products throughout the supply chain. [www.rspo.org](http://www.rspo.org)
- Certified sustainable palm oil products can be traced back to RSPO certified mills and plantations. [www.rspo.org](http://www.rspo.org)
- The entire supply chain is monitored by independent, RSPO-accredited auditors. [www.rspo.org](http://www.rspo.org)
- RSPO certified sustainable palm oil has been produced according to stringent environmental and social criteria. [www.rspo.org](http://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”.

**\*Note:** The RSPO Secretariat will be monitoring the progress of the RSPO members’ information (e.g., ACOP data) and the uptake of palm oil products in the market. As such, the 95% figure is subject to be increased from time to time when necessary, with prior notice to all RSPO members.

### IP & SG RSPO LABEL OPTIONS



Please refer to [Annex](#) of this document for more options

## MODULE B

### MASS BALANCE SPECIFIC RULES

When an RSPO member makes a product-specific communication that a product is Mass Balance (MB) certified, the following conditions must be met:

#### Mass Balance palm oil content

- 95%\* of the palm oil content must be RSPO MB-certified.
- If 100% of RSPO MB certified palm oil content cannot be sourced, a maximum of 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-specific 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.

#### 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”.

**\*Note:** The RSPO Secretariat will be monitoring the progress of the RSPO members’ information (e.g., ACOP data) and the uptake of palm oil products in the market. As such, the 95% figure is subject to be increased from time to time when necessary, with prior notice to all RSPO members.

#### MB RSPO LABEL OPTIONS



Please refer to [Annex](#) of this document for more options

## MODULE C

### PARTIAL PRODUCT CLAIMS SPECIFIC RULES

To increase awareness among consumers of the availability of sustainable palm oil products and to help accelerate uptake, it is permissible to make a product-specific communication when the percentage of the palm oil content is less than 95%\* 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 RSPO Label.
- At least 50% of the palm oil content has been supplied through an RSPO certified supply chain as IP, SG, and/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 allowed within this claim.

**\*Note:** The RSPO Secretariat will be monitoring the progress of the RSPO members’ information (e.g., ACOP data) and the uptake of palm oil products in the market. As such, the 95% figure is subject to be increased from time to time when necessary, with prior notice to all RSPO members.

#### PARTIAL PRODUCT CLAIMS RSPO LABEL OPTIONS



Please refer to [Annex](#) of this document for more options

## MODULE D

### BOOK AND CLAIM SPECIFIC RULES

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 for storytelling in product-specific communications includes:**

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

**Messaging NOT ALLOWED for storytelling in product-specific communications:**

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

Retailers of branded products, with the manufacturer’s written permission, can claim their support off-product. Retailers of their 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 palm oil-based ingredients must be covered by RSPO Credits or physical certified material.

#### BOOK AND CLAIM RSPO LABEL OPTIONS



Please refer to [Annex](#) of this document for more options

# MODULE E

## 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 guidelines are applicable:

### Segregated (SG) claim can be made

$$\begin{matrix} 75\% \\ \text{IP} \end{matrix} + \begin{matrix} 20\% \\ \text{SG} \end{matrix} + \begin{matrix} 5\% \\ \text{CREDITS} \end{matrix} = \geq 95\%^*$$

### Mass Balance (MB) claim can be made

$$\begin{matrix} 65\% \\ \text{SG} \end{matrix} + \begin{matrix} 30\% \\ \text{MB} \end{matrix} + \begin{matrix} 5\% \\ \text{CREDITS} \end{matrix} = \geq 95\%^*$$

### Mass Balance (MB) claim can be made

$$\begin{matrix} 50\% \\ \text{IP} \end{matrix} + \begin{matrix} 25\% \\ \text{SG} \end{matrix} + \begin{matrix} 20\% \\ \text{MB} \end{matrix} + \begin{matrix} 5\% \\ \text{CREDITS} \end{matrix} = \geq 95\%^*$$

### Partial product claim can be made

$$\begin{matrix} 55\% \\ \text{IP/SG/MB} \end{matrix} + \begin{matrix} 45\% \\ \text{CREDITS} \end{matrix} = \geq 50\%$$

### Partial product claim can be made

$$\begin{matrix} 35\% \\ \text{IP} \end{matrix} + \begin{matrix} 20\% \\ \text{SG} \end{matrix} + \begin{matrix} 10\% \\ \text{MB} \end{matrix} + \begin{matrix} 35\% \\ \text{CREDITS} \end{matrix} = \geq 50\%$$

### Book and Claim claim can be made

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

Where one supply chain model accounts for 95%\* of the palm oil content, the claim for this specific model may be made:

### Identity Preserved (IP) claim can be made

$$\begin{matrix} 95\% \\ \text{IP} \end{matrix} + \begin{matrix} 5\% \\ \text{SG/MB/} \\ \text{CREDITS} \end{matrix} = \geq 95\% \text{ IP}$$

### Segregated (SG) claim can be made

$$\begin{matrix} 95\% \\ \text{SG} \end{matrix} + \begin{matrix} 5\% \\ \text{IP/MB/} \\ \text{CREDITS} \end{matrix} = \geq 95\% \text{ SG}$$

### Mass Balance (MB) claim can be made

$$\begin{matrix} 95\% \\ \text{MB} \end{matrix} + \begin{matrix} 5\% \\ \text{IP/SG/} \\ \text{CREDITS} \end{matrix} = \geq 95\% \text{ MB}$$

Identity Preserved - IP  
Segregated - SG  
Mass Balance - MB

**\*Note:** The RSPO Secretariat will be monitoring the progress of the RSPO members' information (e.g., ACOP data) and the uptake of palm oil products in the market. As such, the 95% figure is subject to be increased from time to time when necessary, with prior notice to all RSPO members. The remaining volume of the non-certified palm oil content shall be covered by the purchase of RSPO Credits of equivalent volume.

## 6. ANNEX

# RSPO TRADEMARK & RSPO LABEL USAGE AND GUIDANCE

### 6.1 Approved RSPO Trademark & RSPO Label Masters



Figure 3 : RSPO Trademark

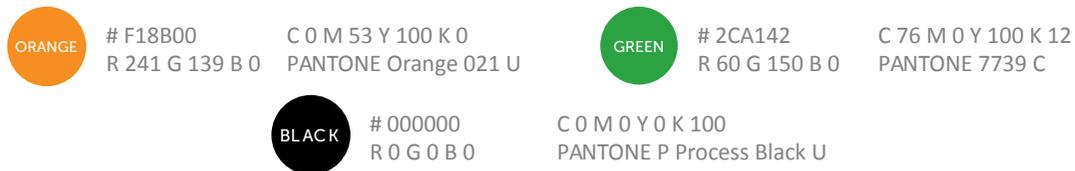


Figure 4 : RSPO Label colour variations

6.1.1 RSPO has created three different versions of its RSPO Trademark and RSPO Labels to maximise usability across varieties of applications. Illustrated in Figure 4 are examples in which the RSPO Label (IP/SG model) can be used: FULL COLOUR, Black or White versions.

Please ensure that the RSPO Trademark and RSPO 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 RSPO Trademark or RSPO Label over a coloured background, the black or white version is used.

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

6.1.3 For non-commercial use of the RSPO 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 RSPO Trademark for non-commercial educational purposes promoting RSPO and sustainable palm oil, the request form for written approval must be filled out, specifying the context surrounding the use of the RSPO Trademark.

**\*Note:** RSPO Trademark & RSPO Label masters should always be reproduced from digital master artwork files. It should never be recreated, altered, amended or distorted.

## 6.2 Clearance Area

6.2.1 In order to promote ultimate visibility and impact, RSPO has designated minimum clear space around the RSPO Trademark and RSPO Label(s) to prevent the logo 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 RSPO Trademark or RSPO Label used. Please allow more space whenever possible.



Figure 5 : Clearance areas and minimum sizes

## 6.3 Minimum Size

6.3.1 RSPO specifies a minimum size for the RSPO Trademark and RSPO Label to ensure that they are used within its optimum dimensions and that the reproduction remains consistent.

6.3.2 On printed materials, RSPO Trademark and RSPO Label should measure as shown in Figure 5; while the licence number has to measure at least 4pt (1.4 mm) in size and the font must be Calibri.

## 6.4 Colours

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

**\*Note:** RSPO Trademark & RSPO Label masters should always be reproduced from digital master artwork files. It should never be recreated, altered, amended or distorted.

 ORANGE	# F18B00 R 241 G 139 B 0	C 0 M 53 Y 100 K 0 PANTONE Orange 021 U
 GREEN	# 2CA142 R 60 G 150 B 0	C 76 M 0 Y 100 K 12 PANTONE 7739 C
 BLACK	# 000000 R 0 G 0 B 0	C 0 M 0 Y 0 K 100 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.

RSPO Label used on black/dark-coloured background.



RSPO Label used on white/light-coloured background.



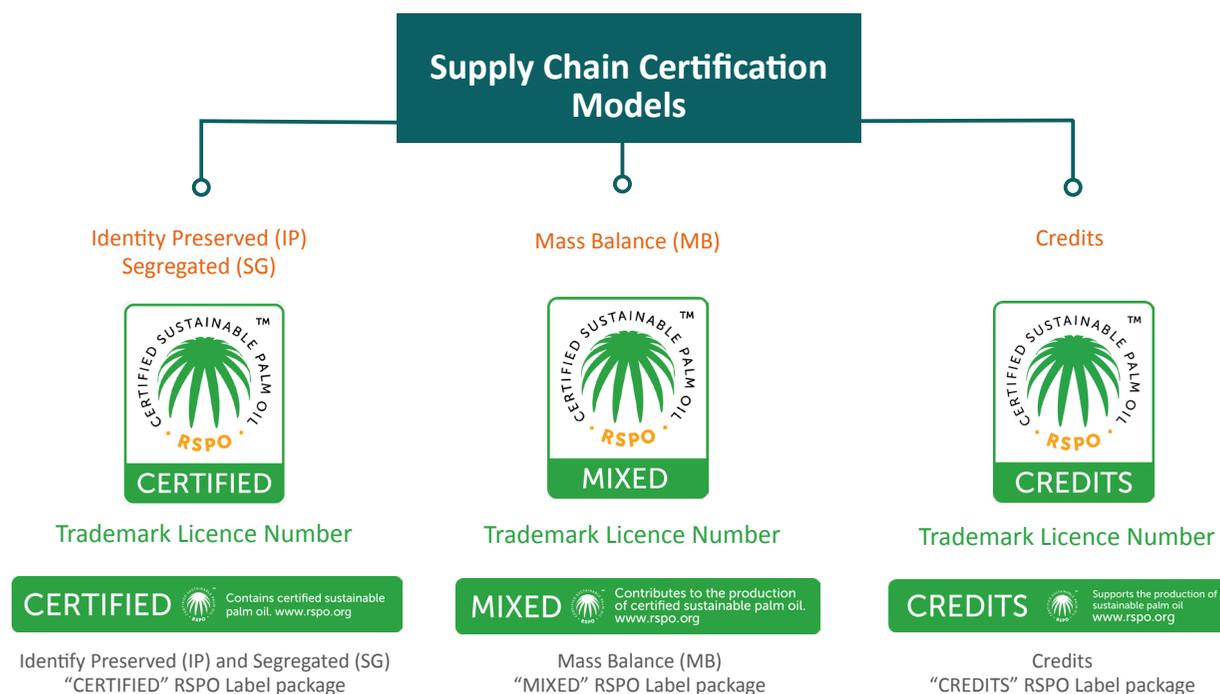
## 6.6 Supply Chain Models

6.6.1 The RSPO has defined four supply chain models 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 different sets of RSPO Label 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” RSPO Label package
2. Mass Balance (MB) – “MIXED” RSPO Label package
3. Partial Product Claim – “50% Mixed” RSPO Label package
4. Credits - “CREDITS” RSPO Label package



## 6.7 RSPO Label 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 23 different languages and 1 bilingual label for use by licenced members covering different markets.

BULGARIAN		ITALIAN	
CATALAN		JAPANESE	
CHINESE		KAZAKH	
CROATIAN		POLISH	
CZECH		PORTUGUESE	
DANISH		ROMANIAN	
DUTCH		RUSSIAN	
ENGLISH		SERBIAN	
FINNISH		SLOVAK	
FRENCH		SPANISH	
GERMAN		SWEDISH	
HUNGARIAN		ENGLISH & FRENCH	

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

Do	Don't
<ul style="list-style-type: none"><li>• Use the original graphics of the RSPO Trademark and/or RSPO Label(s) provided by RSPO.</li><li>• Always maintain the clearance area for the RSPO Trademark and RSPO Label(s).</li><li>• Always use the most appropriate RSPO Trademark and/or RSPO Label(s) colour version to maximise the impact of the logo and ensure it stands out from the background and other graphics next to it.</li><li>• Use the RSPO Trademark and/or RSPO Label(s) no smaller than the approved minimum size.</li><li>• Place your RSPO Trademark licence number immediately below or next to the RSPO Trademark and/or RSPO Label(s).</li></ul>	<ul style="list-style-type: none"><li>• Remove any element from, or add any object to the RSPO Trademark and/or RSPO Label(s).</li><li>• Alter the colours of the RSPO Trademark and/or RSPO Label(s).</li><li>• Distort the proportions of the RSPO Trademark and/or RSPO Label(s).</li><li>• Redesign or re-create the RSPO Trademark and/or RSPO Label(s) artwork.</li><li>• Use the RSPO Trademark, RSPO Label(s) or parts of the RSPO Trademark and RSPO Label(s) to create a different design.</li><li>• Use the RSPO Trademark and/or RSPO Label(s) as a read-through in text.</li><li>• Use special effects or patterns with the RSPO Trademark and/or RSPO Label(s).</li><li>• Enclose the RSPO Trademark and/or RSPO Label(s) within a shape.</li><li>• Apply shadow behind the RSPO Trademark and/or RSPO Label(s).</li><li>• Create background patterns with the RSPO Trademark and/or RSPO Label(s).</li><li>• Link the RSPO Trademark and/or RSPO Label(s) to other URL sites other than the RSPO home page or the respective RSPO member's profile page.</li></ul>

## 6.10 Correct Usage of the RSPO Label

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 must include the tag **“CERTIFIED”**.



For **Mass Balance** Supply Chain:

Members must include the tag **“MIXED”**.



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

**\*Note:** The product manufacturer must use its own trademark licence number on pack, or that of the retailer when producing retailer-branded products (where the retailer has undergone Remote Audit as per requirement 5.1.6).

## 6.11 Incorrect Usage of the RSPO Trademark

6.11.1 These are examples of incorrect use of RSPO Trademark:

**DO NOT** remove any elements from, or add any objects to the RSPO Trademark.



**DO NOT** rotate, manipulate or distort the proportions of the RSPO Trademark.



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



**DO NOT** frame the RSPO Trademark within a shape.



**DO NOT** remove the "TM" sign from the RSPO Trademark.

For market/countries where a certificate of registration has been issued for the RSPO trademark, visit [www.rspo.org](http://www.rspo.org).



**DO NOT** redesign or recreate the RSPO Trademark artwork;

**DO NOT** use the RSPO Trademark or parts of the RSPO Trademark to create a different design.



**DO NOT** use special effects or patterns with the RSPO Trademark.



**DO NOT** create background patterns with the RSPO Trademark.



Please contact the RSPO Trademark Helpdesk for any enquiries about the use of the RSPO Trademark, RSPO Label, application process, and RSPO Rules on Market Communications and Claims



[trademark@rspo.org](mailto:trademark@rspo.org)

### **Roundtable on Sustainable Palm Oil**

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