

Guide to Claims

Consumers care about the environment,
show that you do too.



www.greenpalm.org



Welcome

If you have bought and redeemed GreenPalm certificates, you are entitled to claim your support of the production of sustainable palm oil.

You are invited to do so on and off pack, in store and on-line. This will let your customers know that your business or brand operates with concern for the environment. It will also allow your customers to make environmentally and socially responsible purchasing decisions.

We want to make the claims process as easy as possible, with a minimum of restrictions or red tape. That's why we have put together this Guide to Claims which aims to help you to derive the maximum benefit from your association with GreenPalm.

It contains:

Ten Point Guide to GreenPalm Claims

Tell your customers...

two articles, one brief, one detailed for use on-line and in promotional material.

GreenPalm on Pack...

how you might use the GreenPalm sustainability logo on pack

Advertise GreenPalm...

how GreenPalm could be used in advertising

Tell the media...

how to announce your support of GreenPalm

We have also prepared a more detailed guide to GreenPalm claims, together with a set of brand guidelines to ensure consistency with respect to the application of the GreenPalm logo and corporate identity.

You can download both at www.greenpalm.org

If you would like any further information, please contact:

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Ten Point Guide to GreenPalm Claims

- 1 Manufacturers who have bought and redeemed GreenPalm certificates are entitled to claim their support of the production of sustainable palm oil.
- 2 They can make those claims wherever they see fit, on marketing materials, in news releases and on product packaging using the GreenPalm Sustainability logo.
- 3 Please remember though that GreenPalm certificates relate to palm oil usage in a given calendar year – January to December – or any part of that year.
- 4 Businesses that wish to continue making claims in support of sustainable palm oil must purchase new GreenPalm certificates each year.
- 5 Claims must clearly be ones of support for the production of sustainable palm oil.
- 6 Statements such as “XYZ brand supports the production of sustainable palm oil” or “supporting sustainable palm oil” are fine.
- 7 Claims must not state or imply that an individual product or products contain certified sustainable palm oil.
- 8 Retailers may also claim their support of the production of sustainable palm oil through the GreenPalm programme.
- 9 Retailers of branded products, with the manufacturer’s written permission, can claim their support off product.
- 10 Retailers of own label products, who may have bought the GreenPalm certificates for themselves or asked their manufacturer to do so on their behalf, can make both on and off product claims.



GreenPalm

- in brief

Supporting sustainable palm oil production through GreenPalm

XYZ (your business) supports the production of sustainable palm oil through the GreenPalm programme.

This means that for every tonne of palm oil / palm kernel oil (delete as appropriate) we use in the production of (your brand/s) we have paid a voluntary premium to a palm oil producer which is operating within the Roundtable on Sustainable Palm Oil's (RSPO) strict guidelines for social and environmental responsibility.

Our customers can therefore be reassured that in continuing to buy (your brand/s), they are making an environmentally and socially responsible purchasing decision.

GreenPalm is a certificate trading programme which is designed to tackle the environmental and social problems created by the production of palm oil.

Exclusively endorsed by the Roundtable on Sustainable Palm Oil (RSPO), it works on the principle that the best way to encourage people to work in a sustainable and responsible way is to reward them for doing so.

Visit www.greenpalm.org for more information.

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GreenPalm: in detail...

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How GreenPalm works...

In order to understand how GreenPalm works you need to know that palm oil and palm kernel oil supplies from different plantations, mills and even countries are intermingled at each stage of the production and delivery process.

In other words oil which has been sustainably produced is mixed repeatedly with oil from unsustainable plantations. Under normal circumstances it is therefore impossible for palm oil purchasers to know exactly where their oil has come from and how it has been produced.

The GreenPalm programme works by bypassing the physical supply chain completely.

Here's how...

Palm oil and palm kernel oil producers which have gained RSPO certification are invited to register a quantity of their output with the GreenPalm programme. They are awarded one GreenPalm certificate for each tonne of oil which has been sustainably produced. They can then put those certificates up for sale on the GreenPalm web based trading platform: www.greenpalm.org

Manufacturers or retailers of products containing palm oil or palm kernel oil can then bid for and buy those certificates on line, in order to support the production of sustainable oil. The palm oil itself is sold, processed and purchased in the usual way.

We (at your company name) hope of course that eventually all palm oil and palm kernel oil will be produced sustainably, but until then the GreenPalm programme is enabling us to do something practical to support sustainable production practices.

GreenPalm success...

GreenPalm is a very new idea and certificate trading is in its infancy. Nevertheless producers who are members of the programme and who have met the RSPO's rigorous guidelines for social and environmental sustainability, have already earned substantial additional revenue for their efforts by selling GreenPalm Certificates.

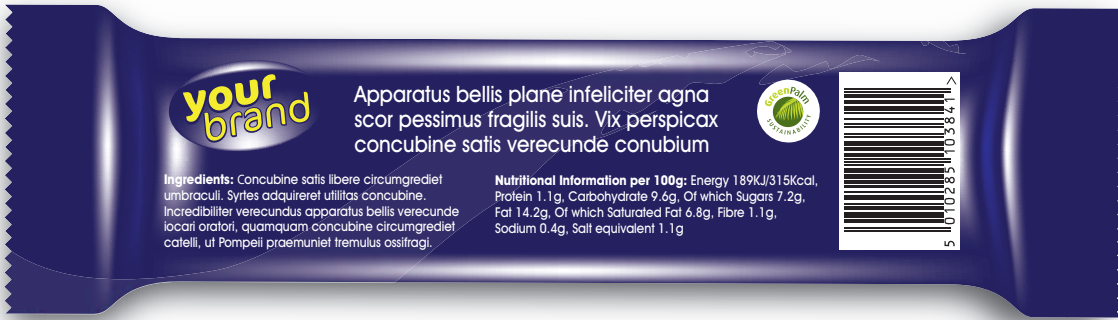
We believe that this will encourage them to continue to produce sustainably and for others to follow their lead. Moreover, for each certificate sold a \$1 donation has been made to support the vital work of the Roundtable on Sustainable Palm Oil.

We at (your business name) are proud to be among the first supporters of the GreenPalm programme, which we believe has the potential to make a real contribution to solving the environmental and social problems surrounding the production of palm oil.

Visit www.greenpalm.org for more information.



GreenPalm: on Pack



Advertise GreenPalm

Look out for the environment, look
out for your brand & Greenpalm



Your brand supports the production
of sustainable palm oil



choose your brand if you do too.



Consumers care about the environment, show that you do too.

Tell the media...

Consumers care about the environment, show that you do too.

News Release

Date: xx/xx/xx



XYZ support sustainable palm oil through GreenPalm programme

XYZ (your business) has chosen to support the production of sustainable palm oil through the GreenPalm certificate trading programme.

By purchasing GreenPalm certificates to cover its use of palm oil / palm kernel oil (delete as appropriate) in XYZ brands /products, XYZ (your business) has paid a voluntary premium to a palm oil producer which is operating within the RSPO's (Roundtable on Sustainable Palm Oil) strict guidelines for social and environmental responsibility.

John / Jane Smith, Director of XYZ (your business) explains...

"Whilst better managed plantations and oil palm smallholdings serve as models of sustainable agriculture, there are serious concerns that not all palm oil is produced sustainably. That's why we have decided to support the GreenPalm programme, with the result that as from 00/00 our XYZ products will bear the GreenPalm Sustainability logo."

Exclusively endorsed by the Roundtable on Sustainable Palm Oil (RSPO), the GreenPalm programme is based on the principle that the best way to encourage people to work in a sustainable and responsible way is to reward them for doing so. Also designed to overcome the problem that palm oil from different producers is intermingled at every stage of the production process, it works as follows:

Palm oil and palm kernel oil producers which have been independently audited and found to be operating within the RSPO's strict criteria for environmental and social sustainability are invited to register a quantity of their output with the GreenPalm programme. They are awarded one GreenPalm certificate for each tonne of palm oil or palm kernel oil which has been sustainably produced.

Manufacturers such as XYZ (your business) or retailers of products containing palm oil or palm kernel oil can then bid for and buy those certificates on line. The payment is made directly to the sustainable producer, who earns a premium for acting responsibly. Better still, for each certificate sold a 1\$ donation is paid to support the work of the RSPO. The palm oil or palm kernel oil itself is sold, processed and purchased in the usual way.

Jane / John Smith, Director of XYZ (your business) added ...

"We are not therefore claiming that our products contain certified sustainable palm oil / palm kernel oil (delete as appropriate) which is not, at this point in time, a viable option for our business. Instead we have paid a voluntary premium to a palm oil producer who is producing sustainably. We hope that this will encourage that producer to continue to do so, and for others to follow their lead. Our customers can therefore be reassured that in continuing to buy XYZ brand, they are making an environmentally and socially responsible purchasing decision."

(Insert here a generic paragraph about your business and its green credentials.)

For further information please contact:

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Your address Your email / phone number

Or

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