



The Palm Oil Innovation Group

Communications Policy & Guide

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Definitions

Consumer-facing communication: communication that targets the consumer, including: brochures, flyers, websites, direct communications between staff and consumers at the point of sale and other media.

Market Claim: any reference made by any party in the palm oil supply chain to the procurement and use of POIG verified oil, and endorsement and support of POIG. Market claims can only be made by POIG members producing/procuring/sourcing POIG verified oil.

Membership claim: any reference made by any party in the palm oil supply chain regarding membership of POIG. Only POIG members that are listed on the official website www.poig.org may make membership claims.

Negative claim: claim which conflicts with the stated mission and objectives of POIG, or that recommends a boycott of palm oil.

POIG member: referring to organisations or companies whose membership has been approved by the POIG Organising Committee, are listed on www.poig.org and are complying with the charter for their membership category¹.

POIG-verified oil: all volumes of RSPO certified segregated palm oil produced by a POIG grower member who has been verified against the POIG Charter and [POIG Verification Indicators](#).

Responsible palm oil: is a communications term used to describe POIG-verified oil palm oil—that is palm oil that is traceable to the source of the raw materials and produced without contributing to the destruction of forests and peatlands and the exploitation of communities and workers.

¹ For individual definitions of the various membership categories, as defined by POIG, please see the [POIG Terms of Engagement](#).

Introduction

About the Palm Oil Innovation Group

The Palm Oil Innovation Group (POIG) is a multi-stakeholder initiative that strives to achieve the adoption of responsible palm oil production and procurement practices by key players in the supply chain through developing and sharing a credible and verifiable benchmark that builds upon the Roundtable on Sustainable Palm Oil (RSPO), and creating and promoting innovations. Founded in 2013, the initiative was developed in partnership with leading NGOs as well as with progressive palm oil producers.

POIG aims to support the RSPO through building on RSPO standards and commitments by both demonstrating innovation to implement RSPO existing standards as well as with additional critical issues. With a focus on the three thematic areas of environmental responsibility, partnerships with communities including workers' rights, and corporate and product integrity, POIG members will strengthen their commitments and actions on socially and environmentally responsible palm oil production and procurement.

POIG focuses on leveraging the experience of its members to create innovations in the palm oil industry and act as an advocate for these innovations. POIG will demonstrate that by setting and implementing ambitious standards, the industry can break the link between palm oil production and the destruction of forests and peatlands, the exploitation of communities and workers, and climate change.

POIG is an initiative developed jointly by private-sector representatives and non-governmental organisations, based around a set of formal requirements known as the [POIG Charter](#). POIG is currently not envisioned as a legal organisation with a formal governance structure. Nevertheless, all members must adhere to the Terms of Engagement as set out in the [POIG Eligibility and Terms of Engagement](#) document, which also include requirements on commitments and external communication. It is fundamental to the integrity, credibility and continued evolution of the Palm Oil Innovation Group ('POIG' 'the initiative') that every signatory supports, promotes and works towards the implementation and promotion of the POIG Charter and its objectives and purposes.

About the POIG Communications Policy & Guide

The POIG Communications Policy & Guide expands on the external communications requirements set out in the POIG Terms of Engagement.² It provides specific guidance for POIG members on communications and claims about POIG. The guidelines set out in this document will ensure that all communications and

² Members or communications found to be in breach of this policy will be brought to the attention of the POIG Organising Committee (OC). Upon review by the OC, members may be asked to retract/revise the specific communication in breach. In some cases, breaches may result in suspension or cessation of membership.

claims relating to POIG will reflect the objectives of the POIG Charter and POIG as an initiative. In addition, it will ensure that claims made regarding the production or procurement and use of responsible palm oil will only be attributed to companies with operations and/or supply chains that have been verified to comply with POIG requirements. The guidelines will further help members to communicate and respond clearly to consumers and other stakeholders on what POIG membership and the production and procurement of POIG verified oil entails.

POIG Communications Requirements & Guidelines

POIG members can actively support and promote POIG, and communicate about POIG membership and production/processing/procurement of POIG verified palm oil through a variety of media and consumer-facing communication materials. These include, but are not limited to: online and website communications, sustainability reports, sustainability policies, brochures, flyers, banners, booth panels, social media posts and other marketing/communications materials.

In the next sections, the general requirements on communications related to POIG will be outlined, followed by requirements and guidelines for each member type on membership and market claims. The last section will cover guidance on specific areas of communication, such as public commitments to POIG, communications on how POIG relates to the RSPO, and highlighting innovation.

General Requirements & Guidelines

Requirement / Guideline		Guidance
1	Members will acknowledge their commitment to the POIG Charter through explicit endorsement of the Palm Oil Innovation Group and the Charter(s) relevant to their membership category. This includes the release of a public statement regarding their commitment and membership upon approval of membership by the POIG Organising Committee (OC) (see page 8).	<p>Membership Requirement</p> <p>If a member is unable to submit a draft public statement within one month of membership approval, they must submit an explanation for delay and a request for extension to the OC.</p> <p>Failure to comply may result in membership suspension/cessation.</p>
2	Members shall engage in proactive promotion and education related to the Charter requirements both internally - within members' own organisations – and externally - through publicity materials (including websites and social media) targeted to their value chains and wider stakeholder groups.	<p>Membership Requirement</p> <p>Although a membership requirement, level of engagement in proactive promotion and education is dependent on each member's capacity, resources and own initiative.</p>



3	Members will not make any misleading or unsubstantiated claims about the production, procurement or use of responsible palm oil produced according to the requirements outlined in the POIG Charter.	<p>Membership Requirement</p> <p>Breaches of this requirement are considered a violation of POIG’s Communication Policy, and of the POIG Terms of Engagement for Members.</p> <p>Members will be asked to retract/revise the misleading or unsubstantiated claims. In some cases, breaches may result in suspension or cessation of membership—reviewed on a case-by-case basis by the OC.</p>
4	Members shall not make negative claims and publish communications that advocate the boycott of palm oil in general. However, members are free to communicate about specific initiatives or organisations deemed to act contrary to the objectives of the POIG Charter with the condition that such communications do not imply active endorsement by POIG as an organisation. In such cases, members shall also make reference to POIG as the benchmark for best practices.	<p>Membership Requirement</p> <p>Breaches of this requirement are considered a violation of POIG’s Communication Policy, and of the POIG Terms of Engagement for Members.</p> <p>Members will be asked to retract/revise the communication in breach. In some cases, breaches may result in suspension or cessation of membership—reviewed on a case-by-case basis by the OC.</p>
5	For communications regarding how POIG relates to the RSPO, members must adhere to the requirements and guidelines set out on pages 8-9 of this Communications Policy & Guide or in associated POIG publications.	<p>Communications Policy</p> <p>Breaches of this requirement are considered a violation of POIG’s Communication Policy.</p> <p>Following review by the Communications Working Group, members will be asked to retract/revise the communication in breach. Should the member fail to comply, the case will be escalated to the OC.</p>
6	Any communications and claims relating to POIG are restricted to POIG members, and only for the duration permitted by the OC.	<p>Communications Policy</p> <p>Breaches of this requirement are considered a violation of POIG’s Communication Policy.</p> <p>Misleading claims by non-members that state or imply affiliation with POIG membership will be published on the POIG website.</p>
7	When communicating about POIG or making POIG related claims, members must include a brief explanation on POIG or a link or reference to the POIG website: www.poig.org .	<p>Communications Policy</p> <p>Breach of this requirement is considered minor, and will only require corrective action. Members will be asked to make the needed amendments to</p>



		the communication (e.g. add explanation on POIG or link/reference to POIG website).
8	POIG is not a certification scheme, and does not have a trademark/logo that can be used by members to verify consumer products containing POIG verified oil. Members may not use the terms: “certified” and “certification” in any type of claim or communication related to POIG, and may not make references or claims related to POIG on products and packaging.	<p>Communications Policy</p> <p>Breaches of this requirement are considered a major violation of POIG’s Communication Policy.</p> <p>Breaches may result in suspension or cessation of membership—reviewed on a case-by-case basis by the OC.</p>
9	As a general rule, the POIG logo may not be used to demonstrate POIG membership or partnership to external audiences. In addition, the POIG logo may only be used for POIG related documents and communications developed and distributed by POIG as an organisation, with the exception of communications materials that have been pre-approved by the POIG OC or the POIG Communications Working Group. ³ Placement of the POIG logo on consumer product packaging is not permitted.	<p>Communications Policy</p> <p>Breaches of this requirement are considered a violation of POIG’s Communication Policy.</p> <p>Breaches are reviewed on a case-by-case basis by the OC. Members will be asked to remove the logo from website or other communications materials.</p> <p>Placement of the POIG logo on consumer product packaging is considered a major violation and may result in suspension or cessation of membership.</p>
10	POIG membership does not imply endorsement from individual NGO POIG members, and wording of claims and communications related to POIG must not reflect this in any way. Members who make mention of specific POIG members must bilaterally secure the approval of the individual member in question prior to publication.	<p>Communications Policy</p> <p>Breaches of this requirement are considered a violation of POIG’s Communication Policy.</p> <p>Members will be asked to retract/revise the communication in breach. Should the member fail to comply, the case will be escalated to the OC.</p>
11	Members are encouraged to highlight innovation – on the part of their own organisation as well as other POIG members – within their communications related to POIG.	<p>Communications Guideline</p> <p>It is up to each member organisation, how and to what extent they wish to engage in highlighting innovation.</p>

³ Exceptions may be made for communications materials developed by members on behalf of POIG for presentations and events, or materials developed with the intention to educate consumers/the public and increase awareness about POIG. All such materials must be submitted to info@poig.org for approval prior to being released/displayed, and must adhere to the POIG Brand Guidelines, which will be made available by the POIG Secretariat upon request.

Communications Requirements & Guidelines by Member Category

Producers / Growers

- POIG producer/grower members are required to explicitly endorse the production of responsible palm oil as defined by the POIG Charter.
- POIG producer/grower members are encouraged to promote positive case studies and showcase their own innovations related to the production of responsible palm oil.
- All POIG producer/grower members⁴ may make a POIG membership claim, but must include a statement that they are working towards verification when making a reference to their commitments towards implementation of the POIG Charter (see Membership Claim Example 3 for producers/growers in Appendix A).
- Producer/grower members that have successfully been verified by an independent auditor following POIG Verification Audit Guidelines against the POIG Charter indicators may make a POIG market claim (See Market Claim Example for producers/growers in Appendix A).

Retailers & Manufacturers / Traders & Processors

- Retailer, manufacturer, trader and processor members are required by the POIG Eligibility and Terms of Engagement to actively promote responsible palm oil as defined by the POIG Charter and give explicit public recognition to those members engaged in implementing the POIG Charter.
- All members under these membership categories may make POIG membership claims.
- All market claims made by members about their current procurement of POIG-verified oil or products must specify percentage of POIG verified oil sourced, and these claims must be backed by independent third-party verification.
- In accordance with the [POIG Charter for Retailers and Manufacturers](#) and [POIG Charter for Traders and Processors](#), members shall:
 - Promote responsible palm oil, making specific reference to the POIG Charter and clearly communicate the rationale against a boycott of all palm oil.
 - Promote positive case studies and showcase innovations in procurement/use and production of responsible palm oil.

Non-Governmental Organisations

- Non-Governmental Organisation (NGO) members are required to explicitly endorse responsible palm oil as defined by the POIG Charter.

⁴ Referring to organisations or companies whose membership has been approved by the POIG Organising Committee, are listed on www.poig.org and are complying with the Charter for the grower membership category.

- When acting on behalf of POIG, NGO members are encouraged to help communicate POIG's official positioning on topics/issues in the palm oil sector. However, they may not associate individual member organisation views with POIG positioning in communications, unless these are aligned and approved by the OC.
- All NGO members may make POIG membership claims.
- NGO members are free to communicate about specific initiatives or organisations deemed to act contrary to the objectives of the POIG Charter with the condition that such communications do not imply active endorsement by POIG as an organisation. In such cases, members shall also make reference to POIG as the benchmark for best practices.
- It is encouraged that any communications which have the potential to affect other members directly be submitted to the OC prior to publication.

Guidelines on Specific Areas of Communication

Joining POIG - Public Statements

Upon approval of POIG membership by the POIG Organising Committee, members are required to release a public statement regarding their commitment and membership with POIG. The public statement requirements and guidelines are as follows:

- The public statement must be released within the first month following membership approval by the POIG Organising Committee. To view existing public statement examples, please see Appendix B.
- All public statements must be submitted to the POIG Communications Working Group and approved by the POIG Organising Committee prior to publishing/release. Draft public statements can be submitted to the POIG Secretariat at: info@poig.org.
- The public statement will not make any misleading or unsubstantiated claims, and must adhere to the general requirements set out on pages 4-6 of this Communications Policy & Guide.
- The public statement must include: the date of membership, at a minimum a brief explanation on POIG, and a link to the POIG website.
- The public statement must also make reference to members' commitment to meet the POIG Charter and Charter component(s) applicable to their membership category.
- In public statements, new members are encouraged to include quotations and statements on their goals and commitments as a POIG member. Some examples of wording/text relating to membership claims have been provided in Appendix A of this document.

Communication on POIG & RSPO

POIG is a multi-stakeholder initiative that strives to achieve the adoption of responsible palm oil production practices by key players in the supply chain through developing and sharing a credible and

verifiable benchmark that builds upon the Roundtable on Sustainable Palm Oil (RSPO), and creating and promoting innovations.

POIG's grower members support the [Roundtable on Sustainable Palm Oil \(RSPO\)](#) principle commitment to continuous improvement by demonstrating innovation to implement existing RSPO standards as well as demonstrating advances for additional critical issues. In addition to trialling and promoting innovation, POIG has developed an auditable framework to enable market recognition for palm oil produced by companies operating in compliance with the POIG Charter and verification indicators, which build on the [RSPO Principles & Criteria \(P&C\)](#) to prevent deforestation, expansion on peatlands of any depth, uphold human and labour rights and limit climate change.

POIG stands as a strong supporter of RSPO certification as grower companies must be at least 50% RSPO certified, with a commitment to becoming 100% RSPO certified within two years, to be eligible for membership. POIG's goal is not to act as a competing certification system to the RSPO, but to advocate for the RSPO and other organisations to integrate the improved practices outlined in the [POIG Charters](#) and [Verification Indicators](#) into existing standards and verification frameworks.

POIG members are encouraged, and for some membership categories even required, to advocate specific reforms, additions and improvements towards the RSPO. To ensure that POIG member communications adequately reflect POIG's objectives, as outlined above, the following requirements and guidelines have been developed:

- All members are encouraged to actively promote POIG standards towards the RSPO and its members. However, messaging must not directly state or imply that POIG verification is an alternative to RSPO certification. Clear language on POIG's role as a supporting initiative that builds on the RSPO standards must be included.
- In accordance with the POIG Charter for Retailers and Manufacturers and POIG Charter for Traders and Processors, POIG retailer, manufacturer, trader and processor members shall:
 - Advocate the integration of POIG grower indicators into the Principles & Criteria of the RSPO.
 - Advocate for reforms and improvements of RSPO audit procedures, quality control and for complete and comprehensive reporting in Annual Communication of Progress (ACOP) reports.
 - Advocate the phase-out of the use and trade of RSPO Credits with exceptions made for smallholder-specific supply chains.
- Campaigns by member organisations that are deemed by the OC to have a direct or indirect impact on the uptake and credibility of RSPO certification may not be associated with POIG in any manner or form.
- All communications in relation to POIG's official positioning towards the RSPO must be first approved by the OC.

- Messaging by members should not reflect that POIG and the RSPO are formally affiliated in any way.

Communications related to POIG and Innovation within the Palm Oil industry

Members are encouraged to highlight the innovative focus of POIG, as well as showcase innovations in their procurement and production of responsible palm oil. This can be done through general claims and communications and by showcasing case studies.⁵ General claims and communications should highlight the most innovative elements of the POIG Charter, which include: no deforestation, food security, no peatland clearance, alternatives to drainage based use of peatlands, and strict requirements related to land and labour rights.

POIG Logo and Consumer Support for POIG

POIG-verified oil is defined as any volume of RSPO certified segregated palm oil produced by a POIG grower member who has been verified against the [POIG Charter](#) and [POIG Verification Indicators](#). However, POIG is not a certification scheme, and therefore does not have a trademark/logo that can be used by members to verify and track products containing POIG-verified oil at the consumer level. POIG also does not have future plans to develop a label for palm oil that has been third-party verified as meeting the POIG requirements. POIG is focusing instead on driving innovation in the palm oil sector, and is pushing for the adoption of the POIG verification indicators by the RSPO.

To find out which brands are using responsible palm oil, consumers are encouraged to engage with the brands that produce the products they consume to ensure that these brands have adequate policies and practices in place to buy responsible palm oil and eliminate controversial sources. When contacting a brand, it is suggested to check if they source from POIG members that have undergone successful verification against the responsible palm oil production practices outlined in the POIG Charter. The full list of POIG grower membership can be found on www.poig.org, and the list of verified POIG producers may be obtained upon request to the POIG Secretariat at: info@poig.org.

⁵ For an example of how POIG has showcased innovative practices by POIG producers/growers, see: [POIG Producers Innovations Profiles](#) and [POIG Innovations on Labour Rights](#).

Appendix A – Claim Guidance & Examples

Producers / Growers

Membership claim example 1: [Producer name] has been a Palm Oil Innovation Group (POIG) member since [date]. POIG is a multi-stakeholder initiative that strives to achieve the adoption of responsible palm oil production and procurement practices by key players in the supply chain through developing and sharing a credible and verifiable benchmark that builds upon the Roundtable on Sustainable Palm Oil (RSPO), and creating and promoting innovations. To learn more about POIG and the POIG Charter requirements please visit: www.poig.org.

Membership claim example 2: [Producer name] has been a Palm Oil Innovation Group (POIG) member since [date]. POIG is an initiative developed in partnership with leading NGOs as well as with progressive palm oil producers. POIG aims to support the Roundtable on Sustainable Palm Oil (RSPO) through building on RSPO standards and commitments and by both demonstrating innovation to implement RSPO existing standards as well as with additional critical issues. POIG focuses on three thematic areas: environmental responsibility, partnerships with communities including workers' rights, and corporate and product integrity. To learn more about POIG and the POIG Charter requirements please visit: www.poig.org.

Membership claim example 3: [Producer name] has been a Palm Oil Innovation Group (POIG) member since [date]. As a POIG member, [Producer name] is committed to achieving verified compliance with the requirements set out in the POIG Charter, and to demonstrating that the industry can break the link between palm oil production and the destruction of forests and peatlands, the exploitation of communities and workers, and climate change. [Producer name] is currently working towards POIG verification. To learn more about POIG and the POIG Charter requirements, please visit: www.poig.org.

Market Claim Example: [Producer name] has been a Palm Oil Innovation Group (POIG) member since [date]. As a POIG member, [Producer name] has been independently verified as compliant with the POIG Charter using the indicators published on [document date]. In adhering to the requirements of the POIG Charter, [Producer name] aims to demonstrate that the industry can break the link between palm oil production and the destruction of forests and peatlands, the exploitation of communities and workers, and climate change. To learn more about POIG and the POIG Charter requirements please visit: www.poig.org.

Retailers & Manufacturers / Traders & Processors

Membership claim example 1: [Company name] is a member of the Palm Oil Innovation Group (POIG). POIG is an initiative developed in partnership with leading NGOs as well as with progressive palm oil producers. POIG aims to support the Roundtable on Sustainable Palm Oil (RSPO) through building on RSPO standards and commitments and by both demonstrating innovation to implement RSPO existing standards as well as with additional critical issues. POIG focuses on three thematic areas: environmental responsibility, partnerships with communities including workers' rights, and corporate and product integrity. To learn more about POIG and the POIG Charter requirements, please visit: www.poig.org.

Membership claim Example 2: [Company name] is a member of the Palm Oil Innovation Group (POIG), and therefore a signatory of the [Applicable POIG Charter Component]. In committing to the [Applicable POIG Charter Component], [Company name] is strengthening their commitments to socially and environmentally responsible palm oil production and procurement. To learn more about POIG and the POIG Charter requirements, please visit: www.poig.org.

Membership claim Example 3: [Retailer/manufacturer name] is a member of the Palm Oil Innovation Group (POIG). As a retailer/manufacturer member of POIG, [Retailer/manufacturer name] is committed to exploring ways to increase the market demand for palm oil products that are produced by innovators within the industry who are operating in accordance with the POIG Charter. By increasing market demand for responsible palm oil, retailer/manufacturer members of POIG hope to incentivise the growth in supply of responsibly produced palm oil in the market. To learn more about POIG and the POIG Charter requirements please visit: www.poig.org.

Membership Claim Example 4: [Company name] is a member of the Palm Oil Innovation Group (POIG), and has committed to contributing to the goals and initiatives led by POIG. As a POIG member, [Company name] is working to find solutions to the challenges faced by the palm oil industry. [Company name] supports using responsible palm oil as a means for driving transformation in the palm oil industry so that it benefits both nature and people. To learn more about POIG and the POIG Charter requirements please visit: www.poig.org.

Market Claim Example 1: [Retailer/manufacturer name] is a member of the Palm Oil Innovation Group (POIG). [Retailer/manufacturer name] aims to source [X percentage] of their palm oil supply from POIG verified producers by [date/year]. [Retailer/manufacturer name] maintains that sourcing segregated palm oil, which has been third-party verified against the POIG Charter verification indicators (growers) is the best way to ensure traceable, responsible palm oil. To learn more about POIG and the POIG Charter requirements please visit: www.poig.org

Market Claim Example 2: [Retailer/manufacturer name] is a member of the Palm Oil Innovation Group (POIG), and is currently sourcing [X percentage] of their palm oil supply from POIG verified producers. As a POIG member, [Retailer/manufacturer name] is committed to finding solutions to the challenges faced by

the palm oil industry, and maintains that sourcing segregated palm oil from suppliers whose operations have been third-party verified against the POIG Charter is the best way to ensure traceable, responsible palm oil. In supporting the POIG Charter, [Retailer/manufacturer name] supports POIG's vision to break the link between palm oil production and the destruction of forests and peatlands, the exploitation of communities and workers, and climate change. To learn more about POIG and the POIG Charter requirements please visit: www.poig.org

POIG & RSPO

Example 1: POIG promotes and supports innovation and improvements in oil palm plantation and extraction mill management and throughout the supply chain on a range of environmental, social, supply chain and governance issues. POIG's grower members support the [Roundtable on Sustainable Palm Oil \(RSPO\)](#) principle commitment to continuous improvement by demonstrating innovation to implement existing RSPO standards as well as demonstrating advances for additional critical issues. In addition to trialling and promoting innovation, POIG has developed an auditable framework to enable market recognition for palm oil produced by companies operating in compliance with the POIG Charter and verification indicators, which build on the [RSPO Principles & Criteria \(P&C\)](#) to prevent deforestation, expansion on peatlands of any depth, uphold human and labour rights and limit climate change.

Example 2: POIG stands as a strong supporter of RSPO certification as grower companies must be at least 50% RSPO certified, with a commitment to becoming 100% RSPO certified within two years, to be eligible for membership. POIG's goal is not to act as a competing certification system to the RSPO, but to advocate for the RSPO and other organisations to integrate the improved practices outlined in the [POIG Charters](#) and [Verification Indicators](#) into existing standards and verification frameworks.

Innovations

General Claim Example: The Palm Oil Innovation Group (POIG) focuses on creating innovations in the palm oil industry and the promotion of these innovations. POIG seeks to find new ways to build on the Roundtable on Sustainable Palm Oil (RSPO) standard, adding stringent criteria to prevent deforestation expansion on peatlands of any depth, uphold human and labour rights and limit climate change. POIG continues to highlight the innovations being carried out by its members, including [Company], and by other front-runners in the sector. To learn more about POIG and the POIG Charter requirements please visit: www.poig.org.

Appendix B – Member Examples & Available Materials

Public Statement Member Examples

- Retailer/Manufacturer public statement example:
[Ferrero joins NGOs and innovative palm oil suppliers becoming POIG member](#)
- Producer/Trader/Processor public statement example:
[Musim Mas: First Southeast Asian company to join the Palm Oil Innovation Group](#)
- NGO public statement example:
[WWF: Palm Oil Innovation Group. Going Further for Sustainable Palm Oil](#)

Other online articles & communication materials

- Agropalma Website Section on Partnerships:
[Partnerships: POIG](#)
- Agropalma Sustainability Reports:
[2013](#): page 23, 26, 69
[2015](#): page 9, 28, 68
- Musim Mas Sustainability Journal:
[Musim Mas Joins POIG](#)
- POIG Website:
[Mission & Vision](#)
[POIG Brochure](#)
Frequently Asked Questions – the latest version is available at <http://poig.org/further-resources/>
Annual POIG Innovations Publication – all issues are available at: <http://poig.org/further-resources/>
[POIG Producer Innovations Profiles - 2015](#)
POIG Brand Guidelines – available for members upon request to the POIG Secretariat at:
info@poig.org