SCS CARBON NEUTRAL CERTIFICATION MARK LABELING AND LANGUAGE GUIDE

Guide G

TABLE OF CONTENTS

SCS reserves the right to update this Guide at its sole discretion.

1. CONGRATULATIONS AND WELCOME

1.1 Advancing the Cause of Sustainability

Congratulations on your certification! Through your efforts, you have joined other business and organizations around the world working to provide products and services that meet the highest environmental, social, and quality standards.

1.2 Expand Market Impact through Use of the SCS Certification, Verification and Validation Marks

The SCS certification, verification and validation Marks are designed to bring increased recognition to our clients' achievements, adding value in the marketplace. Use the marks in conformance with the requirements of this Guide to:

- ✓ Instantaneously communicate your third-party verified or validated status
- ✓ Differentiate your company and products in the marketplace
- ✓ Build visibility for your brand
- ✓ Demonstrate your commitment to transparency and accuracy

1.3 This Document

This document is your guide to the use of the applicable SCS certification, verification or validation mark, the SCS name, and messaging pertaining to your SCS verification or validation. Adherence to these requirements will ensure consistent and correct usage, and support your goals.

This document should be distributed to all marketing, communications, and other staff and contractors who are responsible for providing information about your company's SCS certification, verification or validation on product labels, printed brochures, sales sheets, and other collateral or promotional materials as well as for advertising, press releases, websites, social media communications, published reports, articles, signs or any other communications.

1.4 Take Advantage of SCS' Market Support Services

In addition to using the applicable SCS Certification, Verification or Validation Mark, ask your SCS marketing communications representative how you can take advantage of SCS' full suite of market support services, which include:

- Promotion of your certification on SCS website
- Web copy and image support
- Press release, article and blog support
- Collateral development and review
- Video support
- Label review and approval
- Social media promotions

- Conference and presentation support
- Label design
- Trade show material review
- Client / customer notifications
- Stakeholder notifications
- Advertising
- Custom projects
- Training and webinars for sales staff

1.5 Language

This SCS Carbon Neutral certification mark is currently offered in English only.

1.6 Questions?

Questions related to any of the information contained in this Guide should be addressed to your marketing communications or program representative, as listed in Section 5 of this document.

2. GENERAL GUIDANCE

2.1 SCS Prior Review

All uses of the SCS name or marks, including but not limited to registered trademarks and service marks, or written references to your SCS certification in printed or electronic promotional applications, must be submitted to your SCS program contact for review prior to publication, printing or other uses. This requirement is also stated in the SCS Professional Services Agreement. SCS staff will make every effort to respond to authorization requests within 24-72 hours.

2.2 Avoiding Misuse

It is your responsibility to avoid the use of any reference to SCS or your SCS certification, verification or validation that mischaracterizes the evaluation conducted or the certification granted, or in reference to products or projects that were not included within the evaluation scope. All public messages and program-approved mentions and labeling should clearly apply only to products and projects that have undergone assessment and earned certification.

- **Marketing and Public Relations**
  The program participant should work closely with SCS during development of business-to-business (B2B) or business-to-consumer (B2C) uses of any SCS certification, verification or validation marks or trademarks, the SCS name, or any statements related to SCS verification or validation, to avoid accidental misuse. If possible, when interviewed for articles to be published, the company representative should refer the reporter to SCS for an independent explanation of the verification or validation program.

- **Non-Transferability of Certification**
  The SCS certification, verification or validation mark issued to your company is not transferable for use by third parties without the explicit written consent of SCS.

- **U.S. Federal Trade Commission (FTC) Guidelines**
  The FTC issued *Guides for the Use of Environmental Marketing Claims*, commonly known as the *Green Guides*, to help marketers avoid making environmental claims that are unfair or deceptive. These Guides are available at https://www.ftc.gov/policy/federal-register-notices/guides-use-environmental-marketing-claims-green-guides

- **Avoid Uses on Products that have Not Been Certified, Verified or Validated by SCS**
  Under no circumstances should an SCS certification, verification or validation mark or trademark be used in conjunction with products or projects not covered within the scope of the verification or validation, in any manner other than explicitly authorized by SCS in this guidance document, or otherwise authorized in writing.

- **Avoid Messages Other Than Those Approved by SCS**
  Under no circumstances should an SCS certification verification or validation mark or any messages related to SCS verification or validation be used in a manner that suggests a meaning other than that intended and allowed by SCS as described in this Guide.

3. SPECIFIC GUIDANCE FOR USE OF THE SCS CERTIFICATION, VERIFICATION AND VALIDATION MARKS

3.1 Issuance of the Approved SCS Certification, Verification or Validation Mark
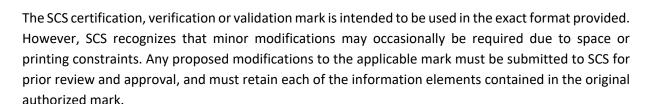
Upon achieving certification, each participant is supplied with an approved SCS certification, verification or validation logo folder.

Approved business-to-business (B2B) or business-to-consumer (B2C) uses of the SCS certification are determined on a program-by-program basis. Refer to 4.2 "Specific Approved Uses of the Mark by Program" to determine which specific uses are applicable to the certification you have earned.

3.2 Components of the SCS Certification, Verification and Validation Marks

The SCS certification, verification and validation Marks incorporate the following elements:

- The specific claim statement
- The word certification, verification, or validation based on program requirements
- The specific claim statement
  (If applicable, as determined by program)
- A supplemental message
  (if applicable, as determined by program)
- SCS trademark symbol - ® or TM consistent with the mark
- Registration number (if applicable, as determined by program)

The SCS certification, verification or validation mark is intended to be used in the exact format provided. However, SCS recognizes that minor modifications may occasionally be required due to space or printing constraints. Any proposed modifications to the applicable mark must be submitted to SCS for prior review and approval, and must retain each of the information elements contained in the original authorized mark.

3.3 Color Reproduction and Color Profiles

The SCS Carbon Neutral Marks are generated in the following style options: 1-color-blue, 1-color white, and 2-color green + blue. For specific printing applications, custom one color versions of each mark are also available upon request.

The 1CG mark uses the following colors: Green, Blue, White. The following color profiles may be specified.

Green
CMYK: C-86, M-20, Y-100, K-6
RGB: R-13, G-141, B-69
Web Safe HEX: 0d8d45

Blue
CMYK: C-100, M-75.5, Y-43.75, K-37.50
RGB: R-0, G-37, B-50
Web Safe HEX: 003750

White
CMYK: C-0, M-0, Y-0, K-0
RGB: R-255, G-255, B-255
Web Safe HEX: ffffff

3.4 Clear Space Requirements

To maintain the integrity and clarity of the brand, "clear space" dimensions have been established for the SCS certification marks. No other graphic or text element encroaches into this space. As shown in the example, the minimum clear space is measured using "X", where X equals 20% of the height of the mark (i.e., the mark height used in the design multiplied by 0.20).

3.5 Minimum Size

To maintain optimum clarity in reproducing the SCS certification, verification and validation marks at a small size, the claim should in no case be reduced smaller than 4-point type. In small applications, this requirement may result in a label in which the smallest text is slightly out of proportion to the original file (i.e., slightly enlarged relative to other text).

3.6 Infringements and Unacceptable Uses

The SCS certification, verification and validation Marks must be reproduced consistently and correctly. Unless otherwise authorized:

- Do not alter the proportion of the mark
- Do not alter the shape of the mark
- Do not change the fonts within the mark
- Do not edit or change the mark information
- Do not add colors to the mark. (If you need the one-color logo in a custom color, contact your SCS sales representative).
- Do not screen the mark
- Do not distort the mark
- Do not rotate the mark

Examples of unacceptable uses:

3.7 Use of the SCS Certification, Verification and Validation Marks in Conjunction with Certification Scheme Owner Marks (Cobranding)

When the SCS certification, verification and validation Marks are used in conjunction with the trademarks of a separate certification or verification scheme owner, all logo use and labeling requirements of the scheme owner must be followed.

3.8 Use of the SCS Certification, Verification and Validation Marks by Supply Chain Partners

In some cases, your downstream supply chain partners may request use of your SCS certification, verification or validation Mark. In such cases, SCS will determine whether the verification scheme owner has specific chain-of-custody requirements that must be met, and will advise you accordingly.

If no such requirements exist, SCS will determine whether such uses are appropriate. If so, SCS will provide you with our *Handler Guidance and Affidavit Form*. This form outlines the responsibilities of your supply chain partners who intend to use the mark or otherwise refer to the certification, verification or validation, and includes an Affidavit that must be signed and returned to your representative at SCS prior to any usage of the mark. As specified in the Handler Guidance, any usage must conform to all requirements of this Guide, including but not limited to SCS' prior review and consent for all uses.

3.9 Use of the SCS Certification, Verification and Validation Marks for Products that are Ingredients or Components

In some cases, certification will be issued to products that serve as ingredients or components to other products. In such cases, SCS will determine whether the verification scheme owner has specific requirements that must be met, and will advise you accordingly.

If no such requirements exist, SCS will determine whether such uses are appropriate. If so, SCS will provide you with our supplemental *Guide for Ingredient and Component Claims*. This Guide will provide you with details about any minimum ingredient or component requirements that may pertain to your product before the mark may be used or before you may refer to the certification, verification or validation itself.

4. SCS MESSAGING

4.1 About SCS

You may use the following statement, in whole or in part, in communications pertaining to SCS:

> SCS Global Services (SCS) has been providing global leadership in third-party quality, environmental and sustainability verification, certification, auditing, testing, and standards development for more than three decades. Its programs span a cross-section of industries, recognizing achievements in green building, product manufacturing, food and agriculture, forestry, power generation retail, and more. SCS is accredited to provide services under a wide range of nationally and internationally recognized certification programs. Consistent with its mission, SCS is a chartered benefit corporation, reflecting its commitment to socially and environmentally responsible business practices.

4.2 Approved Uses

The following table provides a summary of the specific approved uses of the SCS certification verification and validation marks by program. ***Consistent with the terms of the SCS Professional Service Agreement, all uses of the mark are required to be submitted to SCS for prior approval.***

PROGRAM	B2B*	B2C**	ON-PRODUCT	OFF-PRODUCT	ONLINE	COBRANDING
ECV – Carbon Neutral	Yes	Yes	Yes	Yes	Yes	Yes

4.3 Certification Program Marketing Messages

The following table provides a short marketing message applicable to each verification and validation program covered by this Guide. You may use the program statement(s) applicable to your SCS certification, verification or validation in your marketing messages. If you have additional questions about these messages, contact your program representative, as listed in the table in Section 5 of this document.

PROGRAM	CERTIFICATION MARKETING MESSAGE
ECV – Carbon Neutral	A Carbon Neutral Certification demonstrates *[your organization's]* leadership and commitment to decarbonization and neutralization by meeting the requirements of PAS 2060, the international standard for carbon neutrality. A carbon neutral footprint is achieved when the sum of the greenhouse gas (GHG) emissions produced are offset by natural carbon sinks or carbon credits. A Carbon Neutral Certification will differentiate *[your brand]* as environmentally responsible and will align *[your organization]* with the UN Sustainable Development Goals.

5. CONTACT US FOR ASSISTANCE

SCS representatives are standing by to assist you. Please locate the applicable verification or validation program below to identify your representative. If you do not see your program or representative listed, call 1-510-452-8000 for further assistance.

PROGRAM	CONTACT INFORMATION
ECV Carbon – Neutral	djonas@scsglobalservices.com