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Document Title: ISCC 208 Logos and Claims
Version 1.1
Valid from: 30 January 2019
# Content

1. Introduction ................................................................. 4
2. Scope ........................................................................... 4
3. General Requirements .................................................. 5
4. Off-Product Communication ......................................... 9
   4.1 Off-Product Logo Use .............................................. 10
   4.2 Off-Product Claims .................................................. 10
5. On-Product Communication ........................................ 13
   5.1 Introduction ............................................................. 13
   5.2 On-Product Logo Use and Claims ........................... 13
      5.2.1 Physical Segregation ........................................ 14
      5.2.2 Mass Balance (I): 100 % bio-based material ......... 15
      5.2.3 Mass Balance (II): Co-Processing / Drop-In-Processes ....... 16
      5.2.4 Reuse and Recycling in the Circular Economy ......... 18

Annex I: Styleguide of ISCC Logos ..................................... 19
Annex II: Example Claims .................................................. 24
1 Introduction

ISCC – International Sustainability and Carbon Certification is an independent multi-stakeholder organisation providing a globally applicable certification system for the sustainability of raw materials and products, which can be used to certify all types of biomass, including agricultural or forestry raw materials, waste and residues as well as renewable raw materials of non-biological origin and recycled feedstocks. It is applicable to supply chains of different sectors and markets, including bioenergy (biofuels and bioliquids), food, feed markets as well as technical and industrial applications.

The ISCC sustainability requirements have been developed based on legal requirements (Renewable Energy Directive – RED 2009/28/EC) and on a multistakeholder dialogue. For continuous development of the certification standard ISCC applies an ongoing stakeholder dialogue and public consultations. The main objective of ISCC is the environmentally, socially and economically responsible production and use of biomass and other raw materials and the products derived from such materials\(^1\). For this goal, ISCC certification aims at ensuring the protection of highly biodiverse and high carbon stock areas, the implementation of good agricultural practices as well as the reduction of GHG emissions. Additionally, ISCC puts major emphasis on social criteria in global and traceable supply chains.

Logos and claims can be applied to ISCC compliant goods (on-product) or in general communication (off-product). Claims are attributes of a product or service that are announced to an audience through marketing channels. ISCC has developed this document to facilitate a correct logo and claims use and respective communication throughout the supply chain, while maintaining ISCCs objectives of transparency and credibility.

Claims made under ISCC shall generally fulfill the following criteria\(^2\):
- The claims must be clear, easy to understand and shall not be misleading as ISCC System Users shall avoid false statements to consumers.
- In line with that, claims shall be accurate and based on substantiated evidence. Furthermore, they must be relevant for the issue and not a distraction from bigger more important issues. The claim must be transparent, providing unambiguous information about the applied (certification) system easily available and accessible. Finally, the claim shall be robust.

2 Scope

The implementation of the guidelines for the ISCC logos and claims use presented in this document are mandatory for all ISCC certificate holders which have received approval to use the ISCC logo. This document specifies the requirements on the proper use of the ISCC logos and claims on ISCC-

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\(^1\) see ISCC EU System Document 202 “Sustainability Requirements”

\(^2\) based on the requirements of the ISEAL alliance:
certified products and on other promotional products, and it must be considered as the evaluative basis in the ISCC logo approval process.

This document provides guidance and transparency regarding the accurate and appropriate use of ISCC logos and related claims for ISCC certified products. It specifies the mandatory requirements for ISCC certificate holders, ISCC Members, Certification Bodies and other third parties, who intend on using ISCC logos and claims. This document also specifies requirements for certified companies with respect to business-to-business statements on sustainability declarations.

This document will be updated by ISCC particularly to incorporate stakeholder feedback and best practice examples of potential claims (“Example Claims”, Annex II). ISCC welcomes suggestions and feedback from System Users, members of the ISCC association (ISCC e.V.), and other stakeholders regarding logos and claims use.

3 General Requirements

The ISCC logo holds copyright protection and is a registered trademark.

The use of ISCC trademarks and claims is limited to the following groups:

1. Certificate holders: Agricultural producers, collecting points, conversion units, traders, logistics and other companies in the supply chain, which hold a valid ISCC certificate or are certified under the ISCC group certification

2. ISCC Association Members

3. Certification Bodies

4. Other organizations that do not fall under 1. to 3. This can include e.g. project-related partners of ISCC such as industry- and trade associations, research and academic institutions or governmental and non-governmental organizations.

ISCC System Users may apply the ISCC logos and related claims as long as the System user holds a valid ISCC certificate and does not act against the sustainability goals and mission of ISCC, as outlined in ISCC Document 102 Governance. Members of the ISCC Association may use the ISCC logos and claims during the period of membership. Certification Bodies cooperating with ISCC may use the ISCC logos and claims as long as a valid cooperation agreement with ISCC is in place. Other organizations may use the ISCC logos and claims according to prior agreement with ISCC. Any third-party other than the four groups stated above is not permitted to use the ISCC logos and claims unless ISCC has granted a written authorization.

Prerequisite to use an ISCC logo is a written approval by ISCC for the requested application. To obtain approval by ISCC and to receive the logo file, interested parties shall send a request for logo use to the ISCC head office.
via the official ISCC email address (info@iscc-system.org). It should be clearly stated in the request for which use or application the logo is intended and where it should be placed. For this purpose, a copy or draft of the intended application should be submitted to ISCC. The request for logo use will then be reviewed by the ISCC head office. If the request complies with the requirements outlined in this document ISCC will reply with a written approval and provide a high-resolution file of the ISCC logo for the intended application. Currently, the use of on-product logos and does not include the obligation to pay license fees.

The use of ISCC logos and claims is possible for ISCC certified raw materials and products and must not relate to other ingredients not certified under ISCC. The use of the ISCC logos and claims is voluntary. However, both product-specific claims and type of ISCC on-product logo shall always be used in relation to the scope of certification (chain of custody and compliance of the raw material). It is recommended that System Users establish clear links to the chosen chain of custody option in communicated claims. Note that the ISCC seal, as provided on ISCC certificates, can only be used by ISCC and on ISCC certificates. The use of the ISCC seal by any other party is strictly prohibited.

![Depiction 1: ISCC seals](image)

Claims that directly reference to ISCC should follow the provisions laid down in chapter four and five of this document. This includes such claims that explicitly include the name ISCC, or claims that explicitly refer to the ISCC certified component(s) in a product, or claims that are made on a product that exclusively contains the ISCC logo (and no other sustainability-related logos) thus establishing a direct link between the claim and ISCC.

![Direct reference to ISCC](image)

General sustainability-related claims which do not directly reference ISCC (e.g. “green product”, “best choice for a sustainable future”, “saving the environment”, etc.) are not subject to approval by ISCC. As no “official approval” of such general claims by ISCC is required (or possible), companies can freely decide to use such claims. When making such general claims, it shall be avoided that third parties are given the impression that the claim directly relates or references to ISCC. This could, for instance, be the case, if a general claim is made in close proximity to the ISCC logo, particularly if no other sustainability-related logos are used, as this could establish an unfounded or inadequate link to ISCC.

![General claims](image)

In addition to the core sustainability requirements laid down in ISCC EU System Document 202 “Sustainability Requirements”, ISCC provides the
option to adapt ISCC certificates to specific market requirements through voluntary add-ons. Add-ons are modules that can be applied either for the agricultural production area or for the entire supply chain on a voluntary basis. The modular approach ensures the fulfilment of different market requirements and continuous improvement. The following Add-ons are currently available:

- Add-on 202-01 – Environmental management and biodiversity
- Add-on 202-02 – Classified chemicals
- Add-on 202-03 – SAI Gold
- Add-on 205-01 – GHG Emission Requirements
- Add-on 205-02 – Consumables
- Add-on 205-03 – Non GMO food/ feed
- Add-on 205-04 – Non GMO technical markets

System Users are free to use specific claims depending on the respective Add-On used. As for all ISCC claims, the eligibility of claims depends also on the chosen chain of custody option (physical segregation or mass balance) and all further guidelines outlined in this document.

Furthermore, the eligibility of particular claims depends on the exact wording (e.g. “based on”, “featuring”, etc.) and how this wording can be understood by stakeholders. It is the responsibility of the company to ensure that ISCC related claims are in line with this guidance document. Communication and marketing, particularly towards end consumers (business-to-consumers or B2C) but also towards suppliers and clients (business-to business or B2B), may be subject to legal regulations, national labelling requirements and consumer protection laws. ISCC cannot be held liable for compliance with respective regulations of the countries where the System User intends to sell and distribute the product.

ISCC does not take any responsibility for legal implications of the use of this guidance document and does not claim that following this guidance document will result in legal compliance. The guidance given in this document is not intended as a substitute for legal advice. It is recommended that companies discuss claims also with their legal department to ensure compliance with consumer protection laws in the respective country. It is therefore the responsibility of the System User to implement claims that are not only attractive from the marketing point of view but that are also legally correct to avoid potential greenwashing allegations and reputational damage.

A correct and appropriate use of ISCC logos and related claims is necessary to maintain the ISCC certification standards credibility. Critical or false claims may result in legal implications for (certified) companies. Any direct claim, statement or reference made to the name ‘International Sustainability and Carbon Certification”, the letters “ISCC”, or to the ISCC logo that is not in line with the respective rules outlined in this document will be regarded as
‘unauthorized’. ISCC reserves the right to publish any case of misuse or unauthorized use, request correction and compliance with requirements and/or take legal action against any party that uses ISCC logos without written approval.

With giving the permission of the logo use, ISCC is permitted to publish respective examples of System Users for marketing purposes on e.g. its website and presentations.
### Table 1: Overview of ISCC Logos

<table>
<thead>
<tr>
<th>ISCC Logo</th>
<th>Type</th>
<th>Application</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="ISCC Logo" /></td>
<td>Off-product Logo</td>
<td>Websites, email signatures, brochures, leaflets, reports, (news)letters, etc.</td>
</tr>
<tr>
<td><img src="image" alt="ISCC seal" /></td>
<td>ISCC seal (&quot;Off-Licence&quot;)</td>
<td>ISCC Certificates (only to be used by ISCC or CBs)</td>
</tr>
<tr>
<td><img src="image" alt="ISCC" /></td>
<td>On-product logo for physical segregation bio-based supply chains</td>
<td>B2C communication on ISCC certified raw material / product</td>
</tr>
<tr>
<td><img src="image" alt="ISCC" /></td>
<td>On-product logo for mass balance in bio-based supply chains</td>
<td>B2C communication on ISCC certified raw material / product</td>
</tr>
<tr>
<td><img src="image" alt="ISCC" /></td>
<td>Former mass balance logo can still be applied</td>
<td></td>
</tr>
<tr>
<td><img src="image" alt="ISCC" /></td>
<td>On-product logo for physical segregation recycling supply chains</td>
<td>B2C communication on ISCC certified raw material / product</td>
</tr>
<tr>
<td><img src="image" alt="ISCC" /></td>
<td>On-product logo for mass-balance recycling supply chains</td>
<td>B2C communication on ISCC certified raw material / product</td>
</tr>
</tbody>
</table>

### 4 Off-Product Communication

Off-product claims can be defined as any communication referring to ISCC which is not directly related to a specific product. Such claims can be used for information about a successful certification (certificate holders), about the approval of certificates or the recognition by ISCC (Certification Bodies), about the membership in the ISCC association (ISCC Members) or regarding activities in close relation to ISCC (e.g. projects). Off-product communication includes websites, email signatures, brochures, leaflets, (annual) reports, advertisements, flyers, posters, displays, (news)letters, offerings, invoices, document templates etc. Statements must be consistent and not misleading.
to market participants of the up- and downstream supply chain, consumers or other stakeholders.

4.1 Off-Product Logo Use

For off-product communication approved by ISCC the ISCC corporate logo must be used. The ISCC corporate logo consists of a magnifying glass with a stylized globe inside the lens and includes at least the initials ISCC. The “original” colour (blue font on white background) and “neutral” colours (grey, black, white) are provided by ISCC. Neither text nor colours of the corporate logo must be altered. No additional colours of the corporate logo are provided by ISCC.

The ISCC corporate logo must not be applied on products as the logo does not include a claim about a product. Additionally, the ISCC logo will not be provided for internal company documents which could be misleading because they contain statements which are not directly related to the ISCC certification and/or have not been verified by ISCC. For example, “GHG certificates” or any kind of other attestations that the ISCC certified company issues autonomously to its suppliers or clients. The ISCC logo will also not be provided for the use on business cards.

Further information on the graphical implementation of the ISCC logos is available in the ISCC Logo Styleguide (Annex I).

4.2 Off-Product Claims

The following table shall be used as a guideline for off-product communication of the different stakeholder groups that are potentially allowed to use the ISCC logo:

<table>
<thead>
<tr>
<th>Interest group</th>
<th>Requirements on claims</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Certificate holders</td>
<td>Claim shall refer to the certification, e.g. ISCC certified. In case of certification against an Add-on, claim can also refer to the certified Add-on. Example: Our process specific greenhouse gas emissions are ( \ldots \text{kgCO}_2/\text{t product} ). They have been certified under ISCC (Add-on 205-01)</td>
</tr>
<tr>
<td>2. ISCC Members</td>
<td>Claim shall refer to the membership, e.g. Member of the International Sustainability and Carbon Certification (ISCC) Association</td>
</tr>
</tbody>
</table>
Table 2: Requirements for Off-product claims

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.</td>
<td>Cooperating Certification Bodies</td>
</tr>
<tr>
<td></td>
<td>Claim shall refer to the cooperation, e.g. ISCC-cooperating Certification Body</td>
</tr>
<tr>
<td>4.</td>
<td>Other third party (e.g. project-related partner)</td>
</tr>
<tr>
<td></td>
<td>Claim shall refer to partnership or relationship with ISCC, e.g. project was conducted together with ISCC</td>
</tr>
</tbody>
</table>

Besides for (external) communication purposes, ISCC certified operational units make use of claims related to ISCC on their sustainability declarations ("business-to-business" or "B2B" claims). B2B statements are made on the sustainability declarations (delivery notes) issued to recipients of sustainable products. Certificate holders, who deliver sustainable products to other certified companies, must ensure that the information on the sustainability declarations attached to the sustainable products meet the ISCC requirements according to ISCC document 203 “Traceability and Chain of Custody”. The type of information on the sustainability declaration will decide which on-product claim the final producer can make.

Besides product-specific information (e.g. type of raw material, country of origin, etc.) there are two different statements on the compliance of the product that can be made under ISCC:

**EU RED Compliant:**
This statement can be made, if the upstream supply chain is certified against ISCC EU or any other certification scheme recognized by the European Commission (EC) in the framework of the RED\(^3\). An ISCC EU certified company which receives material from a supplier certified by another EC recognized certification scheme can sell the product with the statement “EU RED Compliant”. Since the upstream supply chain is not ISCC certified in this case, the claim “ISCC Compliant” must not be used.

**ISCC Compliant:**
This statement can be made, if the entire upstream supply chain, including the cultivation or collection of the raw material (e.g. agricultural biomass or waste and residues) is ISCC certified. The material used in the supply chain consists entirely and solely of ISCC material, at least on a quantity bookkeeping mass balance basis. An ISCC certified company, which receives material from a supplier certified by another certification scheme cannot sell the product as “ISCC Compliant”.

Every ISCC certified company, which plans to deliver sustainable products under its ISCC certificate, must verify the information on the sustainability declarations of the related incoming material. The type of certification of the supplier (e.g. ISCC EU or ISCC PLUS) and the statement on the compliance of the material ("EU RED Compliant" or “ISCC Compliant”) will determine which claim can be stated on the outgoing sustainability declarations. These

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B2B claims on the sustainability declarations also provide the basis for possible on-product claims on the final product towards consumers (B2C).

Depiction 2: Different scenarios for B2B claims

If ISCC material is recognized by other sustainability standards as being equivalent, System Users may choose to apply a respective claim for the outgoing material (e.g. “SAI Silver Compliant”). Recognitions by other sustainability standards can be found on the ISCC website. Here, general requirements with regard to the diverse benchmarks are laid down as for instance which ISCC Add-On has to be fulfilled for the acceptance by another standard. Furthermore, it is strongly recommended that System Users visit also the other standards’ website to research applicable and more specific requirements in order to implement these additional claims in a proper way.

Summary of guidelines for claims on sustainability declarations:

> An economic operator must be certified, in order to make a claim on its sustainability declaration (B2B claim)

> If the entire (upstream) supply chain is ISCC certified, the B2B claim “ISCC compliant” is possible (this claim must be forwarded throughout the supply chain)

> If a supplier of sustainable material is certified against one of the EU recognized schemes (other than ISCC), the B2B claim “RED compliant” can be made

> The B2B claims proceeded via sustainability declarations will define possible on-product claims of the final manufactured product (B2C)
5 On-Product Communication

5.1 Introduction

On-product communication refers to all communication directly related to the final product, e.g. ISCC logos and claims on final products (for end-consumers). ISCC logos and claims can be used on fully ISCC compliant products (e.g. ISCC certified vegetable oil) and on products only partly containing ISCC compliant materials (e.g. plastic part of packaging).

‘Chain of custody’ (CoC) is a general term for making a connection between sustainability information or claims regarding raw materials, intermediate and final products. Different chain of custody options are available for the handling of sustainable materials along the supply chain\(^4\). Under ISCC, two chain of custody options are possible: mass balance and physical segregation. Physical segregation is the CoC option under which sustainable and non-sustainable material is kept physically separated. The mass balance system is the CoC option under which the sustainability characteristics remain assigned to batches of material on a bookkeeping basis while the physical mixing of material with different sustainability characteristics and the mixing of sustainable and non-sustainable material is allowed. The sustainability declaration and the respective physical delivery thus depends on the chain of custody option applied. This means that in case of segregated deliveries, the product on the sustainability declaration reflects the characteristics of the product physically delivered. If traceability is based on a mass balance approach, the sustainability declaration does not necessarily reflect the characteristics of the product physically delivered. Consequently, eligible ISCC logos and claims depend on the chain of custody option applied as under ISCC, claims must be credible and shall be based on substantiated evidence.

5.2 On-Product Logo Use and Claims

ISCC provides different on-product logos for different chain of custody scenarios. These logos are provided by ISCC in “original” colours (blue font on white background), and “neutral” colours (grey, black, white). System Users can either use the original ISCC logo unchanged or apply different background colours with either black, grey or white fonts.

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\(^4\) See ISCC System Document 203 „Traceability and Chain of Custody“, section 3.3.2
System Users have to take into account the following rules on using ISCC logos on products:

> the wording in the logo must not be altered

> the ISCC logo shall not be positioned in any disadvantageous way; especially not if applied together with logos of other sustainability certification schemes

> ISCC logos and claims shall not be used in a misleading way in order to avoid causing confusion and irritation of stakeholders or loss of credibility to the ISCC certification scheme

> ISCC logos and claims shall not be applied in a way that implies a connection between ISCC and actions performed by the System User that are outside of the certification scope

> System Users shall not use ISCC logos and claims to relate to product characteristics not covered by ISCC certification in any kind of internal or external communication or marketing activities

ISCC allows translations of the wording written in the ISCC on-product logo. These translations have to be approved by ISCC.

5.2.1 Physical Segregation

Under physical segregation, sustainable and non-sustainable material is kept physically separated and it ust be possible to identify batches of material throughout the entire production and distribution process. Hence, separate / parallel processes for production, storage and transport of sustainable material are required to implement this chain of custody option.

**ISCC on-product logo:**
### Do’s and Don’ts under physical segregation

#### Do’s

<table>
<thead>
<tr>
<th>Claim can refer directly to product and ISCC compliance of product:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• “based on”</td>
</tr>
<tr>
<td>• “comes from”</td>
</tr>
<tr>
<td>• “made from”</td>
</tr>
<tr>
<td>• “is from”</td>
</tr>
<tr>
<td>• “contains”</td>
</tr>
<tr>
<td>• “a certified source that meets (..) requirements”</td>
</tr>
<tr>
<td>• “this product contains at least x% of (raw material) from certified sources”</td>
</tr>
</tbody>
</table>

#### Don’ts

<table>
<thead>
<tr>
<th>Don’t overclaim:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Do not use claims for ISCC Add-Ons if specific requirements are not fulfilled/verified</td>
</tr>
<tr>
<td>• Do not claim a product to be entirely ISCC certified, if individual components of the product are not covered by ISCC certification</td>
</tr>
</tbody>
</table>

#### Examples:

- Product is ISCC Compliant
- Product is made from sustainable raw material certified based on ISCC sustainability requirements
- Made from ISCC certified sustainable feedstock / raw material
- Made from raw material certified according to ISCC requirements

#### Table 2: Claim Requirements under Physical Segregation

### 5.2.2 Mass Balance (I): 100 % bio-based material

Under the mass balance approach, certified sustainable raw material enters the supply chain but is not kept physically separated from non-certified material. While sustainability characteristics remain assigned to batches of material on a bookkeeping basis, the physical mixing of material with different sustainability characteristics and the mixing of sustainable and non-sustainable material is allowed at any stage of the supply chain.

Mass balance requires less logistical effort than a segregated supply chain as sustainable and non-sustainable material can be mixed. Hence, the supply chain setup under mass balance is less costly and supports the demand for sustainable raw materials and products. However, there is no guarantee that an end-product physically contains sustainable material.

### ISCC on-product logo:

![ISCC on-product logo for mass balance]
5.2.3 **Mass Balance (II): Co-Processing / Drop-In-Processes**

Co-processing refers to the simultaneous processing of bio-based oil and fossil-based oil in one refining process resulting in multiple different outputs that are partly bio-based and partly fossil-based. A drop-in process is a co-processing process in which the amount of bio-based oil (input) is substantially lower than the amount of fossil-based oil (only a “drop in” the fossil oil) and might not be measurable in a particular output of the process.

The on-product claim shall reflect the option how to allocate the bio and sustainability characteristics from the input to the output. Claims must reference mass balance approach and never the physical content unless this is clearly detectable. Claims for the output shall not give the impression that the final product is fully or partially bio-based unless this can be proven by chemical analysis, i.e. fossil-based PE / PP or derived products cannot be labelled as “bioplastic”. The same “Do’s and Don’ts” for mass balance supply chains apply (Table 3).

Options to allocate bio and sustainability characteristics from the input (bio-based oil) to the output (e.g. polyethylene, polypropylene):

- **Chemical analysis** of the output e.g. by an analytical 14C-measurement for the final product to determine the bio-yield. In drop-in processes it may not be possible to identify any bio-content in a specific output due to the high share of fossil input and the large number of different outputs. If the bio-based content was determined by chemical analysis, the bio-share of the product can be indicated. It must be clear, that both logo and claim only refer to the share of bio-based materials.

- **Free attribution** of bio and sustainability characteristics to any output material on a mass balance basis as depending on the specific boundary conditions of a production site a determination of the bio-yield under day-to-day operational conditions may not be possible. This means that the molecules contained in the end product may not be renewable or bio-based but may be entirely of fossil origin. However, the sourcing of an equivalent amount of sustainable bio-based input material to produce the end product is independently verified and certified. This approach contributes to the transition from a fossil to a sustainable bio-based economy. In case of a free attribution claims cannot refer to a physical bio-based share in the product. They must refer to the effort to contribute to the sourcing of sustainable bio-products or that fossil resources are saved.
ISCC on-product logo:

![ISCC Logo]

**Do`s**

Claim can refer to the effort to sourcing of sustainable raw material and must not refer to the physical characteristics of the product:

- “supports the production of”
- “contributes to”
- “product from certified sources on a mass balance basis / from mixed sources”
- “investing in”
- “committing to”
- “linked to”

**Examples:**

- ISCC compliant from mixed sources
- Support of responsible production in line with ISCC requirements
- Support of ISCC certified production
- An equivalent amount of ISCC compliant material has been sourced
- The required quantity of sustainable material is certified according to ISCC requirements
- By buying ISCC certified (feedstock), (company) supports sustainable (feedstock) farming

**Don’ts**

**Cannot reference physical product characteristics directly**, e.g. a claim regarding a bio-based content is not possible as this claim would suggest that the product contains bio-based material physically.

This product

- is coming from a sustainable/responsible source
- made from certified resources
- based on renewable sources
- 100% plant-based/bio-based
- 100% renewable
- completely based on renewable sources
- contains

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**Table 3: Claim Requirements under Mass Balance**
5.2.4 Reuse and Recycling in the Circular Economy

On-product claims for products based on recycled feedstock (e.g. mixed plastic waste) should reflect that the respective material is made out of unintentionally produced waste that would not be further used otherwise. The process taking place is a recycling procedure where the waste is converted into new raw materials and products. An ISCC-specific claim that relates to recycling could include that the applied process supports the reuse of carbon material in order to avoid the extraction and use of additional carbon material from primary non-renewable sources such as (crude) oil.

As for all other feedstocks, the wording of the potential claim depends on the chosen chain of custody option. This means for instance specifically for recycled material supply chains that apply the mass balance approach and/or co-processing cannot state that the physical product contains solely recycled material. In that case, claims must reference the mass balance approach and never the physical content unless this is clearly detectable. Claims for the output shall not give the impression that the final product is fully or partially recycled unless this can be proven by analysis. The same “Do’s and Don'ts” for mass balance supply chains apply (Table 3). In line with this methodology, for segregated supply chains of recycled material the same guidelines as for bio-based materials have to be taken into account (Table 2).

In the case of recycling or reuse of materials the following on-product logo can be used for segregated supply chains:

![Segregated Supply Chains Logo]

In the case of recycling or reuse of materials the following on-product logo can be used for mass balance supply chains:

![Mass Balance Supply Chains Logo]

5 please see chapter 3 and 4 of this document for a more specific guidance
Annex I: Styleguide of ISCC Logos

ISCC Corporate Logo

The logo consists of a magnifying glass with a stylized globe in its lens, the initials ISCC and the writing “International Sustainability and Carbon Certification”

Colours

The Logo can be used in the following combinations:

1. Blue (CMYK 100/56/0/0, RGB (0/98/174) and Grey (80% black)
2. Grey (90% black: handle and lower part of the lens, 70% black: text and upper part of the lens)
3. Black (100%)
4. White (invers)

Minimum Size

For an optimal depiction, it is recommended to apply a minimum size of 15 mm height and 30 mm length.

The proportion between height and length must be kept.

Clearance area

We highly recommend a minimum clear space around the logo. It is same width as the ‘S’ of the logo.

The size of the clear space increases or decreases in proportion to the size of logo.

Please allow more space whenever possible.
ISCC On-Product Logos

Physical Segregation (bio-based supply chains): The logo consists of a magnifying glass with a leaf in its lens, the initials ISCC, the ISCC website link and the writing “CERTIFIED” and below “sustainable material”

Mass Balance (bio-based supply chains): The logo consists of a magnifying glass with a leaf in its lens, the initials ISCC, the ISCC website link and the writing “MIX” and “supporting certified sustainable material”

Mass Balance (alternative): The logo consists of a magnifying glass with a leaf in its lens, the initials ISCC, the ISCC website link and the writing “contributing to responsible sourcing of bio-based materials”

Physical Segregation (recycling supply chains): The logo consists of a magnifying glass with circling arrows in its lens, the initials ISCC, the ISCC website link and the writing “CERTIFIED” and below “recycled material”
**Mass Balance (recycling supply chains):** The logo consists of a magnifying glass with circling arrows in its lens, the initials ISCC, the ISCC website link and the writing “MIX” and “supporting certified sustainable material”

![ISCC Logo](image)

**Graphical requirements applicable for all five ISCC On-Product Logos:**

**Colours**
The Logo can be used in the following combinations:
1. Blue (CMYK 100/56/0/0, RGB (0/98/174) and Grey (80% black)
2. Grey (90% black: handle and lower part of the lens, 70% black: text and upper part of the lens)
3. Black (100%)
4. White (invers)
5. Transparent background where System User can apply individual background colour

![ISCC Logos](image)
Minimum Size

For an optimal depiction, it is recommended to apply a minimum size of 14mm length and 32 mm height for the vertical logo and 15 mm height and 32 mm length for the horizontal logo. The proportion between height and length must be kept.

Clearance area

We highly recommend a minimum clear space around the logo. It is half the width as the ‘S’ of the horizontal logo and half the height as the ‘S’ of the vertical logo. The size of the clear space increases or decreases in proportion to the size of trademark. Please allow more space whenever possible.
## Do’s and Don’ts in Applying the ISCC Logos

<table>
<thead>
<tr>
<th>Do’s</th>
<th>Don’ts</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; Use only logo designs and graphical attributes that are provided by ISCC (original graphics)</td>
<td>&gt; Add, amend or remove any part of the logo:</td>
</tr>
<tr>
<td>&gt; Apply the logo in a noticeable area in your company catalogue/website/product etc.</td>
<td>&gt; Change colours, font or claim</td>
</tr>
<tr>
<td>&gt; The clearance area for the logo should be kept</td>
<td>&gt; Use parts to re-design another logo</td>
</tr>
<tr>
<td>&gt; Choose the best logo colours that optimize visibility</td>
<td>&gt; Adapt proportions individually</td>
</tr>
<tr>
<td>&gt; Try to keep at least the minimum size</td>
<td>&gt; Recreate shapes</td>
</tr>
<tr>
<td>&gt; Ask for approval before making use of ISCC on- and off product logos</td>
<td>&gt; Include special effects or shadows</td>
</tr>
<tr>
<td>&gt; The off-product logo can be applied on promotional items as on cups, pens, t-shirts, cars, documents, reports, etc.</td>
<td>&gt; Border with shape</td>
</tr>
<tr>
<td>&gt; Choose the right on-product logo for your chain-of-custody option</td>
<td>&gt; Integrate pictures or forms</td>
</tr>
<tr>
<td></td>
<td>&gt; Apply the on-product logo in any kind of off-product communication</td>
</tr>
<tr>
<td></td>
<td>&gt; Apply the off-product logo as a product label</td>
</tr>
<tr>
<td></td>
<td>&gt; Use the ISCC seal for any kind of product or communication</td>
</tr>
<tr>
<td></td>
<td>&gt; Disadvantageous size or placement of the ISCC logo on advertising space together with other sustainability schemes</td>
</tr>
<tr>
<td></td>
<td>&gt; Use the logo as a read-through object in texts</td>
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</tbody>
</table>
Annex II: Example Claims

Co-Processing / Drop-In-Processes under free attribution:

> Responsibly sourced polymers
> Polymers support responsible sourcing
> Polymers contribute to responsible sourcing of renewable materials
> Polymers contribute to sourcing of sustainable bio-based materials
> Plastic(s) in coating and closure is ISCC certified on a mass balance basis
> Plastics in coating is ISCC certified on a mass balance basis
> An equivalent amount to the plastic in this carton has been sourced from renewable resources
> Innovative plastic material (in closure and/or coating) contributes to replace fossil-based resources
> Responsibly sourced plastic contributes to reducing the use of fossil resources
> By buying this carton, you contribute to reducing the use of fossil resources
> ISCC certified plastic in the packaging (coating and cap) promotes the use of raw materials / resources that have been produced in a socially and environmentally responsible way
> Certified plastic in closure and coating supports responsible sourcing of forest-based raw materials
> ISCC certified plastic is produced by using sustainable resources to replace an equivalent amount of fossil resources in the production process (mass balance approach)
> (Product) is linked to plant-based renewable material
> Promoting (more) sustainable products (e.g. packaging)
> Working towards sustainable end products
> This product promotes the transition from fossil to sustainable bio-based resources.
> Contributing...,
> Supporting...,
> Improving...,
> 
> - (to) responsible sourcing of bio-based materials
> - sustainable/ responsible sourcing/ production
> - sourcing in line with ISCC requirements
> - responsible sourcing of ISCC compliant bio-based material
> - use of fossil resource saving materials

Responsibly sourced (definition of material)

Co-Processing / Drop-In-Processes with bio-based and sustainability characteristics after chemical analysis:

> Contains x% bio-based material
> Contains x% sustainable raw material
> Based on x% sustainable raw material

ISCC claims under mass balance:

> ISCC compliant (raw material) from mixed sources
> Support of responsible production in line with ISCC requirements. The ISCC standard ensures the protection of biodiverse and carbon-rich areas (of forests) and the compliance with human, labor and land rights
> Support of ISCC certified sustainable production
> Support of sourcing of raw material in line with ISCC requirements
> An equivalent amount of ISCC compliant (raw material) has been sourced
> The required quantity of sustainable (raw material) is certified according to ISCC requirements
> (raw material) from ISCC certified production units were mixed with conventional (raw material) in the supply chain
> We are committed to use 100% ISCC certified (raw material), currently using ISCC compliant (raw material) from mixed sources
> ISCC certification promotes environmental and social sustainability
> Responsibly sourced (raw material) according to ISCC requirements
> (Company name) invests in more sustainable (raw material) (or agricultural production of (raw material))

> Aiming for 100% ISCC sustainability certification, currently using ISCC compliant (raw material) from mixed sources

> (Company name) supports the protection of biodiverse and carbon-rich lands (and forests) due to its ISCC certification

**ISCC claims for recycling supply chains**

Example claims **segregated recycling supply chains** based on mixed plastic waste:

> Based on recycled material /plastic feedstock contributing to the circular economy approach

> (Product) contains recycled feedstock

> Sourcing of recycled plastic feedstock recycled material

> (Product) is made of ISCC certified recycled feedstock

Example claims for **mass balance recycling supply chains** based on mixed plastic waste:

> Recycled material contributes to the circular economy approach

> (Product) supports/contributes to responsible sourcing of recycled resources

> Contributing to responsible sourcing of recycled plastic feedstock

> (Product) contributes to sourcing of recycled materials

> An equivalent amount of the plastic in this carton has been sourced from recycled (mixed) waste plastic/ recycled materials

> Innovative recycled (plastic) material (in closure and/or coating) contributes to replace fossil-based resources

> ISCC certified plastic is produced by using recycled resources to replace an equivalent amount of primary fossil resources in the production process (mass balance approach)

> (Product) is linked to recycled material