



UPDATE: Implementation of a Licensing Scheme for Brand Owners

Jessica Michel, ISCC System GmbH

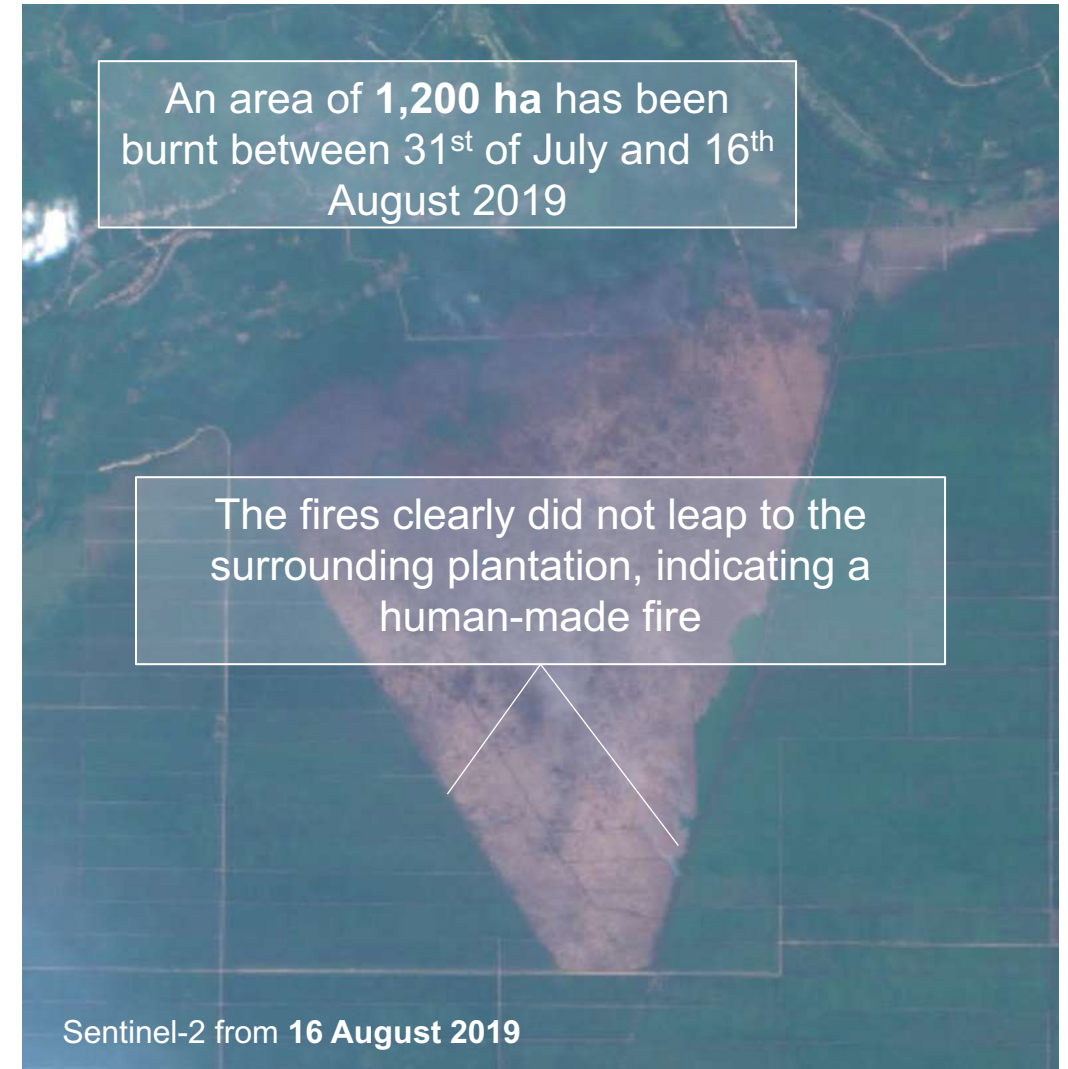
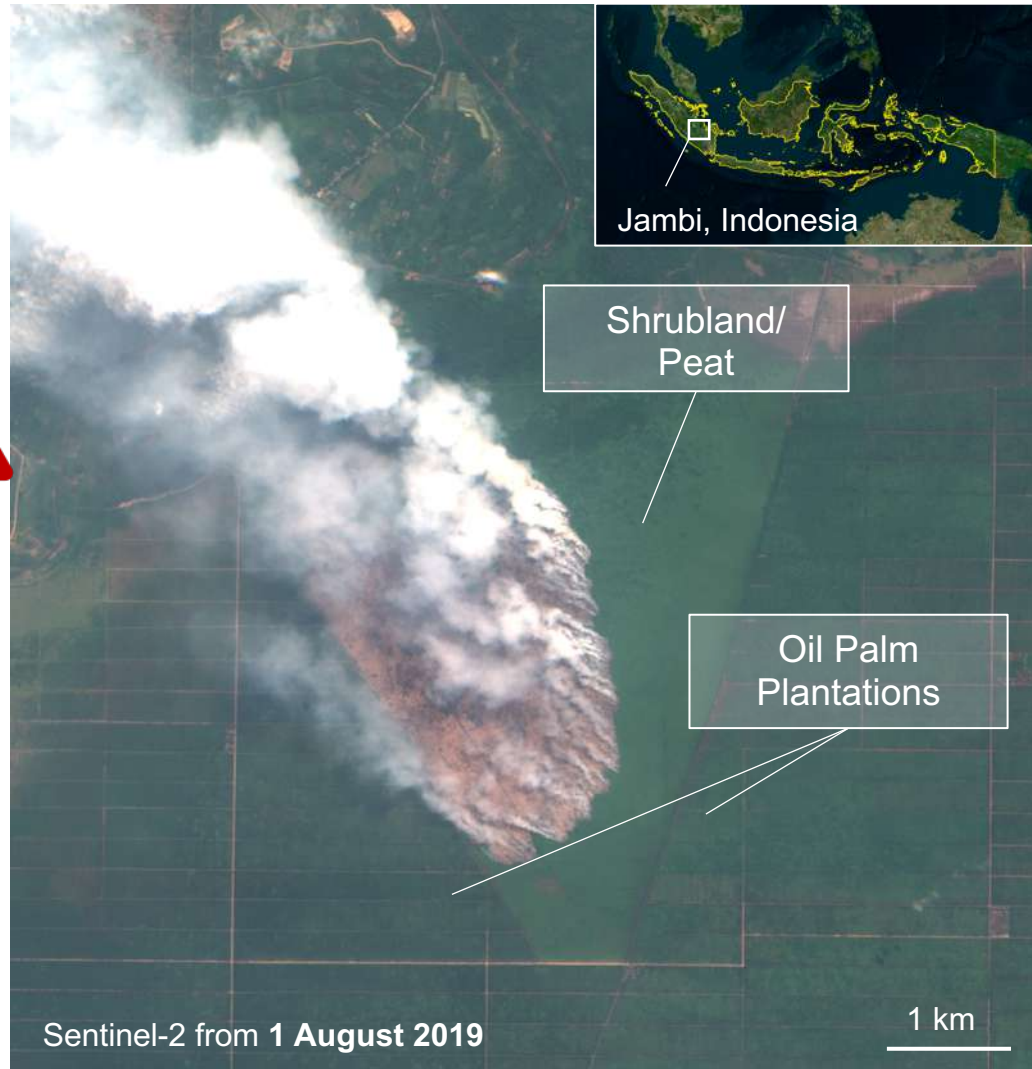
ISCC Technical Stakeholder Meeting “Circular Economy and Bioeconomy”

10 December 2020

Many consumer brands pledge to use more recycled and/or plant-based materials



However, the use of bio-based resources poses the risk of deforestation, biodiversity loss and social problems



And even with circular feedstock, there is the risk of greenwashing allegations or non-transparent supply chains



UK's plastic waste may be dumped overseas instead of recycled

Millions of tons of plastic sent abroad for recycling may be being dumped in landfill



▲ A worker sorts through polyethylene
Photograph: Zakir Chowdhury/Barr

UK plastics recycling industry under investigation for fraud and corruption

Exclusive: Watchdog examining claims plastic waste is not being recycled but left to leak into rivers and oceans



▲ Household waste imported from Britain that was improperly labeled as recyclable plastic, in Santos, Brazil.
Photograph: Mauricio Lima/AFP/Getty Images

Too Good To Be Green: Company's Plastic Lumber Claims Don't Hold Up

FTC Order Requires Firm to Be Able to Substantiate Environmental Claims

How Germany's recycling ends up in Malaysian dumps

Germans are great at separating their household waste, and the country is not allowed to export plastic unless it's for recycling. So why are there piles of German garbage all over Malaysia?

WirtschaftsWoche Staff

02/26/2019 - 08:00 AM • 10 x shares



Coffee chains accused of making false recycling claims

Fewer than one in 400 paper cups handed out by high street coffee chains are being recycled, it has emerged

Deutsche Umwelthilfe

NATUR ENERGIE & KLIMA VERKEHR LUFTQUALITÄT RECYCLING VERBRAUCHER

HOME PRESS PRESSEMITTEILUNGEN

Pressemitteilung

Deutsche Umwelthilfe warnt vor Verbrauchertäuschung mit Recyclingmaterial aus Produktionsabfällen

Montag, 08.07.2019

Verpackungen mit Anteilen aus Produktionsabfällen sollten Verbrauchern nicht als Recyclingverpackungen verkauft werden – Der Einsatz von Produktionsabfällen entspricht vielmehr der Verwendung von Neumaterial – Die DUH kritisiert zweifelhaftes Recyclingverständnis des Wasch- und Reinigungsmittelherstellers Henkel

Berlin, 8.7.2019: Die Deutsche Umwelthilfe (DUH) warnt vor irreführenden Trickserien von Herstellern und Händlern bei der Angabe verwendeter Recyclingmaterialien in Verpackungen und Produkten. Anlass für diese Warnung ist ein aktuell bekannt gewordener Fall des Wasch- und Reinigungsmittelherstellers Henkel, bei dem Toilettensteinkörbchen gegenüber Verbrauchern als zu 100 Prozent aus recyceltem Kunststoff beworben wurden. Für die Herstellung des WC-Körbchens wurde jedoch gar kein Recyclingmaterial aus bereits verwendeten Verpackungen oder Produkten eingesetzt, sondern Produktionsreste aus der

Weitere

08.06.2019

Falsches Ver
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Transparenz
Entsorgung
Kühlergeräte

07.06.2019

204 Millionen
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ISCC PLUS adds value for companies and consumers



Third-party certification is an effective and proven way for brands to **increase consumer trust**

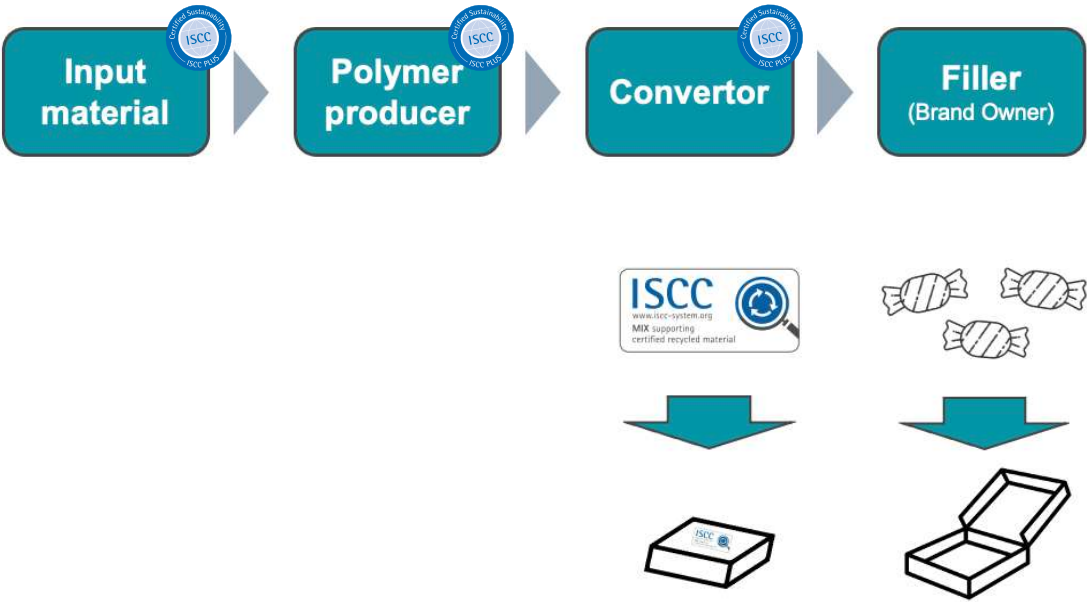
→ A study from 2018 showed that **third-party certification labels** as signaling instruments effectively reduce the risk of poorer performance and **positively affect consumers' purchase intentions for sustainable products** if the label is viewed as credible.¹

Greenwashing allegations can be avoided - Claims are **credible and trustworthy** with ISCC PLUS certification

¹ Brach, S., Walsh, G. and Shaw, D. (2018). Sustainable consumption and third-party certification labels: Consumers' perceptions and reactions. *European Management Journal* 36, 254 - 265

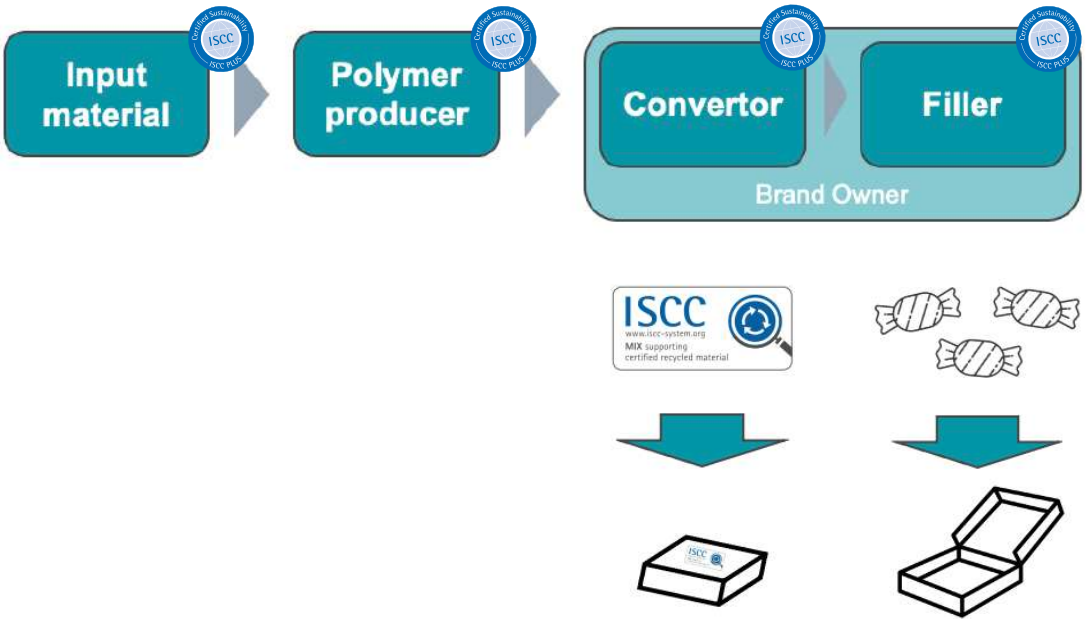
Current situation: Whether brand owners have to be certified depends on the given scenario

Example 1



Certification recommended but only mandatory if the brand owner wants to use off-product claims

Example 2



Certification is mandatory

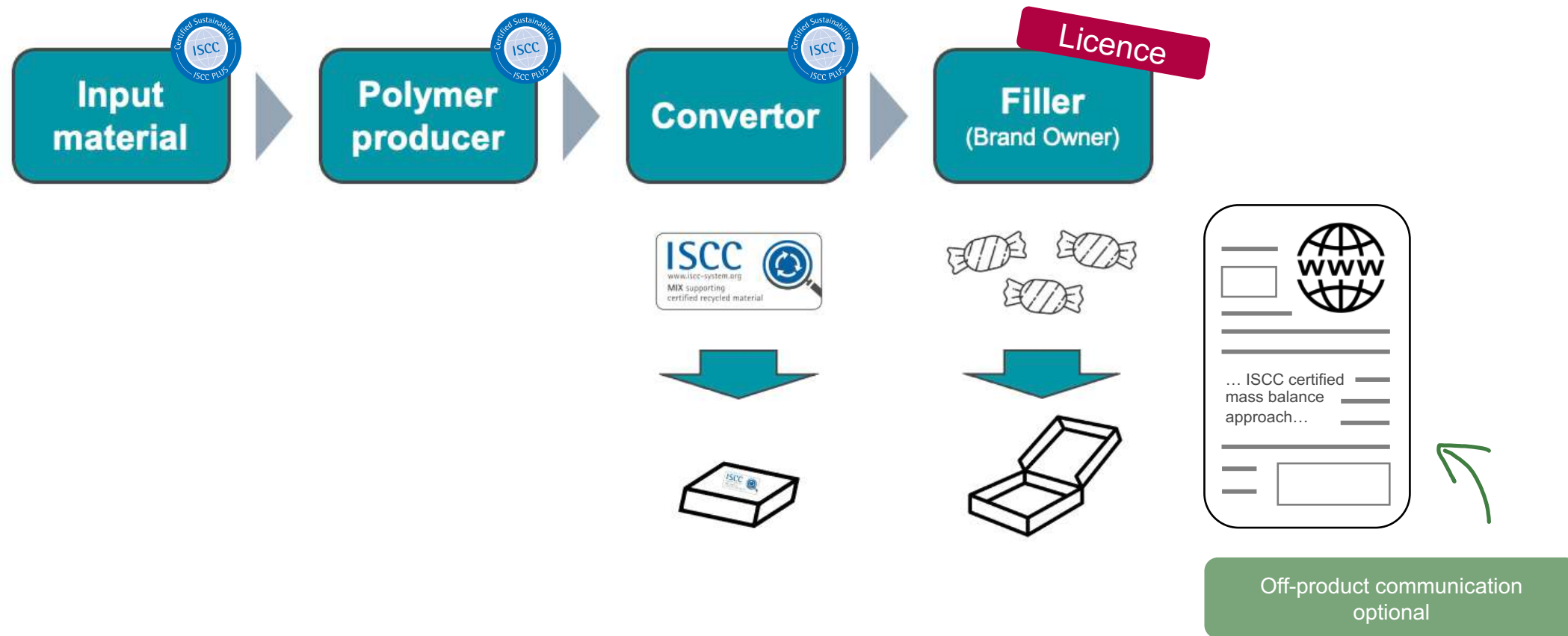


Recap: Advantages of an ISCC licensing scheme for brand owners

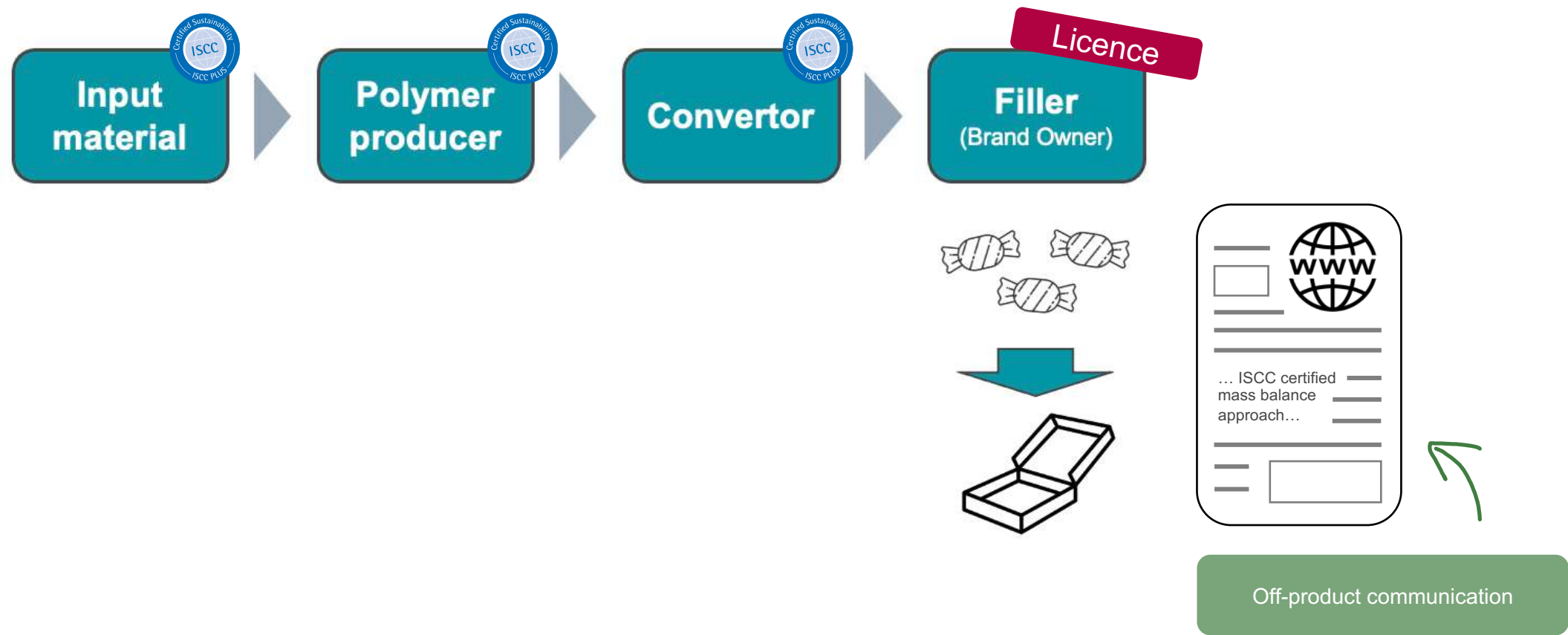
- ✓ Scaling-up opportunities to use the ISCC logo / ISCC claims → more attractive for brand owners
- ✓ Brand owners are often already familiar with licensing schemes (e.g. FSC, UTZ)
- ✓ Increasing use of the ISCC logo / ISCC claims by brands will create more consumer awareness and visibility

Companies along the supply chain will benefit from increased demand by brand owners and consumers

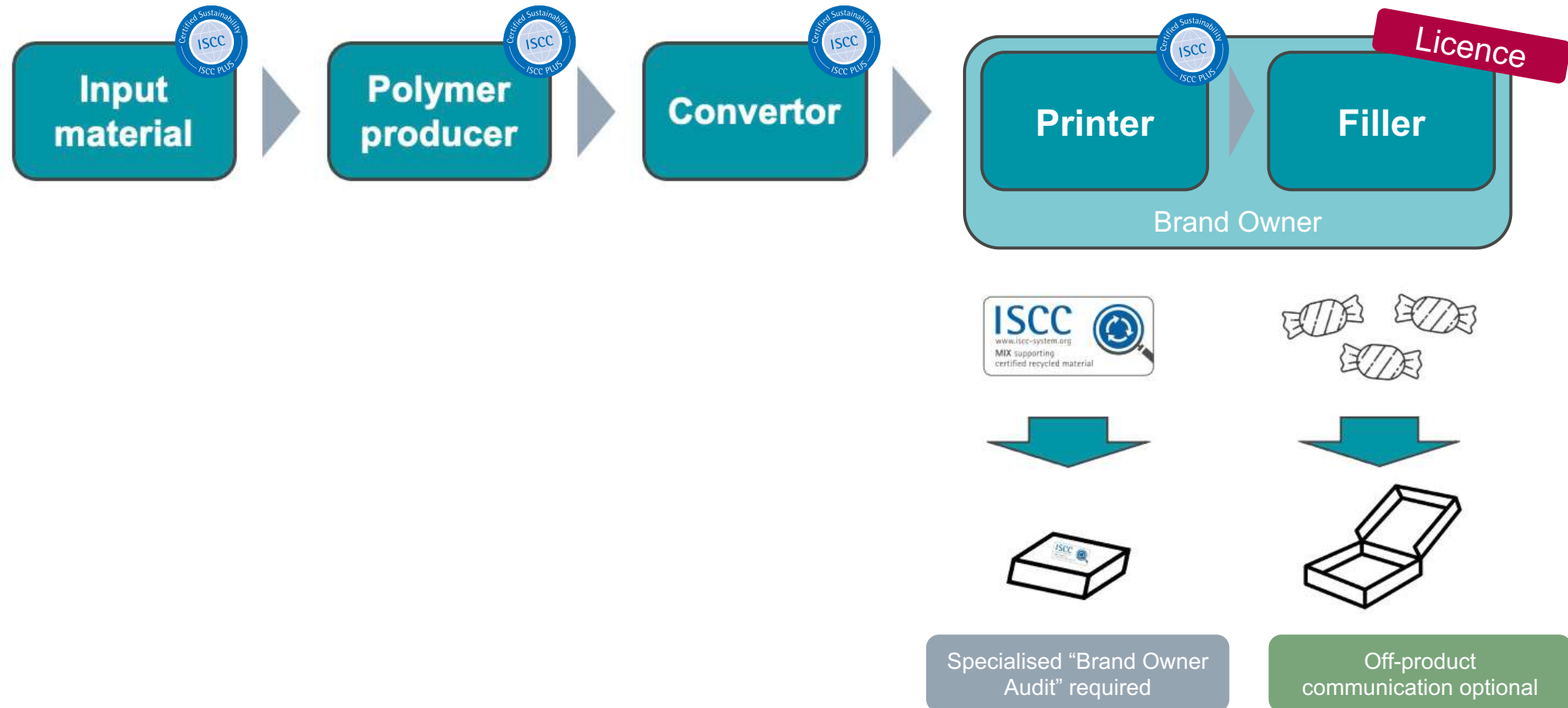
Licencing Scheme - Scenario 1: The brand owner receives material with the ISCC On-Product Logo/Claim (and would like to use off-product claims)



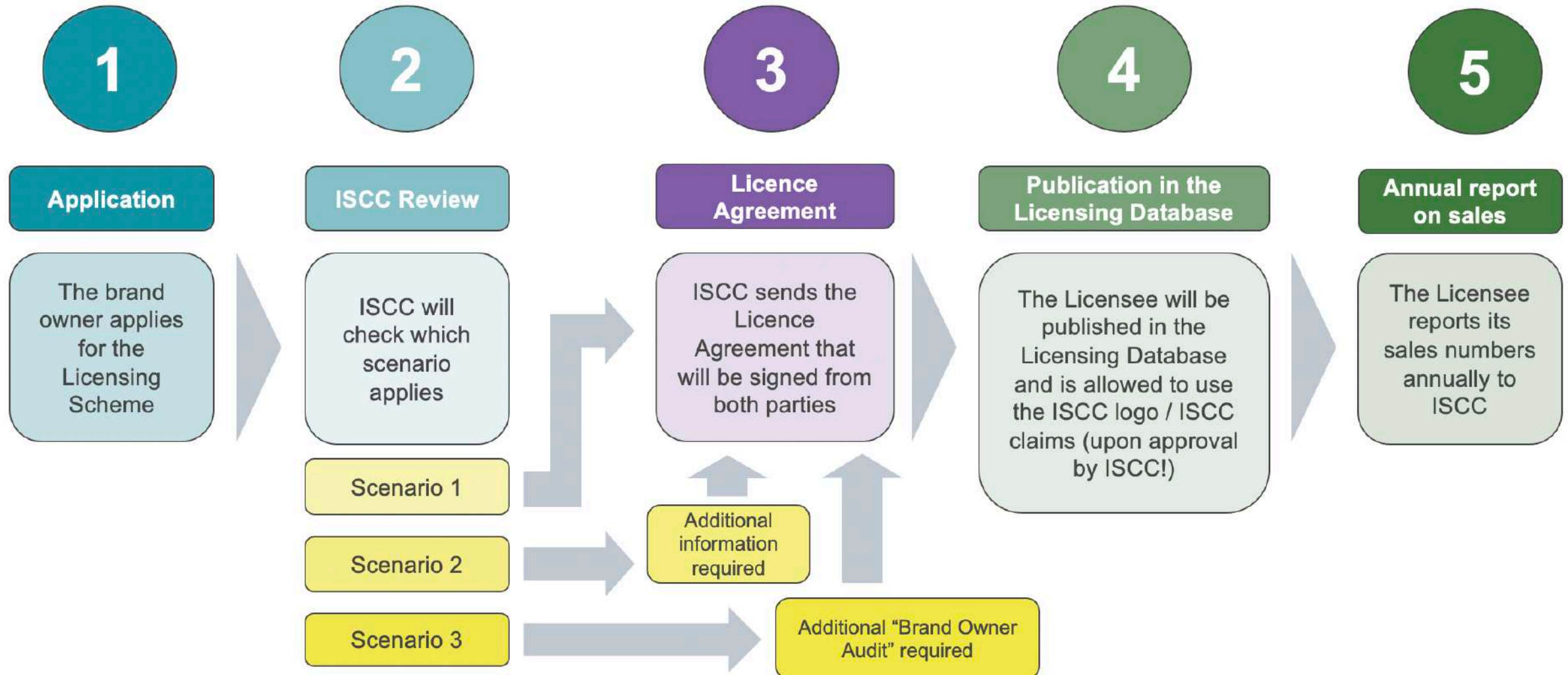
Licencing Scheme - Scenario 2: The brand owner receives material without the ISCC On-Product Logo/Claim and would like to use off-product claims



Licencing Scheme - Scenario 3: The brand owner prints the ISCC On-Product-Logo/Claim on the product (and would like to use off-product claims)



How does the Licensing Scheme work?



ISCC will develop new guidelines for brand owners

coming soon



Well-defined on-product claims for different applications



Off-product communication support



Presentation material about ISCC PLUS

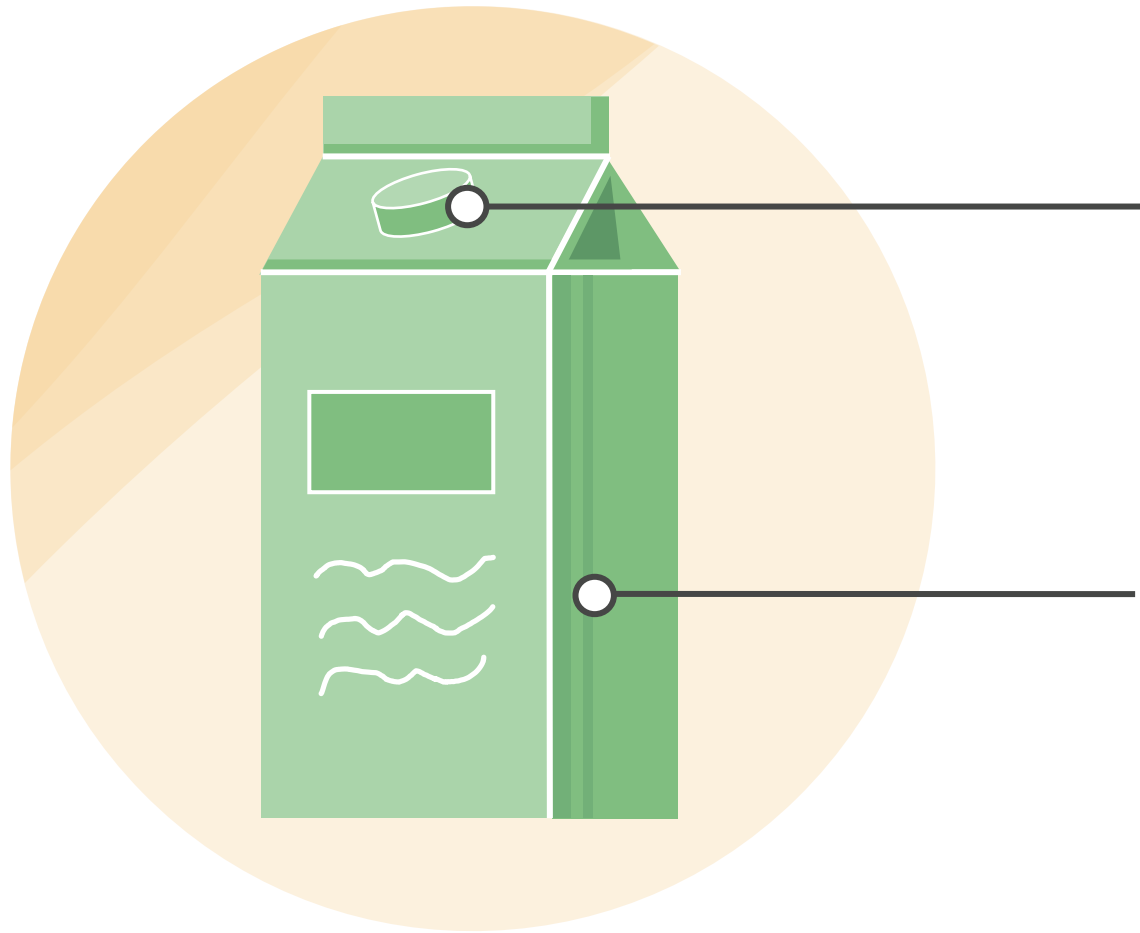


New consumer-centric ISCC On-Product logos

Example claims for products and packaging



Example claims for separate components of products and packaging



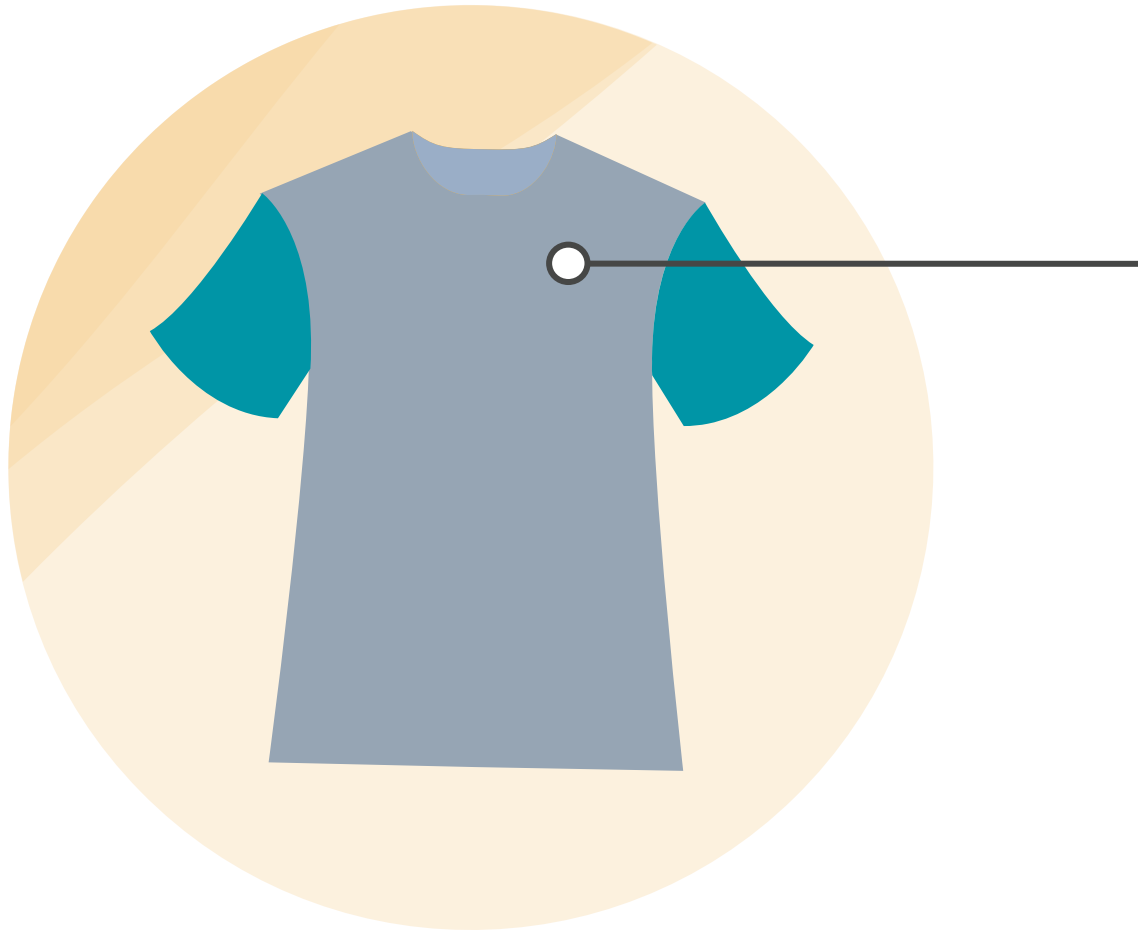
Cap and closure produced with
ISCC certified recycled material*

*mass balance approach

We replaced fossil resources with bio-
based material during the production
of the waterproof coating*

*via ISCC mass balance approach

Example claim for multi-component products



This T-Shirt is made of 60% Cotton and 40% Polyester. By using at least 30% recycled polyester instead of virgin polyester, this T-Shirt contributes to a circular economy.*

*The recycled content of the polyester is allocated using the ISCC mass balance approach. Find out more: www.iscc-system.org



Many thanks for your attention!

Jessica Michel, ISCC System GmbH
Hohenzollernring 72, 50672 Cologne, Germany
Email: michel@iscc-system.org

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