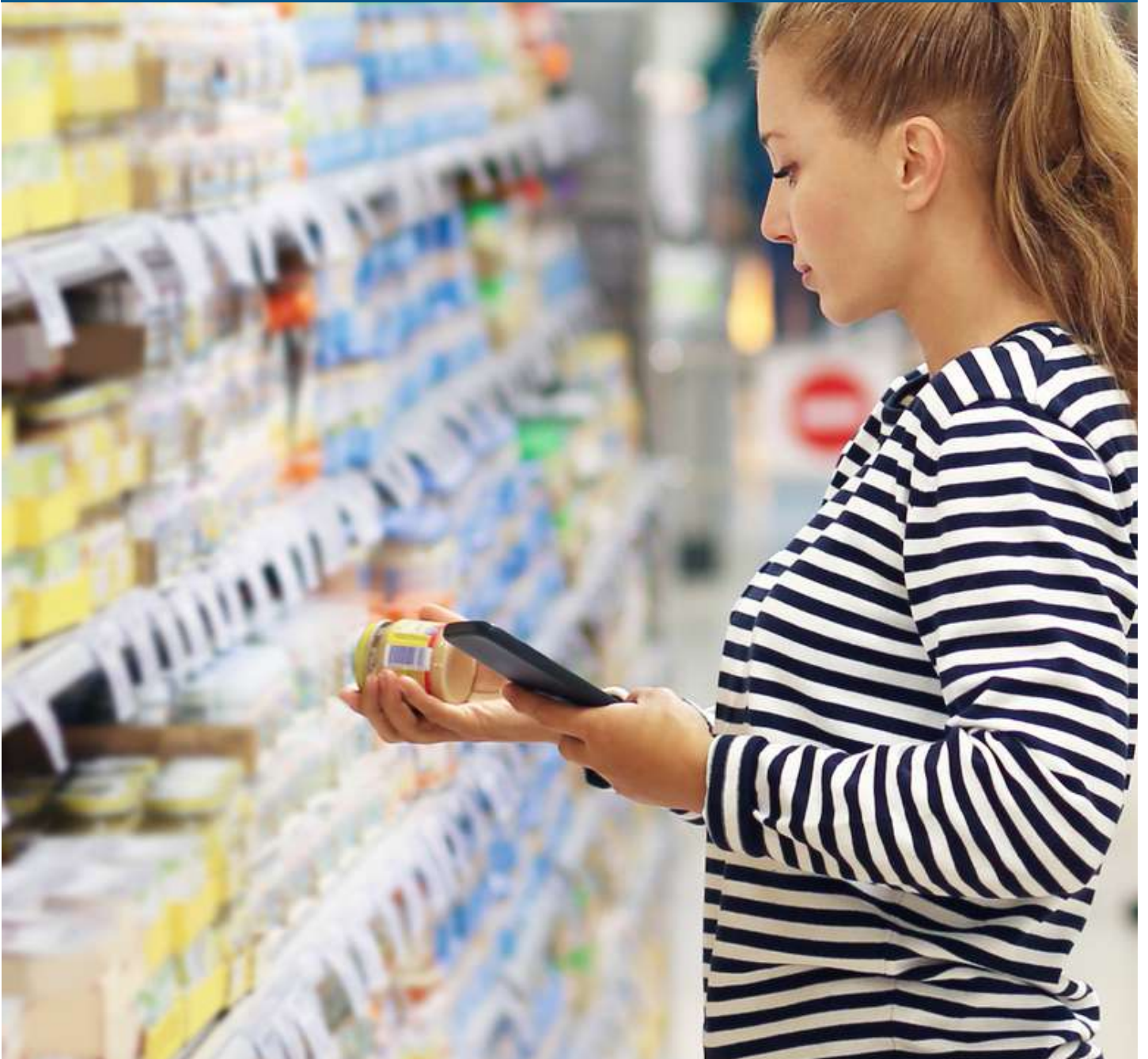


ISCC 208

Logos and Claims

Version 1.3



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Version 1.3

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1 Basic Guidelines

1.1 Introduction

The purpose of this document is to protect ISCC's integrity by ensuring that ISCC logos and ISCC claims are used consistently, accurately and in an understandable manner. With this document, ISCC intends to support businesses, organisations, and project partners in making credible claims and developing marketing and communications materials that promote their commitment to sourcing sustainable materials.

1.2 Scope

This document applies to ISCC system users, ISCC licensees, members of the ISCC association (ISCC e.V. members), certification bodies, project partners and other third parties who would like to use ISCC logos or ISCC claims.

Claims are attributes of a product or service that are announced to an audience through marketing channels. If a business or organisation uses a claim that includes the letters 'ISCC', the name 'International Sustainability and Carbon Certification' or generally communicates the use of ISCC certified materials even if ISCC is not explicitly mentioned, it must follow the provisions laid down in this document. In this document, all claims that include the letters 'ISCC', the name 'International Sustainability and Carbon Certification' or a reference to the ISCC certification/license (e.g. 'certified product') are called 'ISCC claims'.

1.3 Legal Notice

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. We recommend that companies also discuss claims with their legal department to ensure compliance with consumer protection laws in their target markets. It is therefore the responsibility of the ISCC system user to implement claims that are not only attractive in terms of marketing but that are also legally correct in order to avoid potential allegations of greenwashing and reputational damage.

A correct and appropriate use of an ISCC logo or ISCC claim is necessary to maintain the credibility of the ISCC certification systems. Critical or false claims made by companies, certification bodies or other organisations may result in legal implications. Any direct claim, statement or reference made to ISCC certified materials, the name 'International Sustainability and Carbon

Certification’, the letters ‘ISCC’, or the use of an ISCC logo that does not conform with the rules outlined in this document will be regarded as ‘unauthorised’. ISCC reserves the right to publish any case of misuse or unauthorised use, request correction and compliance with requirements and/or take legal action against any party that uses an ISCC claim or ISCC logo which is not in line with ISCC requirements.

1.4 About ISCC

ISCC is a multi-stakeholder organisation established in 2010 to support the shift towards the circular economy and bioeconomy. As a globally applicable sustainability certification system, ISCC covers all sustainable feedstocks, including agricultural and forestry biomass, biogenic wastes, circular materials and renewables.

Agricultural feedstocks that are certified to the ISCC standard must comply with various sustainability criteria to protect forests and other wooded land, high-carbon stock lands and highly biodiverse grassland. ISCC strives for a world where agricultural feedstocks are produced in an environmentally, socially and economically sustainable manner.

The ISCC requirements for agricultural feedstocks are divided into six principles and apply to farms and plantations that produce sustainable biomass under ISCC:

 <p>Principle 1: Protection of Land with High Biodiversity Value or High Carbon Stock</p>	 <p>Principle 2: Environmentally Responsible Production to Protect Soil, Water and Air</p>	 <p>Principle 3: Safe Working Conditions</p>
 <p>Principle 4: Compliance with Human, Labour and Land Rights</p>	 <p>Principle 5: Compliance with Laws and International Treaties</p>	 <p>Principle 6: Good Management Practices and Continuous Improvement</p>

In addition, ISCC facilitates the use of biological and non-biological wastes and residues for new applications with a credible and transparent certification approach. Through the utilisation of recycled materials or materials derived from biological waste, companies can accelerate the transition to a circular economy.

The ISCC chain-of-custody certification approach implies that every element along the supply chain is either ISCC certified or ISCC licensed. This way we can assure that all ISCC requirements have been met and claims at the end of the supply chains are credible and trustworthy.

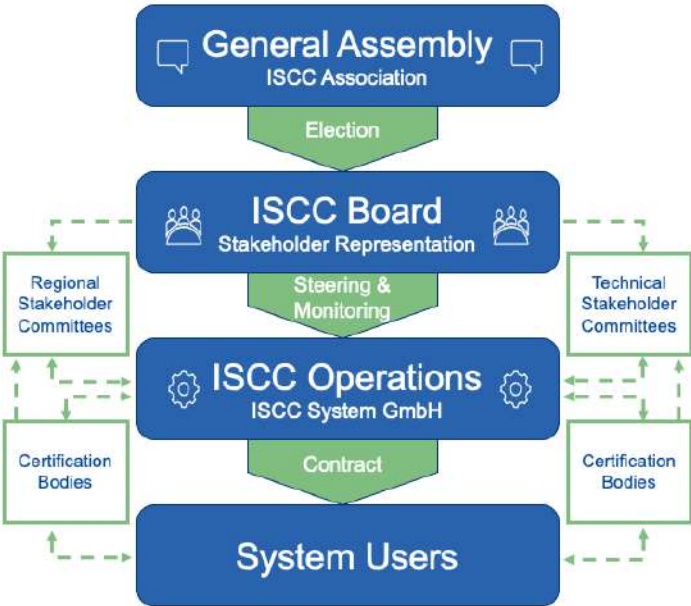
1.4.1 Organisational Structure of ISCC

The ISCC association (ISCC e.V.) is the legally registered body responsible for governing the overall ISCC system. Ranging from education and research institutes, companies from various industries and NGOs, the ISCC association represents a diverse multi-stakeholder organisation.

Members of the ISCC association elect the ISCC board and discuss and decide on strategically important matters. The ISCC board may initiate and establish stakeholder committees to support ISCC in the handling of specific topics and to facilitate regional and technical stakeholder dialogue. Members of the ISCC association, ISCC system users, ISCC licensees, cooperating certification bodies and other stakeholders may participate in stakeholder committee meetings.

The day-to-day operations, management, and development of the ISCC system are assigned to ISCC System GmbH.

Organisational set-up of ISCC:



1.4.2 ISCC Certification Systems

ISCC offers several certification systems to address different market requirements.

ISCC EU is recognised by the European Commission to demonstrate compliance with the sustainability criteria for biofuels set out in the Renewable Energy Directive (RED) for all member states of the European Union.

ISCC PLUS is a voluntary sustainability certification for industrial applications, food and feed markets, as well as biofuels outside the European Union.

ISCC CORSIA is recognised by the International Civil Aviation Organization (ICAO) for the certification of CORSIA-eligible sustainable aviation fuels.

ISCC Solid Biomass NL is recognised by the Dutch Ministry of Economic Affairs and Climate Policy and can be used to comply with the dutch legal sustainability requirements for solid biomass for energy applications SDE+.

1.4.3 ISCC Licensing Scheme

ISCC operates the ISCC licensing programme which includes the licensing of the ISCC logos. The ISCC licensing scheme can be applied by brand owners that receive ISCC certified final products and want to use an ISCC logo or an ISCC claim. The ISCC certified final products shall not be fundamentally altered by the licensee. The licensing scheme can also be applied by retailers that specifically want to promote ISCC at the point of sale or in a marketing campaign. Retailers do not need a license if they only sell ISCC certified products, even if they advertise these products.

If the licensee is a brand owner: Suppliers of ISCC certified final products must hold a valid ISCC certificate when certified products are forwarded to the licensee and must issue an ISCC sustainability declaration (SD) for each batch of material/delivery. The licensee is obliged to collect these SDs for the annual reporting of amounts of material handled and in case the licensee is audited under the ISCC integrity programme. The use of the ISCC logos and ISCC claims by a licensee is bound by a signed written agreement with ISCC and the publication of the licensee in the ISCC license database.

If the licensee is a retailer: Suppliers of ISCC certified products or products with ISCC certified packaging material must hold a valid ISCC certificate or a valid ISCC license when certified products are forwarded to the licensee. The use of ISCC logos and ISCC claims by a licensee is bound by a signed written agreement with ISCC and the publication of the licensee in the ISCC license database.

2 Approval Process

2.1 Off-product Communication

The ISCC corporate logo (“off-product logo”) is not subject to approval by ISCC.

ISCC system users, certification bodies and ISCC association members can download the ISCC corporate logo in the client section of the ISCC website. Please note that all requirements that are laid down in this document must be met.

ISCC licensees and other organisations can fill in this form on the ISCC website to receive the ISCC corporate logo: <https://www.iscc-system.org/process/logos-and-claims/>.

2.2 On-Product Communication

Please contact ISCC in advance before using an ISCC on-product logo or ISCC on-product claim. Unauthorised use of an ISCC on-product logo or ISCC on-product claim is strictly prohibited.

No one is allowed to use an ISCC on-product logo or to communicate an ISCC claim on-product without prior written approval by ISCC for the requested application. To obtain approval by ISCC and to receive the on-product logo file(s), please fill in this form on the ISCC website: <https://www.iscc-system.org/process/logos-and-claims/>

Please indicate clearly how you would like to implement the ISCC on-product logo and which ISCC on-product claim you would like to use. If you would like to use an ISCC on-product logo, you need to upload the artwork or a draft of the intended application. The application for the ISCC on-product logo or the ISCC on-product claim will be reviewed by the ISCC head office. If the request complies with the requirements outlined in this document, ISCC staff will approve it in writing and provide a high-resolution file of the requested ISCC on-product logo for the intended application.

3 ISCC Seal

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.



4 ISCC Corporate Logo

The ISCC corporate logo holds copyright protection and is a registered trademark. It consists of a magnifying glass with a stylized globe and includes the letters 'ISCC' and the name 'International Sustainability and Carbon Certification'.



4.1 Who Can Use the ISCC Corporate Logo

1. ISCC system users with a valid ISCC certificate or that are certified under an ISCC group certification as long as they do not breach ISCC's sustainability requirements
2. ISCC licensees that are listed in the ISCC license database
3. ISCC association members with an active membership
4. Certification bodies with a valid cooperation agreement with ISCC
5. Other organisations that do not fall under points 1 to 3, e.g. project partners, such as industry and trade organisations, research institutions and NGOs, or other potential users such as journalists or media professionals

4.2 How to Use the ISCC Corporate Logo

Off-product communication. The ISCC corporate logo can be used on marketing materials, websites, sustainability reports, sustainability declarations, corporate materials and in email signatures.

The ISCC corporate logo can be used without an additional statement, but can also be accompanied by an ISCC claim. Please refer to section 6 'ISCC Claims' and section 7 'Logo Styleguide' for further guidance.

The ISCC corporate logo must not be used on final ISCC certified products or packaging materials for end consumers. Additionally, the ISCC corporate logo shall not be used on company documents which contain statements that are not directly related to the ISCC certification or license and that have not been verified by ISCC. For example, the ISCC logo must not be placed on invoices, 'GHG certificates', delivery documents (other than SDs) or any attestations that the ISCC certified company issues autonomously to its suppliers or clients. The ISCC logo shall also not be used on business cards.

5 ISCC On-Product Logos

The ISCC on-product logos consist of a magnifying glass with a cycle, a leaf cycle or a seedling and the words 'ISCC certified'. Outside the circle is a qualifying statement.

5.1 Who Can Use the ISCC On-Product Logos

1. ISCC system users with a valid ISCC certificate or that are certified under an ISCC group certification as long as they do not breach ISCC's sustainability requirements
2. ISCC licensees that are listed in the ISCC license database

5.2 How to Use the ISCC On-Product Logos

On-product communication. The ISCC on-product logos can be used on ISCC certified products and packaging materials for end consumers. Additionally, the ISCC on-product logos can be used at the point of sale and on marketing and communication materials, websites and advertisements that specifically promote the ISCC certified end consumer products. The use of an ISCC on-product logo must always be approved by ISCC.

How an ISCC on-product logo can be used is based on:

- the raw material category (section 5.3)
- the amount of certified material (section 5.4)
- the chosen chain-of-custody option: mass balance approach (section 5.5) or physical segregation (section 5.6)
- the certified product component (section 5.5 and 5.6)

In addition, please refer to section 6 'ISCC Claims' and section 7 'Logo Styleguide' for further guidance.

5.3 Raw Material Category

ISCC certification covers all sustainable feedstocks, including agricultural and forestry biomass, biogenic wastes, circular materials and renewables.

ISCC offers on-product logos for certified products linked to circular feedstocks, bio-circular feedstocks and biological feedstocks. Below is an overview of the symbols that represent the different categories. These symbols cannot be used separately to the ISCC on-product logos presented in sections 5.5 and 5.6.

Symbols for Plastic, Packaging Material and other Industrial Applications.

Note: It is not allowed to use the stand-alone symbols below for your on- or off-product communication.



Circular materials. Along with a qualifying statement around the logo, the 'cycle' symbol can be used for all ISCC certified products linked to circular feedstocks. Circular feedstocks are materials of non-biological origin that are derived from mechanical or chemical recycling (e.g. mixed plastic waste).



Bio-circular materials. Along with a qualifying statement around the logo, the 'leaf cycle' symbol can be used for all ISCC certified products linked to bio-circular feedstocks. Bio-circular refers to waste and residues of biological origin from agriculture, forestry and related industries (e.g. used cooking oil).



Bio materials. Along with a qualifying statement around the logo, the 'seedling' symbol can be used for all ISCC certified products linked to bio feedstocks. Bio feedstocks are virgin agricultural raw materials (e.g. sugarcane).

Symbols for Food and Feed Products.



Along with a qualifying statement around the logo, the 'seedling' symbol can be used for all ISCC certified products in the food and feed market (e.g. wheat, edible oils, sugarcane, corn).

For products of the raw material category "renewables", please contact license@iscc-system.org.

5.4 (Minimum) Percentage of Certified Content

The amount of ISCC certified material sourced for a product determines how and if the ISCC On-Product Logo can be used. ISCC encourages brand owners to source 100% ISCC certified material, whenever possible.

A product or packaging is eligible to bear the ISCC On-Product Logo if it is linked to at least 20% ISCC certified (mass balanced) material. If the certified material is blended or combined with non-certified components, the 20% rule only applies to the certified material. The requirements for the calculation of

the certified material as described in the ISCC PLUS System Document must be fulfilled. 20% is considered a starting point and companies are encouraged to increase this over time and achieve 100% ISCC certified (mass balanced) material.

ISCC reserves the right to allow the application of the ISCC On-Product Logo if the product or packaging is linked to less than 20% ISCC certified (mass balanced) material, e.g. in cases of mass market introduction when raw material availability is still limited. In this case, the company must commit to increase the amount of ISCC certified (mass balanced) material over time and seek approval by ISCC in advance.

If the product or packaging contains less than 90% ISCC certified material, a company must include a qualifying statement that discloses the percentage of certified content. An Indication of the percentage is not mandatory if a product (component) or packaging is linked to 90% or more ISCC certified material.

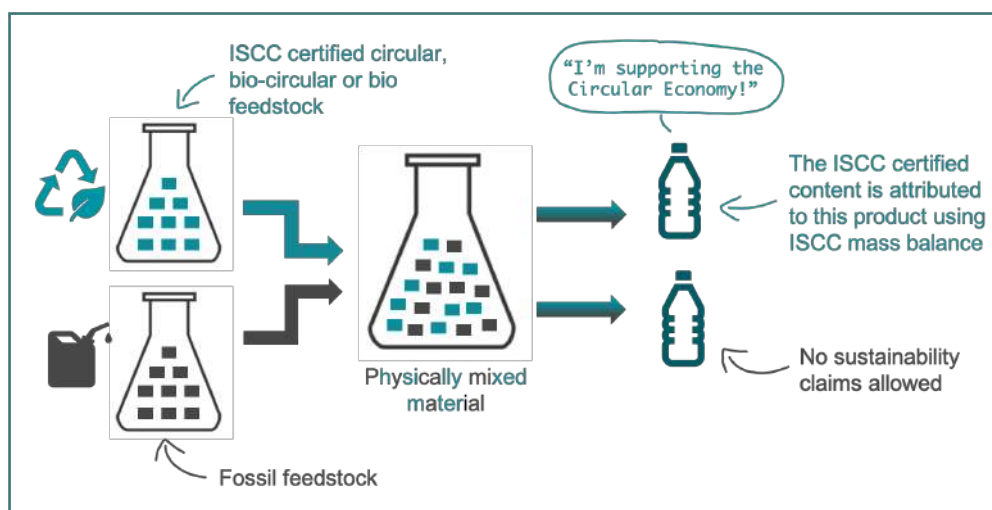
5.5 On-Product Logos: 'Mass Balance'

Mass balancing is a chain of custody option in which certified and non-certified materials are mixed physically, but kept separate on a bookkeeping basis. This method is used to document and track circular, bio-circular and biological materials through complex manufacturing systems. By using mass balance, companies can track how much circular, bio-circular and bio material has been used in their manufacturing systems and ensure that it corresponds exactly to the amount of certified content in the end products (please find more information in the system document ISCC 203 'Traceability and Chain of Custody').

Since the material is physically mixed, it is not possible to make a statement about the physical characteristics of the final product. This is why the standard version of the ISCC on-product logo for mass balanced materials emphasizes the effort to source circular, bio-circular and/or bio materials.

ISCC also offers an alternative version with a percentage claim that indicates the equivalent amount of certified material sourced for the product. For the alternative version, the addition 'mass balance approach' must always be used to ensure transparency towards consumers and other third parties.

Chain-of-Custody Option ‘Mass Balance’ (simplified):



Please note that some companies control the blending of biological and fossil material in their production processes. This is called ‘controlled blending’. The “physical” bio-based content can be determined using 12C/14C isotope analysis. By using this measurement option, claims on the bio-based content can be made. Please contact ISCC for more information and guidance about possible claims. Companies that sell products with verified physical bio-based content through 12C/14C isotope analysis can use the on-product logo for physical segregation (see section 5.6).

5.5.1 Standard Version ‘Mass Balance’

Depending on the category of raw material used to make a product (see section 5.3), companies can use one of the following ISCC on-product logos.

The standard version can be used without an additional claim if:

- the product or packaging is made with at least 90% ISCC certified mass balanced material **and**
- it is clear which part of the product or packaging is ISCC certified (e.g. chocolate cookies in ISCC certified recycled packaging).

Regardless of whether companies have to include additional information or can do so voluntarily, ISCC encourages companies to add detailed information about the certified material and the mass balance approach on the product or packaging. By providing more information, companies are able to educate consumers, improve understanding of ISCC and the mass balance approach and increase transparency towards consumers and other third parties.

ISCC offers two modules (module 1 & 2) for detailed descriptions alongside the ISCC logo and one module (module 3) for a short claim.

On-Product Logos for Plastic, Packaging Material and other Industrial Applications



Products linked to circular materials. Circular materials are mechanically or chemically recycled materials. It can also be used for mixed products linked to circular and bio-circular materials.



Products linked to bio-circular materials. Bio-circular materials are materials made from biological waste and residues. This logo can also be used for mixed products linked to bio-circular and bio materials.



Products linked to bio materials. Bio materials are virgin agricultural raw materials (e.g. sugarcane).

On-Product Logo for Food and Feed Products



Products linked to bio materials. Bio materials are made from agricultural feedstocks.

Module 1: Frame

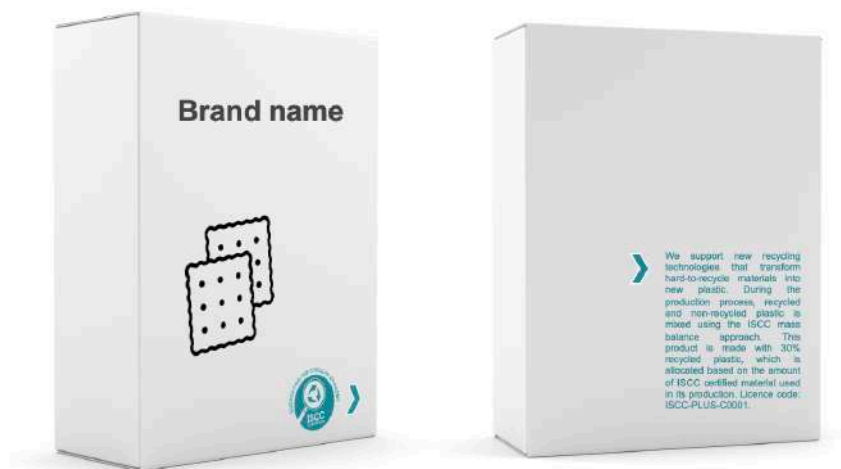
If the logo and text stand together, they are held together by a frame. The frame is flexible and adapts to the length of text.

We support new recycling technologies that transform hard-to-recycle materials into new plastic. During the production process, recycled and non-recycled plastic is mixed using the ISCC mass balance approach. This product is made with 50% recycled plastic, which is allocated based on the amount of ISCC certified material used in its production. Licence code: ISCC-PLUS-C0001.



Module 2: Arrow

If the logo and text do not stand together, an arrow reference can be used.



Module 3: Short Claim

This version can be used if:

- the product or packaging is linked to at least 90% ISCC certified mass balanced material **and**
- it is unclear for the average consumer which part of the product or packaging is certified **and**
- there is limited space on a product or packaging

If a company uses less than 90% certified mass balanced material, it is only permitted to use this version if there is an additional statement regarding the proportion of certified material, e.g. '50% certified plastic (mass balance approach).'

Examples:



A company sells ISCC certified toothbrushes in plastic packaging and uses the ISCC on-product logo 'Supporting the Circular Economy'. In this case, it is not obvious that it is only the toothbrush which is ISCC certified and not the plastic packaging.



A company sells cookies made with ISCC certified sustainable wheat and uses the ISCC on-product logo 'Supporting Sustainable Agriculture'. Again, it is not obvious that only the wheat is ISCC certified, so an additional claim is required.



A company sells a yoghurt drink in a plastic bottle and uses the ISCC On-Product Logo 'Supporting the Bioeconomy'. Since only the cap of the bottle is ISCC certified, the company has to add an additional claim.

Please refer to section 6 'ISCC Claims' and section 7 'Logo Styleguide' for further guidance.

5.5.2 Alternative Version 'Mass Balance'

If companies have limited space on their product or packaging, they can also use an alternative version with a percentage claim.

When using the alternative version of the ISCC on-product logo for the chain of custody option 'mass balance', the company is solely responsible for ensuring that the use of this logo and accompanying claims comply with the legal requirements of the target markets in which this logo is used. ISCC assumes no responsibility if the alternative version is not subject to legal restrictions in countries where companies would like to sell and distribute the product. We highly recommend discussing the use of the alternative version with a legal council.

The following versions can be used. Please note that the wording can be adapted to any material that can be certified under ISCC, not only plastic.



However, ISCC encourages companies to add more detailed information about the certified material and the mass balance approach on the product or packaging. Please also refer to section 5.2.1 'Standard Version' for more information about modules 1 'Frame' and module 2 'Arrow' which can also be used with the alternative version of the on-product logo.

In addition, companies can use the module 4 'Asterisk' for further explanation (e.g. about the mass balance approach).

Module 4: Asterisk

If companies want to add more information, the asterisk reference can be used for this purpose.



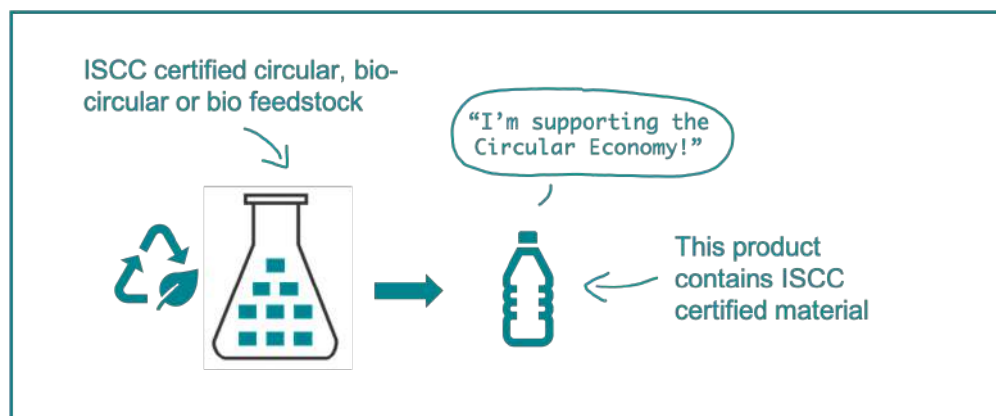
*We support new recycling technologies that transform hard-to-recycle materials into new plastic. Recycled and non-recycled materials have been mixed in an ISCC certified mass balance approach. An amount of recycled material equivalent to 30% of this packaging was allocated to this product.

Please refer to section 6 'ISCC Claims' and section 7 'Logo Styleguide' for further guidance.

5.6 On-Product Logos: 'Physical Segregation'

Physical segregation is the chain of custody method under which sustainable and non-sustainable material is kept physically separated. It requires separate / parallel processes for production, storage and transportation of ISCC certified material. Under this method a product contains 100% ISCC certified material. Therefore, physical segregation allows for strong claims that directly refer to physical characteristics of the material. Please find additional information in the system document ISCC 203 'Traceability and Chain of Custody'.

Chain-of-Custody Option 'Physical Segregation' (simplified):



5.6.1 Standard Version 'Physical Segregation'

Depending on the category of raw material used to make a product (see section 5.3), companies can use one of three different symbols with a qualifying statement.

The products below are exemplary and the wording can be adapted as required.



5.7 Translations and Bilingual Versions

ISCC offers companies to translate the on-product logos into the requested local language. In addition, ISCC offers bilingual versions of the on-product logos. Please contact the ISCC helpdesk or fill in the form on our website if you would like to receive the ISCC logo in another language or you would like to use a bilingual version.

6 ISCC Claims

The use of an ISCC claim offers companies the advantage of referencing an established independent third-party certification and thus underlining the credibility of their statements. An ISCC claim is a statement that involves the letters 'ISCC', the name 'International Sustainability and Carbon Certification' or a reference to the ISCC certification/license (e.g. 'certified product'). All ISCC on-product claims have to be approved by ISCC in advance (see section 2 'Approval').

By using ISCC claims, companies can inform their customers about their sustainability commitment. The eligibility of all ISCC claims depends on the chain-of-custody option (physical segregation or mass balance).

ISCC claims have to fulfil the following criteria (based on the requirements of the ISEAL alliance).

Claims must be

- clear, easy to understand and should not be misleading.
- accurate and based on substantiated evidence.
- relevant to the matter and not a distraction from more important issues.
- robust and transparent, providing unambiguous information about the applied certification system.

Please note that the eligibility of ISCC claims depends on the exact wording and how this wording can be understood by stakeholders. It is the responsibility of an organisation or business to ensure that the ISCC claim is 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 companies intend to sell and distribute the product. We highly recommend discussing the claims used with a legal counsel.

General sustainability on-product claims which do not directly reference ISCC (e.g., “green product”, “saving the environment”) are not subject to approval by ISCC. As no “official approval” of such general claims by ISCC is required (or possible), companies can decide for themselves whether to use such claims. However, we recommend avoiding giving the impression that general on-product claims directly refer to ISCC (e.g. by placing a general claim next to the ISCC on-product logo), as this could indicate a direct link to ISCC.

6.1 Claims about Greenhouse Gas Emissions Savings

Companies should only make claims about greenhouse gas emissions (GHG) reductions, if the GHG emissions have been measured and compared against a reference value to see whether GHG emissions have actually been reduced.

Under **ISCC EU**, the verification of greenhouse gas (GHG) emissions is mandatory. Hence companies are permitted to make claims about their emissions savings with reference to their ISCC certification.

Under **ISCC PLUS**, the verification of greenhouse gas (GHG) emissions is voluntary and can be added by applying the add-on 205-01 ‘GHG Emissions’. Companies are only allowed to make claims about GHG emissions reduction with a reference to their ISCC certification if they have applied the add-on 205-01 ‘GHG Emissions’. If companies or their suppliers have measured GHG emissions for the production of ISCC certified materials without using the add-on 205-01 ‘GHG Emissions’, it must be clearly evident that any possible reductions have not been verified by ISCC.

Under **ISCC CORSIA**, the verification of life cycle emissions is mandatory. Hence, companies are welcome to make claims about their life cycle emissions with reference to their ISCC certification.

6.2 B2B ('Business-to-Business') Claims

ISCC system users that sell their certified materials to other companies may use more technical language than companies that sell directly to consumers. To ensure that no important information is lost in the supply chain, companies have to make sure to transparently communicate the chain-of-custody approach (mass balance or physical segregation), potential add-ons (e.g. add-on 205-01 'GHG Emissions') and the raw material category (circular, bio-circular and/or bio). All this information can be found on the sustainability declarations that suppliers issue with each delivery and shall be included in all external B2B communications about the certified material.

Furthermore, ISCC system users must indicate the percentage of certified material in a product and transparently communicate which components of a product are ISCC certified. Companies that sell material with verified physical bio-based content through 12C/14C isotope analysis shall also indicate this in all B2B communications as this has a fundamental impact on the claims that can be made at the end of the supply chain.

The more information is provided, the more comprehensively customers and third parties can be informed and educated. This can also include detailed information about the origin of the material (e.g. countries, raw materials) as well as processes (e.g. mechanical recycling vs. chemical recycling).

ISCC system users that want to provide information about ISCC can use Section 1.4 of this document and the ISCC website as inspiration for the appropriate wording. If ISCC PLUS is referenced, it must always be written in capital letters ('ISCC PLUS').

6.2.1 B2B Claims for Mass Balanced Material:

When sourcing or selling mass balanced material, ISCC system users can always refer to the effort of sourcing ISCC certified material:

- 'supporting the production of'
- 'supporting the circular economy / bioeconomy'
- 'investing in ISCC certified material'
- 'contributing to the sourcing of'
- 'contributing to the replacement of virgin fossil resources by renewable feedstocks'
- 'By using certified material, we are helping to reduce the amount of fossil-based virgin plastic'

Companies can also reference their general investment in certified materials (e.g. 'we bought xx tons of ISCC certified material this year').

In addition, ISCC system users can use more specific claims if the wording includes a reference to the mass balance or attribution approach:

- 'ISCC certified material (mass balance approach)'
- 'ISCC certified bio-attributed material'
- 'ISCC certified recycled-attributed material'
- 'An equivalent amount of ISCC certified material'
- 'The required quantity of ISCC certified material'

It is also possible to add a disclaimer.

Examples:

ISCC certified recycled material*

*mass balance approach

*the recycled content is allocated using the ISCC mass balance approach

*attributed via mass balance accounting

6.3 B2C ('Business-to-Consumer') Claims

Companies selling to end consumers have to consider how claims will be understood and interpreted by consumers.

ISCC advises companies to:

- be trustworthy and reliable when it comes to sustainability claims
- use plain language in line with standard definitions
- use appropriate imagery and symbols
- be specific about environmental benefits
- avoid technical jargon and long technical statements

ISCC system users and ISCC licensees that communicate their efforts of sourcing ISCC certified material on their website, advertisements, social media or other communication channels, are welcome to focus on informing and educating the consumer. This applies in particular when companies source mass balanced material. The mass balance approach facilitates the use of recycled and bio-based materials. Companies that source mass balanced material therefore support the transition to a circular economy, make an effort to stop the global waste problem, and help to reduce the use of virgin fossil materials.

By explaining to consumers that the mass balance approach is a tool to increase the overall amount of recycled and bio-based materials, companies

can shift the focus from single products linked to ISCC certified material to a broader perspective in their off-product communication.

ISCC system users and ISCC licensees that want to provide information about ISCC can use Section 1.4 of this document and the ISCC website as inspiration for the appropriate wording. If ISCC PLUS is referenced, it must always be written in capital letters ('ISCC PLUS').

In addition, ISCC encourages ISCC system users and ISCC licensees to use an ISCC on-product logo and on-pack claim to improve visibility, consumer understanding and to increase awareness of the ISCC certification system. The ISCC on-product logos include symbols that are easily understandable for the average consumer and enable quick recognition of its positive impact. Furthermore, as signaling instruments third-party certification labels can positively affect consumers' purchasing intentions for sustainable products.¹

6.3.1 B2C Claims for Mass Balanced Materials

When sourcing or selling mass balanced material, ISCC system users and ISCC licensees can always refer to the effort of sourcing ISCC certified material:

- 'supporting the production of'
- 'supporting the circular economy / bioeconomy'
- 'investing in ISCC certified material'
- 'contributing to the sourcing of'
- 'contributing to the replacement of newly-produced plastics by renewable feedstocks'
- 'By using certified material, we are helping to reduce the amount of newly-produced plastics'

Companies can also reference their general investment in certified materials (e.g. 'we bought xx tons of ISCC certified material this year').

In addition, ISCC system users can use more specific claims if the wording includes a reference to the mass balance or attribution approach:

- 'ISCC certified material (mass balance approach)'
- 'The required quantity of ISCC certified material'

It is also possible to add a disclaimer.

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

Examples:

ISCC certified recycled material*

*mass balance approach

*The recycled content is allocated using the ISCC mass balance approach

*attributed via mass balance accounting

ISCC offers text modules for on-product and off-product communication that can be used and adapted to individual circumstances. Please note that the text modules are only suggestions and companies must ensure that the statements made are true and also legally correct in their target market.

Text modules for circular materials:

- 80% recycled plastic (mass balance approach)
- 50% recycled plastic. The recycled content of this packaging is allocated using the ISCC mass balance approach. More information at: www.iscc-system.org
- This bottle is made with 75% recycled plastic. The plastic can be traced back to chemically recycled material which is attributed to this bottle via the ISCC mass balance approach.
- We support the transition to a circular economy by sourcing 30% recycled material for packaging from textile waste. The recycled content of this packaging is allocated using the ISCC mass balance approach.
- We support new recycling technologies that transform hard-to-recycle materials into new plastic. Recycled and non-recycled materials have been mixed in an ISCC certified mass balance approach. An amount of recycled material equivalent to 30% of this packaging was allocated to this product.
- The waterproof coating of this milk carton is made with 50% recycled plastic. The recycled content of the coating is allocated using the ISCC mass balance approach.
- 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 at: www.iscc-system.org

Text modules for bio and bio-circular materials:

- 80% bio-based plastic (mass balance approach)
- Wrapped in 100% plant-based packaging (allocated via ISCC mass balance)

- 50% bio-based plastic. The bio-based material of this packaging is allocated using the ISCC mass balance approach. More information at: www.iscc-system.org
- This bottle is made with 75% bio-based plastic. The plastic can be traced back to biological waste material which is attributed to this bottle via the ISCC mass balance approach.
- By using packaging which is made with 50% plant-based plastic (allocated via mass balance), we support the reduction of the use of fossil resources.
- Our suppliers use biological waste from the forest industry to produce this packaging. Not only does this packaging reduce the amount of fossil resources required for the production of plastic plastic production, but it also does not affect food security. The bio-based content of this packaging is allocated using the ISCC mass balance approach.
- At the beginning of the supply chain, bio-based and fossil materials have been mixed in an ISCC certified mass balance approach. An amount of bio-based material equivalent to 30% of this packaging was allocated to this product.
- Our suppliers use ISCC certified sustainably grown sugar cane to produce this packaging. The sugar cane is processed into pyrolysis oil which is mixed with fossil materials in an ISCC certified mass balance approach. An amount of sugar cane-based material equivalent to 30% of this packaging was allocated to this product.

7 Logo Style Guide

7.1 ISCC Corporate Logo

The ISCC corporate logo can be used in the defined blue, in black, grey, or inverted, depending on the design and colour specifications.



Colours

The ISCC corporate logo is available in the following colours:

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 (inverted)



Minimum Size

To ensure the readability of the ISCC corporate logo, do not use the logo smaller than the minimum size requirement. The proportion between height and length must be kept.



Placement

The ISCC corporate logo must appear in an uncluttered space and should stand alone to prevent confusion with the business name, brand name, initiative, or organisation. To ensure the best visual impact of the ISCC corporate logo, a minimum clear area must be maintained. It is the same width as the 'S' of the ISCC corporate logo. We recommend allowing more clear space whenever possible.



Background

The following visual examples show the correct use of the ISCC corporate logo.



DO: Place the blue ISCC logo on a solid colour background.



DO: Place the white ISCC logo on a darker background.



DON'T: Place the ISCC logo on a low contrast background.



DON'T: Place the ISCC logo on a busy background.

Incorrect Use of the ISCC Corporate Logo



DON'T: Distort the ISCC logo from its original ratio of dimensions.



DON'T: Rotate the ISCC logo.



DON'T: Remove any elements from the ISCC logo.

7.2 ISCC On-Product Logos

The ISCC on-product logos can be used in the defined blue, in black or inverted, depending on the design and colour specifications. Please contact ISCC if you want to use a different colour.



Colours

The ISCC on-product logos are available in the following colours:

1. Blue (CMYK 100/4/36/20)
2. Black (100%)
3. White (inverted)



Font: Museo Slab 700

Museo Slab 700 is used for the qualifying statement around the logo and the accompanying claims. The qualifying statement around the logo is set in capital letters with a spacing of 10.



Minimum Size

To ensure the readability of the ISCC on-product logos, do not use the logo smaller than the minimum size requirement. The proportion between height and length must be kept.



Placement

The ISCC on-product logos must appear in an uncluttered space and should stand alone to prevent confusion with the business, brand or product name. To ensure the best visual impact of the ISCC on-product logo, a minimum clear area must be maintained. It is the same width as $\frac{1}{4}$ the size of the circle. We recommend allowing more clear space whenever possible.



Background

The following visual examples show the correct use of the ISCC on-product logos on different backgrounds.



DO: Place the blue ISCC logo on a solid colour background.



DO: Place the white ISCC logo on a darker background.



DON'T: Place the ISCC logo on a low contrast background.



DON'T: Place the ISCC logo on a busy background.

Incorrect Use of the ISCC On-Product Logo



DON'T: Distort the ISCC logo from its original ratio of dimensions.



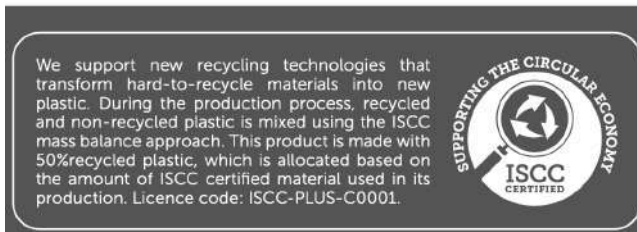
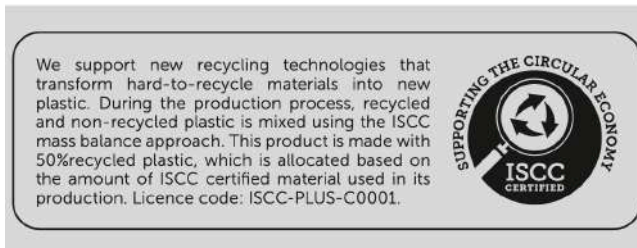
DON'T: Rotate the ISCC logo.



DON'T: Remove any elements from the ISCC logo.

Module 1: Frame

If the logo and text are displayed together, they shall be bordered by a frame. The frame is flexible and adapts to the amount of text. The required amount of free space around the logo must be ensured. Depending on the packaging design, the frame can have a white background.



Free Space

Free space of $1/6 X$ must be maintained to ensure readability.



Module 2: Arrow

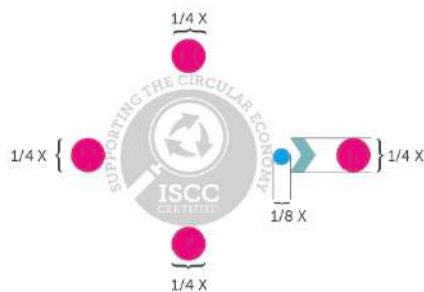
If the logo and text are not displayed together, an arrow reference can be used. This arrow is centred on the logo and maintains the required amount of free space. The arrow has the height of $1/4 X$. The arrow is aligned centrally to the circle of the logo. Arrow, logo and text must always be the same colour.



- We support new recycling technologies that transform hard-to-recycle materials into new plastic. During the production process, recycled and non-recycled plastic is mixed using the ISCC mass balance approach. This product is made with 50% recycled plastic, which is allocated based on the amount of ISCC certified material used in its production. Licence code: ISCC-PLUS-C0001.

Free space

The free space around the logo is $1/4 X$. The height of the arrow is also $1/4 X$ and the distance from the logo to the arrow or arrow to the logo is $1/8 X$.



- We support new recycling technologies that transform hard-to-recycle materials into new plastic. During the production process, recycled and non-recycled plastic is mixed using the ISCC mass balance approach. This product is made with 50% recycled plastic, which is allocated based on the amount of ISCC certified material used in its production. Licence code: ISCC-PLUS-C0001.

Module 3: Short Claim

ISCC offers templates for a short claim beneath the ISCC on-product logo.



Module 4: Asterisk

If companies want to add more information when using the alternative version of the ISCC on-product logo, the asterisk reference can be used for this purpose. The logo and the accompanying claim should be used in the same colour.



- *We support new recycling technologies that transform hard-to-recycle materials into new plastic. Recycled and non-recycled materials have been mixed in an ISCC certified mass balance approach. An amount of recycled material equivalent to 30% of this packaging was allocated to this product.