



Guidelines governing the use of the REDcert²
logo and the representation of claims for bio-
based and biomass-balanced products

Version 01

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1 Introduction

REDcert is an initiative of leading associations and organisations in the German agricultural and biofuel sector that want to actively demonstrate their willingness to assume personal responsibility by participating in a collective and comprehensive certification scheme. The REDcert² scheme for the use of biomass-balanced products in the chemical industry also defines further requirements that go beyond the legal requirements for sustainability certification pursuant to the REDcert EU scheme. One of the fundamental aims is to reduce greenhouse gas emissions and make a lasting contribution to resource conservation in line with socio-ecological and sustainable economic criteria.

The guidelines outlined in this document are intended to describe how the REDcert² logo and the associated claims are to be displayed for bio-based and biomass-balanced products in the chemical industry and therefore have to be credible.

2 Scope of application

This document describes the requirements for using the REDcert² logo and associated claims for bio-based and biomass-balanced products in the chemical industry. It describes how certificate holders, certification bodies and third parties may use the REDcert² logo and product claims. The REDcert² logo and the product claims associated with the logo can be displayed on REDcert² bio-based and biomass-balanced certified products (on-product) or used for advertising, explanatory or other representations related to the REDcert² standard (off-product).

3 Right of use

The REDcert² logo is registered as a figurative and word mark in the trademark register of the Office of the European Union for Intellectual Property (EUIPO) and is protected by trademark law.

Use of the REDcert² figurative/word mark and associated product claims is limited to the following groups:

- Certificate holders: Waste producers, collectors, suppliers and conversion plants as well as downstream conversion plants that have a valid REDcert² certificate for the use of bio-based and biomass-balanced products in the chemical industry

- Certification bodies

Any other third party is not permitted to use the REDcert² logo and associated product claims unless REDcert has given its consent in writing. Any misuse is prohibited and may result in injunctions and damages.

REDcert is entitled to ask the above-mentioned scheme users to provide evidence of the way the REDcert² logo and certain product claims (on- or off-product) are being used on end products. The use of the trademarked REDcert² logo is only permitted if the end user has been expressly authorised to use the logo under a licensing agreement. It may not be used by third parties for any other purpose.

Certification bodies are permitted to use their respective corporate logos in conjunction with the REDcert² logo and certain product claims (on- or off-product). The certification body's logo may not be larger than the REDcert² logo.

Below are several examples of how the logo may be presented on a product (variations must be reviewed by REDcert in individual cases):





4 Design rules

It must be ensured that the REDcert² logo is used properly. This increases the logo's recognition value and ensures a uniform brand presence.

Word mark

The word mark (brand no. 014328471) is comprised of two parts:

RED: Abbreviation for “Renewable Energy Directive” = identifies the scheme content, therefore strongly emphasised (upper-case, bold, black)

cert²: Abbreviation for “certification” = explanatory add-on, therefore less emphasised (smaller font, finer font, grey); ² indicates an addition to REDcert

Scheme range, intended to express the progressive nature of the schemes

Figurative mark

The REDcert² logo (brand no. 014325435) consists of the word mark REDcert, framed by a blue arc and a green leaf, which is a symbol of biomass and sustainability.

The blue arc and the green leaf are always shown with gradients. This applies to the standard display in blue and green as well as to the monochrome versions.

Monochrome versions

Only in justified exceptional cases have monochrome versions with grey gradients been created for use in media where only black is available. In special cases, the use of the logo may

require a solid version, e.g. engraving, laser technology. The solid version is available for this purpose. REDcert must explicitly approve any alternative representation.

Single-colour version with grey



Solid version



The logo is to be understood as a fixed design unit. It may not be changed as a whole or in its individual parts:

- it may not be disproportionately scaled
- the colours may not be changed
- individual elements may not be omitted or changed (e.g. scaled, rotated, moved)

dos



Proportional scaling

do!



Leave colours unchanged

do!



Include all components

do!

don'ts



No disproportionate scaling!



No colour changes!



Leaf may not be enlarged, blue text add-on may not be committed.



Exclusion zone

In order to preserve the visual impact of the logo, an adequate exclusion zone must be maintained around it. This is the minimum distance to other elements. The exclusion zone also defines the minimum distance of the logo to format edges and the minimum size of a white area around the logo if necessary.



The exclusion zone around the logo is the height of one of the upper-case letters RED on each side.

dos



The distance from another element to the logo is at least the same size as the exclusion zone.

do!

don'ts



The distance between the exclusion zone and the logo may not be smaller!

don't



The size of the white space and the distance from the logo to the format edge are the same size as the exclusion zone.

do!



The white space and the distance between the logo and the edge of the format must not be smaller than the size of the exclusion zone.

don't

Background

The REDcert² logo may only be placed on a white background or a light grey surface – with a maximum colour value of 10% black. Other colours as well as patterned or structured surfaces and photos are not permitted as backgrounds.

dos



Place logo on a white surface!

do!



Place logo on a light grey surface (10% black)

do!

don'ts



No coloured background!

don't



No patterned background!

don't



No photos as background!

don't

Languages

Associated product claims are only allowed in German and English.

5 Sustainability claims in the supply chain (B2B)

Certificate holders who supply bio-based or biomass-balanced certified products to other certified companies must ensure that the information about the sustainability properties on the delivery slips of the respective products fulfil the REDcert² requirements. This sustainability information determines which advertising claims (on-product) can be used on an end product.

There are two different sustainability claims about a product's compliance that can be made under REDcert².

RED-, SAI-, FSC- or PEFC compliant:

A sustainability claim is possible if the upstream chain-of-custody is certified according to the REDcert² or REDcert-EU standards or if the sustainability certificate originates from a voluntary certification system that has been recognised by the EU Commission or positively assessed by the *Sustainable Agriculture Initiative* (SAI) or certified according to the FSC or PEFC standards. A REDcert²-certified company that sources sustainable biomass from suppliers that have been certified under a different standard can therefore sell sustainable products as "REDcert² certified".

REDcert² compliant:

A sustainability claim is possible if the upstream chain-of-custody is certified according to the REDcert² or REDcert-EU standards or if the sustainability certificate originates from a standard that has been recognised by the EU Commission or positively assessed by the *Sustainable Agriculture Initiative* (SAI) or certified according to the FSC or PEFC standards. A company certified according to the REDcert² standard that sources sustainable raw materials from a supplier that does not meet the aforementioned requirements cannot sell its products as "REDcert² compliant".

Each REDcert²-certified company that wants to sell sustainable products under its REDcert² certificate must verify the sustainability information of the incoming material on the delivery documents. A REDcert² certification and the sustainability claim about the conformity of the raw material (RED-, SAI-, FSC- or PEFC compliant or REDcert² compliant) determines which claim may appear on the marketed products.

Table: Requirements for possible sustainability claims in the supply chain (B2B) for marketed products

Sustainability information of the incoming material on the delivery slip documents		Possible claims of the REDcert ² -certified company about marketed products
Certification of the certificate holder	Type of incoming sustainably certified material	
REDcert ²	REDcert ² compliant:	REDcert² certified
REDcert ²	RED-, SAI-, FSC- or PEFC compliant	REDcert² certified
REDcert ²	Not RED-, SAI-, FSC- or PEFC compliant	Not possible!

6 Claims and logos on a product

The trademarked REDcert² logo and an associated product claim may be used as described in section 3 as long as the user has a valid certificate or a valid contract with REDcert. The following requirements must be met.

6.1 Bio-based products

Applies in the following cases:

Input material: 100% bio-based (sustainably certified biomass)

Conformity of the input material: REDcert² compliant (RED-, SAI-, FSC- or PEFC compliant)

Possible on-product logo:



For further information on logo design, see section 4 Design rules

Possible on-product claim:

Table: Possible product claims for different uses in the product chain and the conformity of the incoming biomass

Use in the product chain	Requirements for product claims and examples	
	REDcert ² -compliant biomass	RED-, SAI-, FSC- or PEFC-compliant biomass
	Claims relate directly to the product	
Identity Preservation Method	<p>claims refer to the REDcert² conformity of a product, e.g.:</p> <ul style="list-style-type: none"> the product is REDcert² compliant the product consists of sustainably certified biomass based on the REDcert² scheme requirements made from REDcert² certified biomass 	<p>Claims relate to the RED-, SAI-, FSC- or PEFC conformity of a product, e.g.:</p> <ul style="list-style-type: none"> the product is RED-, SAI-, FSC- or PEFC compliant the product consists of sustainably certified biomass based on the RED-, SAI-, FSC- or PEFC scheme requirements produced from sustainably certified biomass that meets the RED, SAI, FSC or PEFC requirements
	Claims must relate to the physical percentage of sustainable and non-sustainable sources	
Mass balancing	<p>Claims relate to the REDcert² conformity of a product, e.g.:</p> <ul style="list-style-type: none"> REDcert² compliant from various sources Support for a responsible production method conforming to the REDcert² scheme requirements Support for REDcert² certified production An equivalent amount of REDcert²-compliant biomass was sourced 	<p>Claims relate to the RED-, SAI-, FSC- or PEFC conformity of a product, e.g.:</p> <ul style="list-style-type: none"> RED-, SAI-, FSC- or PEFC compliant from various sources Support for a responsible production method conforming to RED, SAI, FSC or PEFC scheme requirements An equivalent amount of RED-, SAI-, FSC- or PEFC-compliant biomass was sourced

The claim on the product must always relate to the scope of the certification (product chain and conformity of the raw material). Users may choose an associated product statement after approval by REDcert.

6.2 Biomass-balanced products

Applies in the following cases:

Input material: Sustainably certified biomass mixed with fossil-based raw materials in chemical processes

Conformity of the input material: REDcert² compliant (RED-, SAI-, FSC- or PEFC compliant)

After confirmation by REDcert, the certificate holder can make the following claims about resource conservation or substitution of fossil resources for all his certified products:

“Fossil resources saving product” or

“Fossil resource saving product by using renewable raw materials in the value chain”

or

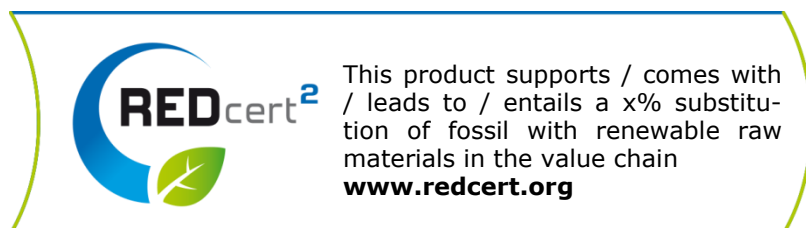
“This product supports / comes with / leads to / entails a x% substitution of fossil with renewable raw materials in the value chain.”

The respective certificate holder must be able to demonstrate that the use of sustainably certified biomass or certified products of the same base formulation requires only marginally more additional energy and thus reduces the use of fossil-based resources.

The product claim must indicate whether the claim refers to production at a single production site or to production within a system of interconnected production sites (integrated manufacturing or chemical sites).

The following on-product forms of representation (seals) and the associated claims are possible:





Permissible product claims relate to

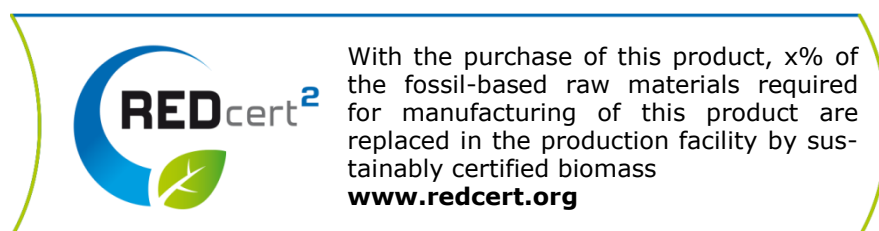
- a) the renewable raw materials used in the sales process
- b) the renewable raw materials used in the manufacturing process

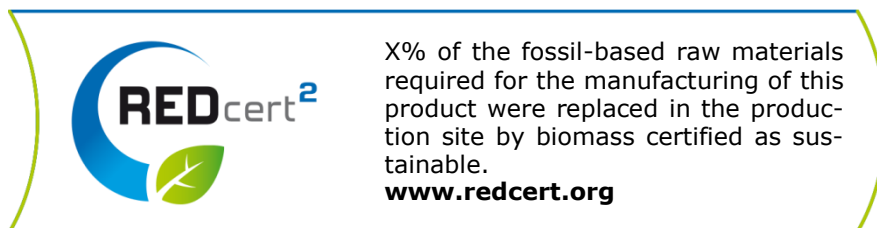
Claims as described in a) and b) which relate to products with an inorganic mass > 25% in the end product must contain a clear indication of which part of the product the claims apply to.

Only the following product claims may be used:

- a) *"With the purchase of this product, x% of the fossil-based raw materials required for manufacturing of this product are replaced in the production facility by sustainably certified biomass."*
- b) *"X% of the fossil-based raw materials required for the manufacturing of this product were replaced in the production site by biomass certified as sustainable."*

The following on-product forms of representation (seals) and the associated claim are possible:





The prerequisite for using this product claim is the use of the sales-based/production-based balancing period. After approval from REDcert, the phrase “in the production facility” may be adapted to the scope of certification (e.g. “in the integrated chemical sites”, “in the integrated sites”, “at the production site”).

6.2.1 Special requirements for downstream companies

Downstream companies that validate the percentage of biomass-balanced input materials the certified product contains by way of process-related mass balancing or that determine the percentage of fossil raw materials that has been replaced by mass balance equivalents over the entire value chain using process-spanning mass balancing use the claim is permitted for the respective mass balancing process (see REDcert² scheme principles for the use of biomass-balanced products in the chemical industry).

Products from certified downstream companies may be advertised with the following claim regardless of which balancing method is chosen:

“Fossil resources saving product” or

“Fossil resource saving product by using renewable raw materials in the value chain”

Products that have been certified on the basis of the process-specific mass balance may be advertised with the following claim in addition to the above claim:

“This product contains x% fossil resource saving input materials.”

The value x corresponds to the percentage of mass-balanced input materials in the certified product determined as part of the process-specific mass balance.

The following on-product forms of representation (seals) and the associated claims are possible:

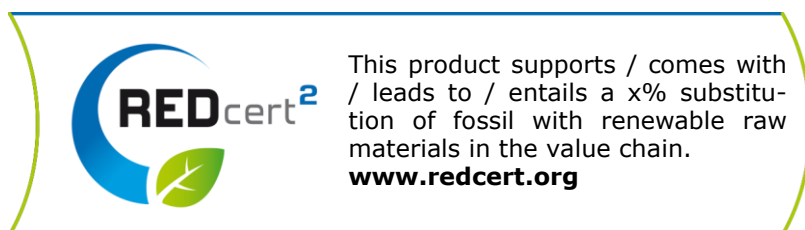


Products that have been certified on the basis of the process-spanning mass balance and for which all input materials are converted to MB equivalents may be advertised with the following claim:

“This product supports / comes with / leads to / entails a x% substitution of fossil with renewable raw materials in the value chain.”

The value x corresponds here to the percentage of fossil-based MB equivalents replaced by sustainably certified mass balance equivalents in relation to the total product as determined in the process-spanning balance.

The following on-product forms of representation (seals) and the associated claim are possible:



7 Off-product claims and logos

Product claims and logos can be used to provide information about successful certification (certificate holder), about approval by REDcert (certification body) or regarding activities related to the REDcert² scheme (e.g. projects). Websites, e-mail signatures, brochures, etc. can be used for off-product information.

Table: Off-product claims

Stakeholder group		Requirements for claims
1.	Certificate holders:	Claim should relate to the certification, e.g. <i>REDcert² certified</i>
2.	Approved certification bodies	Claim should relate to recognition, e.g. <i>REDcert²-recognised certification body</i>
3.	Other third parties (e.g. project partners)	The claim should relate to the partnership or relationship with REDcert (REDcert ²), e.g. <i>The project was carried out together with REDcert (REDcert²)</i>

For information on using the REDcert² logo, see section 4 Design rules.