

Guidelines Governing the Use of the Climate Neutral Mark: Code of Conduct

Companies seeking *Climate Neutral* certification agree to adhere to the following set of Guidelines that govern how the *Climate Neutral* Mark can be handled and used. These Guidelines are intended to maximize the effectiveness with which the *Climate Neutral* Mark can help build a profitable market for new *Climate Neutral* products and establish a set of “ground rules” that protect and support *Climate Neutral* companies’ interests and investments in developing and promoting *Climate Neutral* products.

1. Use of the Climate Neutral Trademark

Use of the Climate Neutral trademark (herein “Mark”) or any portion thereof constitutes a representation that the product, service or enterprise is in full compliance with the relevant Climate Neutral Design Principles and is subject to a valid Certification Agreement with the Climate Neutral Network. Clients are responsible for ensuring that products/enterprises bearing the Mark are in compliance with the Climate Neutral Network’s certification program.

2. Need for Written Authorization Prior to Use

The *Climate Neutral* Mark is a legally protected Certification Mark of the Climate Neutral Network. In order to maintain its credibility and integrity, no person shall use a Mark or any portion thereof or represent or imply in any way that a product, service or enterprise has been certified by the Climate Neutral Network unless the Network has confirmed in writing that the product/service or enterprise is certified.

3. Inclusion of Climate Neutral Mark in Packaging Materials

Clients may choose to use the Climate Neutral Mark on primary packaging materials. Unless otherwise provided by *Climate Neutral* standards or in writing by Climate Neutral Network, the Mark should include: a) *Climate Neutral* logo (when available later in 2000) b) the words “certified” in close proximity and c) close to the words “certified”, the verbatim renderings of all language required to be included in the relevant *Climate Neutral* Mark (such as tag lines etc). Verbatim language for the *Climate Neutral* Mark is contained in an Addendum below.

4 Colors

Prior to the availability of the new *Climate Neutral* logo, all Marks shall appear and black and white

5 Use with Other Claims

Beyond *Climate Neutral* status , all environmental claims used in advertising will be factually based, relevant and not misleading. They will also be objectively verifiable to the extent technically possible.

6. Use of the Mark in Advertising

The Mark may be used in product advertising or promotion or product literature provided that the advertising or literature does not represent or imply that any non-certified aspects of the company’s activities have been certified. The *Climate Neutral* Mark should be placed so that it clearly relates only to the products/enterprises that have been certified.

There are two categories of use for the *Climate Neutral* Mark:

Primary Use: by clients seeking to promote their certified *Climate Neutral* products/services or enterprises

Secondary Use: by intermediaries and/or customers selling/purchasing certified *Climate Neutral* products or services. Primary users are responsible for communicating with these users that the Mark can only be used in association with the *Climate Neutral* certified Product and that the verbatim language should be used in promoting

the Mark. This clause does not apply to individual consumers, presumably accessed through retail channels. These communication materials should make it clear that Secondary Users need to contact the Primary User or the Climate Neutral Network if they wish to make any departures from this “verbatim” language in any of their communications or promotional activities regarding the *Climate Neutral* Mark.

In all these instances, the Mark needs to reference closely the particular product, service or enterprise for which certification has been established.

7. References to Non-certified Participation in the Network

Companies still exploring how to become Climate Neutral may only refer to themselves as “participants” in the Climate Neutral Network. The term “Climate Neutral Product”, “Climate Neutral Enterprise” and “Climate Neutral Service” are reserved for the exclusive use of those clients which have received written certifications from the Climate Neutral Network.

Companies seeking certification for part of their enterprise – whose intentions are to take all of their operations Climate Neutral within a year or two – may refer to specific sites as operating on a *Climate Neutral* basis provided that this is stated alongside their public commitment to become a *Climate Neutral* enterprise within a specific time period.

8. Language for Describing Climate Neutral Program: Advance Notice and Use of Mark and Climate Neutral Name

Language from the Climate Neutral Network’s current brochure may be reproduced to help describe the *Climate Neutral* program in companies’ product and other literature/communications. Climate Neutral Network must review any press release or product marketing materials that depart from this pre-approved language for describing Climate Neutral Network before they are issued in order to ensure that any potential public misunderstandings are avoided. We will make this as quick a turnaround as possible but need to confirm that the program is accurately portrayed.

Violators of these Use Guidelines can lose their eligibility to use the *Climate Neutral* Mark upon action by the board for a period of up to 18 months. Repeat violators may lose the right to apply for *Climate Neutral* certification permanently and be liable for damages incurred by Climate Neutral Network as a result of such misuse.

9. Range of Climate Neutral Claims

Clients may only refer to the *Climate Neutral* Mark in efforts to establish the credibility of their products/services/enterprises for purposes of achieving Climate Neutrality only. *Climate Neutral* certification shall not be construed to create or imply performance with respect to any other climate-related systems, unless approved in writing by the Network.

10. Public Confidence

The Climate Neutral Network and its clients agree that maintaining public confidence in the credibility of the *Climate Neutral* Mark, *Climate Neutral* certified products/enterprises, the Climate Neutral Network and its participants is an important shared objective. Actions undertaken will help promote and increase this public confidence and the integrity of the Mark.

Addendum re Verbatim Language for Climate Neutral Mark:

Verbatim Language for the Mark: As per # 3

The Mark will read as:

Climate Neutral

The tag line¹ will read:

For a Cooler Planet!

The word “certified” will be displayed adjacent to the *Climate Neutral* Mark.

A format for displaying the Mark will be developed and shared with clients shortly, which will be a simple format in which to arrange the words of the final Mark selected by the Network. A final logo will be developed later in 2000 that will replace this interim format.

There are several options by which certified companies may describe their Enterprise or Product status. The following options were agreed during a March 2000 Working Group conference call:

For *Climate Neutral* Enterprise status only:

- Climate Neutral™ Certified Company
- Climate Neutral™ Certified Corporation
- Climate Neutral™ Certified Organization

For *Climate Neutral* Product status only:

- Climate Neutral™ Certified Product
- Climate Neutral™ Certified Service

The designated descriptor (company, corporation, organization, product, service) should match as exactly as possible the *Climate Neutral* entity which received *Climate Neutral* certification and be agreed with the Executive Director of the Climate Neutral Network before publication.

Advertising Verbatim Language: As per # 6

For promotional and advertising purposes, the Verbatim Language includes the verbatim language for the Mark (as described above) and also the current Climate Neutral Network Brochure, attached in a separate Adobe Acrobat document. Both the Mark and the current Climate Neutral Network Brochure can be used as verbatim language for promotional or advertising purposes by primary or secondary uses as described in #6 of the Uses and Guidelines memo.

¹ Trademark application process initiated: preliminary searches indicate no concerns regarding competing marks. T&T search will be completed shortly. (Footnote Dated: March 20th 2000)