ISCC 208
Logos and Claims

Version 2.0

Document Title: ISCC 208 Logos and Claims

Version 2.0

Content

Summary of Changes

The following is a summary of major content changes to the previous version of the document.

Summary of changes made in version 2.0	Chapter
• Restructuring the content to further specify the requirements on ISCC communication	
• Addition of an ISCC boilerplate detailing permissible communication about ISCC and respective certification schemes	1.3
• Replacement of the ISCC corporate logo with the ISCC banner for general marketing communication	2.1
• Specifications of the approval process for ISCC logos and claims	2.3
• Clarification of how communication involving social criteria should be handled	3.2
• Inclusion of claim examples applicable to different chain of custody options	4.1
• Specifications of applicable terms for different raw material categories, including examples of claims using various chain of custody options	4.2
• Inclusion of claim examples applicable for certified biomass under the ISCC six principles	4.2.1 and Annex I
• Clarification of how ISCC certified components should be addressed	4.3
• Clarification of how ISCC certified percentage should be addressed	4.4
• Limitation to two streamlined on-product logo options for finished goods	5.2
• Addition of on-product logo options for specific scenarios, including bilingual version imposed by law, tire sidewall mark and other cases	5.3
• Adaption of the logo style guide for ISCC banners	6.1
• Addition of ISCC on-product communication examples	Annex II, III, and IV

1 Basic Guidelines

1.1 Introduction

This document aims to provide comprehensive guidance for the use and development of ISCC logos and claims. Its goal is to ensure accuracy, transparency, and credibility, thereby empowering consumers to make informed choices and supporting the transition to a circular economy and bioeconomy. Additionally, it aims to protect the integrity of ISCC by maintaining a consistent and standardised use of ISCC logos and claims. By following these guidelines, organisations can make credible claims and create effective marketing materials that reflect their commitment to sourcing alternative materials.

1.2 Legal Notice/Disclaimer

ISCC does not take any responsibility for legal implications of the use of this guidance document and does neither claim nor guarantee that following this guidance document will result in legal compliance. The guidance given in this document is not intended and shall not be construed as legal advice. Companies shall discuss ISCC logos and ISCC claims with their legal department to ensure compliance with laws and regulations (e.g. consumer protection laws) in their target markets. It is therefore the sole responsibility of the companies to implement ISCC logos and ISCC claims that are not only attractive in terms of marketing but that are also legally correct, e.g. in order to avoid potential allegations of greenwashing and reputational damage. Unless agreed otherwise in writing, ISCC assumes no responsibility and is therefore not liable for the use of the ISCC logos and/or ISCC claims being not subject to legal restrictions in individual countries in which company wishes to use the ISCC logos and/or ISCC claims.

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 logo or ISCC claim which is not in line with ISCC’s requirements.

1.3 About ISCC

If a company wishes to introduce ISCC or specifically one of ISCC’s certification schemes in its external communication (e.g. press releases or

social media posts), it shall refer to the following boilerplates.

Boilerplate ISCC:
Founded in 2010 through a multi-stakeholder initiative, the International Sustainability and Carbon Certification (ISCC) is a globally applicable and leading certification system designed to enhance traceable, sustainable, deforestation-free, and climate-friendly supply chains. ISCC certifications are widely recognised and cover sustainable agricultural biomass, biogenic wastes and residues, non-biological renewable materials and recycled carbon-based materials. The development and implementation of different certification standards is ISCC's tool to promote its mission to mitigate climate change and bring more traceability into global markets and supply chains.

Boilerplate ISCC PLUS:
The ISCC PLUS standard, in particular, supports the transition to a circular economy and bioeconomy. This voluntary certification standard validates the sustainability characteristics of alternative feedstocks throughout the entire supply chain, from origin to end consumer.

Boilerplate ISCC EU:
The ISCC EU certification standard is fully recognised by the European Commission and complies with the sustainability criteria laid down in Renewable Energy Directive (2018/2001/EU) on promoting the use of renewable energy sources.

Boilerplate ISCC CORSIA:
The ISCC CORSIA standard, recognised by the International Civil Aviation Organization (ICAO) in 2020, demonstrates compliance with the sustainability and traceability criteria set by the Carbon Offsetting and Reduction Scheme for International Aviation (CORSIA) for sustainable aviation fuels (SAF).

To request the latest figures on the number of valid ISCC certificates in various countries, please contact media@iscc-system.org.

ISCC Licensing Scheme:

In addition to different certification schemes, ISCC also operates the ISCC Licensing Scheme, which is a tailor-made solution for brand owners. It allows companies at the end of the supply chain to communicate and promote ISCC certified finished goods. The licensing scheme adds value for brand owners who commit to the sourcing of alternative materials and creates more transparency as well as credibility toward end consumers.

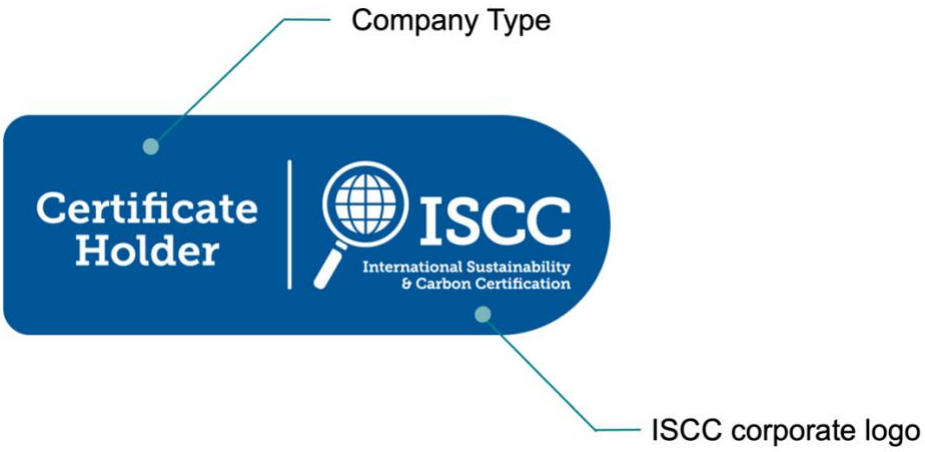
Please find all relevant information about ISCC on the website (www.iscc-system.org)

2 ISCC Visuals

The ISCC visuals serve diverse purposes and are tailored to different target groups. The following section provides descriptions of these visuals.

2.1 ISCC Banner

The ISCC banner consists of the ISCC corporate logo with a predefined statement that varies based on the company's relationship with ISCC held together by a frame. The ISCC corporate logo holds copyright protection and is a registered trademark. It consists of a magnifying glass with a stylized globe, including the letters 'ISCC' and the name 'International Sustainability and Carbon Certification.' The ISCC banner is available in blue with white writing and white with blue writing. The banner must be used in its entirety, addition or removal of any elements is strictly forbidden. The ISCC corporate logo shall not be used alone for any advertising purposes.



The banner is designed to directly indicate the company's relationship with ISCC, using terms such as "Certificate Holder", "Licensee", "Certification Body", and "Association Member [year]". The table below specifies the appropriate banner for each type of relationship. While utilizing the banner in communication is optional, companies choosing to do so must adhere to the requirements outlined in this document. Please refer to Chapter 6 — Logo Style Guide for further guidance.

Different types of ISCC banner

Company Type	Eligible Banner	Where to Access
1. ISCC system users that have a valid ISCC certificate or are currently certified under an ISCC group certification		As download in the client section

2. ISCC licensees with an effective license agreement		Company must fill out the "ISCC Logo and Claim Application Form" online
3. Certification bodies with a valid ISCC cooperation agreement		As download in the client section
4. ISCC Association Members with an active membership		As download in the member's section

✓ ISCC Approved Uses:

Allowed use cases of ISCC banner

- Website use, sustainability reports, press releases
- Marketing and corporate materials
- Sustainability declarations, social media, and outer packaging of ISCC certified intermediate products:

The banner must be used in a clear, accurate, and non-misleading manner. When the banner is used together with companies own corporate logo, the company's corporate logo must be placed in a primary location, e.g. in the header. The banner must be placed in a secondary location, e.g. in the footer or a section designated for certification schemes.

✕ Prohibited Uses:

Prohibited use cases of ISCC banner

- The banner must **not** be used on ISCC certified finished goods for end consumers.
- The banner must **not** appear on company documents that contain statements that are not directly related to the ISCC certification or license and that have not been verified by ISCC. For example, the banner must not be placed on invoices, GHG certificates, delivery documents (other than sustainability declarations), or any attestations that the company issues autonomously to its suppliers or clients.
- The banner must **not** be used on business cards.
- Email Signatures:
    - For company types 1-3 (certificate holders, licensees, and certification bodies), the banner must **not** be included in email signatures.
    - ISCC members can use the ISCC Membership Banner in email signatures. Please refer to the ISCC Association Member Banner Guidelines for further instructions.

The use of the banner is not subject to ISCC's approval. However, it is the

responsibility of the company to ensure the banner is used accurately and in compliance with the guidelines outlined in this document. For further use cases which are not mentioned above, ISCC needs to be consulted under license@iscc-system.org.

2.2 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**.

2.3 ISCC On-Product Logo

The ISCC on-product logo consists of a magnifying glass, which includes either a cycle of arrows, a cycle of leaves, or a seedling, depending on the raw material category. The logo is accompanied by the words 'ISCC certified' and surrounded by a qualifying statement.

The ISCC on-product logo can only be used on finished consumer goods intended for the end market (e.g. on ice cream packaging sold to retailers). Chapter 6 — Logo Style Guide provides detailed visual requirements for the on-product logo.

Re-approval of on-product logo and/or claim

Any communication related to finished goods that includes the ISCC on-product logo or claims must be approved by ISCC prior to publication. If the publication medium through which the communication is distributed — such as packaging or brochures — changes, the artwork must be re-approved by ISCC.

Artwork approval for identical claims on various finished goods

If the same claim is used across multiple finished goods (e.g., toothbrushes in different colors), ISCC approval is required for only one version of the artwork. This is valid as long as the sustainability characteristics of the certified component of that finished good (e.g., the toothbrush) remain unchanged, and the claim is applied to the same type of packaging (e.g., a paper box). However, the company must still provide ISCC with the remaining artwork versions for informational purposes.

If the claim is applied to a different type of material (e.g., from a paper box to a plastic container), a claim like '100% certified plastic' would no longer be accurate, even if the sustainability characteristics of the product itself remain the same. In this case, the company must submit the new artwork to ISCC along with the explanation for approval.

Exception of on-product logo use for marketing purposes

Brand owners of finished goods can also use the ISCC on-product logo for off-product communication, provided that the logo is directly visible with the finished goods and the communication clearly refers to the certified finished goods. For further details, please refer to Chapter 5 — ISCC On-Product Communication for Brand Owners.

Approval Process of ISCC logo and/or claim use

ISCC Logo and Claim Approval Process:

Step 1: Application

Companies must fill out the “ISCC Logo and Claim Application Form” on the ISCC website and attach a draft of the intended artwork for ISCC’s review. The artwork should be submitted preferably in English. If the artwork is in another language, the ISCC related content must be clearly highlighted (e.g., with a frame around the relevant text), and an English translation of the ISCC communication must be provided to ensure no relevant information is overlooked.

Step 2: ISCC Review

ISCC will review the application and may request additional information or clarification. Afterward, ISCC will provide comments on the draft.

Step 3: Artwork Revision and Final Approval

After addressing all feedback, ISCC will provide official approval via email. Only the English version of the communication (ISCC on-product logo and/or claim) will be approved. Companies can then translate the approved version into other languages, ensuring that the meaning remains consistent with the approved English version. The translated versions have to be send to ISCC for informational purposes. Upon approval, the corresponding logo template will be made available in a high-resolution format.

3 Marketing Guidelines to Communicate ISCC Related Activities

If a company is ISCC certified or licensed and wishes to communicate this — such as on companies' website, press releases, advertisements, social media and other channels — certain requirements must be met, as detailed in this chapter.

3.1 Who Can Make ISCC Claims

1. ISCC system users that have a valid ISCC certificate or are currently certified under an ISCC group certification. In the latter case, it is the responsibility of the group head to ensure the communication from group members is compliant with this document
2. ISCC licensees with an effective license agreement
3. Certification bodies with a valid ISCC cooperation agreement
4. ISCC Association Members with an active membership.

ISCC licensees must submit all ISCC related external communication to license@iscc-system.org for approval before public release. ISCC strongly advises that certified system users and certification bodies submit drafts of their ISCC related external communication (e.g. press releases or social media posts) to media@iscc-system.org for review to ensure technical accuracy. Any external communication made by an ISCC member must be submitted to membership@iscc-system.org for approval. Please refer to the ISCC Association Member Banner Guidelines for further instructions.

3.2 What is an ISCC Claim?

ISCC claims encompass all environmental claims directly or indirectly implying an association with ISCC. This includes any reference to the letters 'ISCC', the name 'International Sustainability and Carbon Certification', or mention of ISCC certification or license (e.g. 'certified product' or 'our certified supplier'). Utilising an ISCC claim allows companies to enhance the credibility of their statements.

Definition of environmental claims

"'Environmental claim' means any message or representation, which is not mandatory under Union law or national law, including text, pictorial, graphic or symbolic representation, […] in the context of a commercial communication, which states or implies that a product or company has a positive or no impact on the environment or […] or has improved their impact over time."[1]

[1] *Directive 2005/29/EC of the European Parliament and of the Council of 11 May 2005 concerning unfair business-to-consumer commercial practices in the internal market and amending Council Directive 84/450/EEC, Directives 97/7/EC, 98/27/EC and 2002/65/EC of the European Parliament and of the Council and Regulation (EC) No 2006/2004 of the European Parliament and of the Council ('Unfair Commercial Practices Directive'), Article 2, point (o), https://www.eumonitor.eu/9353000/1/j4nvhdfcs8bljza_j9vvik7m1c3gyxp/vlrpgf2dmnzq.*

General requirements of ISCC claims

ISCC claims must fulfill the following criteria.[2] **ISCC 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

ISCC claims must adhere to the truth and avoid any overclaim that is not verified by ISCC. Please note that the eligibility of ISCC claims depends on the specific wording and how this wording can be interpreted by stakeholders. It is the responsibility of the respective organisation to ensure that the ISCC claims comply with the requirements provided in this document. This applies to both business-to-consumer (B2C) communication and marketing, as well as business-to-business (B2B) interactions with suppliers and clients.

Requirements of disclaimers

To enhance transparency and credibility, any disclaimers qualifying ISCC claims must be clear and prominently displayed. They should be written in sufficiently large type and placed in close proximity to the main ISCC claims.

ISCC does not associate with generic claims

As a certification system, ISCC certifies specific sustainability attributes of materials, such as chain of custody options and raw material categories, further details refer to Chapter 4 — Four Requirements to Create ISCC Claims. ISCC does not certify generic environmental aspects and is, therefore, not responsible for claims such as "environmentally friendly," "eco-friendly," or "green product of the future." These generic environmental claims are unlikely to be substantiated across all possible interpretations and are ultimately the responsibility of the company making them.

Any generic environmental claim, that is not further specified, must not imply an association with ISCC. For instance, placing a generic environmental claim alongside an ISCC logo is prohibited, as it could misleadingly suggest a direct association with ISCC.

Environmental claims that involve social criteria

Companies should avoid using generic terms such as “conscious,” “sustainable,” and “responsible” based exclusively on recognised excellent environmental performance. These terms entail characteristics beyond environmental ones, such as social characteristics.[3] For example, the term “sustainability” involves multiple dimensions: environmental, economic, and social. Within the ISCC PLUS scheme, social requirements are currently established only at the farm level, which means that the terms like “sustainability” can only be applied specifically to raw material categorized under ‘bio’. Details about the bio category can be found in Chapter 4.2.1 — Bio.

[2] *based on the requirements of the ISEAL alliance https://www.isealalliance.org/challenge.*
[3] *Substantiation and communication of explicit environmental claims (Green Claims Directive), P9_TA(2024)0131, Amendment 17.*

Following this, when making claims about products associated with certified agricultural biomass, terms like “sustainable” should specifically refer to the biomass itself, rather than the entire industrial processing supply chain. For certified finished goods that do not originate from the farm level, companies should refrain from using terms such as “conscious,” “sustainable,” and “responsible” to avoid any misleading implications.

3.3 Key Requirements for ISCC Claims

Key information of ISCC claims

When making ISCC claims, it is essential to include the following information, For detailed explanations and example claims, refer to Chapter 4 — Four Requirements to Create ISCC Claims.

1) the applied chain of custody option
2) the raw material category
3) the certified component of the finished good
4) the certified percentage

Companies are encouraged to provide an in-depth explanation of the chain of custody option used, to enhance transparency and consumer understanding. The boilerplates below can be used:

Boilerplate Mass Balance Approach:

The mass balance approach is a chain of custody method used to trace the flow of alternative feedstocks through complex value chains. During the production process, the certified feedstocks are mixed with conventional materials and the products become physically indistinguishable from those made solely from conventional feedstocks.

By using the mass balance system, companies can document and track the exact amount of alternative feedstocks used, ensuring that the quantity of alternative feedstocks allocated to the product matches the quantity sourced at the start of the production. One of the major advantages of the mass balance approach is its flexibility: companies can gradually increase the share of alternative feedstocks in the production process without altering the existing infrastructure.

Boilerplate Controlled Blending

Controlled blending is a chain-of-custody approach applied when alternative feedstocks are blended with conventional materials without a chemical or biological reaction. The products consistently contain a traceable and verifiable amount of these alternative feedstocks. For instance, companies can verify bio-based content via C12/C14 analysis. By using controlled blending, companies document, track and monitor this amount regularly, allowing them to make claims about the exact percentage of alternative materials in the product.

Boilerplate Physical Segregation

Physical segregation is a chain-of-custody approach used for end products composed entirely of alternative feedstocks. This method requires the alternative feedstocks to be produced, stored and transported separately from conventional materials. By preventing any mixing, physical segregation enables claims about the physical content of alternative feedstocks in the products.

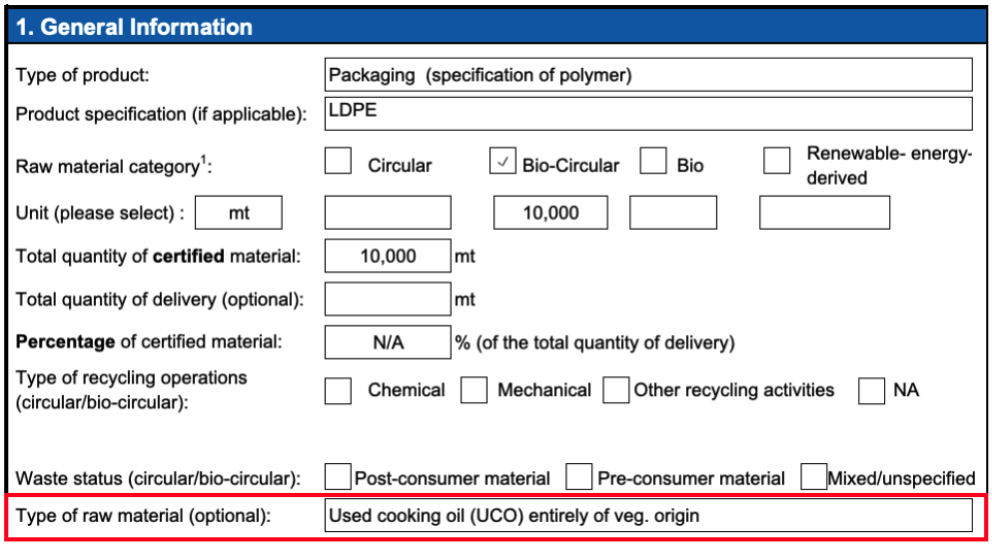
3.4 Claims with Specifications from the Supply Chain

Requirements for claims referring to specific raw material type

If the type of the raw material is further specified in the supplier's Sustainability Declaration, it is possible to refer to a particular type of raw material, see the examples below:

Example 1 referring to a specific feedstock type

Example 1: A company sources bio-circular materials to produce plastic packaging. The Sustainability Declaration from its supplier specifies the type of raw material as *"Used cooking oil (UCO) entirely of veg. origin"*, as shown in the screenshot below. With this information, the company can make a claim for this batch of material regarding its "plant-based" nature. However, if there are no additional specifications regarding the bio-circular materials, a "plant-based" claim would not be possible.

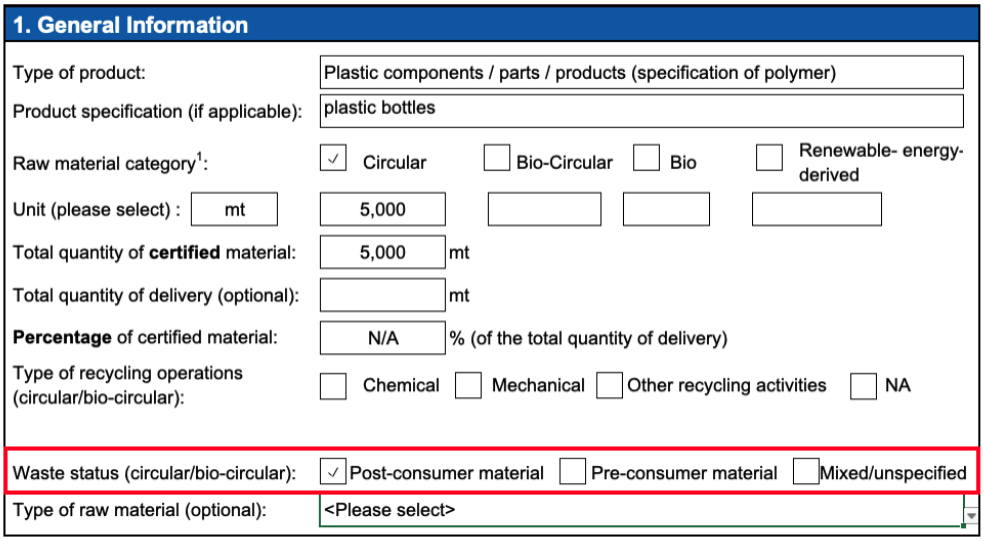


1. General Information

Type of product:	Packaging (specification of polymer)
Product specification (if applicable):	LDPE
Raw material category[1]:	☐ Circular ☑ Bio-Circular ☐ Bio ☐ Renewable- energy-derived
Unit (please select) : mt	10,000
Total quantity of **certified** material:	10,000 mt
Total quantity of delivery (optional):	mt
Percentage of certified material:	N/A % (of the total quantity of delivery)
Type of recycling operations (circular/bio-circular):	☐ Chemical ☐ Mechanical ☐ Other recycling activities ☐ NA
Waste status (circular/bio-circular):	☐ Post-consumer material ☐ Pre-consumer material ☐ Mixed/unspecified
Type of raw material (optional):	Used cooking oil (UCO) entirely of veg. origin

Example 2 referring to a specific feedstock type

Example 2: A company sources circular materials to manufacture plastic bottles. The Sustainability Declaration from its supplier confirms the waste status as post-consumer materials, as shown in the screenshot below. With this verification, the company can refer to the post-consumer nature for this batch of materials in their claims. However, if the waste status is categorized as mixed/unspecified, a reference to a specific waste status is not possible.



1. General Information

Type of product:	Plastic components / parts / products (specification of polymer)				
Product specification (if applicable):	plastic bottles				
Raw material category[1]:	☑ Circular	☐ Bio-Circular	☐ Bio	☐ Renewable- energy-derived	
Unit (please select) : mt	5,000				
Total quantity of **certified** material:	5,000 mt				
Total quantity of delivery (optional):	mt				
Percentage of certified material:	N/A % (of the total quantity of delivery)				
Type of recycling operations (circular/bio-circular):	☐ Chemical	☐ Mechanical	☐ Other recycling activities	☐ NA	
Waste status (circular/bio-circular):	☑ Post-consumer material	☐ Pre-consumer material	☐ Mixed/unspecified		
Type of raw material (optional):	<Please select>				

Greenhouse gas emission claims

Companies whose greenhouse gas (GHG) calculations have been verified by ISCC may communicate the GHG emissions associated with ISCC (e.g., by application of the voluntary GHG add-on). However, if ISCC verification has not been conducted, companies must clearly identify the source of their calculations to avoid implying that ISCC has validated the results.

4 Four Requirements to Create ISCC Claims

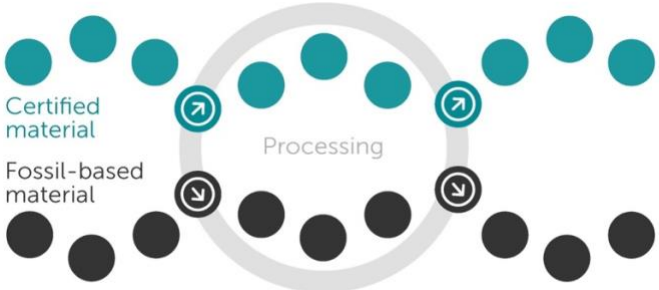
This chapter aims to elaborate on the four requirements that are essential for communicating about ISCC certified and/or licensed materials and finished goods.

4.1 Chain of Custody Options

Within the ISCC PLUS supply chain, three types of chain of custody options can be applied according to the ISCC PLUS standard: physical segregation, mass balance, and controlled blending. Depending on the chain of custody option, claims may vary.

4.1.1 Physical Segregation

Physical segregation is a chain of custody option where certified and non-certified materials are kept physically separate throughout the entire supply chain. This ensures that the product from the certified stream contains 100% certified materials, allowing for a claim of 100% certified content under this option.



✓ ISCC Approved Wording:

Approved wording for physical segregation

- 'comes from/of'
- 'is made from/of'
- 'is from/of'
- 'contains'
- 'content'
- 'includes'

✕ Do Not Overclaim:

Prohibited claim for physical segregation

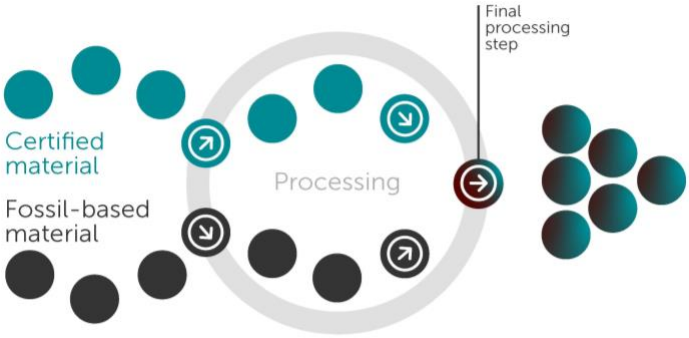
- any information that is not addressed on the sustainability declaration
  - e.g. GHG emission savings
  - e.g. claiming plant-based even if the type of raw material is not stated

Example: A factory receives certified strawberries (physical segregation) and uses them to produce strawberry marmalade. The marmalade is labeled with

the statement: *"This marmalade contains 100% ISCC certified strawberries."* As physical segregation ensures that 100% of the strawberries used in the marmalade are ISCC certified and are physically present in the marmalade, this claim can be made.

4.1.2 Controlled Blending

Controlled Blending is a chain of custody method that ensures that the physical content of controlled blended materials is accurately determined and verified, even when mixed with non-certified materials (e.g. via C12/C14 analysis). Detailed requirements for this option are outlined in the ISCC PLUS system document. If controlled blending is used for one or more ingredients in food products, claims for these ingredients must adhere to the requirements specified in this chapter.



Claims must specifically refer to the controlled blended component and detail its proportion in relation to the entire product.

✓ **ISCC Approved Wording:**

Approved wording for controlled blending

- This ice cream **contains** 20% almonds, sustainably farmed and certified by ISCC.

✕ **Do Not Overclaim**:

Prohibited claim for controlled blending

- Mentioning the exact type of raw material when not specified, e.g.:
  - This bottle is made from 50% recycled plastic, derived from **mechanical recycling of used bottles**.
- Claims that lack details, e.g.:
  - 'This product contains ISCC certified recycled material.'

Example 1: A company receives ISCC certified bio-circular surfactant and blends it with 70% other non-certified components to produce dish soap. On the packaging of the dish soap, they would like to claim either:

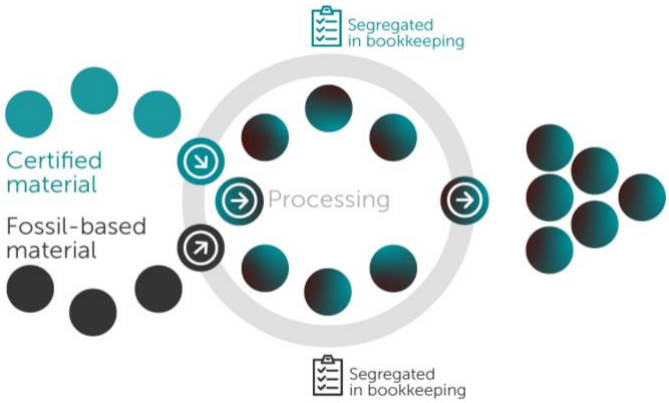
- *"This dish soap is produced from 30% bio-based surfactant, certified by ISCC PLUS."*
- *"This dish soap contains 30% ISCC PLUS certified bio-based surfactant."*

Both are approved claims, as they accurately qualify the claim with the proportion of the controlled blended component in the finished good.

Example 2: A company produces shampoo bottles that are made from a blend of 70% ISCC-certified mechanically recycled plastic sourced from post-consumer waste and 30% virgin fossil resources through controlled blending. They want to claim: *"This bottle is made from 70% post-consumer recycled material, helping to reduce the use of virgin materials."* Since the bottles contain 70% recycled plastic, this claim clearly represents the recycled content of the bottle.

4.1.3 Mass Balance

Mass balance is a chain of custody option in which certified and non-certified materials are physically mixed throughout the value chain but kept separate through verifiable bookkeeping. Certified feedstock has replaced an equivalent amount of fossil raw materials at the beginning of supply chain, and its quantity is monitored and documented through complex manufacturing systems. The certified shares can be allocated to certain outputs, ensuring the quantity of the certified feedstock accurately corresponds to the amount claimed in the finished good.



Mass balance supports the sourcing of bio-based and/or recycled materials and allows for a gradual increase of certified materials in existing infrastructures, thus contributes to less consumption of fossil resources in the production.

As the certified and non-certified materials are physically mixed, it is **not possible** to refer to the exact physical content of the certified material in the product, therefore terms associated with 'physical segregation' are not permitted. Claims under mass balance should emphasize the connection between the finished good and its sourcing, without implying any physical content. To ensure transparency when using mass balance, it is essential to communicate that 'mass balance' is the applied chain of custody (e.g. in brackets).

✓ ISCC Approved Wording:

Approved wording for mass balance

- 'is linked to'
- 'attributed to'
- 'allocated to'
- 'supports the production of [our product] by sourcing…'

- ‘contributes to’
- ‘commits to’
- ‘an equivalent amount was sourced’
- ‘packaging: XX% certified material’

✕ **Do Not Overclaim**:

Prohibited claim for mass balance

- any wording that implies physical content, e.g.:
  - ‘contains’
  - ‘content’
  - ‘is/made from/of’
  - ‘comes/produced from/of’

Example: A coffee brand owner sources 100% bio-circular materials (e.g. PE) under the chain of custody option mass balance to produce coffee capsules for their eco collection. They wish to label their packaging with either

- *“The coffee capsule is **linked to** 100% ISCC certified bio-circular material on a mass balance basis.”*
- *“Coffee capsule**:** 100% bio-circular plastic (ISCC mass balance approach).”*

Both claims are in line with the ISCC requirements. The mass balance approach ensures that an equivalent amount of bio-circular materials have been sourced for the production of the coffee capsule. However, the physical content of the bio-circular materials in each coffee capsule is not guaranteed.

4.2 Raw Material Category

There are four raw material categories that can be certified under ISCC PLUS: bio, bio-circular, circular, and renewable-energy-derived.

4.2.1 Bio

Bio feedstocks are derived from **virgin biomass**, whereas biomass refers to the biodegradable fraction of products from agriculture, forestry and related industries, including fisheries and aquaculture, e.g., corn, sugarcane, rapeseed, etc.

ISCC offers an on-product logo specifically for the “bio” category, that utilises a seedling symbol within the magnifying glass. For further details on how to create communication using this logo, please refer to Chapter 5 — ISCC On-Product Communication for Brand Owners.

Claims for Finished Goods: Below outlines how claims can be made for finished goods linked to bio feedstocks, including example claims based on various chain of custody options.

✓ **ISCC Approved Wording:**

Approved wording for bio category

- 'bio-based'[4]
- 'renewable'
- 'bio-attributed'
- 'supports/commits to the bioeconomy'

✕ **Do Not Overclaim**:

Prohibited claim for bio category

- Terms that are vague and can be interpreted in many ways, e.g.:
  - 'bioplastic'

Example Claims under Physical Segregation:

- *"Fresh strawberries from sustainable agriculture."*
- *"100% olives from sustainable farming."*
- *"The wheat in this product is 100% sustainably farmed, certified by ISCC."*
- *"Our pesto is made from sustainably farmed basil certified by ISCC."*

Example Claims under Mass Balance:

- *"We support sustainable agriculture by sourcing 100% certified wheat for our bread via the ISCC mass balance approach."*
- *"We contribute to the bioeconomy by sourcing 100% ISCC certified rapeseed to produce the rapeseed oil, according to the ISCC mass balance approach."*
- *"100% bio-based container (excluding the lid), mass balance approach."*
- *"The packaging is linked to 50% renewable resources (mass balance)."*
- *"We reduce the consumption of fossil-based materials by sourcing 50% bio-based materials in the production of our bottle via mass balance."*

[4] *Bio-based products are wholly or partly derived from materials of biological origin (such as plants, animals, enzymes, and microorganisms, including bacteria, fungi and yeast). They do not include materials that are embedded in geological formations and/or fossilised. Internal Market, Industry, Entrepreneurship and SMEs, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission. https://single-market-economy.ec.europa.eu/sectors/biotechnology/bio-based-products_en.*

Claims for Agricultural Biomass Referencing the ISCC Six Principles

Six principles for certified agricultural feedstock

Agricultural biomass that is certified to the ISCC standard follows environmental, social and economic requirements. The ISCC requirements to certify agricultural biomass are divided into **six principles** and apply to farms and plantations. The details of each principle can be found in the system documents ISCC EU 202-1 and 202-2 on the ISCC website. The following paragraphs provide a brief introduction to each principle, along with a claim example for (intermediate) products referring to ISCC certified biomass. For additional variations, please refer to Annex I.

Principle 1: Protection of Land with High Biodiversity Value or High Carbon Stock

Principle 1

Areas, which are biodiverse or rich in carbon, which serve to protect threatened or vulnerable species, or which are of other ecological or cultural importance, need to be protected and should not be degraded or destroyed for biomass production. Additionally, high conservation value (HCV) areas shall be protected. Raw material shall not be obtained from land with high biodiversity value or high carbon stock in or after January 2008. More details can be found in the system document *ISCC EU 202-1 Agricultural Biomass: ISCC Principle 1*.

- **Example Claim with Focus on Deforestation-free Supply Chains:**
  - *"Our [certified agricultural feedstock] is cultivated and sourced from deforestation-free supply chains, ensuring sustainable agricultural practices and the protection of land with high biodiversity value or high carbon stock."*

- **Example Claim with Focus on High Biodiversity Value or High Carbon Stock:**
  - *"We cultivate our [certified agricultural feedstock] in a way that actively protects and conserves areas with high biodiversity value and high carbon stock, promoting environmental sustainability."*

ISCC Principles 2-6 contribute to the sustainable cultivation of biomass and its products to support the reduction of environmental impacts, more efficient resource use and an increasing capacity for climate change adaptation and mitigation as well as climate resilience. More details can be found in the system document *ISCC EU 202-2 Agricultural Biomass: ISCC Principles 2-6*.

Principle 2: Environmentally Responsible Production to Protect Soil, Water and Air

Principle 2

ISCC Principle 2 covers environmentally responsible production to protect soil, water and air. The requirement promotes the application of good agricultural practices. It concerns the conservation of natural resources and biodiversity,

improvement of soil fertility and the application, handling and storage of fertilizers and plant protection products. The maintenance and improvement of water quality and quantity, reduction of GHG emissions and air pollutants and efficient energy management are also covered under ISCC Principle 2.

Example Claim: *"We are dedicated to environmentally responsible production practices of our [certified agricultural feedstock], which protects soil, water and air quality."*

More example claims with specific focus area can be found in Annex I.

Principle 3: Safe Working Conditions

Principle 3

ISCC Principle 3 covers requirements to ensure safe working conditions at farm/plantation level. This includes the aspects of training and competence of workers for certain tasks, the prevention and handling of accidents and the protection of workers.

Example Claim: *"Our agricultural practices prioritize safety, ensuring all workers are trained and competent in handling equipment and tasks to prevent accidents."*

Principle 4: Compliance with Human and Labour Rights and Responsible Community Relations

Principle 4

ISCC Principle 4 covers requirements related to basic human and labour rights as well as provisions for responsible community relations. Criteria cover rural and social development concerning the farm/plantation's responsibility towards surrounding communities. Further, employment conditions are elaborated that are based on but not limited to core International Labour Organization (ILO) standards.

Example Claim: *"Our [certified agricultural feedstock] is cultivated adhering to core ILO labour standards, ensuring that all workers are treated with dignity and respect, and receive a living wage in accordance with local regulations."*

Principle 5: Compliance with Land Rights, Laws and International Treaties

Principle 5

ISCC Principle 5 aims to secure land rights and to ensure that all practices of a farm/plantation are in line with the respective laws and international treaties.

Example Claim: *"The cultivation of our [certified agricultural feedstock] adheres to international guidelines and standards related to land rights and sustainable agriculture, ensuring our practices contribute positively to global environmental and social goals."*

Principle 6: Good Management Practices and Continuous Improvement

Principle 6

The rationale behind ISCC Principle 6 is to ensure good management practices of farms/plantations and to facilitate the continuous improvement process.

Example Claims: *"We are committed to maintain and improve our management practices continuously, to ensure our [certified agricultural feedstock] is cultivated in a sustainable manner that benefits farmers and the environment."*

4.2.2 Bio-Circular

Bio-circular feedstock refer to **waste and residue of biological origin** from agriculture, forestry and related industries, including fisheries and aquaculture, as well as the biodegradable fraction of industrial and municipal waste (e.g., UCO, tall oil, food waste, etc.).

ISCC provides an on-product logo for this category that shows circulating leaves to enable brand owners to directly associate it with specific finished goods. For further details on how to create communication using this logo, please refer to Chapter 5 — ISCC On-Product Communication for Brand Owners.

Claims for Finished Goods: Below outlines how claims can be made for finished goods linked to bio-circular finished goods, including example claims based on various chain of custody options.

✓ **ISCC Approved Wording:**

Approved wording for the bio-circular category

- 'bio-circular'
- 'bio-(waste-)based'[5]
- 'renewable sources of biogenic waste'
- 'bio-attributed'
- 'biogenic waste and residue materials'
- 'supports/commits to the bioeconomy'

[5] *Bio-based products are wholly or partly derived from materials of biological origin (such as plants, animals, enzymes, and microorganisms, including bacteria, fungi and yeast). They do not include materials that are embedded in geological formations and/or fossilised. Internal Market, Industry, Entrepreneurship and SMEs, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission. https://single-market-economy.ec.europa.eu/sectors/biotechnology/bio-based-products_en.*

Although both bio and bio-circular materials refer to biological sources, it is important to clarify that bio-circular materials are specifically linked to biogenic wastes and residues.

Example Claims under Physical Segregation:

- *"Toy: 100% bio-circular content."*
- *"The chocolate wrapper is made from 100% biogenic waste materials, certified by ISCC, excluding the colorants, seal and varnish."*
- *"Our bowl contains 100% ISCC certified materials, produced entirely from biogenic waste and residue materials."*

Example Claims under Mass Balance:

- *"Packaging: 80% bio-attributed plastic linked to biogenic and waste materials (mass balance)."*
- *"We replace fossil raw materials with 100% bio-attributed materials in the production of [our finished good or a component of the finished good], which can be traced back to biogenic waste materials via the ISCC mass balance approach."*
- *"70% bio-circular materials sourced by [our brand] to produce [our finished good or a component of the finished good] are linked to biological waste materials through the ISCC mass balance approach, ensuring they do not compete with food production."*
- *"ISCC PLUS certification ensures that the manufacturer of [our finished good or a component of the finished good] uses 85% renewable resources linked to biogenic waste in the production process, achieved by the ISCC mass balance approach."*
- *"70% bio-circular materials are attributed to [our finished good or a component of the finished good] via the ISCC mass balance approach, hence supporting the bioeconomy."*
- *"[Our finished good or a component of the finished good] is linked to 75% bio-based plastic. The plastic can be traced back to biological waste material which is attributed to the [our finished good or a component of the finished good] via the ISCC mass balance approach."*
- *"We support the bioeconomy. An amount of bio-circular material equivalent to 30% of [our finished good or a component of the finished good] is sourced and allocated to the [our finished good or a component of the finished good] through the ISCC mass balance approach."*

4.2.3 Circular

Circular feedstock means feedstock derived from the recycling process (e.g. chemical or mechanical recycling) of fossil-based waste materials. (e.g. mixed

plastic waste, waste textiles, end-of-life tires).

ISCC provides an on-product logo for this category displaying circulating arrows to enable brand owners to directly associate it with specific finished goods. For further details on how to create communication using this logo, please refer to Chapter 5 — ISCC On-Product Communication for Brand Owners.

Claims for Finished Goods: Below outlines how claims can be made for finished goods linked to circular finished goods, including example claims based on various chain of custody options.

✓ **ISCC Approved Wording:**

Approved wording for the circular category

- 'circular'
- 'recycled'[6]
- 'supports/commits to the circular economy'

Example Claims under Physical Segregation:

- *"This T-shirt contains 100% recycled polyester."*
- *"This bottle is made from recycled plastic."*

Example Claims under Mass Balance:

- *"Bottle: 80% recycled plastic (mass balance)."*
- *"Wrapper: 85% recycled plastic allocated through the ISCC certified mass balance approach"*
- *"We support the transition to a circular economy by sourcing 50% recycled material for this packaging. The recycled material is allocated to this packaging using the ISCC mass balance approach."*
- *"We support advanced recycling technology 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 polymer layer of this milk carton is linked to 50% recycled plastic. The recycled material is attributed using the ISCC mass balance*

[6] Terms like 'recycled' and its derivatives can vary in definition across different countries and legislations. Companies should verify the specific definitions relevant to their target market.

approach."

- *"By sourcing 30% recycled materials, we help to reduce the dependency on fossil-based virgin plastic. The recycled material is allocated to this T-shirt via ISCC mass balance approach."*

4.2.4 Renewable-Energy-Derived

The **renewable-energy-derived** feedstock category comprises products which use renewable energy (e.g., renewable electricity or other renewable energy sources except for biomass) as an integral part of the reaction (e.g., redox reactions, electrolysis). The use of renewable energy for utilities (steam, heat) or building energy consumption in a material production process is not sufficient to claim the material as "renewable-energy-derived".

For communication of the raw material category "renewable-energy-derived", please contact ISCC under license@iscc-system.org.

4.3 Certified Component

What could be a certified component?

When one or several components of a finished good are ISCC certified, the company must reference these certified components and their certified percentage in its ISCC claims. The specified components should be clear and understandable to consumers (e.g. certified lid).

If certified materials cannot be easily distinguished from non-certified ones (for example, packaging made from certified polypropylene mixed with non-certified polyethylene), it is important to provide additional context rather than referring to a single material (e.g. 100% certified PP).

If the majority of the finished good is certified, the company can also clarify this by excluding the minor non-certified components from the claims. This approach ensures that the claims are clear and free from misleading or ambiguous information.

✓ **Dos:**

- "80% ISCC certified bio-circular **packaging** (mass balance)", or
- "100% ISCC certified bio-circular **plastic layer (excluding inks, adhesives, and varnish)** via mass balance.

✕ **Don'ts: referring to an ambiguous component without further information**

- Assuming a yoghurt packaging consists of polypropylene (PP) and polyethylene (PE), a claim solely referring to PP, such as *"100% PP of this packaging is linked to ISCC certified bio-based material"* is not acceptable. Consumers **cannot** be expected to distinguish between PP and PE and might be misled into believing that PP is the only component of the packaging. In reality, even if 100% of the PP is certified, it might only represent 10% of the total packaging with the remaining 90% being non-certified PE.

4.4 Certified Percentage

The certified percentage must be explicitly communicated when it is below 90%. If the certified percentage is 90% or greater, stating the percentage becomes optional. Additionally, the certified percentage cannot be rounded up.

For on-product communication (Chapter 5 — ISCC On-Product Communication for Brand Owners), regardless of the certified percentage of the finished good, it is always possible to include an ISCC on-product claim, which is a textual statement referencing ISCC. However, to use the ISCC on-product logo, the certified percentage must meet a minimum threshold of 20%. This threshold can be met in one of the following two ways:

Minimum 20% threshold to use on-product logo

1) **Entire Finished Good:** The threshold can be met if 20% of the entire finished good is certified, e.g., “20% of this bottle is ISCC certified.”
2) **Component Level:** The threshold can also be achieved at the component level, e.g. “20% of the lid of this bottle is ISCC certified”. In this case, the specified component must meet the requirements outlined in the Chapter 4.3 — Certified Component.

20% is considered a starting point and companies are encouraged to increase the share over time and achieve 100% ISCC certified (mass balanced) material if possible.

Company-Wide Percentage Reporting and Communication

It is also possible to communicate a company-wide percentage (e.g. in press releases). To ensure transparency, companies must communicate the proportion of certified materials used versus the non-certified materials. For example, *“Our toys are produced with 500 tons of plastic, whereas 200 tons have been replaced by ISCC certified materials via mass balance.”*

5 ISCC On-Product Communication for Brand Owners

The ISCC on-product communication refers to the communication made on the finished good itself or its packaging – using an ISCC on-product logo and/or claim, helps consumers to easily recognize ISCC certified finished goods. By offering clear and straightforward messaging, ISCC aims to empower consumers to make informed decisions.

Definition of the scope "Brand Owner"

Only ISCC certified or licensed brand owners are authorized to make use of the ISCC on-product logo(s). Brand owners are the entities at the end of the supply chain that distribute ISCC certified finished goods under their own brand to end consumers.

The use of ISCC on-product logos and claims is product-specific and, therefore it must always refer to the particular certified finished good or part of it. Brand owners of finished goods can also apply the on-product logo in following scenarios, provided the logo is immediately visible alongside the certified finished good:

- Website use, sustainability reports, press releases
- Marketing and corporate materials
- Social media

The following chapters provide guidance on the appropriate use of different logos for various scenarios, ensuring clear and consistent communication. All on-product applications must be approved by ISCC before publication, please see the Approval Process in Chapter 2.3 — ISCC On-Product Logo.

5.1 Key Requirements for On-Product Communication

On-product communication must include four essential pieces of information:

5) the applied chain of custody option
6) the raw material category
7) the certified component of the finished good
8) the certified percentage

For a comprehensive explanation, please refer to Chapter 4 — Four Requirements to Create ISCC Claims. These requirements can be included within an ISCC on-product logo, an ISCC on-product claim, or a combination of both. Brand owners are also encouraged to include a QR code on the finished goods to provide consumers with additional information, enhancing their understanding of ISCC certified finished goods and promoting transparency.

5.2 On-Product Logos

For reasons of standardisation and consistency, ISCC offers two logo options with corresponding requirements. Best practices are provided in Annex II.

5.2.1 Option I

As explained in Chapter 4.2 — Raw Material Category, each raw material category is represented by a specific logotype, indicated by the symbol inside the magnifying glass. Each logotype is accompanied by a surrounding statement that reflects the category (e.g., supporting sustainable agriculture referencing the bio category).

If the brand owner chooses to use this logo, an additional claim must be included. This claim must specify the chain of custody option (such as mass balance, if applicable), the certified component, and the certified percentage.

This mandatory claim must be positioned directly next to or below the logo and visually connected to it (e.g., with an asterisk) for clarity. It must follow the predefined font style and size provided in the logo template.

The brand owner has the option to enclose the claim and the logo within a frame, adjusting it to fit the length of the text. For further details and example, please refer to Chapter 6 — Logo Style Guide and Annex II.

In addition to the main claim (logo and the mandatory claim), an optional front-of-pack (FOP) claim is also allowed. This optional claim must be visually linked to the main claim (e.g., with an asterisk) and cannot replace any required details in the main claim. This approach allows for additional messaging while ensuring information is communicated accurately and consistently in one place.

5.2.2 Option II

If a company prefers a more compact logo option that consolidates all necessary information, option 2 is designed to meet this need. In this version, essential details such as the raw material category, chain of custody option, certified component, and certified percentage are seamlessly integrated into

the qualifying statement that accompanies the logo (see illustrations below). If the chain of custody option is either physical segregation or controlled blending, the statement “mass balance approach” must be removed.

If the qualifying statement requires additional details, the company can include it below the logo, using an asterisk to link the additional information with the logo. This should be done in accordance with the predefined font style and size provided in the logo template (see illustrations below).

The percentage displayed on the logo ("XX%") must represent an exact number and cannot include symbols or terms that suggest a range, such as ">" or "minimum." If necessary, such information can be clarified beneath the logo through further specification.

Additionally, an optional front-of-pack (FOP) claim is allowed. This optional claim must be visually linked to the main claim (e.g., with an asterisk) and cannot replace any required details in the main claim.

Examples using this logo option can be found in Annex II.

5.3 Alternative Options for Specific Scenarios

This section provides alternative logo options for scenarios where the standard logo is impractical. These alternatives include options for bilingual requirements, mixed raw material categories, products with complex

characteristics (such as tires), and other cases that require individual consideration. However, the minimum 20% threshold for using the ISCC on-product logo, as outlined in Chapter 4.4 — Certified Percentage, remains applicable.

5.3.1 Bilingual Logo Option

The bilingual version of the ISCC on-product logo is permitted only when required by law in the targeted market. An example for an English and French bilingual version for bio-circular finished goods is shown below. The qualifying statement displays "XX% CERTIFIED PLASTIC*" in both languages. If the mass balance approach is applied, it must be indicated with an asterisk below the logo.

5.3.2 Logo Options for Mixed Raw Material Categories

Some brand owners receive certified materials linked to a mix of raw material categories from suppliers who cannot guarantee the exact ratio of each raw material category in every delivery, though the total certified percentage is assured.

To accommodate this, logo options that indicate the finished good is linked to a total amount of certified materials without specifying the raw material categories are offered. This is specifically for finished goods associated with a mix of raw material categories.

Two logo options are available. Please refer to Chapters 5.2 — On-Product Logos for further guidance. Example using this can be found in Annex III.

5.3.3 Sidewall Mark for Tires

Tires are composed of different types of materials, often certified with different raw material categories, and the space for on-product communication is limited. To clearly convey the message that the tire sources ISCC certified materials while ensuring readability, ISCC offers a sidewall mark with the predefined "ISCC certified" design. Specific requirements for this sidewall mark are outlined in the following paragraphs.

Due to the constrained space on the sidewall and the complexity of tire composition, essential information outlined in Chapter 5.1 — Key Requirements for On-Product Communication must be provided on the brand's website. This includes details on relevant raw material categories, chain of custody options, certified components, and certified percentages. Additionally, the communication on the website must adhere to the requirements set out in Chapter 3 — Marketing Guidelines to Communicate ISCC Related Activities to offer consumers a clear understanding of the certified materials. An example claim of certified tire can be found in Annex IV.

To meet the requirement of a minimum 20% threshold for applying the sidewall mark, below offers the interpretations in two ways:

1) **On the entire tire level:** at least 20% of the entire tire must be ISCC certified, and the brand must specify the certified components and their proportions.
2) **On the material type level:** at least 20% of a specific material type within the tire, such as carbon black, must be ISCC certified. If multiple material types are ISCC certified, their combined sum must reach the 20% threshold. In this case, it is mandatory to detail the proportion of each certified material type in relation to the entire tire on the website.

5.3.4 Logo Option for Extremely Limited Space

If a brand owner wishes to apply the ISCC on-product logo but has limitations to do so on the finished good, ISCC can be contacted under license@iscc-system.org.

6 Logo Style Guide

6.1 ISCC Banner

The ISCC banner is available in blue with white writing or white with blue writing, the guide below is illustrated with the example of the ISCC licensee banner.

The ISCC banner is available in the following colours: The RGB colour mode is best for digital work (websites, social media), while CMYK is used for print products.

1. Blue (CMYK 100/56/0/0, RGB 0/98/174)
2. White (inverted)

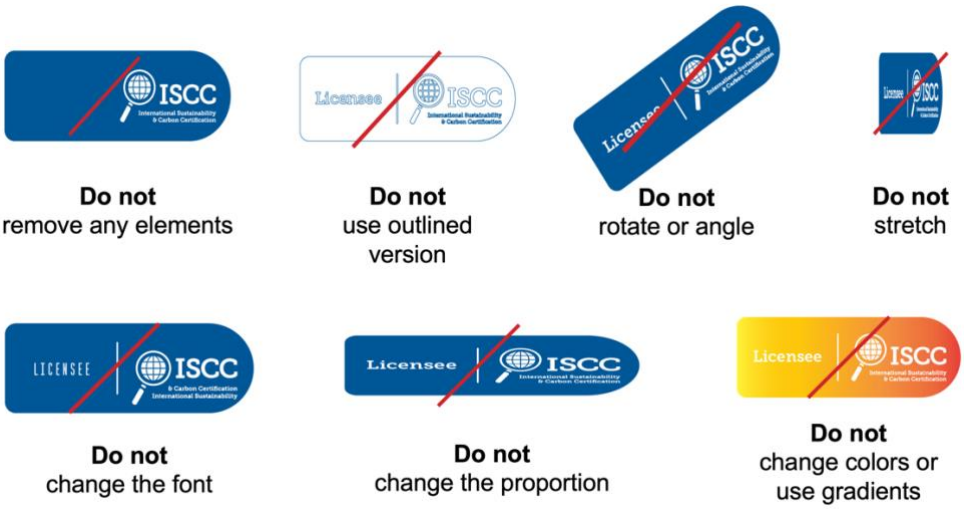
Minimum Size

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

Placement

The ISCC banner 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 banner, a minimum clear area must be maintained. It is the same width as the ‘S’ of the ISCC corporate logo. ISCC recommends allowing more clear space whenever possible.

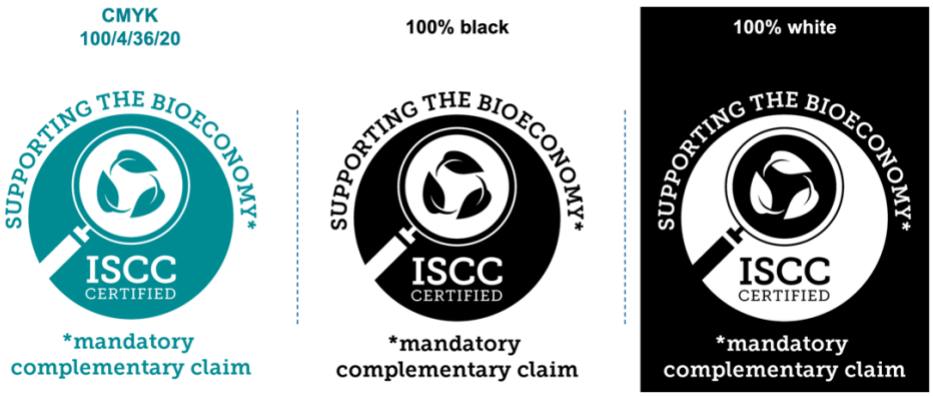
Incorrect Use of the ISCC Corporate Logo



6.2 ISCC On-Product Logos

The ISCC on-product logos are available in the following colours: Please contact ISCC if you want to use a different colour.

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

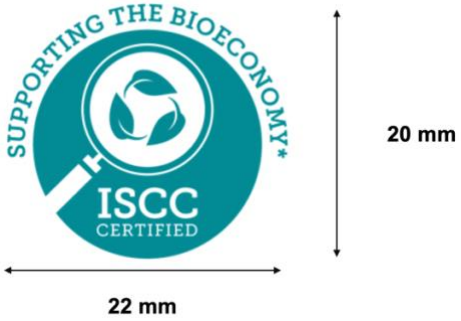


Font: Museo Slab 700

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.

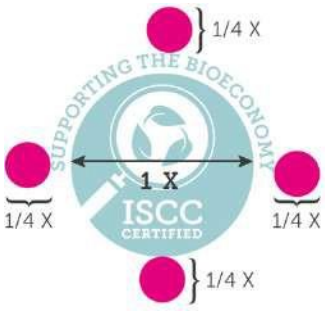
Minimum Size

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 ¼ the size of the circle. ISCC recommends 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

Enclose the logo and text with a frame:

If the logo and text are bordered by a frame. The frame can be adjusted to the length 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

ANNEX I – Example Claims for Agricultural Biomass Referencing the ISCC Six Principles

Principle 1: Protection of Land with High Biodiversity Value or High Carbon Stock

- **Example Claims with Focus on Deforestation-free Supply Chains:**
  - *"Our [certified agricultural feedstock] is deforestation-free and sourced by protecting high biodiversity or high carbon stock regions."*
  - *"We maintain a zero-deforestation policy, safeguarding forests with high carbon stocks and high biodiversity to cultivate our [certified agricultural feedstock]."*
  - *"Our [certified agricultural feedstock] comes from suppliers committed to deforestation-free practices and the preservation of land with high biodiversity value or high carbon stock."*

- **Example Claims with Focus on High Biodiversity Value or High Carbon Stock:**
  - *"Our [certified agricultural feedstock] is sustainably sourced from lands that protect high biodiversity areas and carbon-rich areas, ensuring the preservation of diverse natural environment."*

Principle 2: Environmentally Responsible Production to Protect Soil, Water and Air

Example Claims with Focus on:

- **Conservation of natural resources and biodiversity:** *"We are dedicated to conserving natural resources and biodiversity through our sustainable production practices of our [certified agricultural feedstock], which protect soil, water and air quality."*

- **Fertilizer Application:** *"Our sustainable resource management strategies ensure the conservation of natural resources and biodiversity, our [certified agricultural feedstock] is grown using responsible fertilizer application that maintain soil health and fertility."*

- **Restrictions on Plant Protection Products and Seeds**: *"The [certified agricultural feedstock] is cultivated by adhering to strict restrictions on plant protection products and seeds, therefore supporting the conservation of natural resources and worker's health and safety."*

- **Avoiding Plant Protection Products with Integrated Pest Management**: *"Our [certified agricultural feedstock] is cultivated using*

integrated pest management, reducing the need for chemical plant protection products and preserving natural resources and biodiversity."

- **Appropriate Plant Protection Product Application**: *"We ensure that the production of [certified agricultural feedstock] involves responsible application of plant protection products to minimise impact on soil health, water health and biodiversity."*

- **Appropriate Handling and Disposing of Plant Protection Products, Fertilisers, and Wastes:** *"The production process of [certified agricultural feedstock] includes environmentally safe handling and disposal of plant protection products, fertilisers, and wastes to prevent environmental contamination and to protect workers health and safety."*

- **Safe and Appropriate Storing of Operating Resources:** *"We ensure that [certified agricultural feedstock] is produced with operating resources stored safely and appropriately, preventing contamination."*

- **Maintaining and Improving Water Quality and Quantity:** *"Our [certified agricultural feedstock] is produced with a commitment to efficient water use, helping to conserve water resources."*

- **Reduction of Air Pollutants and Efficient Energy Management:** *"Our [certified agricultural feedstock] is planted with a focus on reducing air pollutants, using energy-efficient practices that reduce waste and conserve resources."*

Principle 3: Safe Working Conditions

Example claim: *"Our agricultural practices comply with relevant health and safety regulations, demonstrating our commitment to maintaining high standards of workplace safety."*

Principle 4: Compliance with Human and Labour Rights and Responsible Community Relations

Example claim: *"We plant [certified agricultural feedstock] responsibly, ensuring it is produced under conditions that uphold human and labor rights and contribute positively to the livelihoods of workers and communities."*

ANNEX II – Best Practices to Use On-Product Logos (both option I and II)

Example 1:

Finished good: yoghurt

Essential information to be conveyed:

- Chain of custody option: mass balance
- Raw material category: bio-circular
- Certified component: yoghurt cup, without lid
- Certified percentage: 75% of the yoghurt cup

Option I:

Option II:

Example 2:

Finished good: potato chips

Essential information to be conveyed:

- Chain of custody option: mass balance
- Raw material category: circular
- Certified component: plastic layer, without non-plastic parts of varnish, ink, adhesive, cold seal
- Certified percentage: 100% of the plastic layer

Option I:

Option II:

The certified plastic layer accounts for 85% of the total weight of the entire packaging:

- Certified component: the entire packaging
- Certified percentage: 85% of the entire packaging

Example 3:

Finished good: pesto

Essential information to be conveyed:

- Chain of custody option: physical segregation
- Raw material category: bio
- Certified component: basil
- Certified percentage: 100%

Option I:

Option II:

Example 4:

Finished good: toy packaged in non-certified plastic blister
Essential information to be conveyed:

- Chain of custody option: mass balance
- Raw material category: bio-circular
- Certified component: toys
- Certified percentage: 95% of the toy (since it is higher than 90%, it is optional to include in the logo)

Option I:

Option II:

Example 2:

Finished good: olive oil

Essential information to be conveyed:

- Chain of custody option: mass balance
- Raw material category: bio
- Certified component: olives
- Certified percentage: 100%

Option I:

Option II:

Example 3:

Finished good: eyewear frames

Essential information to be conveyed:

- Chain of custody option: mass balance
- Raw material category: circular
- Certified component: eyewear frames, excluding lens and metal screws
- Certified percentage: 50% of the eyewear frames

Option I:

***Frame: 50% recycled plastic allocated through the ISCC mass balance approach**
https://www.iscc-system.org/

Option II:

***Frame**

ANNEX III – Best Practice to Use On-Product Logo on Finished Goods with Mixed Raw Material Categories

Example:

A shoe brand owner receives shoes from their supplier that are 85% certified through the mass balance approach. The 85% certified material is associated with a mix of circular and bio-circular materials, with the ratios varying each month. The brand owner can use the logo options for mixed raw material categories as below:

ANNEX IV – Example Claim about Certified Tire

Example:

A certified tire brand owner would like to display the sidewall mark on their tires. To provide essential information on their website, they created a webpage that includes the following statement:

"Our tire is linked to 35% ISCC certified materials via the ISCC mass balance approach. This includes 10% certified carbon black, attributed to recycled materials, and 25% certified bio-circular polymers."

This example is in line with this guideline document, as it specifies the certified components, their respective proportions, raw material categories, and the chain of custody option used.