

POLICY FOR THE USE OF THE LIFE CERTIFICATION LOGO AND LIFE CERTIFYING BODIES' ACCREDITATION LOGO

LIFE-IN-MP03-2.0-English

Version 2.0 International - English

(MAY/2018)



OBJECTIVE

The document aims to establish rules relating to visual and written communication for LIFE Certified Organizations (organizations holding LIFE Certification) and LIFE Certifying Bodies (companies specializing in auditing which hold the Certificate of Accreditation issued by the LIFE Institute).

APPLICATION

This document applies exclusively to LIFE Certified Organizations and LIFE Certifying Bodies.

APPROVAL

Document approved by the LIFE Institute's Executive Secretary.

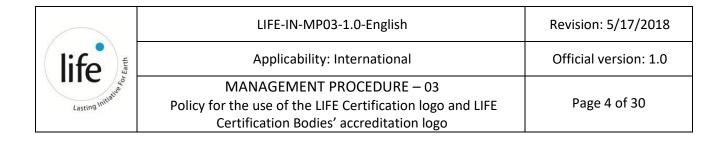
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1 RULES ON WRITTEN MESSAGES REFERING TO LIFE CERTIFICATION

When institutional and advertising materials mentioning LIFE Certification are drawn up, the LIFE Certified Organization shall notify the Certification Body that will verify if the same content meets the guidelines of the rules of messages mentioned in this document.

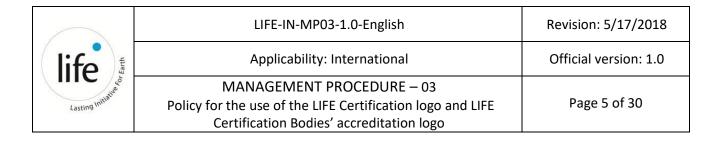
For all practical purposes, the term "LIFE Certified Organization" refers to the scope of each LIFE Certificate, which is composed of a business unit.

Within the context of LIFE Certification, Business Unit is the physical unit of the Audited Organization, industrial or not, which is linked to a LIFE Certification process, and which data will be reported for the calculation of Biodiversity Impact Index (BII) and minimum performance on Biodiversity Conservation Actions (BCA_{minimum}).

A Business Unit may cover one or more physical production, management and/or operation units, provided they are located on the same site and attached to each other.

Certified Organization must receive a response from the Certification Body within a week regarding the institutional and advertising materials mentioning LIFE Certification. When in doubt, the Certification Body must contact LIFE Institute.

LIFE Institute may at any time request from LIFE Certification Body information on the use of LIFE Certification logo by the LIFE Certified Organization case some deviation is detected in relation to the requirements set forth herein or in any situation where messages for LIFE Certification are used in order to harm the image and credibility of LIFE Institute and LIFE Certification.



Examples of messages that can be used for LIFE Certification:

- AUTHORIZED MESSAGES REGARDING LIFE CERTIFICATION Δ. The biodiversity conservation actions required by the LIFE Certification methodology represent a coherent minimum performance with the impacts and the organization's size Β. LIFE Certification methodology identifies, quantifies and monitors organization's negative impacts on biodiversity. С. LIFE Certification evaluates quantitatively and qualitatively the organization's performance on biodiversity conservation. LIFE Certification evaluates and monitors the positive performance of the organization in relation to D. biodiversity. Good industry practices for biodiversity conservation are required as part of the LIFE Certified Organization Ε. purchasing policy.
- F. LIFE Certification provides to business sector an instrument that combines biodiversity conservation to business.
- G. LIFE Certification system aims to engage business community with biodiversity conservation.
- H. LIFE Certification is a tool focused on issues directly linked to biodiversity conservation.
- I. LIFE Certification is an innovative tool that promotes process of rapprochement between companies and biodiversity conservation.
- J. LIFE Certification is based on a consistent and robust methodology in professional and scientific expertise and biodiversity conservation effective actions.
- K. LIFE Certification recognizes the effectiveness of the environmental management system implemented by



the organizations, which includes a voluntary agenda for biodiversity conservation.

- L. LIFE Certification is a tool that promotes concrete actions of biodiversity conservation, applicable to companies of any size or sector.
- M. LIFE Certification is guided by international guidelines for conservation inserted on a prioritization system of the most endangered ecoregions in each country.
- N. LIFE Certification has as impact management hierarchy the following steps: avoid, reduce, mitigate, recover and compensate.
- **O.** LIFE Certification methodology takes into account five aspects on its impact calculation: waste generation, greenhouse gas emissions, water consumption, energy use and area occupation.
- P. If a company wishes to obtain LIFE Certification, it should seek independent Certification Body for auditing process.
- **Q.** The certification is valid for five years with annual follow-up audits.
- **R.** Biodiversity conservation actions promoted by the company(x)/unit(y) are effective, voluntary and recognized through an independent assessment system.
- S. LIFE Certification attests that company(x)/unit(y) holds effective actions for biodiversity conservation.
- T. The company(x)/unit(y) holds effective actions on biodiversity conservation consistent with its impact, size and sector of activity.
- U. Negative impacts on biodiversity of the company(x)/unit(y) are identified, monitored, mitigated and compensated through biodiversity conservation actions.
- V. The Purchasing Policy of the company(x)/unit(y) prioritizes suppliers with less impact on biodiversity.



Examples of messages that MUST NOT be used for LIFE Certification:

NOT AUTHORIZED	MESSAGES REGARDING LIFE CERTIFICAT	ΓΙΟΝ
NOT AUTHORIZED MESSAGE	JUSTIFICATION	

NOT AUTHORIZED MESSAGE	JUSTIFICATION	EXAMPLE
Any message that mention or infer that LIFE Certification is granted by LIFE Institute	LIFE Certification is granted or issued by an independent certification body.	"The organization(x) receives certification granted by LIFE Institute"
Any message that infer that LIFE Certification guarantees / certifies the sustainability of the organization, the use of natural resources by the certified organization or its suppliers	LIFE Certification is an instrument that contributes to the achievement of sustainability.	"The LIFE certified organization(x), is recognized for its sustainable practices. The organization(x) is sustainable, being LIFE certified"
Any message stating the social/environmental responsibility of the organization	LIFE Certification does not certify the organization's environmental responsibility	"Organization(x) receives the LIFE Certification for meeting social and environmental responsibility criteria"
Any message stating that the organization's products and processes are LIFE Certified	LIFE Certification is not a product certification	"Organization(x) trades LIFE X Certified products"
Any message referencing to neutralization of the organization's impact or the adequacy of conservation actions to compensate them	Conservation actions required by LIFE methodology represent a coherent minimum performance with the organization's impact, however, do not guarantee neutralization	"Organization's impacts on biodiversity are neutralized by performing actions on conservation"
Any message that mention or infer that LIFE Certification is an environmental sustainability certification	LIFE Certification should be mentioned as a certification for biodiversity conservation and ecosystem services maintenance	"The company obtained an environmental sustainability certification"

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Any message stating that LIFE	LIFE Institute is only responsible for	"Organization(x) is/was
Institute qualify organizations to	independent Certification Bodies	trained by LIFE Institute to
guide companies during	accreditation and independent	guide companies during certification
certification process	auditors qualification	process for LIFE Certification"

2 RULES FOR USE OF LIFE CERTIFICATION AND ACCREDITATION

The rules for the use of the LIFE certification and Accreditation Logos are presented in three ways:

- a) Rules to be followed by LIFE Certified Organizations;
- b) Rules to be followed by LIFE Certifying Bodies;
- c) Rules to be followed by both LIFE Certified Organizations and LIFE Certifying Bodies.

2.1 LIFE Certified Organizations

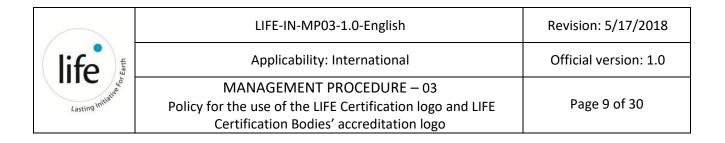
The LIFE Certification Registration Code, provided by the LIFE Certifying Body after consultation with the LIFE Institute for verification of the sequential number, must be included in all uses of the LIFE Certification logo

The LIFE Certification logo may be used only by LIFE Certified Organizations while the LIFE Certificate is valid

In the case of enterprises which have more than one Business Unit, only the Business Unit holding the LIFE Certificate may exhibit the LIFE Certification logo, respecting the applicable rules from this document.

Should the enterprise have more than one Business Unit, not all of which are LIFE Certificated, the LIFE Certification logo may be exhibited on the enterprise's corporate publicity material and materials for internal or external communication, so long as this includes information on which of the enterprise's business units hold LIFE Certification respecting the applicable rules from this document.

The LIFE Certified Organization may use the LIFE Certification logo on administrative documents



and digital or printed material, for internal and external use, so long as these are always associated directly and exclusively with the Business Unit holding LIFE Certification and respecting the applicable rules from this document.

The LIFE Certified Organization may also display the LIFE Certification logo in publicity material and internal and external communication materials, so long as these relate directly and exclusively to the LIFE Certified Business Unit.

For cases in which there may be doubt regarding the Scope of the LIFE Certification which is being represented by the LIFE Certification logo present on administrative documents and digital or printed material, the LIFE Certified Organization shall specify the Scope of the Certification referent to the LIFE Certification logo being presented by means of an observation in the form of a note, to be inserted immediately below the LIFE Certification logo.

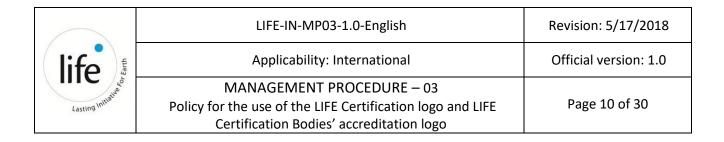
The use of the LIFE Certification logo by LIFE Certified Organizations is not permitted in the following situations:

- a) In other activities carried out by the LIFE Certified Organization, which are not linked with the Scope of the LIFE Certification, detailed in the LIFE Certificate;
- b) In brands or product names, names of organizations, names of web pages or in any other situation which may link LIFE Certification to the ownership of something or which may distort the objectives of LIFE Certification;
- c) On products (even if these are only documents such as certificates, reports etc.) and packaging of products of the LIFE Certified Organization.

The LIFE Institute may not be held responsible for processes of management, production or publicity on the part of the LIFE Certified Organization as a result of the use of the LIFE Certification logo.

Should the LIFE Certified Organization wish to include further details about LIFE Certification in any means of publicity, it shall first consult the LIFE Certifying Body about this possibility. Only after the approval of the LIFE Certifying Body shall the LIFE Certified Organization publicise the information.

The LIFE Certified Organization may only use the LIFE Certification logo after the formal approval of the LIFE Certifying Body, realized through the Concession of the LIFE Certificate and the signing



of the Contract of Use of the LIFE Certification logo.

2.2 Certifying Bodies

The LIFE Accreditation logo may only be used by the Certifying Body if this holds the LIFE Accreditation Certificate.

For all uses of the LIFE Accreditation logo, the Accreditation Code issued by the LIFE Institute must be included.

The LIFE Accreditation logo may be used only while the LIFE Accreditation Certificate is valid.

The LIFE Accreditation logo may be used by the LIFE Certifying Bodies in the following cases:

- a) Making up the content of the LIFE Certificates issued to LIFE Certified Organizations;
- b) In LIFE Certification Audit reports;
- c) In quotes, forms, records and letters referent specifically to the process of LIFE Certification.

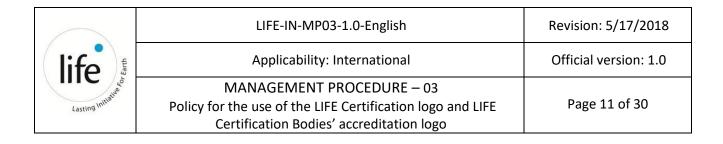
The LIFE Accreditation logo shall not be used in products, packaging, or in other activities apart from those related to the Scope of LIFE Accreditation.

The LIFE Certifying Body is responsible for the correct use both of the LIFE Accreditation logo and the LIFE Certification logo on the part of the LIFE Certified Organization which it certified.

The Certifying Body, should its accreditation for LIFE Certification be suspended or cancelled, may not use the LIFE Accreditation logo or present itself in any way as a LIFE Certifying Body accredited by the LIFE Institute.

Only documents directly related to LIFE Certification may include the LIFE Accreditation logo; this must be placed in a salient position on the first page of documents issued by the LIFE Certifying Body.

Only documents containing the LIFE Accreditation logo may be interpreted as official documents of a LIFE Certifying Body accredited by the LIFE Institute. Only the LIFE Accreditation logo and the LIFE Certifying Body logo may appear on any document related to LIFE Certification issued by the Certifying Body, the presence of any other symbol not being permitted.



Only the units (branches) of the LIFE Certifying Body which are part of the Scope of the Accreditation may use the LIFE Accreditation logo.

The LIFE Accreditation logo may be used in conjunction with the logo of the accredited LIFE Certifying Body, if the standards presented in this document's Annexes are respected.

2.3 Requirements applicable to LIFE Certified Organizations and to LIFE Certifying Bodies

The standards relative to size, color, proportions, texts, sources and other specifications of the LIFE Certification and Accreditation logos are given in Annex I of this document.

The text elements of the LIFE Certification and Accreditation logos may not be altered or translated.

Only standards of LIFE Certification and Accreditation logos made available by the LIFE Institute may be used by LIFE Certifying Bodies and LIFE Certified Organizations.

The LIFE Certification and Accreditation logos may be used in conjunction with the logos of other certification systems, so long as the size proportions are respected and there is no disadvantaging in terms of placement or position.

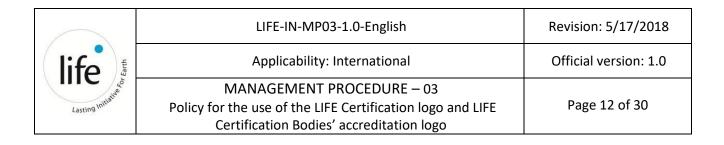
The LIFE Institute holds copyright over the LIFE Certification and Accreditation logos, these being registered and the property of the LIFE Institute. The use of the LIFE Certification and Accreditation logos without due authorization is prohibited and may lead to legal action.

In the event of improper use of LIFE Certification or Accreditation logos, the LIFE Institute has the right to request corrective actions and to suspend or cancel permission to use the same.

The colors and fonts of the LIFE Certification and Accreditation logos shall always obey the original design.

Any form of editing or changing the LIFE Certification or Accreditation logos is expressly forbidden.

The minimum size of the LIFE Certification and Accreditation logos is a means of ensuring that the same are perfectly legible.

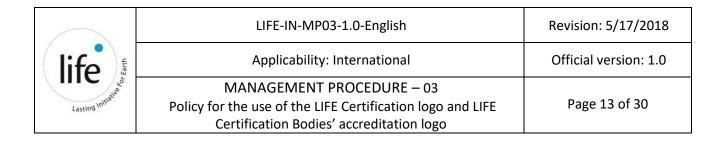


The measurements for height and width shall always be the same, not being permitted any alteration of the proportions of the LIFE Certification and Accreditation logos.

The LIFE Certification and Accreditation logos shall be positioned so as to allow the existence of a space around the same, such that these shall not cease to stand out among other information contained in a document or publicity material, among other means of publicity.

3 REFERENCES

ISO/IEC17021 Conformity assessment — Requirements for bodies providing audit and certification of management systems

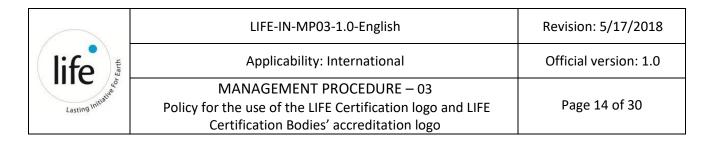


4. ANNEXES

Annex I – Designs Relating to the Application of the LIFE Certification and Accreditation logos

4.1 LIFE CERTIFICATION LOGO

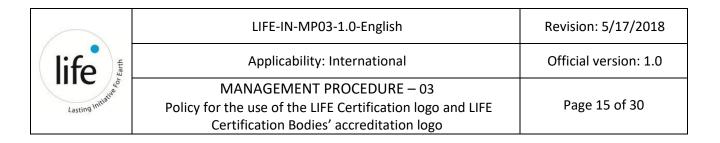




BLACK AND WHITE VERSION



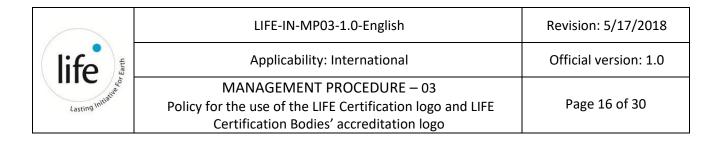
APPLICATION MANUAL



NEGATIVE VERSION



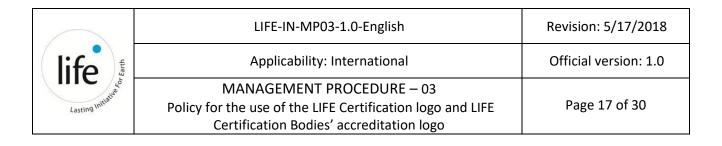




COLORS



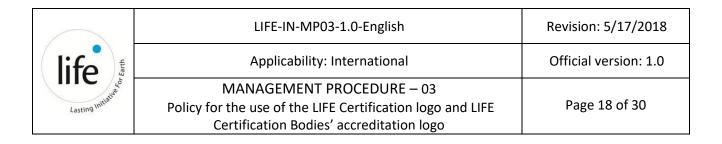




FONT

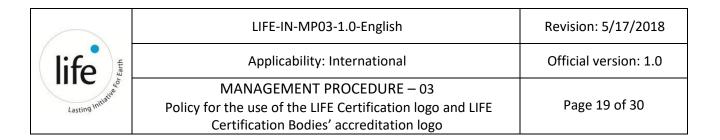






GRID





PROTECTIVE MARGIN

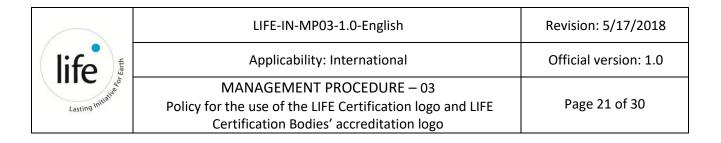




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APPLICATION IN DEPTH





MINIMUM SIZE



20mm



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4.2 LIFE ACCREDITATION LOGO



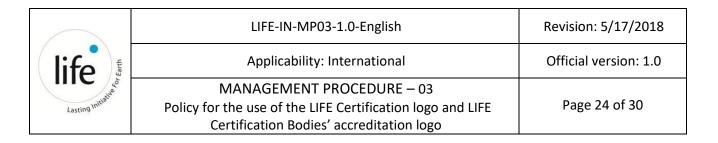


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BLACK AND WHITE VERSION

(certifying body)

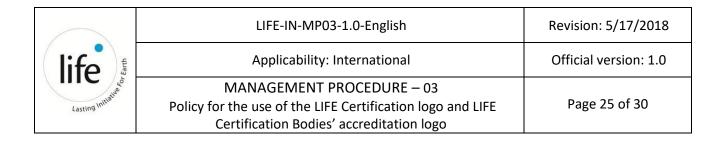




NEGATIVE VERSION

(certifying body)

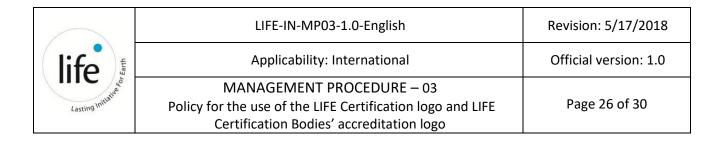
















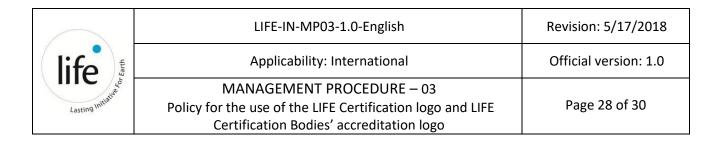




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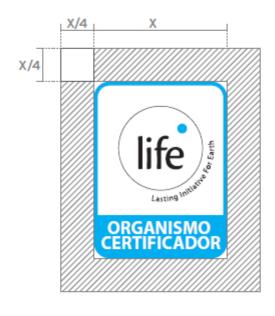
GRID (certifying body)





PROTECTIVE MARGIN

(certifying body)







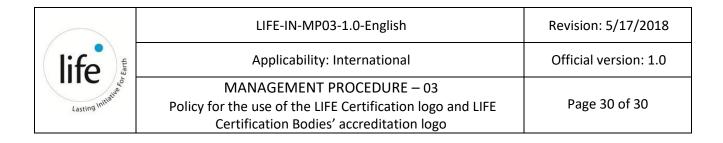
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(certifying body)







MINIMUM SIZE

(certifying body)





