




# **LIFE** INSTITUTE COMMUNICATION AND RELATIONSHIP GUIDELINES

LIFE-IN-MP09-2.0-English

Version 2.0 - International - English

(APRIL/2022)

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## **OBJECTIVE**

To present communication guidelines and procedures to be followed by the organizations that interact with LIFE Institute, such as, for example, in the establishment of institutional partnerships, sponsorship or agreement contracts, in the relationship with commercial partners and service providers, among others, as well as in the process of international expansion. This document aims to protect the name and brand of LIFE.

## **APPLICATION**

This document applies to every institutional relationship that LIFE Institute has or may have with organizations in Brazil and abroad.

## **APPROVAL**

A document approved by the Management of LIFE Institute.

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## 1. INSTITUTIONAL RELATIONS


LIFE Institute is a non-profit organization, responsible for the development and management of LIFE methodologies (Business and Biodiversity / Sustainable Territorial Management) and international LIFE Certification, as well as other Standards that, as a standard-setting body, it may develop in the future.

This document is intended for the various actors that relate to it, in Brazil and internationally:

- **Founders:** organizations that created LIFE Institute.
- **Financial Supporters:** organizations that have chosen to formalize a sponsorship contract or an agreement whereby resources are transferred to LIFE Institute.
- **Institutional Supporters:** organizations that support the work developed by LIFE Institute, without passing on financial funds, in an institutional, technical or instrumental manner.
- **Certifying Bodies accredited** by LIFE Institute.
- **LIFE Certified Organizations:** organizations that have been audited by a third party and are currently holders of LIFE Certification.
- **Partners:** organizations that use the LIFE Methodology (companies that have carried out pilots or requested technical projects), commercial partners, and service providers outsourced by LIFE Institute.
- **International Representative:** local agent responsible for the fundraising phases, international adaptation of the LIFE Methodologies and Certifications, operationalization, local contacts, and other activities required for the international expansion process (after signing a Memorandum of Understanding and/or an Execution Contract).

### 1.2 OBSERVATION







Organizations that have LIFE Certification for Business and Biodiversity and Certifying Bodies: please also observe the LIFE Policy for the use of the LIFE Certification logo and LIFE certifying bodies' described in specific procedures.


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## 2. GUIDELINES ON THE USE OF THE NAME, LOGO, AND CONTENT

The guidelines presented in this document refer to the **use of the name** of LIFE Institute, **LIFE Institute's institutional logo**, and the type of **content allowed**.

The **name LIFE Institute**, as well as the **LIFE Institute logo**, are the exclusive property of LIFE Institute, and their use in any graphic materials (brochures, publications, folders, institutional materials, sustainability reports, or similar) or digital materials (website, social media, presentations, institutional materials in digital version, among others) shall obligatorily follow the guidelines of this document.

Type of Relationship	Use of Institutional logo	Signed Consent Term	Responsible for the approval of the communication (except pre-approved messages)
Founders, Supporters (financial and institutional), and International Representative		Yes	LIFE Institute
Accredited Certifying Bodies	 	Yes	If in doubt, Certifying Body should consult LIFE Institute
LIFE Certified Companies	 	Yes	Certifying Body, which in case of doubt, should consult LIFE Institute
Partners		Yes	LIFE Institute

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All organizations that engage with LIFE Institute as described above must agree to and sign the Consent Term at the end of this document, then return it to LIFE Institute.


LIFE Institute cannot be held responsible for the misuse of the LIFE name and LIFE Logo by third parties. If any deviation from the established rules or any situation in which the logo is used in a way that causes damage to the image and credibility of LIFE Institute and LIFE Certification is detected, LIFE Institute will request corrective actions or the suspension of its use.

The use of the LIFE **Institutional** Logotype concomitantly with the logotype of **certifications** that may mislead the public, which could confuse institutional partnerships with the achievement of LIFE Certification itself, is forbidden. LIFE Certified companies may use the LIFE Certification seal per the “LIFE Policy for the use of Certification Logo.”

### 3. GUIDELINES FOR THE LIFE BRAND

The writing of the word "LIFE" must always be capitalized and the word that precedes it must have its first letter capitalized (for example LIFE Institute, LIFE Methodology for Business and Biodiversity, LIFE Certification for Business and Biodiversity, etc.).

Only the LIFE Logo standards made available by LIFE Institute may be used. The textual elements of the LIFE Logo may not be altered or translated. No editing, proportioning, or changing of the LIFE Logo is allowed. The standards regarding size, colors, proportions, texts, fonts, and other specifications can be found in the document "Rules for Use of the LIFE Institutional Logo.”

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#### **4. RULES ON WRITTEN MESSAGES THAT MAY BE USED BY ANY ORGANIZATION IN REFERENCE TO THE LIFE METHODOLOGY FOR BUSINESS AND BIODIVERSITY AND THE LIFE CERTIFICATION FOR BUSINESS AND BIODIVERSITY**

##### ***Examples of messages that can be utilized pertaining to the use of the LIFE Methodology and Certification for Business and Biodiversity:***



##### **AUTHORIZED MESSAGES PERTAINING TO THE LIFE METHODOLOGY AND CERTIFICATION FOR BUSINESS AND BIODIVERSITY**

- A.** (Name of organization) uses the LIFE Methodology for Business and Biodiversity to assess its biodiversity management.
- B.** (Name of organization) applies the LIFE Methodology for Business and Biodiversity to understand its impacts on and dependence on biodiversity and ecosystem services.
- C.** The actions in biodiversity conservation required by the LIFE Certification for Business and Biodiversity represent a minimum performance required to compensate the organization's pressure on biodiversity considering its size.
- D.** The LIFE Methodology for Business and Biodiversity identifies, quantifies, and monitors the pressures that an organization's activities exert on biodiversity.
- E.** The LIFE Methodology for Business and Biodiversity quantitatively and qualitatively assesses the organization's performance in biodiversity conservation.
- F.** LIFE Certification for Business and Biodiversity assess and monitors an organization's positive performance related to biodiversity.
- G.** Good sectoral practices for biodiversity conservation are required as part of the purchasing policy of companies with LIFE Certification for Business and Biodiversity.
- H.** The LIFE Methodology and Certification for Business and Biodiversity provide the business sector with an instrument that links biodiversity conservation and business.
- I.** The LIFE Certification for Business and Biodiversity system aims to engage the business community in biodiversity conservation.
- J.** LIFE Certification for Business and Biodiversity is a tool that focuses on issues linked to biodiversity conservation.


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#### AUTHORIZED MESSAGES PERTAINING TO THE LIFE METHODOLOGY AND CERTIFICATION FOR BUSINESS AND BIODIVERSITY

- K.** LIFE Certification for Business and Biodiversity is an innovative tool that brings companies and biodiversity conservation closer together.
- L.** LIFE Certification for Business and Biodiversity is based on a consistent and robust methodology, on technical and scientific requirements, and on effective actions to conserve biodiversity.
- M.** LIFE Certification for Business and Biodiversity recognizes that biodiversity conservation has been incorporated into the organization's management system.
- N.** LIFE Certification for Business and Biodiversity is a tool that promotes concrete actions to conserve biodiversity and applies to companies of any size or sector.
- O.** LIFE Certification for Business and Biodiversity are based on international guidelines for conservation - inserted in a prioritization system of the most threatened ecoregions in each country or region.
- P.** LIFE Certification for Business and Biodiversity has the following impact management hierarchy: avoid, reduce, mitigate, recover, and compensate.
- Q.** The LIFE Methodology for Business and Biodiversity considers five environmental aspects in its pressure calculation: waste generation, greenhouse gas emissions, water consumption, energy use, and land cover.
- R.** To obtain the LIFE Certification for Business and Biodiversity, the company must look for an independent Certification Body accredited by LIFE Institute to complete the auditing process.
- S.** The LIFE Certification for Business and Biodiversity is valid for 5 years and has annual follow-up audits.
- T.** The LIFE Methodology for Business and Biodiversity integrates business and biodiversity conservation.
- U.** The LIFE Methodology for Business and Biodiversity presents a scoring system for conservation actions that consider national and international conservation priorities.
- V.** To achieve LIFE Certification for Business and Biodiversity, the minimum performance in conservation actions must be higher than the pressure exerted by the organization.




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**Examples of messages that may NOT be utilized pertaining to the LIFE Methodology and Certification for Business and Biodiversity:**



**UNAUTHORIZED MESSAGES about LIFE CERTIFICATION FOR BUSINESS AND BIODIVERSITY**

UNAUTHORIZED MESSAGE	JUSTIFICATION	EXAMPLE
Any message that mentions or implies that LIFE Certification for Business and Biodiversity is awarded by LIFE Institute	LIFE Certification for Business and Biodiversity is awarded or granted by an independent certifying body.	"Organization (x) receives Business and Biodiversity Certification granted by LIFE Institute" 
Any message that infers that LIFE Certification for Business and Biodiversity guarantees/attests to the sustainability of the organization, the certified organization's use of natural resources, or its suppliers	LIFE Certification for Business and Biodiversity is an instrument that contributes to the pursuit of sustainability.	"Organization (x), LIFE certified, is recognized for its sustainable practices. Organization (x) is sustainable, being LIFE certified" 
Any message that attests to the social/social-environmental responsibility of the organization	LIFE Certification for Business and Biodiversity does not attest to the social/environmental responsibility of the organization	"Organization (x) receives LIFE Certification for Business and Biodiversity as a result of meeting social/environmental responsibility criteria" 
Any message attesting that the organization's products and processes are LIFE Certified	LIFE Certification for Business and Biodiversity is not a product certification	"Organization (x) sells LIFE Certified products" 
Any message that references the neutralization of the organization's impacts or the sufficiency of conservation actions to offset them	The conservation actions required by the LIFE Methodology for Business and Biodiversity represent minimum performance consistent with the organization's impacts, but do not guarantee their neutralization	"The organization's biodiversity impacts are neutralized by the implementation of conservation actions" 
Any message that mentions or implies that LIFE Certification for Business and Biodiversity is an environmental sustainability certification	LIFE Certification should be mentioned as a certification for biodiversity conservation and maintenance of ecosystem services	"The company has obtained a certification for environmental sustainability" 

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## 5. RULES ON WRITTEN MESSAGES THAT MAY BE USED BY ANY ORGANIZATION THAT REFERENCES THE LIFE METHODOLOGY ON SUSTAINABLE TERRITORIAL MANAGEMENT

### *Examples of messages that can be used pertaining to the use of the LIFE Methodology and Certification on Sustainable Territorial Management:*



#### AUTHORIZED MESSAGES ABOUT THE LIFE METHODOLOGY AND CERTIFICATION ON SUSTAINABLE TERRITORIAL MANAGEMENT

- A. (Name of organization) uses the LIFE Methodology on Sustainable Territorial Management to diagnose its management under the four pillars of sustainability (environmental, social, cultural, and economic).
- B. The LIFE Methodology on Sustainable Territorial Management identifies, quantifies, and monitors the pressures that the organization's activities exert on the territory and its area of influence.
- C. The LIFE Methodology on Sustainable Territorial Management quantitatively and qualitatively assesses the organization's performance in territorial sustainability.
- D. The LIFE Certification on Sustainable Territorial Management assesses and monitors the organization's performance related to territorial sustainability.
- E. Good practices for territorial sustainability are required as part of the organization's commitment in the LIFE Certification on Sustainable Territorial Management.
- F. The LIFE Certification on Sustainable Territorial Management system aims to engage actors, Standard users, and stakeholders in the Territorial Alliance.
- G. LIFE Certification on Sustainable Territorial Management is a tool that focuses on issues linked to territorial sustainability.
- H. The LIFE Methodology on Sustainable Territorial Management is an innovative tool that brings organizations and different actors in the territory closer.
- I. The LIFE Certification on Sustainable Territorial Management recognizes that Sustainable Territorial Management has been incorporated into the organization's management system.
- J. LIFE Certification on Sustainable Territorial Management is a tool that promotes concrete actions for territorial sustainability and applies to organizations of any size or sector, public or private, in urban or rural areas.
- K. To obtain the LIFE Certification on Sustainable Territorial Management, the company must look for an independent Certification Body accredited by LIFE Institute to complete the auditing process.

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### AUTHORIZED MESSAGES ABOUT THE LIFE METHODOLOGY AND CERTIFICATION ON SUSTAINABLE TERRITORIAL MANAGEMENT

- L. LIFE Certification on Sustainable Territorial Management is valid for 5 years and has annual follow-up audits.

### Examples of messages that may NOT be utilized about the LIFE Methodology and Certification on Sustainable Territorial Management:




### UNAUTHORIZED MESSAGES ABOUT LIFE CERTIFICATION ON SUSTAINABLE TERRITORIAL MANAGEMENT

UNAUTHORIZED MESSAGE	JUSTIFICATION	EXAMPLE
Any message mentioning or implying that LIFE Certification on Sustainable Territorial Management is awarded by LIFE Institute	LIFE Certification on Sustainable Territorial Management is awarded or granted by an independent certifying body.	"Organization (x) receives Sustainable Territorial Management Certification granted by LIFE Institute" 
Any message attesting that the organization's products and processes are LIFE Certified	LIFE Certification on Sustainable Territorial Management is not a product certification	"Organization (x) sells LIFE Certified products" 
Any message that mentions or infers that LIFE Certification on Sustainable Territorial Management is an environmental sustainability certification	LIFE Certification should be mentioned as a certification on sustainable territorial management.	"The company has obtained a certification for environmental sustainability" 

## 6. LIFE INTERNATIONAL EXPANSION

The institutional materials prepared by LIFE Institute, either in their hard copy or digital versions, such as publications, manuals, folders, and brochures, may be translated and disseminated in the countries where the LIFE Methodology for Business and Biodiversity has been adapted.

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## 6.1 GRAPHIC MATERIAL PREPARED BY LIFE INSTITUTE

International Representatives may include their local Partners and Supporters in the graphic materials, given they are directly involved in the process of implementing the LIFE Methodology and Certification for Business and Biodiversity. These logos should be included by observing the following criteria:

- The logos presented must be linked to the activities communicated in the material in question.
- In cases where the logos can only be arranged on the same page: below the area reserved for LIFE Institute's partners.
- In cases where the logos may be placed separately: the LIFE Institute's supporters and partners should be placed on the same page with an express reference. The logos of the local representative's partners and supporters should be listed on a new page.


Should the International Representative wish to adapt (change) any material produced by LIFE Institute or produce its material to better represent specific activities where the LIFE Methodology and Certification for Business and Biodiversity are being implemented, it shall submit the material to LIFE Institute for acknowledgment/approval.

LIFE Institute's identity elements may not be altered under any circumstances and the standardization defined by LIFE Institute regarding the Institute's name, Methodologies, Certifications, and technical terms must be respected.

## 6.2 PRESENTATIONS

In events and meetings where founders, supporters, international representatives, and partners speak directly on behalf of LIFE Institute, the presentations or layout will be provided by LIFE Institute and jointly validated.

In all other situations in which organizations speak directly on their behalf mentioning LIFE Institute, the LIFE methodology(ies), or LIFE Certifications (Business and Biodiversity / Sustainable Territorial Management), they may use their layout and must observe LIFE Institute's general guidelines for communication and identity.


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## ANNEX 1 - TERM OF COMMITMENT TO LIFE INSTITUTE COMMUNICATION AND RELATIONSHIP GUIDELINES

The purpose of this Term of Commitment is to acknowledge and accept the information expressed in the LIFE Institute Communication and Relationship guidelines, highlighting:

- The use of the LIFE Institutional Logo is permitted according to the type of institutional relationship established between my organization and LIFE Institute.
- I am aware that the use of the logo must follow the standards indicated by the document "Rules for the Use of the LIFE Institutional Logo."
- I have read and understood the pre-approved messages authorized to be used by my organization, according to the type of relationship that exists between my organization and LIFE Institute.
- I have read and understood the messages whose use is not authorized, and I am aware that my organization cannot publish any content that contains these messages.
- Except for pre-approved content, I am aware that joint validation with LIFE Institute is required for content that mentions LIFE Institute, the use of the LIFE Methodology for Business and Biodiversity, and/or LIFE Certification for Business and Biodiversity to be published, in whatever format.
- I hereby undertake to send a digital copy of the approved material after production, so that LIFE Institute can archive it.

Name of the Organization	
CNPJ [Brazilian Corporate Taxpayer Registry Document]:	
Name of the Person Responsible:	
Position	
Date:	Signature:

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Version	Date	Description of Amendment
1.0	5/17/2018	Reviewed initial issue.
2.0	4/12/2022	Change of title "Policy" to "Guidelines." Text review, content adjustment, and removal of part of the content to comprise the document Rules for Use of LIFE Institute's Institutional Logo.