# SCS VERIFICATION AND VALIDATION MARK LABELING AND LANGUAGE GUIDE

**Guide D**

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*SCS reserves the right to update this guide at its sole discretion.*

# 1.   CONGRATULATIONS AND WELCOME

## 1.1. Advancing the Cause of Sustainability

Congratulations! Through your efforts, you have joined other business and organizations around the world working to provide products and services that meet the highest environmental, social, or quality standards.   Certification, auditing and testing by SCS brings increased recognition to our clients' achievements, adding value in the marketplace.

## 1.2. Expand Your Market Impact through Use of the SCS Kingfisher

The SCS Kingfisher Certification Mark is designed to bring increased recognition to our clients' achievements, adding value in the marketplace. Use the SCS Kingfisher Certification Mark in conformance with the requirements of this Guide to:

- ✓ Instantaneously communicate your third-party certified accomplishment
- ✓ Differentiate your company and products in the marketplace
- ✓ Build visibility for your brand
- ✓ Demonstrate your commitment to transparency and accuracy in environmental, social and quality-oriented market claims

## 1.3. This Document

This document is your guide to communicating to clients and stakeholders about your SCS certification, audit or test results. This document should be distributed to all marketing, communications, and other staff and contractors who are responsible for providing information about your company's accomplishment for product labels, printed brochures, sales sheets, and other collateral or promotional materials as well as for advertising, press releases, websites, social media communications, published reports, articles, signs or any other communications.

## 1.4. Take Advantage of SCS' Market Support Services

Visit our Marketing Support Services page on the SCS website at https://www.scsglobalservices.com/scs-marketing-support-services to take advantage of SCS' full suite of market support services, which include:

- Public Relations Support:
  - o   Articles and Blog Posts
  - o   Media Distribution
  - o   Online Support
  - o   Ad Support
  - o   Press Release and Events

- Promotional Support:
  - o   Presentation Support

- o Conference Exhibit Support
- o Collateral Technical Review
- o Promotion on SCS Website
- Staff and Customer Training
- Design and Media
  - o Social Media
  - o Web Content and Images
  - o Collateral Review
  - o Video Support
  - o Product Label Review

## 1.5. Language

All SCS Kingfisher Certification Marks can be translated upon request into Spanish, French, Portuguese, German, and Mandarin. Contact your SCS representative for additional languages.

## 1.6. Questions?

Questions related to any of the information contained in this Guide should be addressed to your Marketing Communications or program representative, as listed in Section 5 of this document.

## 2. GENERAL GUIDANCE

### 2.1. SCS Prior Review

All uses of the SCS name or marks, including but not limited to registered trademarks and service marks, or written references to your SCS certification in printed or electronic promotional applications, must be submitted to your SCS program contact for review prior to publication, printing or other uses. This requirement is also stated in the SCS Professional Services Agreement. SCS staff will make every effort to respond to authorization requests within 24-72 hours.

### 2.2. Avoiding Misuse

It is your responsibility to avoid the use of any reference to SCS or your certification that mischaracterizes the evaluation conducted or the certification granted, or in reference to products or projects that were not included within the evaluation scope. All public messages and program-approved mentions and labeling should clearly apply only to products and projects that have undergone assessment and earned certification.

- **Marketing and Public Relations**
  The program participant should work closely with SCS during development of business-to-business (B2B) or business-to-consumer (B2C) uses of any SCS Certification Marks or trademarks, the SCS name, or any statements related to SCS certification to avoid accidental misuse. If possible, when interviewed for articles to be published, the company representative should refer the reporter to SCS for an independent explanation of the certification program.

- **Non-Transferability of Certification**
  The SCS Certification Mark is not transferable for use by third parties without the explicit written consent of SCS.

- **U.S. Federal Trade Commission (FTC) Guidelines**
  The FTC issued *Guides for the Use of Environmental Marketing Claims*, commonly known as the *Green Guides*, to help marketers avoid making environmental claims that are unfair or deceptive. These Guides are available at https://www.ftc.gov/policy/federal-register-notices/guides-use-environmental-marketing-claims-green-guides

- **Avoid Uses on Non-Certified Products**
  Under no circumstances should an SCS Certification Mark or trademark be used in conjunction with non-certified products or projects, in any manner other than explicitly authorized by SCS in this guidance document, or otherwise authorized in writing.

- **Avoid Messages Other Than Those Approved by SCS**
  Under no circumstances should the SCS Certification Mark or any messages related to SCS certification be used in a manner that suggests a meaning other than that intended and allowed by SCS as described in this Guide.

# 3. SPECIFIC GUIDANCE: SCS CERTIFICATION MESSAGING AND TRADEMARKS

## 3.1. Messaging About SCS

You may use the following statement, in whole or in part, in communications pertaining to SCS:

> [COMPANY NAME / PRODUCT] has been certified by SCS Global Services (SCS) under the [PROGRAM NAME] standard. SCS has been providing global leadership in third-party quality, environmental and sustainability verification, certification, auditing, testing, and standards development for over forty years. Its programs span a cross-section of industries, recognizing achievements in green building, product manufacturing, food and agriculture, forestry, power generation, retail, and more. SCS is accredited to provide services under a wide range of nationally and internationally recognized certification programs. Consistent with its mission, SCS is a chartered benefit corporation, reflecting its commitment to socially and environmentally responsible business practices. SCS is also a Participant in the United Nations Global Compact and adheres to its principles-based approach to responsible business.

## 3.2. Messaging About Your SCS Certification, Audit, or Testing

Refer to Appendix 1 ("Program Marketing Messages") for a short pre-approved statement about the program under which you have been certified, audited or tested. Additional messages should be submitted to your program representative for prior review.

## 3.3. Certification Marks and Trademarks

### Certification Scheme Marks

Clients whose products or operations are certified, audited or tested by SCS may only use the certification marks of the certification scheme owner in compliance with the specific requirements of that scheme owner. Contact your SCS program representative or the scheme owner organization for assistance (see Section 4).

### SCS Certification Marks

Clients whose products or operations are certified, audited or tested in connection with programs or schemes addressed under this Guide are not permitted to directly label products with SCS certification marks. This restriction is typically based on the specific requirements of the certification scheme owner (e.g., MSC, ASC). In some cases (e.g., food safety certifications), this restriction is in place to prevent potential misinterpretation of risk levels associated with a specific product.

*SCS Corporate Trademark*

In some cases, use of the SCS trademarks may be permitted for off-label applications.  For instance, collateral materials developed for clients or tradeshows may include reference to SCS Global Services as your certifier, auditor, or testing body. Each such usage should be submitted to SCS for approval by your program representative during prior review.

**SCS Global Services corporate logo:**



If *and only if* such usage is approved by your SCS representative in writing, the SCS Global Services corporate trademark should be printed in uses the following colors: PMS 377c, CMYK: C-45 M-0 Y-100 K-24, RGB: R-120 G-162, B-47.

## 4. CONTACT US FOR ASSISTANCE

SCS representatives are standing by to assist you. Please locate the applicable certification program below to identify your representative. If you do not see your program or representative listed, call 1-510-452-8000 for further assistance. In addition, your SCS representative can provide you with a scheme owner contact if needed.

| PROGRAM | CONTACT INFORMATION |
|---|---|
| Aquaculture Stewardship Council, Aquaculture Farms and Chain of Custody | NRmarcom@scsglobalservices.com |
| BRCGS | FAmarcom@scsglobalservices.com |
| Declare | ECSmarcom@scsglobalservices.com |
| Equitable Food Initiative (EFI) | FAmarcom@scsglobalservices.com |
| Fair Trade USA | FAmarcom@scsglobalservices.com |

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| Fishery Improvement Projects (FIPs) | NRmarcom@scsglobalservices.com |
| FEMB level | ECSmarcom@scsglobalservices.com |
| GLOBALG.A.P. | FAmarcom@scsglobalservices.com |
| Gluten-Free | FAmarcom@scsglobalservices.com |
| Health Product Declaration (HPD) | ECSmarcom@scsglobalservices.com |
| London Bullion Market Association (LBMA) | ECSmarcom@scsglobalservices.com |
| Lead Safe Paint | ECSmarcom@scsglobalservices.com |
| LEVEL® | ECSmarcom@scsglobalservices.com |
| Living Building Challenge (LBC) | ECSmarcom@scsglobalservices.com |
| Marine Stewardship Council, Fisheries and Chain of Custody | NRmarcom@scsglobalservices.com |
| Non-GMO Project | FAmarcom@scsglobalservices.com |
| PrimusGFS | FAmarcom@scsglobalservices.com |
| Rainforest Alliance | FAmarcom@scsglobalservices.com |
| Responsible Minerals Assurance Program (RMAP) | ECSmarcom@scsglobalservices.com |
| Responsible Jewelry Council (RJC) | ECSmarcom@scsglobalservices.com |
| Safe Quality Food (SQF) | FAmarcom@scsglobalservices.com |
| WAVE: Corporate Water Stewardship Verified | FAmarcom@scsglobalservices.com |

# Appendix 1: Program Marketing Messages

The following table provides a short, approved marketing message applicable to each certification, auditing or testing program covered by this Guide. You may use the program statement(s) applicable to your SCS program in your marketing messages, in addition to a general message about SCS (see Section 3.1). If you have additional questions about these messages, contact your program representative, as listed in the table in Section 5 of this document.

| PROGRAM | PRE-APPROVED MESSAGE |
|---|---|
| Aquaculture Stewardship Council (ASC): Aquaculture Farms and Chain of Custody | ASC is a leading international standard for sustainably farmed seafood production practices. The ASC standard encourages ecosystem stewardship, water quality maintenance, sustainable sourcing of feedstocks, fair labor conditions and transparent governance. The ASC Chain of Custody certification ensures that certified seafood is tracked from farm to final product, adding legitimacy to the ASC claim throughout the supply chain. |
| BRCGS | BRCGS is an internationally recognized standard for food safety benchmarked to the Global Food Safety Initiative (GFSI). BRCGS certified manufacturing facilities demonstrate compliance with comprehensive food safety initiatives, including an audited HACCP plan, documented quality management system, demonstrated environmental controls for products, a culture of quality and personnel trained in sound food handling practices. |
| Declare | Declare is an ingredients label for building products, paired with an online database. It allows manufacturers to demonstrate their leadership in the marketplace and it provides consumers with transparent information for product selection. |
| Equitable Food Initiative (EFI) | The Equitable Food Initiative (EFI) cultivates a healthier, safer and more sustainable produce supply chain by combining food safety, pesticide management, and the fair treatment of workers under one certification. EFI certification requires the training of farmworkers, an annual third-party audit, and ongoing worker-led verification of compliance with EFI Standards. |
| Fair Trade USA | Fair Trade Certified™ products provide the rigorous social and environmental guarantees that many retailers and buyers are now demanding. Fair Trade empowers consumers to support farmers, farm workers, and fishers and to have a positive impact on agricultural and fishing communities through their everyday purchases. |

| FEMB Level | The European evaluation and certification system for environmentally friendly and socially responsible office furniture. Products eligible for this certification includes all office and non-domestic indoor furniture products. |
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| Fishery Improvement Projects (FIPs) | FIPs are custom-tailored projects aimed to increase the sustainability and efficiency of fishery operations, measured against best practices vetted by industry leaders, marine science experts and non-governmental organization (NGO) stakeholders. A FIP can be designed to prepare a fishery for a full Marine Stewardship Council (MSC) certification, or can be focused on several specific improvement areas. |
| GLOBALG.A.P. | GLOBALG.A.P. is an internationally recognized food safety program for pre-farmgate operations benchmarked to the Global Food Safety Initiative (GFSI). Certified GLOBALG.A.P. operations have achieved high levels of food safety while demonstrating a commitment to worker welfare, environmental protection, Integrated Pest Management (IPM) protocols, and responsible energy use.  SCS offers certification to the Integrated Farm Assurance (IFA) Standard, including the sub-scopes of Combinable Crops, Hops, and TESCO NURTURE. SCS also offers certification to the Harmonized Produce Safety Standard (HPSS). |
| Gluten-Free | Gluten-Free certification empowers individuals with Gluten intolerance to make sound and safe food choices. SCS certifies foods and beverages under the strict gluten-free standard developed by the Gluten Intolerance Group and administered by the Gluten-Free Certification Organization (GFCO). |
| LBMA Responsible Sourcing | LBMA's Responsible Sourcing Programme was set up to consolidate, strengthen and formalize existing standards of refiner's due diligence. The scope of the Guidance documents not only meets, but exceeds, conflict minerals regulations, Refiners are audited annually and are required to report publicly. |

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| Lead Safe Paint | Lead Safe Paint® is an independent certification program that lets customers know that the paint they are purchasing contains less than 90 parts per million (ppm) lead – this is the strictest regulatory standard for lead content in paint established by countries such as the United States of America, Philippines and Nepal. |
| LEVEL® | Developed by the Business and Institutional Furniture Manufacturers Association (BIFMA), LEVEL® is the multi-attribute sustainability standard and third-party certification program for the furniture industry. It was created to deliver the most open and transparent means of evaluating and communicating the environmental and social impacts of furniture products, taking into account a company's social actions, energy usage, material selection and human and ecosystem health impacts. |
| Living Product Challenge (LPC) | Living Product Challenge (LPC) provides manufacturers a path towards designing positive impact products. Products that achieve certification are designed to be healthy, free of toxins; socially responsible; net positive and benefit both people and the environment. |
| Marine Stewardship Council (MSC): Fisheries and Chain of Custody | MSC is the leading international standard for sustainable fishery operations. The MSC standard encourages marine ecosystem stewardship, biodiversity protection, fair labor conditions and transparent governance. The MSC Chain of Custody certification ensures that certified seafood is tracked from dock to final product, adding legitimacy to the MSC claim throughout the supply chain. |
| Non-GMO Project | The Non-GMO Project is North America's leading independent verification for products that are produced according to best practices for Genetically Modified Organism (GMO) avoidance. Products bearing the Non-GMO Project Verified seal have gone through a comprehensive verification process according to a consensus-based rigorous standard for GMO avoidance, which includes traceability, segregation and meaningful, ongoing testing of high GMO risk ingredients. |
| PrimusGFS | PrimusGFS is a Global Food Safety Initiative (GFSI) benchmarked and fully recognized audit scheme covering both Good Agricultural Practices (GAP) and Good Manufacturing Practices (GMP) scopes, as well as Food Safety Management Systems (FSMS). The PrimusGFS scheme covers the scope of the supply chain from pre- and to post- farm gate production and provides an integrated supply chain approach. |

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| Rainforest Alliance | Rainforest Alliance certification helps farmers produce better crops, adapt to climate change, increase their productivity, and reduce costs. These benefits provide companies with a steady and secured supply of certified products. Sourcing Rainforest Alliance Certified products helps businesses meet consumer expectations and safeguard their brand's credibility.<br><br>At the core of Rainforest Alliance certification is the mission to create a better future for people and nature by making responsible business the new normal. |
| RMAP | Responsible Minerals Assurance Process (RMAP) offers companies and their suppliers an independent, third-party audit that determines which smelters and refiners can be verified as having systems in place to responsibly source minerals in line with current global standards. |
| RJC | Responsible Jewelry Council (RJC) Certification promotes trust in the global fine jewelry industry by assuring companies are adhering to responsible business practices. RJC Certification requires independent third-party auditing by RJC accredited auditors to verify that a Member's management systems and performance conform to the RJC Code of Practices. The certification is applicable for precious metal supply chains as well as platinum group metals. |
| Safe Quality Food (SQF) | SQF is a multi-level food safety and quality scheme, benchmarked to the Global Food Safety Initiative (GFSI). SQF certification is earned by pre- or post-farmgate operations that have met one of the world's most comprehensive food safety standards. Certified SQF operations maintain a documented, HACCP-based Integrated Food Safety and Quality Management System that can be tracked throughout the supply chain. |
| WAVE: Corporate Water Stewardship Verified | The Water Council's WAVE enterprise-wide program provides a strategic path to water and climate resiliency, helping organizations of all sizes accelerate their water actions and prepare for external reporting. WAVE enterprise verification enables companies to credibly demonstrate their commitment to addressing water-related risks and opportunities, contributing to a more water resilient supply chain across industries. |