



Introduction to the ISCC Licensing Scheme, Logos & Claims

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Circular Economy and Bioeconomy

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The risk of greenwashing allegations is increasing



The troubling evolution of corporate greenwashing

The term "greenwashing" was coined in the 1980s to describe outrageous corporate environmental claims. Three decades later, the practice has grown vastly more sophisticated.



The whole package: Is 'sustainable packaging' another buzzword, or can it actually cut waste?

Karl Deilly
Thursday, November 15, 2018 - 12:11am



Is greenwashing silencing the sustainability revolution?

Gareth Redmond-King
Thursday, May 18, 2017 - 2:15am



Therefore, regulations on the use of green claims are becoming more important



- Creating trust for consumers
- Helping the consumer to make more responsible purchasing decisions
- Fighting against greenwashing and speaking one language
- Improving legal certainty of green claims
- Helping to accelerate the transition to a bioeconomy and circular economy

Example of regulations on green claims

The Green Claims Directive from the European Commission



With the EU Green Claims Directive, the European Commission is committed to empower **consumers** to make **better informed choices** and play an active role in the ecological transition.

- ISCC has analysed the proposal (report)
- Requirements for environmental labelling schemes are mostly already in place at ISCC
- Some open questions regarding the recognition of schemes, implementation of claims and requirements on wording, etc.

ISCC 208 Logos and Claims

Version 1.3

General requirements for the use of ISCC logos and claims

- Claims must be **clear and easy to understand**
- Reference to the **certified part** of the product
- **Correct wording** for when **mass balance** is applied (e.g. supporting, sourcing recycled material)
- The **raw material category** should be mentioned
- **The certified percentage** must be included

→ ISCC claims need to be **approved by ISCC**

→ Guidance document “**ISCC 208 – Logos and Claims**”

On-product logos: one per raw material category

Circular



Bio-circular



Bio



Examples of off-product communication via CSR reports, press releases and websites

Ferrero Sustainability Report 2022

[Ferrero Sustainability Report 2022](#)

In 2022, the Ferrero Cork plant achieved ISCC PLUS certification¹⁵ to pilot the mass-balance approach for recycled plastic from chemical recycling.

Our first pilot in chemically recycled plastic from mass-balance adoption in plastic packaging is with the Tic Tac brand. Tic Tac is using 50% recycled plastic (based on mass balance) for the Tic Tac 200-pill box in our Cork plant.

FERRERO

Responsible Re Range

Making the world more responsible

Jindal Films

Jindal Films' Re range of films is a more sustainable version of our existing range of bi oriented films with bio based / bio circular fossil free or chemically recycled from post-consumer waste ISCC PLUS certified content*.

ISCC PLUS certification guarantees full traceability and ensures that the whole supply chain is free from deforestation whilst respecting the environment and social rights. ISCC PLUS certification is possible according to the mass balance approach, facilitating the production of certified polypropylene, the main raw material used by Jindal Films.

[External Jindal Films Site](#)

Berry Achieves ISCC PLUS Certification for Nonwovens in North America

This Berry certification is an important step toward delivering on growing consumer expectations in transparency of their purchases. With the ISCC PLUS certification, Berry can produce products substituting up to 100 percent of the virgin resin with certified circular polymers on a mass balance basis, delivering identical material performance as virgin feedstock.

[External Berry Global Site](#)

Berry

ORAL-B IS NOW USING BIOBASED PLASTIC

This means we can reduce the use of fossil-based materials, as we take another step on our sustainability journey.

[External Oral-B Site](#)

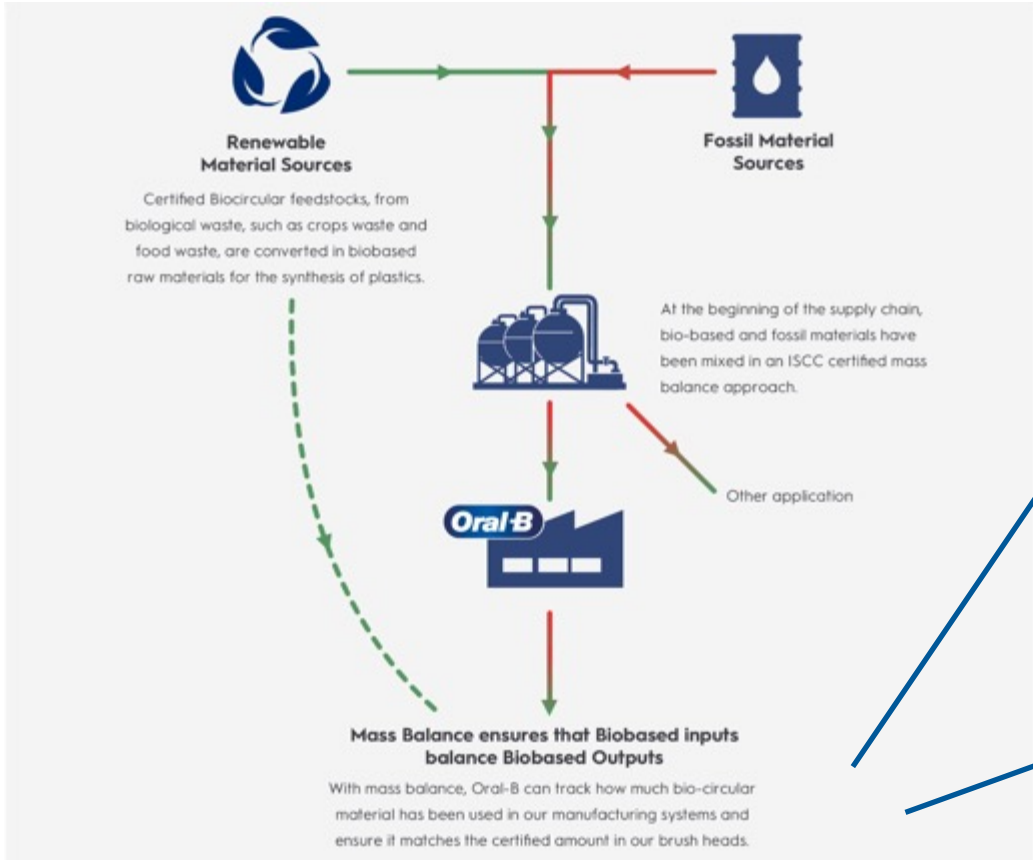
Oral-B

WHAT IS ISCC?

International Sustainability & Carbon Certification (ISCC) is a globally applicable sustainability certification system and covers all sustainable feedstocks.

From feedstock conversion into biobased plastic, to brush head manufacturing and finally packaging, to ensure that biobased mass balance certified material is properly utilized across Oral-B Brush Heads.

Oral-B explains how the certified material is allocated to the toothbrush heads via ISCC mass balance



Mass Balance
Ensures That Biobased Inputs
Balance
Biobased Outputs

<https://www.oralb.co.uk/en-gb/product-collections/sustainability-bio-based-plastic>

KitKat introduces ISCC certified wrappers linked to 90% recycled plastic (mass balance approach)

ISCC Certified

Our KitKat wrappers with 90% recycled plastic are ISCC certified. The recycled material is allocated using the ISCC mass balance approach. ISCC is International Sustainability & Carbon Certification: it is a system that supports new recycling technologies that transform hard to recycle materials into new plastic, working towards a circular economy.

This means our KitKat wrappers are made using a mix of virgin and recycled plastics. Each wrapper may vary in the total amount of recycled plastic it contains – some may contain more some may contain less. The process is certified by ISCC to ensure that a minimum of 90% recycled material is allocated to the entire batch of KitKat wrappers (mass balance approach).



* Mass balance approach



<https://www.kitkat.com.au/givetheplanetabreak>

Mattel uses the ISCC on-product logo for the Matchbox Action Drivers linked to 40% ISCC certified plastic (mass balance approach)



BRITA's filter cartridge and filter jug are supporting the sourcing of bio-attributed plastic (60%, 50%, mass balance)



Ferrero's TicTac packaging is linked to ISCC certified recycled plastic (50%, mass balance approach)



* Mass balance approach



Philips launches its eco conscious edition with ISCC certified bio-based plastics (82%, mass balance)



Kikkoman's ATP Test holder and casing are linked to 100% bio-based plastics which are certified by the ISCC mass balance approach

kikkoman
Kikkoman Biochemifa Company



***The holder and casing are linked to 100% bio-attributed plastic via mass balance approach.**



ATP Test (Kikkoman A3)
Lumitester Smart (Left)
LuciPac A3 Series (Right)

ATP Test (Kikkoman A3) is an environmental hygiene monitoring test. The swabs are intended for **one-time use** and were transitioned to 100% bio-based plastic as a result.

Pigeon's baby bottle cap and hood are linked to 100% bio-based plastic certified by the ISCC mass balance approach



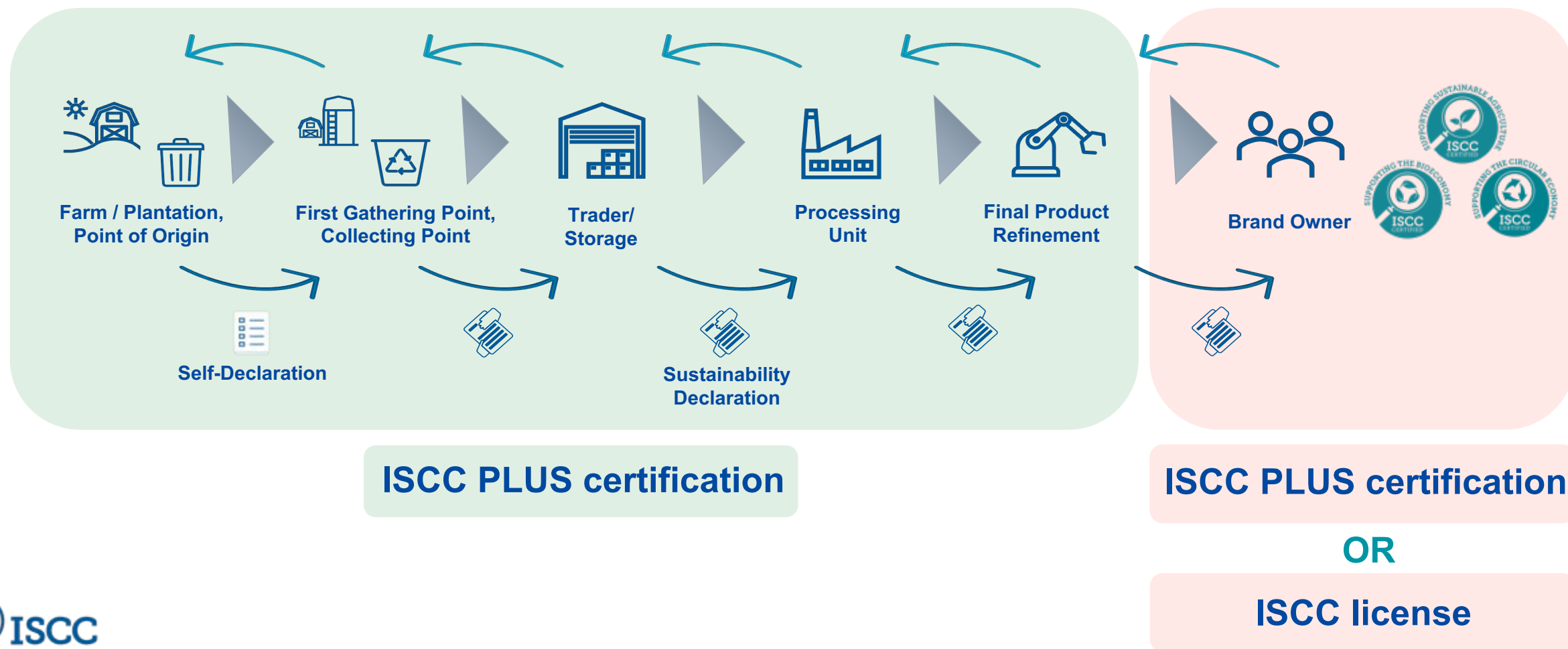
The cap and hood of this bottle is made with 100% bio-based plastic. The plastic can be traced back to biological waste material which is attributed to this bottle via the ISCC mass balance approach.



Examples of ISCC PLUS certified products in Korean market



To facilitate the use of logos and claims, ISCC offers a tailor-made approach for brand owners



The ISCC licensing scheme for brand owners



- The supplier of the ISCC certified final product
 - holds a valid ISCC certificate at the time of delivery AND
 - issues ISCC Sustainability Declarations for each batch of delivery to the licensee



- The licensee receives an ISCC certified final product that
 - is filled or packed by the licensee
 - which cannot be fundamentally altered by the licensee



- The licensee is
 - a brand owner at the end of the supply chain under whose brand name the finished good goes into the market

Applicable licensing setup - example



The **brand owner** would like to make claims about ISCC certified materials. They **receive a certified finished good/packaging** with the ISCC on-product logo and/or on-product claim.



All licensed finished goods are published in the ISCC license database

Examples



All licensees appear in the [license database](#):

ISCC License Database

Please find a list of all ISCC licensees below.

- > Expired licenses are marked in red.
- > The license is crossed out if a license was withdrawn.
- > From the effective date onwards, licensed brand owners are allowed to use ISCC logos and claims.

Show

10

entries
Search:

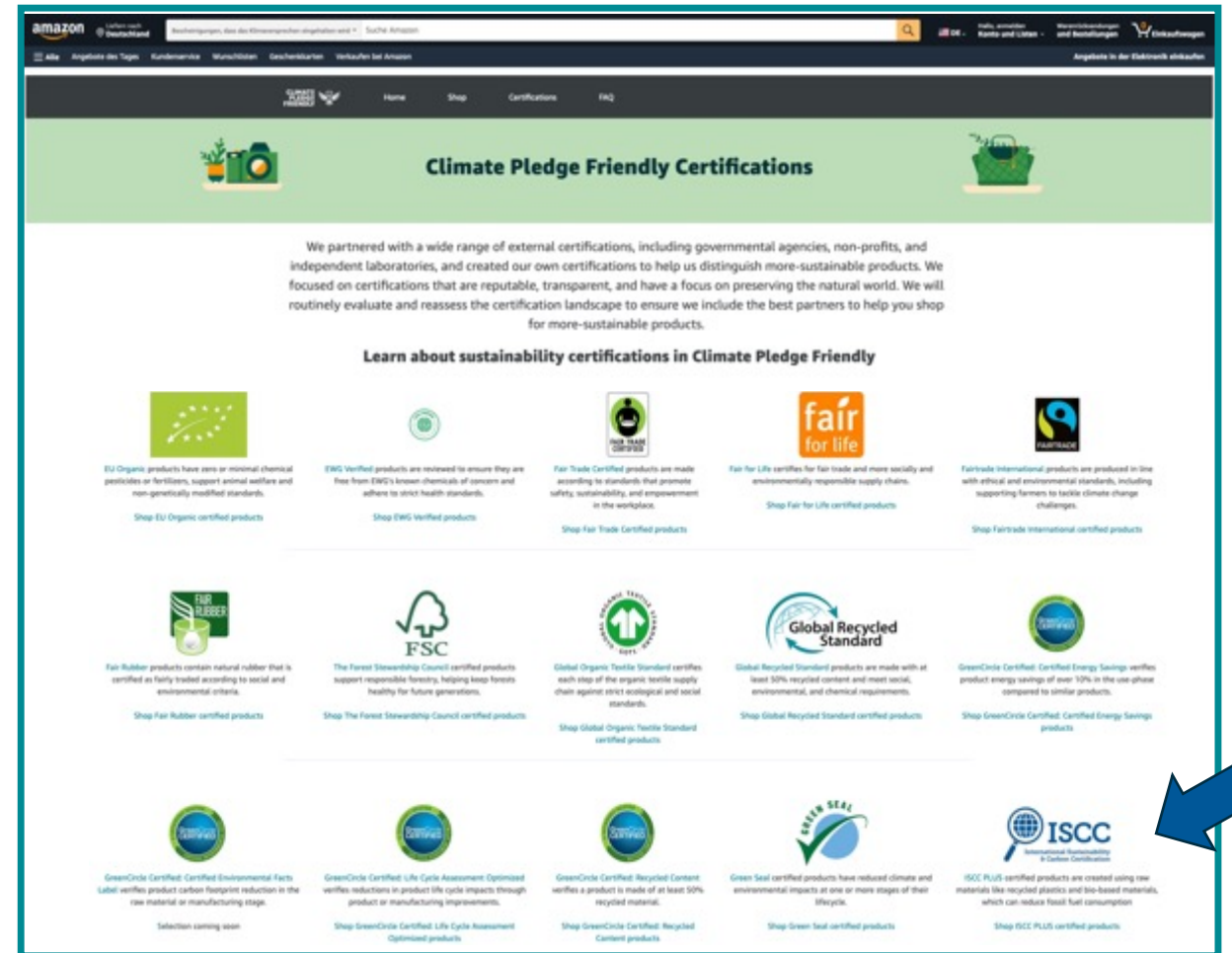
Status	Finished Goods	Product or Packaging	Licensed Brand	License number	Countries/Region	Valid from
✓	Aino Ice Cream Tubs, 900ml	Packaging	Froneri Finland Oy	ISCC-L-1	Finland	2021-08-31
✓	Gauloises	Packaging	Imperial Tobacco	ISCC-L-2	Germany	2021-11-05
✓	Global Protection Day Cream, 50ml	Packaging	REN Clean Skincare	ISCC-L-3	Worldwide	2021-09-09
✓	Evercalm Gentle Cleansing Milk Sample, 50ml	Packaging	REN Clean Skincare	ISCC-L-3	Worldwide	2021-09-09
✓	Glow Daily Vit C, 50ml	Packaging	REN Clean Skincare	ISCC-L-3	Worldwide	2021-09-09
✓	Bioretinoid Cream, 50ml	Packaging	REN Clean Skincare	ISCC-L-3	Worldwide	2021-09-09
✓	Radiance Dark Circle Eye Cream, 15ml	Packaging	REN Clean Skincare	ISCC-L-3	Worldwide	2021-09-09
✓	XRange (XR), Medium Can	Packaging	Swedish Match	ISCC-L-4	Worldwide	2021-09-23

523 licensed products as of November 2023

ISCC PLUS partners with Amazon on Climate Pledge Friendly Program

Amazon has partnered with various **reputable** and **transparent** certification schemes to support consumers make well-informed purchasing decisions.

This program helps consumers to discover and shop for **more sustainable products** that are externally certified through certification schemes.



[Access to Climate Pledge Friendly](#)

ISCC PLUS is now part of the Climate Pledge Friendly program on Amazon in several European countries and the US

Amazon product page

[Back to results](#)



PHILIPS

Philips Eco Conscious Edition 5000 Series Toaster, 100% Bio-Based Plastics, 8 Settings + Integrated Bun Warming Rack, Removable Crumb Tray, Reheat & Defrost (HD2640/11)

Visit the Philips Domestic Appliances Store

4.0 ★★★★★ 254 ratings

Amazon's Choice for "philips toaster"

Climate Pledge Friendly

300+ bought in past month

-20% €39⁹⁹

RRP: €49.99

Available at a lower price from other sellers that may not offer free Prime delivery.

Brand	Philips Domestic Appliances
Colour	Silk White
Material	Wood
Product dimensions	16.2D x 28.5W x 19.9H centimetres
Specific uses for	Bread



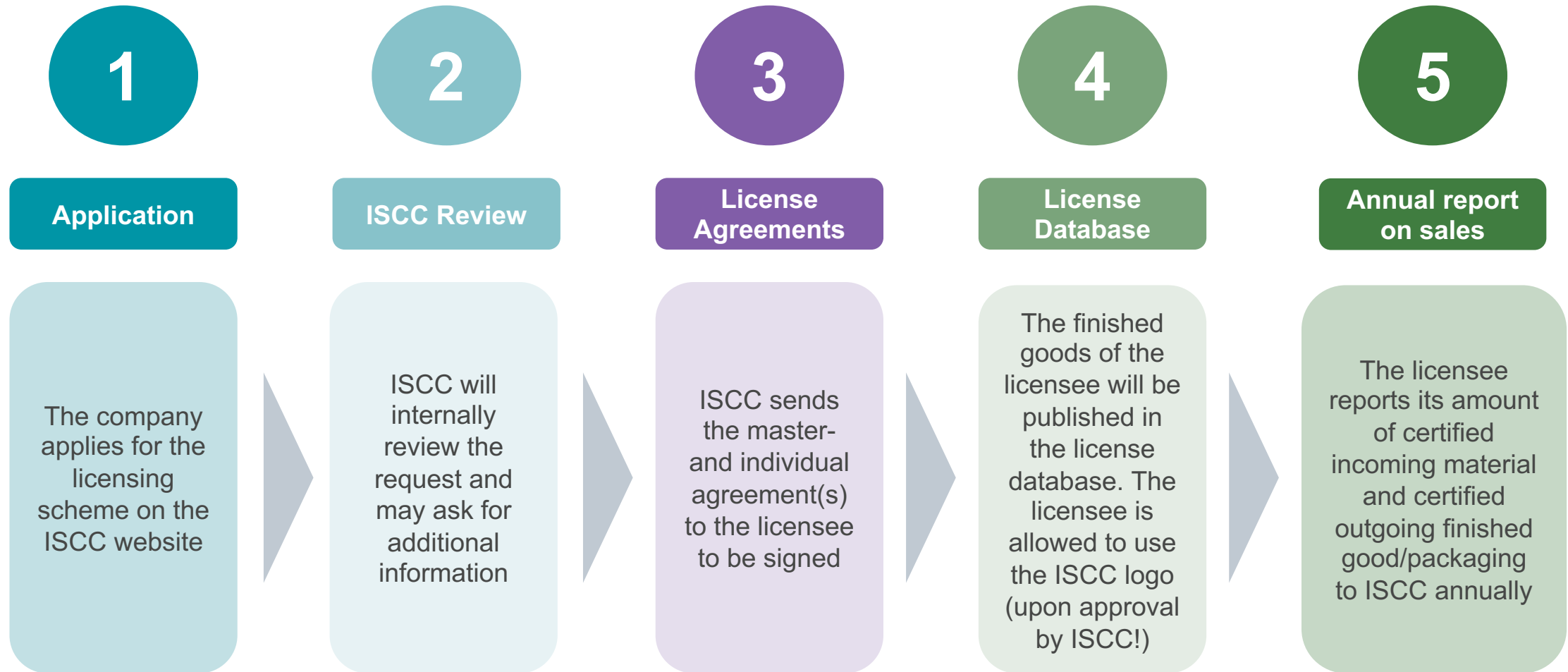
Products with trusted sustainability certification(s). [Learn more](#)

Product Certification (1)



ISCC PLUS certified products are created using raw materials like recycled plastics and bio-based materials, which can reduce fossil fuel consumption.

Licensing application process



ISCC Academy



ISCC Licensing, Logos and Claims Training

WHAT TO EXPECT

Learn how to add further value by using ISCC certified materials and selling finished goods

Deepen knowledge to successfully apply the ISCC Licensing Scheme

Become an expert in making credible and transparent claims

Attain confident know-how to explain to peers and clients how ISCC works

Training for licensing, logos and credible claims

- Next online training: 09 April 2024, register [here](#)
- **Topics:**
 - Overview of the ISCC PLUS Scheme
 - Implementation of the ISCC Licensing Scheme
 - How to use ISCC Logos and Claims for credible communication
- **Target Groups:**
 - Brand Owners
 - Sales representatives of certified companies
 - Retailers and other interested parties



Thank you!

ISCC System GmbH

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