ISCC 208 LOGOS AND CLAIMS

Version 2.2

ISCC
International Sustainability
& Carbon Certification

Document Title: ISCC 208 Logos and Claims

Version 2.2

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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 2.2	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
• Clarification of how communication involving social criteria should be handled	3.2
• Specifications of the approval process for ISCC logos and claims	4
• Inclusion of claim examples applicable to different chain of custody options	5.1
• Specifications of applicable terms for different raw material categories, including examples of claims using various chain of custody options	5.2
• Inclusion of claim examples applicable for certified biomass under the ISCC six principles	5.2.1 and Annex I
• Clarification of how ISCC-certified components should be addressed	5.3
• Clarification of how ISCC-certified percentage should be addressed	5.4
• Limitation to two streamlined on-product logo options for finished goods	6.2
• Addition of on-product logo options for specific scenarios, including bilingual version imposed by law, tyre sidewall mark and other cases	6.3
• Adaption of the logo style guide for ISCC banners	7.1
• 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.

ISCC adapting its logos and claims guidance to regulatory changes

ISCC provides guidance on logos and claims to ensure clarity and avoid misinterpretation, particularly in the absence of harmonised regulatory guidance. As explained in Chapter 3.5 – Adaptation of Wordings in Compliance with Regulations, communication can be adapted accordingly, where relevant. Should future legislation evolve in this regard, ISCC will revise its guidance to reflect those changes.

1.2 Legal Notice/Disclaimer

ISCC does not take any responsibility for the 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 – Boilerplates

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). In that case, 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. It complies with the sustainability criteria laid down in the Renewable Energy Directive (2018/2001/EU), which promotes the use of renewable energy sources.

Boilerplate ISCC CORSIA:
The ISCC CORSIA standard, recognised by the International Civil Aviation Organisation (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 various 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 sourcing alternative materials, creating more transparency and 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 features the ISCC corporate logo, accompanied by a predefined statement that varies depending on the company's relationship with ISCC, and is held together by a frame. The ISCC corporate logo is protected by copyright and is a registered trademark. It consists of a magnifying glass with a stylised 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. When a company has multiple relationships with ISCC (e.g., being both certified and licensed), it may choose the banner that best fits its needs, depending on the context and purpose of the communication. For example, if a company wishes to publish a press release about a newly certified site, the "Certificate Holder" banner could be used. While utilising the banner in communication is optional, companies choosing to do so must adhere to the requirements outlined in this document. Please refer to Chapter 7 – Logo Style Guide, for further guidance.

ISCC banners for different company types

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 licence agreement		Company must follow the Logo and Claim Approval Process
6. Certification bodies with a valid ISCC cooperation agreement		As download in the client section
6. Auditors who perform audits for ISCC		Used on the "Attestation for ISCC Auditor" document
5. ISCC Association Members with an active membership		As download in the ISCC member's section

Allowed use cases of the ISCC banner

- **ISCC Approved Uses:**
  - Website, sustainability reports, press releases, and social media
  - Marketing and corporate materials
  - Sustainability declarations 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 the company's own corporate logo, the company's corporate logo must be placed in a primary location, such as 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 use cases of the ISCC banner

- **Prohibited Uses:**
  - 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 licence and that have not been verified by ISCC. For example, the banner must not be placed on invoices, greenhouse gas (GHG) certificates, delivery documents (except for sustainability

declarations), or any attestations that the company issues independently 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 Association Members can use the ISCC Membership Banner in email signatures. Please refer to the ISCC Association 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 not mentioned above, please consult ISCC at licence@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 incorporates 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 from a brand owner that are intended for the end market (e.g., on ice cream

packaging sold to retailers). Chapter 7 – Logo Style Guide provides detailed visual requirements for the on-product logo. If a brand owner receives finished goods linked to a mix of raw material categories, please refer to Chapter 6.3.2 – Logo Options for Mixed Raw Material Categories for the corresponding logo option.

3 Marketing Guidelines for Communicating ISCC-Related Activities

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

3.1 Who Can Make ISCC Claims

1. ISCC System Users who 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 that the communication from group members is compliant with this document.
2. ISCC licensees with an effective licence 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 licence@iscc-system.org for approval before public release. Once ISCC approves the communication, the licensee may translate the approved version into other languages, provided the meaning remains consistent. The translated version can be used without separate approval. However, the licensee must inform ISCC of the use of the translated communication for informational purposes. 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 Association Member must be submitted to membership@iscc-system.org for approval. Please refer to the ISCC Association Member Banner Guidelines for further instructions.

Cessation of ISCC-related communication without a valid connection to ISCC

In the event of suspension, withdrawal, or termination of certification, the company must immediately cease any ISCC-related communication. Referencing or implying an association with ISCC without a valid certificate is strictly prohibited.

Similarly, all other entities listed above must cease any ISCC-related communication when their respective agreement or membership is no longer valid, unless otherwise specified in their agreement with ISCC. Any reference to ISCC or implication of an active association is not permitted without a valid and ongoing connection to ISCC.

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 an ISCC certification or licence (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]

General requirements of ISCC claims

ISCC claims must fulfil 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 avoid misleading associations

ISCC claims must adhere to the truth and avoid any overclaim that is not verified by ISCC. They should also be used in a way that avoids any confusion about the scope of the ISCC certification. For example, since ISCC does not certify the recyclability of a product, companies must not place recyclability claims directly next to ISCC claims in a manner that could suggest ISCC has assessed or confirmed the product's recyclability. A clear distinction (e.g., through colour, placement, or other visual cues) must be made to prevent any misunderstanding. The eligibility of ISCC claims depends on the specific wording and its interpretation 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.

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 can be found in Chapter 5 – 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

[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.*

[2] *based on the requirements of the ISEAL alliance https://isealalliance.org/challenge*

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 and/or claim is prohibited, as it could misleadingly suggest a direct association with ISCC.

Claims about being "first" in association with ISCC

If companies wish to claim to be the "first" in association with ISCC regarding a specific business activity or within any sector or region, they must take full responsibility for the accuracy of the claim. Unless the company collaborates with ISCC on a pilot project, ISCC cannot verify these claims and will not confirm them. For example, if a company wants to claim, *"Based on our market research, we are the first brand to sell ISCC-certified [type of product] in Region A"*, the company must substantiate it with the appropriate source and ensure the claim is accurate.

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] Precisely, the term "sustainability" involves multiple dimensions: environmental, social, and economic. Within the ISCC PLUS scheme, social requirements are currently established only at the farm level, which means that terms like "sustainability" can only be explicitly applied to raw materials categorised under "bio". Details about the bio category can be found in Chapter 5.2.1 – Bio.

Following this, when making claims about products associated with certified agricultural biomass, terms like "sustainable" must 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 must 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 the ISCC claims

To ensure transparency and credibility, ISCC claims must include four essential pieces of information. Detailed explanations of each, along with example claims, can be found in Chapter 5 – Four Requirements to Create ISCC Claims.

Ideally, all key information for an ISCC claim should be included together in a single claim to ensure clear and transparent communication. If this is not possible and the information must be spread across multiple places, the different elements of the key information must be visually connected to maintain clarity. This can be done, for example, by using a clear and easily identifiable disclaimer.

[3] *Substantiation and communication of explicit environmental claims (Green Claims Directive), P9_TA(2024)0131, Amendment 17.*

To ensure the disclaimer effectively supports the ISCC claims and maintains the integrity of the communication, it must be:

Requirements of disclaimers

- Clear and easy to understand
- Prominently displayed
- Written in a sufficiently large and legible font, and
- Placed in close proximity to the rest of the ISCC claims

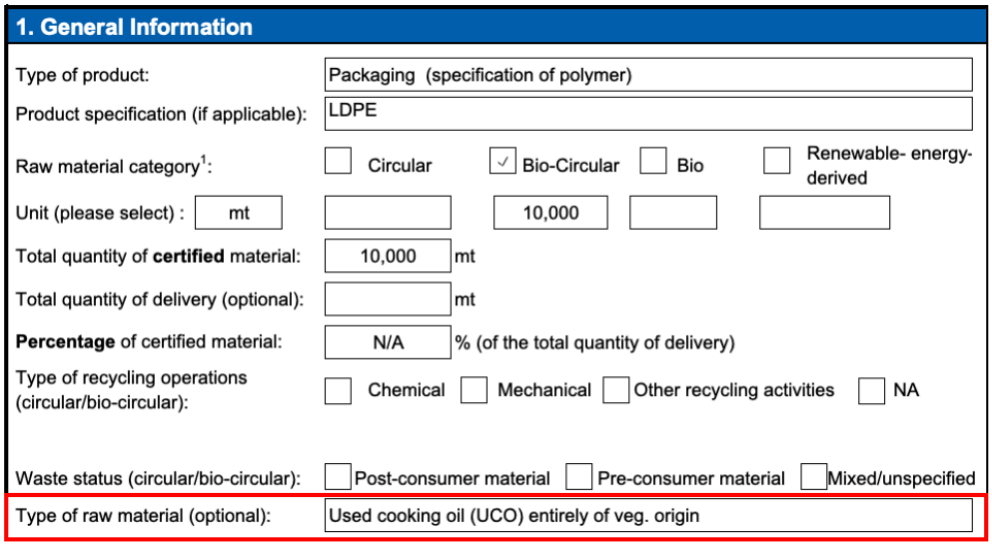
3.4 Claims with Specifications from the Supply Chain

If the type of 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:

Requirements for claims referring to a specific raw material 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 claim that this batch of material is "plant-based". However, if there are no additional specifications regarding the bio-circular materials, a "plant-based" claim would not be possible.

Example 1: Referring to a specific feedstock type

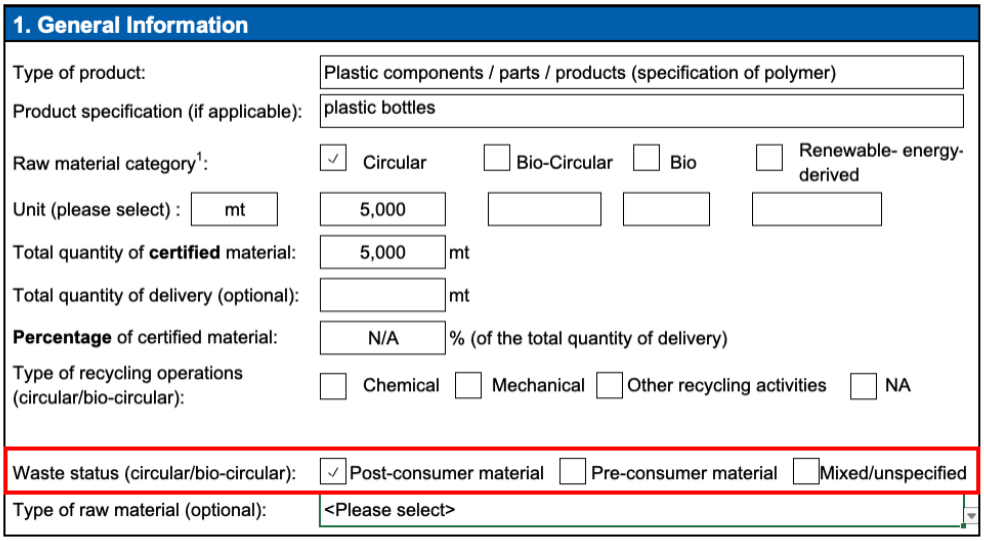


1. General Information

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: 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 of this batch of materials in their claims. However, if the waste status is categorised as "mixed/unspecified", a specific reference to the waste status is not possible.

Example 2: Referring to a specific feedstock type



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 indicate the source of their calculations to avoid implying that ISCC has validated the results.

3.5 Adaptation of Wordings in Compliance with Regulations

Why could adaptation be necessary?

As legislative acts evolve globally, specific targets, goals, and quotas that companies must adhere to are constantly established. These requirements can vary across different markets, and companies may need to adapt their communication to reflect these evolving requirements. This chapter outlines how companies may adapt their communication to respond to and/or comply with applicable legislation in cases where it deviates from ISCC requirements.

Companies may adopt specific wording in their communication to reflect their commitment to fulfilling legislative requirements. For example, suppliers may claim content with direct reference to mass balance in their B2B communication (e.g. “attributed recycled content using mass balance”) according to existing or upcoming legislation such as New Jersey's Recycled Content Law (P.L. 2021, c. 391) in the US or the EU’s Single-Use Plastics Directive among others.

Legislation referred to must match the entity’s role

It is essential that companies comply with legislative requirements relevant to their specific role within the supply chain. Suppliers should reference regulations that directly pertain to their position in the supply chain, such as industrial-level targets or quotas that are relevant to their specific role. On the other hand, brand owners must ensure their communication aligns with regulations related to their relationship with end consumers.

Definition of the scope: “Supplier” and “Brand Owner”

- Supplier: Any entity within the supply chain, positioned before brand owners, that supplies certified products or materials to other entities, including brand owners at the end of the supply chain
- Brand owner: The entity at the end of the supply chain that distributes

ISCC-certified finished goods under its brand name to end consumers.

Responsibilities of the company

Companies must inform ISCC about the adaptations and the relevant legislative developments they wish to adhere to. Ultimately, it is the responsibility of the company to ensure that any adaptations are used correctly.

Companies must regularly review and update their communication to ensure that it remains relevant and accurate in light of the latest regulatory changes.

Brand owner vs. supplier communication

The wording recommended in this document is primarily intended for **brand owners** who create end-consumer-facing communication. While suppliers are encouraged to follow these recommendations, they may adapt their communication as outlined in this chapter.

4 ISCC Logo and Claim Approval Process

4.1 When Is An Approval Needed?

Any on-product communication – including the use of the ISCC on-product logo and/or claim – and any off-product use of ISCC-related information by a licensee (e.g., on websites, social media, in marketing materials or reports) must receive prior approval from ISCC.

Artwork approval for identical claims on various finished goods

If the same approved artwork is applied to multiple finished goods (e.g., toothbrushes in different colours), ISCC approval is required only for one version of the artwork. This is valid as long as the sustainability characteristics of the certified component of the 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 certified product itself remain the same. In this case, the company must submit the new artwork to ISCC, along with an explanation of the changed scenario, for approval.

Re-approval is needed if the sustainability characteristics change

If any sustainability characteristics of the certified product change (e.g., the raw material category, chain of custody option, certified share, or certified component – see Chapter 5 – Four Requirements to Create ISCC Claims for further explanation), the on-product logo or claims must be re-approved by ISCC.

Exception for the use of on-product logos for marketing purposes

Brand owners of finished goods can also use the ISCC on-product logo in off-product communication, provided that the logo is directly visible with the certified finished goods and the communication clearly refers to them. To ensure correct usage, the artwork must be submitted to ISCC for approval. This requirement also applies if the artwork has already been approved for a different medium. For example, if an artwork approved for on-pack use is intended for use on a website later, a separate approval must be obtained. For further details, please refer to Chapter 6 – ISCC On-Product Communication for Brand Owners.

4.2 Process for Approving ISCC Logos and Claims

Step 1: Application

Approval Process of the ISCC logo and/or claim use

Companies must complete the "ISCC Logo and Claim Application Form" on the ISCC website and attach a draft of the intended artwork or communication material for review. The draft is submitted preferably in English. If another language is used, the ISCC-related content must be clearly highlighted (e.g., framed or marked), and an English translation must be provided to ensure the submitted material is appropriately evaluated and no relevant information is overlooked.

Step 2: ISCC Review

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

Step 3: Artwork Revision and Final Approval

After all feedback is addressed, ISCC will provide the official approval. Only the English version of the communication will be formally approved. Companies can then translate the approved version into other languages, ensuring that the meaning remains consistent with the approved version. The translated versions have to be sent to ISCC for informational purposes. Upon approval, the corresponding logo template will be made available in a high-resolution format.

5 Four Requirements to Create ISCC Claims

This chapter elaborates on the following four key requirements that are essential for communicating about ISCC-certified and/or -licensed materials and finished goods:

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

5.1 Chain of Custody Options

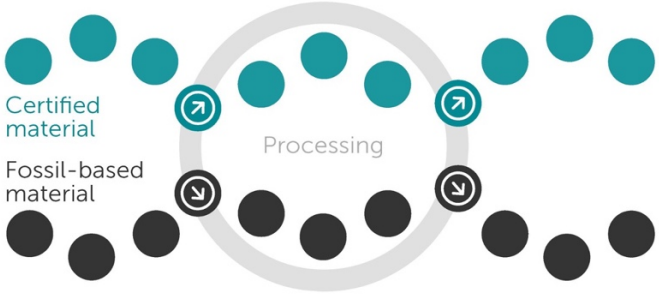
Within the ISCC PLUS supply chain, three types of chain of custody options are applicable according to the ISCC PLUS standard: physical segregation, mass balance, and controlled blending. Depending on the chain of custody option, claims may vary.

5.1.1 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. Detailed requirements for this option are outlined in the ISCC PLUS system document.

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.



- **ISCC Approved Wording:**
  - "Comes from/of"
  - "Is made from/of"
  - "Is from/of"
  - "Contains"
  - "Content"
  - "Includes"

Example of approved wordings for physical segregation

- **Do Not Overclaim:**
  - Any information that is not addressed in the sustainability declaration
    - E.g., GHG emission savings
    - E.g., claiming "plant-based" even if the type of raw material is not stated

Example of possible overstatements for claims under physical segregation

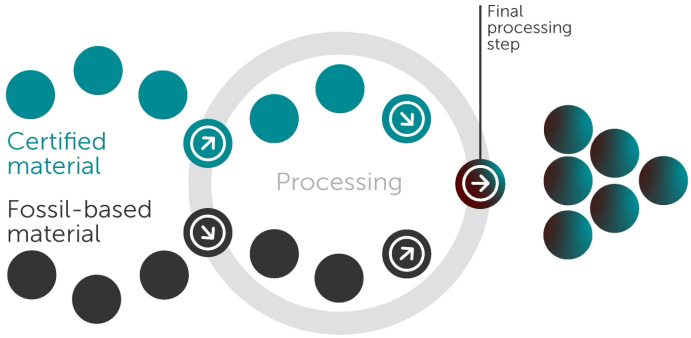
Example: A factory receives certified strawberries (physical segregation) and uses them to produce strawberry marmalade. The marmalade is labelled with the statement: *"This marmalade contains 100% ISCC-certified strawberries."* As physical segregation ensures that 100% of the strawberries used in the marmalade are ISCC-certified and are physically in the marmalade, this claim can be made.

5.1.2 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.

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.



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

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

Example of approved wordings for controlled blending

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

Example of possible overstatements for claims under controlled blending

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 make one of the following two claims:

- *"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% ISCC-certified 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.

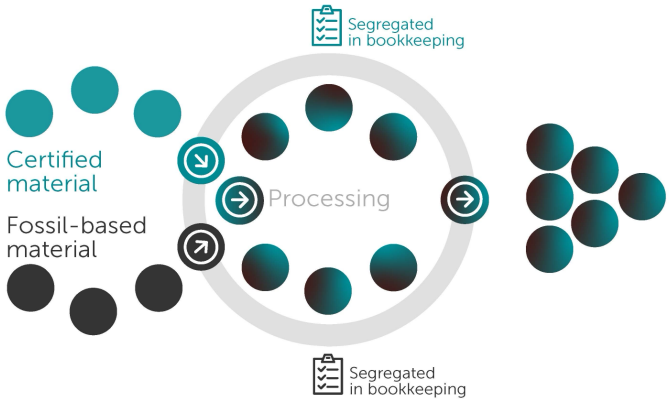
5.1.3 Mass Balance

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 the 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. Detailed requirements for this option are outlined in the ISCC PLUS system document.

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, certified feedstocks are mixed with conventional materials, resulting in products that are 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.



Mass balance supports the sourcing of bio-based and/or recycled materials, enabling a gradual increase of certified materials within existing infrastructures and contributing to a reduction in the consumption of fossil resources in 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 must emphasise the connection between the finished good and its sourcing, without implying any physical content. To ensure transparency, it is essential to communicate that “mass

balance" is the applied chain of custody (e.g., in brackets).

- **ISCC Approved Wording:**
  - "Is linked to"
  - "Attributed to"
  - "Allocated to"
  - "Supports the production of [our product] by sourcing…"
  - "Contributes to"
  - "Commits to"
  - "Represents"
  - "An equivalent amount was sourced"
  - "Packaging: XX% certified material"

Example of approved wordings for mass balance

- **Do Not Overclaim**[4]:
  - Claims shall not be made about physical content[5] of the specified characteristics (e.g., bio-based) in products, for example:
    - "Contains"
    - "Is/made from/of"
    - "Comes/produced from/of"

Example of possible overstatements for claims under mass balance, where physical content is indicated

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 one of the following claims:

- *"The coffee capsule is **linked to** 100% ISCC-certified bio-circular material on a mass balance basis."*
- *"100% ISCC-certified bio-circular material **is sourced and attributed to** the coffee capsules following the ISCC mass balance approach."*
- *"The coffee capsules **represent** 100% ISCC-certified bio-circular material based on the ISCC mass balance approach."*
- *"Coffee capsule: 100% bio-circular plastic (ISCC mass balance approach)."*

All claims are in line with the ISCC requirements. The mass balance approach ensures that an equivalent amount of bio-circular materials has 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.

5.2 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] *Claims can be adapted in accordance with Chapter 3.5 – Adaptation of Wordings in Compliance with Regulations.*

[5] *In cases where physical content can be proven, claims referring to physical content may be permitted. Please contact ISCC for an individual evaluation.*

5.2.1 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, such as corn, sugarcane, and rapeseed.

ISCC offers an on-product logo specifically for the "bio" category, which utilises a seedling symbol within the magnifying glass. For further details on how to create communication using this logo, please refer to Chapter 6 – ISCC On-Product Communication for Brand Owners.

Claims for Finished Goods: The following 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"[6]
  - "Renewable"
  - "Bio-attributed"
  - "Supports/commits to the bioeconomy"

- **Do Not Overclaim[7]:**

  Prohibited claim for the bio category

  - Terms that are vague and can be interpreted in many ways, for example:
    - "Bioplastic"

Example Claims under Physical Segregation:

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

[6] *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.*

[7] *Claims can be adapted in accordance with Chapter 3.5 – Adaptation of Wordings in Compliance with Regulations.*

- *"Our pesto is made from sustainably farmed basil certified by ISCC."*

Example Claims under Controlled Blending[8]:

- *"This T-shirt contains 40% bio-based fibres, certified by ISCC and physically verified via C12/C14 analysis."*

Example Claims under Mass Balance:

- *"We support sustainable agriculture by sourcing 100% ISCC-certified wheat to produce 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), certified via the ISCC mass balance approach."*
- *"The packaging is linked to 50% renewable resources (ISCC mass balance approach)."*
- *"We reduce the consumption of fossil-based materials by sourcing 50% bio-based materials in the production of our bottle via mass balance, certified by ISCC PLUS."*

Claims for Agricultural Biomass Referencing the ISCC Six Principles

Six principles for certified agricultural feedstock

Agricultural biomass certified to the ISCC standard meets 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*.

[8] *The approach to claims under controlled blending is similar to physical segregation, as both enable statements about the verifiable physical content of ISCC-certified alternative feedstocks in the final product. However, while physical segregation always guarantees 100% certified content, controlled blending allows for a controlled and verifiable certified ratio between 0% and 100%.*
To avoid redundancy, example claims under controlled blending are not listed separately in the following chapters, as they largely mirror those under physical segregation, with the actual certified content ratio adjusted accordingly.

- **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, the improvement of soil fertility, and the application, handling and storage of fertilisers and plant protection products. The maintenance and improvement of water quality and quantity, the 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 a specific focus area can be found in Annex I.

Principle 3: Safe Working Conditions

Principle 3

ISCC Principle 3 covers the requirements to ensure safe working conditions at the farm/plantation level. This includes 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 prioritise 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. The 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 Organisation (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 maintaining and improving our management practices continuously, to ensure our [certified agricultural feedstock] is cultivated in a sustainable manner that benefits farmers and the environment."*

5.2.2 Bio-Circular

Bio-circular feedstock refers 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).

ISCC provides an on-product logo for this category that shows circulating leaves. For further details on how to create communication using this logo, please refer to Chapter 6 – ISCC On-Product Communication for Brand Owners.

Claims for Finished Goods: The following 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:**
  - "Bio-circular"
  - "Bio-(waste-)based"[9]
  - "Renewable sources of biogenic waste"
  - "Bio-(waste-)attributed"
  - "Biogenic waste and residue materials"
  - "Supports/commits to the bioeconomy"

Approved wording for the bio-circular category

Although both bio and bio-circular materials refer to biological sources, it is essential to clarify that bio-circular materials are explicitly linked to biogenic waste and residue materials for transparency.

Example Claims under Physical Segregation:

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

Example Claims under Controlled Blending[10]:
Please refer to the footnote for detailed information on claim approaches under Controlled Blending.

Example Claims under Mass Balance:

- *"Packaging: 80% bio-attributed plastic linked to biogenic and waste*

[9] *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.*

[10] *The approach to claims under controlled blending is similar to physical segregation, as both enable statements about the verifiable physical content of ISCC-certified alternative feedstocks in the final product. However, while physical segregation always guarantees 100% certified content, controlled blending allows for a controlled and verifiable certified ratio between 0% and 100%.*
To avoid redundancy, example claims under controlled blending are not listed separately in the following chapters, as they largely mirror those under physical segregation, with the actual certified content ratio adjusted accordingly.

materials, certified by the ISCC mass balance approach."

- *"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 an equivalent of 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."*

5.2.3 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 tyres).

ISCC provides an on-product logo for this category, displaying circulating arrows. For further details on how to create communication using this logo, please refer to Chapter 6 – ISCC On-Product Communication for Brand Owners.

Claims for Finished Goods: The following 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:**
  - "Circular"
  - "Recycled"[11]
  - "Supports/commits to the circular economy"

Approved wording for the circular category

Example Claims under Physical Segregation:

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

Example Claims under Controlled Blending[12]:

Please refer to the footnote for detailed information on claim approaches under Controlled Blending.

Example Claims under Mass Balance:

- *"Bottle: 80% ISCC-certified 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 transforms hard-to-recycle materials into new plastic. Recycled and non-recycled materials have been mixed using an ISCC-certified mass balance approach. An amount of recycled material equivalent to 30% of this packaging was allocated to this product."*
- *"The plastic layer of this milk carton is linked to 50% recycled plastic. The recycled material is attributed using the ISCC mass balance 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 the ISCC mass balance approach."*

[11] 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.
[12] The approach to claims under controlled blending is similar to physical segregation, as both enable statements about the verifiable physical content of ISCC-certified alternative feedstocks in the final product. However, while physical segregation always guarantees 100% certified content, controlled blending allows for a controlled and verifiable certified ratio between 0% and 100%.
To avoid redundancy, example claims under controlled blending are not listed separately in the following chapters, as they largely mirror those under physical segregation, with the actual certified content ratio adjusted accordingly.

5.2.4 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 licence@iscc-system.org.

5.3 Certified Component

General requirements

In cases where one or more components are certified but not the entire finished good, the company must reference these certified components and their certified percentage in its ISCC claims. The components should be clear and understandable to consumers. Whenever possible, use consumer-friendly terms, e.g., “100% certified lid” instead of “100% certified polypropylene”.

Use a non-ambiguous term and provide additional context when needed

If the certified materials cannot be easily distinguished from the non-certified ones, e.g., if the packaging is made from certified polypropylene (PP) mixed with non-certified polyethylene (PE), a claim solely referring to certified PP, such as *“100% PP of this packaging is linked to ISCC-certified bio-based material (mass balance)”* 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. 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. It is, therefore, important to provide additional context rather than referring to a single material.

Excluding non-certified components

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.

Multi-layer packaging communication

Multi-Layer Packaging:

Some packaging consists of multiple layers, such as layers of plastic, ink, adhesive, varnish, and so on. For transparency, any claim related to ISCC certification must reflect which component(s) the certified percentage refers to.

If only a specific layer (e.g., the plastic layer) is ISCC-certified, but other layers (e.g., ink or adhesive) are not, the claim can either refer to the entire packaging by including all components in the calculation of the certified percentage, or refer only to the certified component and its certified percentage, with additional specification (e.g., inks and adhesives are excluded).

Example: A company produces a chocolate product with an ISCC-certified wrapper following the mass balance approach. Within the wrapper, the plastic layers are 100% ISCC-certified as bio-circular and represent 80% of the total packaging weight, while the remaining layers (ink, adhesive, and varnish) are not certified. In this case, either one of the following two claims can be made:

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

5.4 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 6 – 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) **At the finished good level:** The threshold can be met if 20% of the entire finished good is certified, e.g., "20% of this bottle is ISCC-certified."
2) **At the 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 Chapter 5.3 – Certified Component.

If certified materials are sourced with a mix of raw material categories, the 20% threshold is also met if their combined sum reaches 20%. A 20% share is considered a starting point, and companies are encouraged to increase this share over time, aiming to achieve 100% ISCC-certified 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 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. This means 40% of our input material is ISCC-certified and contributes to reducing dependency on fossil materials."*

6 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 to help consumers easily recognise 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 authorised to make use of the ISCC on-product logo(s). The brand owner is the entity at the end of the supply chain that distributes ISCC-certified finished goods under its brand name to end consumers. To ensure that consumers can clearly identify which brand the certified characteristics are associated with, the brand should be visible on the same medium where the ISCC on-product logo is displayed.

Identifying the brand associated with the ISCC on-product logo

ISCC must approve all on-product applications (including on-product logos and/or claims) before publication. Please refer to the Approval Process in Chapter 4 — ISCC Logo and Claim Approval Process.

Other use cases of the ISCC on-product logo

The use of ISCC on-product logos and claims is product-specific. Therefore, it must always refer to the particular certified finished good or the component of the finished good. Brand owners of finished goods can also use the on-product logo in certain additional scenarios, provided the logo is immediately visible alongside the certified finished good. These use cases are also subject to ISCC's approval and include:

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

The following chapters guide the appropriate use of different logos for various scenarios, ensuring precise and consistent communication.

6.1 Key Requirements for On-Product Communication

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

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

For a comprehensive explanation of each criterion, please refer to Chapter 5 – 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 or a weblink on the finished goods to provide consumers with additional information, enhancing their understanding of ISCC-certified finished goods

and promoting transparency.

6.2 On-Product Communication Using the On-Product Logo

If a company wishes to use the ISCC on-product logo on-pack, ISCC offers two standard logo options with corresponding requirements to ensure consistency. Best practices are provided in Annex II.

6.2.1 Option I

As explained in Chapter 5.2 – 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).

Requirements for using option I

If the brand owner chooses to use this logo, it must be accompanied by a mandatory claim. Together, the logo and the mandatory claim form a complete claim, which must include the raw material category, the chain of custody option (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 be visually connected to the logo (e.g., with an asterisk) for clarity. The claim must adhere to the predefined font style and size specified in the logo template.

To create a cohesive visual unit, the brand owner may optionally enclose both the logo and the mandatory claim within a frame, adapted to the length of the text. For further details and examples, please refer to Chapter 7 – Logo Style Guide and Annex II.

Optional front-of-Pack (FOP) Claim

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

6.2.2 Option II

Requirements for using option II

If a company prefers a more compact logo option that consolidates all necessary information, option II 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.

bio

bio-circular

circular

Complete claim: with the additional statement

If the qualifying statement requires additional details, the company can include them below the logo, using an asterisk to link the additional information with the logo. Together, the logo and the additional specification form a complete claim, which must include the raw material category, the chain of custody option (mass balance, if applicable), the certified component, and the certified percentage. This should be done in accordance with the predefined font style and size specified in the logo template (see illustrations below).

bio

*additional specification

bio-circular

*additional specification

circular

*additional specification

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 complete claim (e.g., with an asterisk) and cannot replace any required details in the complete claim.

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

6.3 Alternative On-Product Logo 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 tyres), and other cases that require individual consideration. However, the minimum threshold of 20% for using the ISCC on-product logo, as outlined in Chapter 5.4 – Certified Percentage, remains applicable.

6.3.1 Bilingual Logo Option

The bilingual version of the ISCC on-product logo is only permitted when required by law in the targeted market. An example of 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.

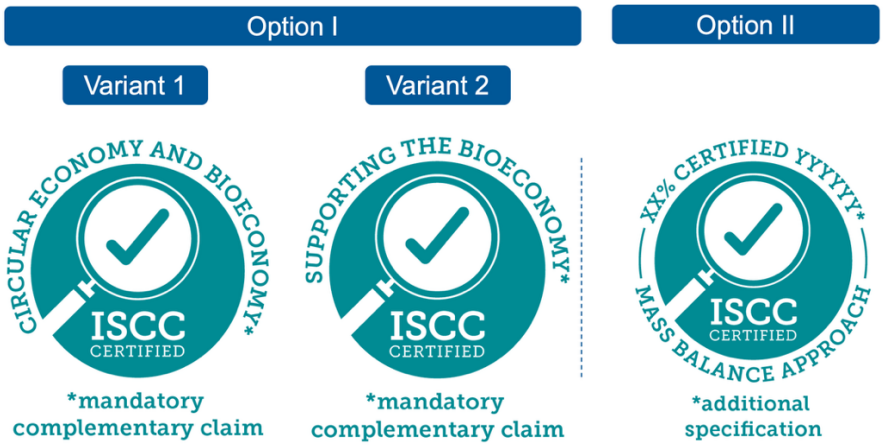
6.3.2 Logo Options for Mixed Raw Material Categories

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. However, the total certified percentage is assured.

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

Two logo options are available. The option I has two variants depending on the type of mixed raw material categories. Variant 1 is designed for sourcing bio and/or bio-circular materials together with circular materials. If a mix of bio and bio-circular material is sourced, variant 2 is the correct one to use. If renewable-energy-derived material is sourced and mixed with other raw material categories, the wording can be adapted accordingly. For example, “Supporting Renewable Resources” when mixed with bio and/or bio-circular materials, or “Circular and Renewable Resources” when mixed with circular

and/or bio or bio-circular materials. Option II provides a more compact logo design, suitable for packaging with limited space. For more details on the requirements, please refer to Chapter 6.2 – On-Product Communication Using the On-Product Logo for further guidance.



Claim requirements

If a claim is made about finished goods linked to a mix of raw material categories, it must include essential information such as the chain of custody option, the certified component, and the total certified percentage.

Requirements when highlighting any specific advantages

Additionally, if the brand owner wishes to highlight the characteristics of any raw material category, they must avoid overstating the benefits of that category, especially if only a small amount of certified material from it is sourced. For example, if only around 5% of circular material is sourced from a total of 80% ISCC-certified material, it is **not** allowed to overly highlight the benefits of sourcing circular waste.

An example using the on-product logo and claim can be found in Annex III.

6.3.3 Sidewall Mark for Tyres

Tyres 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 tyre sources ISCC-certified materials while ensuring readability, ISCC offers a sidewall mark with the predefined "ISCC certified" design. Specific requirements for using this sidewall mark are outlined in the following paragraphs.

ISCC
CERTIFIED

Due to the limited space on the sidewall and the complexity of tyre composition, essential information outlined in Chapter 6.1 – Key Requirements for On-Product Communication must be provided on the brand's website. This includes details on chain of custody options, relevant raw material categories, certified components, and certified percentages. If certified materials linked to a mix of raw material categories are sourced for

the tyre, the brand's website must provide information including the chain of custody option, certified components, and the total certified percentage. For further details, please refer to Chapter 6.3.2 – Logo Options for Mixed Raw Material Categories for the relevant claim requirements. Additionally, the communication on the website must adhere to the requirements outlined in Chapter 3 – Marketing Guidelines for Communicating ISCC-Related Activities to provide consumers with a clear understanding of the certified materials. An example claim of a certified tyre can be found in Annex IV.

Two ways to meet the 20% threshold

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

1) **On the entire tyre level:** at least 20% of the whole tyre 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 tyre, 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 tyre on the website.

Brand owners can also use the standard ISCC on-product logo in their communication materials, such as on brochures or flyers about the certified tyre. To ensure transparency, the brand's website link, where essential information is provided, must be included in the disclaimer directly next to or beneath the logo.

6.3.4 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 licence@iscc-system.org.

6.4 On-Product Communication without the On-Product Logo

Standalone on-product claim without the on-product logo

In some cases, a brand owner may want to communicate on products without displaying the ISCC on-product logo. In these cases, all required information – including the raw material category, chain of custody option (mass balance, if applicable), certified component, and certified percentage – must be presented in one place or visually connected in a prominent and clear manner, unless specified otherwise in the respective chapters (e.g., Chapter 6.3.2 – Logo Options for Mixed Raw Material Categories outlines the claim requirement without detailing the specific raw material categories).

When disclaimers are used to connect necessary information visually, they must be written in sufficiently large type and placed in close proximity to the rest of the ISCC information. Please refer to the requirements for disclaimers clarified in Chapter 3.3 – Key Requirements for ISCC Claims.

7 Logo Style Guide

7.1 ISCC Banner

The ISCC banner is available in blue or black with white text or in white with blue or black text. The guide below is illustrated using the ISCC licensee banner as an example.

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. Black (CYMK 0/0/0/100, RGB 0/0/0)
3. White (inverted)

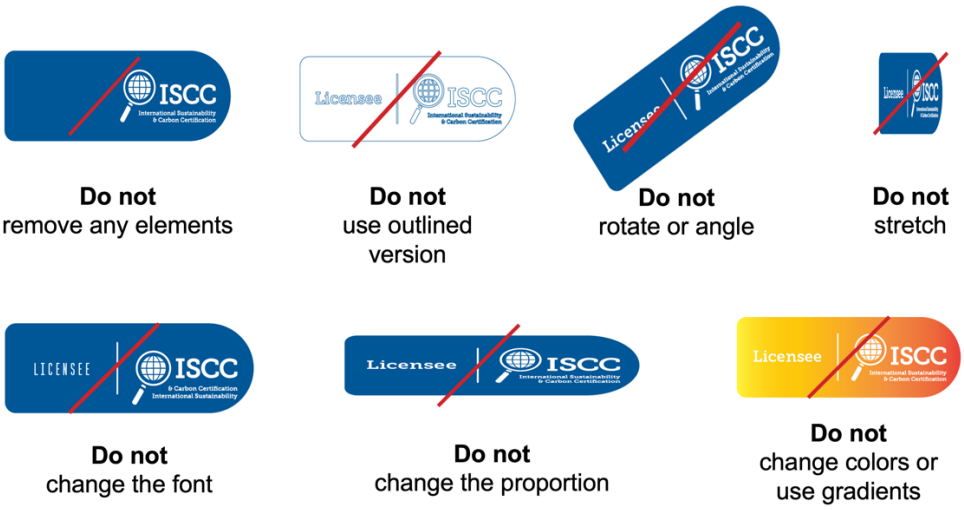
Minimum Size

To ensure the readability of the ISCC banner, do not use it in a size smaller than the minimum 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 banner has the best visual impact, 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.

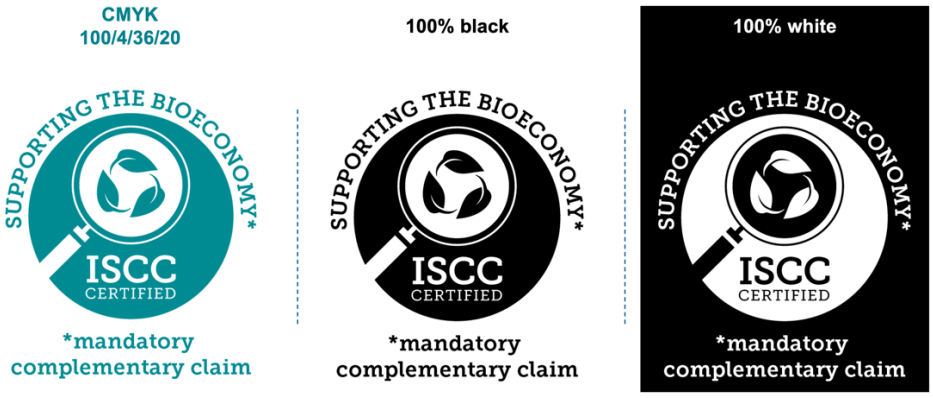
Incorrect Use of the ISCC Corporate Logo



7.2 ISCC On-Product Logos

The ISCC on-product logos are available in the following colours: For any other colour options, please contact ISCC under licence@iscc-system.org.

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

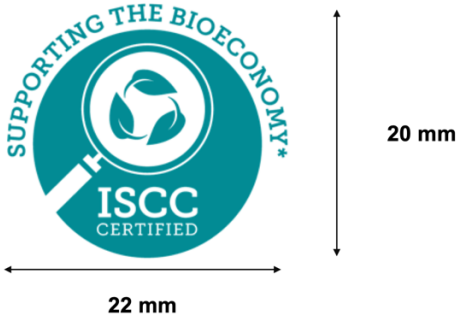


Font: Museo Slab 700

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.

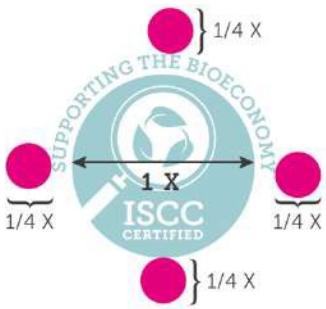
Minimum Size

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 of the size of the circle. ISCC recommends allowing more clear space whenever possible.



Background

The following visual examples show the correct application 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 a frame borders the logo and text, the frame can be adjusted to the length of the 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

A 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 a 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."*

- **Fertiliser Application:** *"Our sustainable resource management strategies ensure the conservation of natural resources and biodiversity, our [certified agricultural feedstock] is grown using responsible fertiliser application that maintains 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 workers' 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 labour 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:

- Chain of custody option: mass balance
- Raw material category: circular
- 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 5:

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:

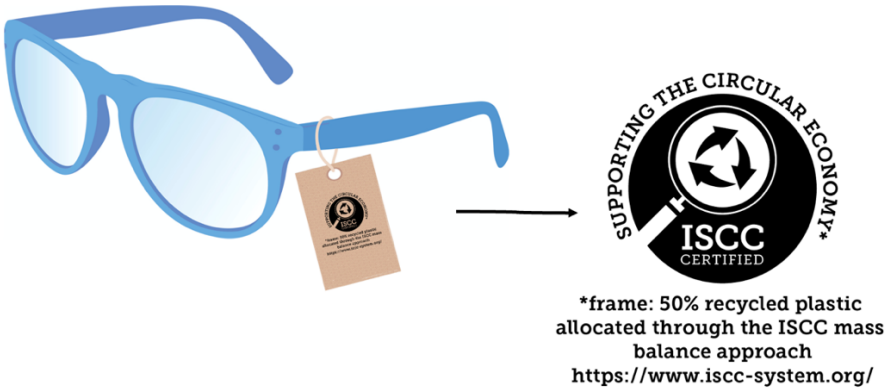
Example 6:

Finished good: eyewear frames

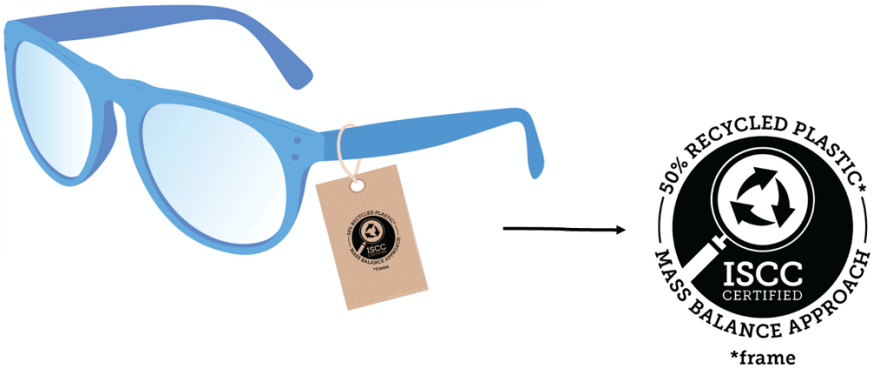
Essential information to be conveyed:

- 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:



Option II:



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 linked to a mix of bio-circular and circular materials, with the ratios varying monthly. The brand owner can use the logo options for mixed raw material categories as follows:

Option I

Option II

- **Example Claim:** *"An amount of ISCC-certified (bio-circular and circular) material equivalent to 85% of the shoes is sourced and allocated to this pair using the ISCC mass balance approach."*

ANNEX IV – Example Claim about Certified Tyre

Example:

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

Scenario 1: A fixed amount (or fixed minimum amount) of ISCC-certified material linked to a specific raw material category is sourced for one or multiple components of the tyre, following the ISCC mass balance approach:

Example Statement: *"Our tyre is linked to 60% ISCC-certified materials via the ISCC mass balance approach. This certified share comes from three fully ISCC-certified components:* bio-circular silicon dioxide (10% of the tyre), circular synthetic rubber (20% of the tyre), and circular carbon black (30% of

the tyre).”

Or a table that illustrates the information clearly:

ISCC-certified materials*			
raw material category	certified component	certified percentage of component	component share in tyre
bio-circular	silicon dioxide	100%	10%
circular	synthetic rubber	100%	20%
circular	carbon black	100%	30%
in total			60%

*ISCC mass balance approach

This example aligns with this guideline document, as it specifies the applied chain of custody option, the raw material category, the certified components, and the certified percentage.

Scenario 2: Certified materials linked to a mix of raw material categories are sourced in varying ratios for each category, with the total certified percentage guaranteed.

Example Statement: *“A total of 60% of this tyre is linked to ISCC-certified (circular and bio-circular) materials, which are sourced and allocated to the carbon black, synthetic rubber, and silicon dioxide in this tyre, following the ISCC mass balance approach. The ratio of bio-circular to circular materials may vary. Still, the total amount of ISCC-certified materials, equivalent to 60% of this tyre, is guaranteed and allocated to each component accordingly.”*

This example is also in line with this guideline document. The claim specifies the applied chain of custody option, the certified components, and the total certified percentage. It also clarifies that the ratio between circular and bio-circular materials may vary, while the total certified percentage remains consistently guaranteed.