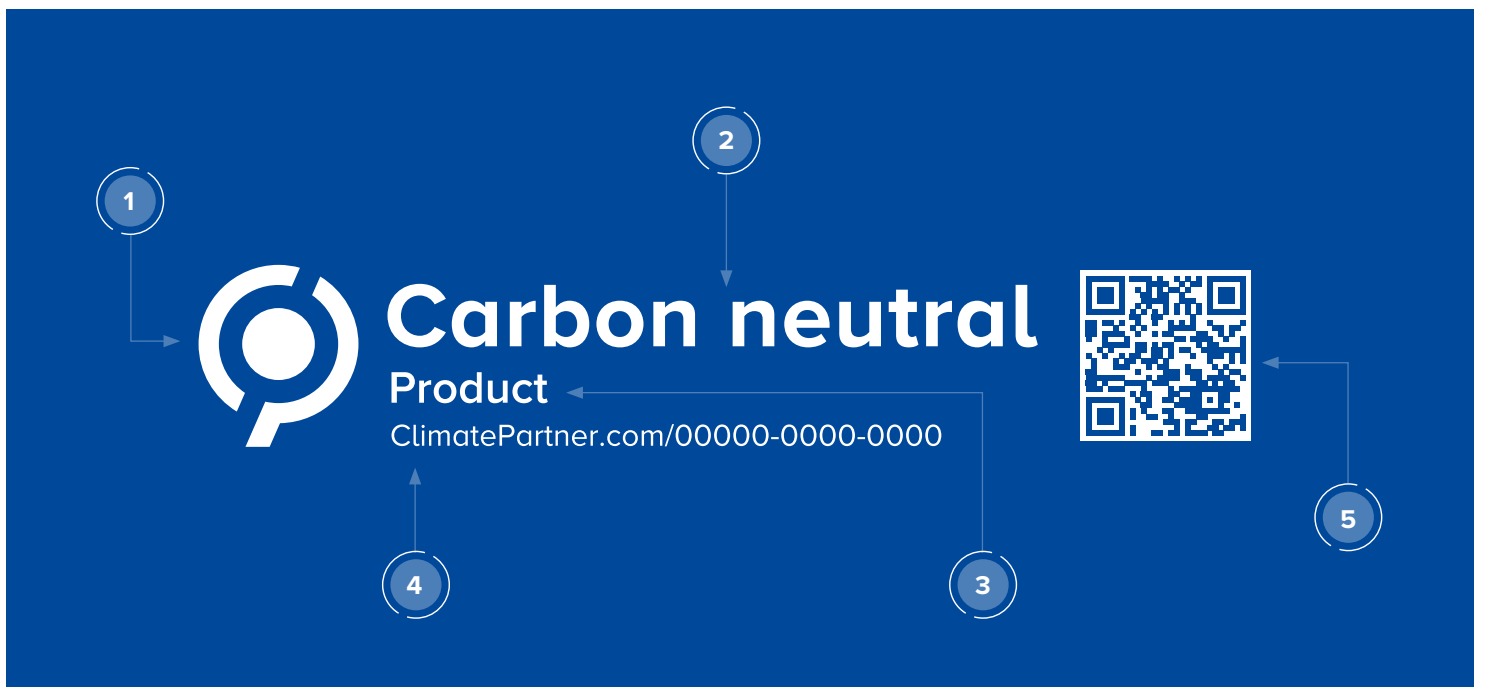


Transparency

in climate action



The ClimatePartner Label Guide
Labeling climate neutral products



Structure of the ClimatePartner label

Our label guarantees transparency and credibility in climate protection – certified by TÜV Austria.



The icon

Climate protection is depicted by an image of the earth, surrounded by our initials CP.



Carbon neutral

This label confirms: All carbon emissions of the product have been calculated and offset via recognized carbon offset projects, on condition that our clients and partners use the label correctly and that the corresponding order has been booked correctly.



The category

Our label indicates exactly what is climate neutral: a company or a product or the packaging ...



ID number and tracking URL

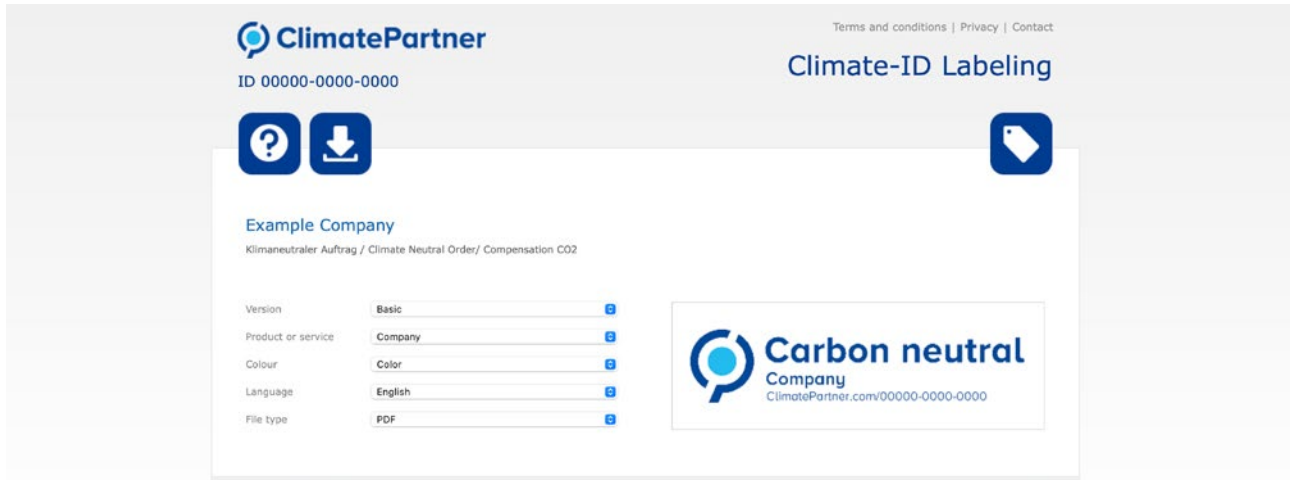
Each carbon offset is given a unique ID number. This number and the associated URL can be used to track the offset, the amount of CO₂ and the carbon offset project.



Optional: QR Code

It is linked to the tracking URL, which provides proof of the carbon offset as well as further information on the carbon offset project.

The label generator



- The individual label can be downloaded using the label generator: www.climate-label.com/00000-0000-0000 with the order's ID replacing the zeros. You can download the label as soon as you create a draft in the Footprint Manager.
- All of the generator's label variations can be implemented without specific release.
- Changes or modifications to the label are not allowed.
- You can use the label with or without the QR code. The label with the QR code must be at least 1 cm high.
- Select the product category that best describes the climate neutral product or service.
- We recommend using the full color label variant. In the interest of better legibility on different backgrounds, there is also a black and white version and a negative version available.
- Select the desired version and the label will be generated accordingly. We can make further language options available as needed.
- For printing, the label should be downloaded as a PDF or EPS, while JPG and PNG are well-suited for online use.

The ClimatePartner label: Examples



We have developed special versions for carbon neutral products in extremely small packaging. These are available on request.



*Carbon neutral product, climatepartner.com/00000-0000-0000



Notice regarding use in France:

In France, the designation "carbon neutral" ("climatiquement neutre") relates to certain criteria that are as yet unknown. We have therefore launched the "Carbon Offset" ("CO₂ compens ") label. In all other French-speaking countries, you can continue to use "climatiquement neutre" – contact us and we'll activate it in the label generator.

Use of the label

Size

The ID number should be legible. The necessary size can vary depending on the substrate and printing method. As such, we do not specify an absolute minimum size. The QR code in the version should be 10 mm tall and wide, although more is better.

Completeness

Show the complete label. All elements have a function and are necessary. With regard to the version with the QR code, only the original QR code from the label generator may be used.

Colour

Pantone 286 U and 291 U
or Pantone 286 C and 291 C
CMYK 100/75/0/0 and 70/0/0/0
Black & white and negative versions are also available.

ID number

Check the ID before printing, such as by entering the URL or ID at www.climatepartner.com.

Linking to the label

If you are using the label online – on your website or in your newsletter – link to it with the tracking URL in the bottom row of the label.

Verification by ClimatePartner

If you are unsure, send a screenshot of the layout or the print-ready file to your ClimatePartner customer service contact and we'll be happy to check it for you!

Please always display the full and unmodified ClimatePartner label.



Changes of colour require the approval of ClimatePartner



Display in the correct proportions

The label must be complete

Change to one single colour

No shadows or effects

No contours

Notice about transparency

Credibility and traceability rely on transparency: by what methods and with which system boundaries is the product or company carbon neutral and through which carbon offset project are emissions being offset? The following is generally necessary

1 Transparency

The way in which carbon neutrality has been achieved must be transparent for the consumer: by calculating, reducing and offsetting CO₂ emissions.

2 Information about offsetting

Referring to the website with the tracking URL on the ClimatePartner label on the packaging enables the customer to access the relevant information about carbon neutrality. As such, the entire calculation, reduction and offsetting process becomes available.

3 What does carbon neutrality relate to?

The carbon neutral label on the packaging must make it clear what the carbon neutrality relates to. When used correctly, the ClimatePartner label and its categories satisfy this criterion.

The ClimatePartner label provides transparency

This means that the ClimatePartner label allows for the transparency required for labeling carbon neutral products.

Whenever and wherever you talk about carbon neutrality, we also urge our customers to be transparent about the methods of calculation, reduction and offsetting, such as with an additional explanatory note next to the label: CO₂ calculated, reduced and offset.

Best Practice

ClimatePartner ID tracking

Once the order has been posted, it can be accessed with the ID number:

- Via the URL www.climatepartner.com/00000-0000-0000, with your order's ID number replacing the zeros.
- Enter the ID at www.climatepartner.com or scan the QR code.



This labelling system has been certified by TÜV Austria.

Multiple labels on small products

The miniature label as used by koawach.



Further explanation of the principle

The label itself offers transparency about CO₂ offsetting. If there is enough space on the product, we recommend to add further information as in the example above (milk pack).

If only little space is available, we recommend to add the “Calculate, reduce, offset CO₂” principle.

The additions are not part of the label.



Legal notes

- The label may only be applied to the contractually agreed products or product groups and quantities and their packaging in accordance with the agreed scope of use. The same applies with regard to the licensed company or licensed group of companies.
- Only the specifically licensed version of the ClimatePartner label may be used, with the specified graphic design and colour scheme and in accordance with this label guide. The ClimatePartner label may not be modified or combined with other labels or graphical elements. Any graphical or other modification and processing requires the written consent of ClimatePartner. In particular, the ID tracking URL may not be associated with any other label than the ClimatePartner label and may not be used on its own without the entire label. The same applies to the QR code that refers to the ID tracker.
- The “Carbon Neutral” label from ClimatePartner may only be used in connection with the ClimatePartner ID tracker which displays the carbon footprint, the amount offset and other important information relating to the transparency of the label.
- Displaying the ClimatePartner label online and on print media is subject to the same rules.
- The use of translations of the term “carbon neutral” in any other language than the national language can lead to confusion.
- Additional information can be positioned outside of the label and without encroaching on the label, be it an asterisk footnote or a supplementary notice positioned in close proximity to the label. Such additional details must be separated graphically. If you are uncertain, please consult ClimatePartner. If any additional notices and further information have been added, the user is responsible for making sure that they do not contradict the label or the information available from the ID tracker. Further information must be accurate as it could otherwise risk being misleading. In particular, ClimatePartner recommends that you do not create your own additional labels and that you avoid using different terms such as “CO₂ free” or “CO₂ neutral” instead of “carbon neutral”.
- The trademark licence agreement pursuant to Section 18 ff. of our General Terms and Conditions applies.
- This label guide does not constitute legal advice and offers no legal guarantees. The user must instead verify that the label is being used in a legally compliant manner in each individual case.

Your partner for climate action



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