

## **Claims Guideline Siegelklarheit**

We are pleased if you wish to mention Siegelklarheit in your public communications and/or refer to the publication of your label on Siegelklarheit.

However, the reference or publication should not give the impression that it is made on behalf of Siegelklarheit, the Federal Ministry for Economic Cooperation and Development, the Federal Government or other members of the steering committee.

This claims policy has been developed to ensure the correct use of the Siegelklarheit logo and references to Siegelklarheit in general. Please let us know if you would like to mention Siegelklarheit or any reference to the presentation of your label on Siegelklarheit. Should any uncertainties arise, please feel free to contact us (kontakt@siegelklarheit.de).

### **1. Guideline for referencing the rating/information of a label on Siegelklarheit**

The Siegelklarheit Secretariat grants standard organisations and other stakeholders the right to refer to the Siegelklarheit platform under certain conditions.

Standards organisations and other stakeholders may generally refer to Siegelklarheit as a website of the Federal Government in their public communication if the information is publicly available, verifiable, and truthful.

A reference can only be made to the content on the Siegelklarheit website or to the website itself. The name of the Federal Ministry for Economic Cooperation and Development, the Federal Government or other members of the ministry may not be used in advertising.

In this context, special conditions apply to standard organisations whose labels are rated on Siegelklarheit:

- a. Standard organisations whose labels are rated on Siegelklarheit may generally refer to the rating of their label on Siegelklarheit in their communication. In this context, the standard organisations may themselves choose whether to refer to the individual assessment "very good choice" / "good choice" or to further detailed assessment results. The accuracy of the information must be guaranteed in all points. For example, it would be inadmissible to advertise a label rating on Siegelklarheit as "very good choice" if the label is rated "good choice" on Siegelklarheit.

### **2. Guideline for the use of the Siegelklarheit-Logo**

The Siegelklarheit logo may be used by standard organisations and other stakeholders in their public communications if the logo is placed in connection with the already mentioned publicly available, verifiable and truthful information. However, the impression must not be created that the information is published on behalf of Siegelklarheit. Please make sure to use the logo in the following design:



# Siegelklarheit

Font, colours and positions of the text and image elements may not be changed.

When using the Siegelklarheit logo online, provide it with a link to the Siegelklarheit website: <https://www.siegelklarheit.de/en>.

The Siegelklarheit logo **is not a product-related label for quality**. It is the logo of the Siegelklarheit website, on which labels are evaluated with regard to their sustainability claim. The Siegelklarheit logo may therefore not be used on products or packaging.

If you would like to mention more information about Siegelklarheit, you can use the following text to do so:

"Siegelklarheit is an initiative of the German Federal Government. The aim of Siegelklarheit is to help consumers find their way through the multitude of sustainability labels. Siegelklarheit provides information on credible labels so that sustainable purchasing decisions can be integrated into everyday life without much effort. The basis is a transparent, independent and comprehensive evaluation system that labels can submit to on a voluntary basis. This helps consumers to identify a reliable label for consuming more sustainably. More information can be found at <https://www.siegelklarheit.de/en>."

### 3. Verification of compliance with the „Claims Guideline“

The verification of compliance with the "Claims Guideline" is carried out by the Siegelklarheit Secretariat both reactively and proactively, e.g. by third party notification of a possible incorrect reference.

In the case of incorrect or misleading references to Siegelklarheit or the incorrect use of the logo, which are spotted in online communication activities or other publications, the following measures are initiated: Standards organisations or other stakeholders who make incorrect claims about the rating or informational presentation of a label on Siegelklarheit, or who use the Siegelklarheit logo by mistake, will be notified and given the opportunity to make corrections. In case of refusal to comply with the policy or repeated misconduct by standard organisations, the Siegelklarheit Secretariat reserves the right to remove the label from the Siegelklarheit platform. If stakeholders other than the standard organisation refuse to rectify the situation, the relevant standard organisation will be informed.