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1 PURPOSE

The purpose of this procedure is to outline the internal rules and procedures observed by **Carbon Friendly Pty Ltd** and any other third party (if applicable) with regards to Carbon Friendly's Claim and Labelling rules.

2 OBJECTIVE

The objective of this procedure is to ensure that all consumer-facing claims related to Carbon Friendly and its Carbon Friendly certification mark are:

- well-communicated and have clearly defined boundaries for use
- truthful, credible, consistent and efficient.

3 SCOPE

This procedure applies to all **Carbon Friendly Pty Ltd** clients eligible to use the Carbon Friendly Logo and Certification Mark or make public claims associated with Carbon Friendly's services.

4 AUTHORISATION PROCESS

Once a product/farm/production system has been issued with a Carbon Friendly Certificate of Compliance, applicants are eligible to apply for a non-exclusive license to use the Carbon Friendly Certification Mark or Logo to make public claims related to their certification status.

Please refer to Annexure 1 for the Carbon Friendly Claims and Labelling Rules.

All applications must be submitted via email at audit@carbonfriendly.com.au

4.1 Carbon Friendly Certification Mark and Logo Licence Agreement

Any claim user must sign the Carbon Friendly Certification Mark and Logo License Agreement. The objective of this license is to stipulate the rules and limits of the use of the Carbon Friendly Certification Mark and Logo, to ensure that the Carbon Friendly brand is protected.

In the event that either:

1. the company applying rejects to sign the Carbon Friendly Certification Mark License Agreement or;
2. the company wishes to request modifications to the standard Certification Mark License Agreement offered by Carbon Friendly; a review by the CEO or a legal expert hired by Carbon Friendly will be required before the authorisation can be processed. Any claim submitted will only be processed once any legal concerns regarding the Carbon Friendly Certification Mark License have been cleared.

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4.2 Information Required

Carbon Friendly's written authorisation is required for any On-Product Claims or claims related to the applicant's certification status, where the Carbon Friendly Certification Mark or Logo is used.

The following information must be submitted:

1. Name of the organisation making the claims
2. Name, position and contact information of the individual responsible for the claim authorisation request at that organisation
3. Carbon Friendly certificate number
4. Intended markets (countries)
5. The statement that is proposed to be used in the claim (claim wording)
6. The artwork that will be used, including very clearly the location and display of Carbon Friendly's Certification Mark or Logo
7. Attach signed Carbon Friendly Certification Mark License Agreement (if applicable)

4.3 Internal review process

Carbon Friendly will strive to respond to claims' submissions within 5 business days to start processing the request and communicate its decision within 10 business days.

We recommend that your request be made as soon as possible and with enough leeway for the authorisation process to take place.

Please ensure the information listed above is provided in full. The internal process will follow the steps below:

1. The application is received via email (please see above)
2. The Communications Team will log the request in Carbon Friendly's internal systems and do an initial review to verify that the applicant's and the content requirement of the request (items 1 to 7, above) were observed.
3. The Communications Team will then either:
4. request any further information needed from the organisation requesting authorisation
5. proceed with the authorisation process;
6. Once the request can be analysed (i.e. contains all required information for a decision to be made), the Communications Team will assess that the proposed artwork and usage of Carbon Friendly's Sustainability Mark and Logo is correct and follows the guidelines set in Annexure 1
7. If approved, the Communications Team will inform the applicant of the successful application;
8. If not approved, the Communications Team will request the needed corrections for the claim to be approved;
9. . If the applicant does not agree to the proposed changes the authorisation process will be concluded (authorisation not granted) and the applicant will be notified of the decision.

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Any questions or comments regarding the rules, the process or the status of a claims request can be addressed in writing to audit@carbonfriendly.com.au

4.4 Appeals

Should an applicant disagree with the decision of Carbon Friendly regarding the claim authorisation request, they will be required to submit an appeal in writing to Carbon Friendly's CEO within 30 days of Carbon Friendly's decision.

4.5 Monitoring system

Carbon Friendly takes claims related to its certification very seriously and wants to ensure that any consumer-facing claims related to Carbon Friendly are truthful, credible, consistent and efficient.

To achieve this objective Carbon Friendly is implementing an internal Monitoring System to:

1. Keep track of authorised claims' use
2. Monitor the use of the Carbon Friendly Certification Mark, Logo and other related copyright material
3. Monitor the statements being used in relation to Carbon Friendly's certification
4. Uncover and take corrective action on potential misuse of Carbon Friendly's Certification Mark or Logo and/or misleading or untruthful claims.

For the purposes above, Carbon Friendly will implement the following:

- A Log of Claims (a control sheet of all claims approved, disapproved, under consideration by Carbon Friendly). This must include:
 - Name of organisation/member doing the claim
 - The statement used
 - The logos used
 - A copy/link to the artwork used (if applicable)
 - Date of receipt of the authorisation request
 - Date of approval/rejection (if applicable)
 - Date of expiry of the claim (if applicable)
- An annual claims & labelling review, including at least:
 - A review of the overall Claims & Labelling Document against ISEAL's Sustainability Claims' Good Practice Guide
 - Review of the Claims Log
 - Review of any complaints received
 - External searches (web crawling) for use of the Carbon Friendly:
 - Certification Mark (using image/picture search)
 - Logo (using image/picture search)
 - Website and copyright material (using link search)

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5 VERSION HISTORY

Version	Date	Description	Prepared by:	Approved by:
1	19/11/2021	Initial Issue	Maïke Loots	Dr Francois Visser

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6 ANNEXURE 1

Certificate Holder Claims

Carbon Friendly Certification is based on the Carbon Friendly Certification Standard (CFAS IP AUST 2110771) against which food or fibre products, production systems or farms are assessed. A Certificate of Compliance is issued to applicants conforming to the Carbon Friendly Certification Standard, whereby they have demonstrated:

- GHG emissions reductions or removal enhancements between the baseline and a reporting year for the production system
- the investment in, and implementation of improved agricultural practices, contributing to the reduction of the production system's GHG emissions,
- Relevant additionality regarding farming practices to reduce the GHG emissions of the production system to be considered including but not limited to:
 - Soil carbon improvements
 - Reduction in farm inputs
 - Relevant improvement in yield and productivity
 - Adoption of crop residue or manure management systems
 - Increase/improve native vegetation zones
 - Adoption of renewable energy

Certification to the Carbon Friendly Standard allows food and fibre producers to make claims regarding their certification status. The Carbon Friendly style- and artwork guidelines are available upon request.

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Allowed and disallowed Certification Claims are outlined in the table below:

Allowed Claims	Disallowed Claims
<i>[Product/Farm/Group name]</i> has achieved Carbon Friendly Certification / been found compliant with the Carbon Friendly Standard / is Carbon Friendly certified	<p>Statements linking certification and impact without evidence are NOT ALLOWED</p> <p>e.g. <i>[Product/Farm/Group name]</i> has achieved Carbon Friendly Certification which means that they do not have any negative environmental impact</p>
<i>[Product/Farm/Group name]</i> is Carbon Friendly Certified and produces XXX [tons/kilograms etc.] of Carbon Friendly Certified [product name]	<p>Statements regarding trades (see the section on Physical Product Trades, to understand in which conditions claims are allowed) are NOT ALLOWED</p> <p>e.g. <i>[Product/Farm/Group name]</i> has achieved Carbon Friendly certification and sold XXX [tons/kilograms etc.] of [product name]</p>
	<p>Statements claiming inaccurately that the whole production is certified are NOT ALLOWED</p> <p>e.g. By achieving Carbon Friendly Certification, our <i>[Product/Farm/Group name]</i> has been recognised as sustainable/we sell sustainably produced products.</p>



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On-Product Claims

Certification to the Carbon Friendly Standard allows food and fibre producers to sell Carbon Friendly Certified products into the market.

On-product claims must carry the Carbon Friendly Certification Mark. This refers to all communications that are printed directly on the product packaging; applied to any label, packaging or marking attached or applied to a product.

The Carbon Friendly style- and artwork guidelines are available upon request.

On-product communication may include packaging itself, protective packaging, plastic wrap, product tags, stencils, heat brands and retail packaging.

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Allowed Claims	Disallowed Claims
<p><i>[We]</i> support the sustainable production of [product] as defined by Carbon Friendly, the leading sustainability certifier of food and fibre products. For more details see www.carbonfriendly.com.au</p>	<p>The claim shall NOT specifically refer to the actual product or product unit sold (e.g. box, bag, punnet etc.).</p> <p>This is because the auditing of a crop or crop year can only be carried out after all the activities associated with that crop or year have been completed – a certification is a historic outcome, and most of the time a product may be sold prior to the completion of that specific audit.</p> <p>The aim of the auditing is to assess the production system, and the progress that is being made over time to reduce the GHG emissions impact per unit, and this outcome is publicly available.</p> <p>Any video material that is produced in associated with the QR code on the product, must specifically state which crop / year those stated results pertain to. E.g. This product is Carbon Friendly Certified – NOT ALLOWED</p>

**[We]* can be replaced with the name of the production system, farm or group.