



UEBT
SOURCING®
WITH RESPECT

NEW CORPORATE & MEMBER LOGOS | **NEW** CORPORATE & MEMBER LOGOS

CLAIMS AND LABELLING POLICY

VERSION 3 | MARCH 2023

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A close-up photograph of several cinnamon sticks and a pile of ground cinnamon powder on a light-colored wooden surface. The sticks are arranged diagonally, with some in sharp focus and others blurred in the background. The powder is piled up in the foreground, showing its fine texture.

1 OVERVIEW AND BASIC RULES

UEBT is a non-profit association that promotes sourcing with respect. It works to regenerate nature and secure a better future for people through ethical sourcing of ingredients from biodiversity.

This first section of the document provides an overview of the logos and labels at UEBT and the basic rules of how they may be used. It also introduces the UEBT text claims that are possible.

1.1 THE UEBT FAMILY OF TRUST MARKS

UEBT has four visual marks that are used in its work and with its partners, members, clients or certificate holders. These include:

The new UEBT Corporate logo



UEBT
SOURCING®
WITH RESPECT

The new UEBT corporate logo is used for general corporate communications.

For more on using this logo see [1.3](#)

To obtain artwork see [2.5](#)

The new UEBT Member logo



UEBT
MEMBER
SOURCING®
WITH RESPECT

The new UEBT Member logo is used for UEBT Membership communications.

For more on using this logo see [1.3](#) and [section 2](#).

To obtain artwork see [2.5](#)

The UEBT Ethical Sourcing System (ESS) certification label



UEBT
CERTIFIED
SOURCING™
WITH RESPECT™

The UEBT ESS certification label is only used by certificate holders in the ESS certification programme.

This logo can also be used for your product if the product is 100% one single, certified ingredient.

See more on using this logo in [section 3](#)

The UEBT ingredient certification label



UEBT
CERTIFIED
SOURCING™
WITH RESPECT™

The UEBT ingredient certification label is used for UEBT certified ingredients when certain labelling rules are met.

Ingredient names are shown in the logo, or multiple ingredients used.

See more on using this logo in [section 3](#)

Box 1

UEBT membership does not assure a product

The UEBT member logo is not allowed on products/ packaging or on product-related communications because **the member logo is a mark that does not provide assurance about a specific product or ingredient.**

At the company level, UEBT membership verifies a company's commitment to ethical sourcing and promotes the adoption of an improvement plan. **It is important that the UEBT member logo is not misunderstood to be a certification label.**

Box 2

Claims and Labelling Good Practice

UEBT is ISEAL Code Compliant. ISEAL is the global association for transparent and ambitious sustainability systems.

We implement the ISEAL codes of good practice on standard setting, assurance and impact monitoring. The claims and labelling rules here are based on good practice as set out in the [ISEAL Claims and Labelling Good Practice Guide](#).



1.2 WHEN DO I USE THE LOGO AND WHEN DO I USE THE LABEL?

We distinguish between the two **UEBT logos** and the two **UEBT certification labels** as follows:

New UEBT Corporate and Member Logos



The UEBT corporate logo is never allowed in any corporate communications related to products, nor on-product or on-packaging.

These logos are used in general communications (always off-product), for commitments and partnerships, and related to membership in UEBT. They are never allowed on-product or on-packaging.

The UEBT member logo may only be used by UEBT members and may be allowed in corporate and general communications (off-product, not product-related but still business-to-consumer– B2C) such as web pages or press releases, but the use of the logo must be a 'signature' to the company or brand that is the UEBT member, meaning that the UEBT member logo should be placed to clearly show that the relationship of UEBT is to the brand or company that is the UEBT member, and not an assurance of a product or its ingredients.

UEBT ESS and Ingredient Certification Labels



These can be used on-packaging or on-product, or in communications that are product-related and B2C (e.g., product web sites) when a company has one or more valid certificates (Ethical Sourcing System certification or ingredient certification) and meets other labelling requirements detailed in this policy.

As a 'certification label' and not a 'logo' it is meant to assure something related to the conditions under which one or more of the ingredients in the product were sourced (ingredient certification), or to how the company itself has a sourcing system that incorporates Ethical BioTrade principles.

Because UEBT certification labels are marks to show that UEBT assures something related to your company's sourcing of ingredients from biodiversity, there are several requirements that must be met before the label can be used (or an authorised text claim can be made).

There are also specific locations where UEBT certification labels are allowed and required text that must accompany the label, so as to not mislead consumers in any way as to their meaning.

UEBT authorized text claims

UEBT also has **authorised text claims** (shown in blue) that are allowed in certain circumstances.

- UEBT certified
- UEBT certified [name of ingredient]
- UEBT certified sourcing with respect
- UEBT certified ethically sourced
- UEBT verified responsibly sourced [name of ingredient]
- UEBT verified ethically sourced [name of ingredient]

These text claims are treated in much the same way as the use of UEBT certification labels, in that usage is controlled by UEBT and certain conditions must be met before they can be used.




Box 3

Use of the word 'sustainable'


UEBT does not seek to control or manage claims made related to social, economic or environmental pillars of sustainability that are not in the scope of a company's work with UEBT. This includes claims focused on organic, cruelty free, naturality, or other sustainability claims.

We do look carefully at language linked to the UEBT programme. This includes claims of 'sustainable' or 'sustainably sourced,' which are not allowed in relation to UEBT.


1.3 AT A GLANCE WHO USES THE LOGOS AND LABELS, AND WHERE CAN THEY BE USED? | 1 OF 3

Logo/label	For whom	Where can the logo or label be used?	On-product or on-packaging allowed?	Conditions
UEBT corporate logo 	UEBT corporate use <ul style="list-style-type: none"> ✓ UEBT's institutional partners may be granted use ✓ UEBT members may be granted use if talking about the partnership with UEBT ✓ Other companies working with UEBT on projects may be granted use if talking about the partnership or project with UEBT 	<ul style="list-style-type: none"> ✓ Corporate communications such as sustainability reports, corporate PowerPoint presentations, websites (non-product specific pages) ✗ Communications that are product-related (on- or off-product and 'business-to-consumer' or B2C) 	<ul style="list-style-type: none"> ✗ Logo ✗ Partnership related messages are also not allowed on-product or on-packaging 	<ul style="list-style-type: none"> ■ UEBT partners, members or clients who want to use the UEBT corporate logo always need to ask prior approval.
UEBT membership logo 	UEBT members	<ul style="list-style-type: none"> ✓ Corporate communications such as sustainability reports, corporate PowerPoint presentations, web sites (non-product specific pages) ✗ Communications that are product-related (on- or off-product) such as product web pages, product displays, product brochures etc. 	<ul style="list-style-type: none"> ✗ Logo ✗ Membership related messages are also not allowed on-product or on-packaging 	<ul style="list-style-type: none"> ■ UEBT membership must be active ■ Company must be clear if membership pertains to only one division, brand or unit ■ Logo use is limited to membership scope ■ Provisional members cannot use the member logo but are provided with an authorized text statement ■ Messages/claims that alter from the authorized messaging templates require approval ■ Use of member logo or membership messages should never give the impression that a product is assured, or that the membership is linked to a product or ingredient.
UEBT Ethical Sourcing System (ESS) certification label 	ESS certified companies	<ul style="list-style-type: none"> ✓ On-product: back or side ✓ On-product: front (when additional conditions are met) – see 3.2 ✓ Off-product communications such as product inserts, shelf-talkers, product marketing materials, product press releases, as well as corporate communications such as corporate reports that discuss UEBT certification, etc 	<ul style="list-style-type: none"> ✓ Label ✓ Authorized text claims (back or side) of product UEBT certified sourcing with respect 	<ul style="list-style-type: none"> ■ Scope of UEBT ESS certificate covers the product with the label (business unit, brand, product line, etc.) ■ Required vision line of [Company or brand name] contributes to a world in which all people and biodiversity thrive. ■ Required on-product web link, e.g. Find out more at [web page related to the company's ESS certification and scope of it] ■ Artwork approval has been obtained from UEBT


1.3 AT A GLANCE WHO USES THE LOGOS AND LABELS, AND WHERE CAN THEY BE USED? | 2 OF 3

Logo/label	For whom	What is the setup?	Where can the logo or label be used?	On-product or on-packaging allowed?	Conditions
 <p>UEBT ingredient certification label</p>	Producers, cooperatives, farms and local processors	<ul style="list-style-type: none"> ✓ UEBT ingredient certificate holders 	<ul style="list-style-type: none"> ✓ 'Business-to-business' (B2B) packaging ✓ Any other B2B communications 	<ul style="list-style-type: none"> ✓ Label on B2B packaging or other B2B communications ✓ Authorized text claims on packaging of UEBT certified ethically sourced [name of ingredient] – must include ingredient name – see variations in Box 5. 	<ul style="list-style-type: none"> ■ Hold a valid UEBT certificate for the ingredient/crop
	Traders/ processors (not located in the sourcing areas)	<ul style="list-style-type: none"> ✓ UEBT ingredient certificate holders OR companies that source a UEBT certified ingredient and have chain of custody approval 	<ul style="list-style-type: none"> ✓ 'Business-to-business' (B2B) packaging – with web link to certificate information (scope, validity dates, certificate number) ✓ On invoices: required text claim or label (for traceability) 	<ul style="list-style-type: none"> ✓ Label or authorized text claims on B2B packaging and invoices. Text claims of UEBT certified ethically sourced [name of ingredient] – must include ingredient name – see variations in Box 6. 	<ul style="list-style-type: none"> ■ Hold a valid UEBT certificate for the ingredient/crop OR source the UEBT certified ingredient and have chain of custody approval ■ Label or text claim must be linked to the certified ingredient. (Name of ingredient on top of label, text claim includes name of ingredient or is linked to ingredient) ■ 90% or more of the particular ingredient in the product with the UEBT claim or label must come from UEBT certified sources to make a UEBT 'certified' claim
	Brands Final product manufacturers	<p>Both must be true:</p> <ul style="list-style-type: none"> ✓ UEBT ingredient certificate holders OR source the UEBT certified ingredient ✓ UEBT Ethical Sourcing certificate holders 	<ul style="list-style-type: none"> ✓ On-product: front OK for ingredient label only – ESS label without ingredient name can only be back or side of pack unless certain conditions are met. See 3.2 ✓ Off-product, product-related communications (e.g., product web site or product marketing materials) ✓ General communications 	<ul style="list-style-type: none"> ✓ Label ✓ Authorized text claim of UEBT certified ethically sourced [name of ingredient] – must include ingredient name – see variations in Box 6. 	<ul style="list-style-type: none"> ■ UEBT membership must be active ■ Must hold a valid ESS certificate with a scope covering the product ■ When used in general communications, or on-product the company must include a web link to a dedicated page on their web site related to either the ESS scope of certification or the certified ingredient. The web link can also lead to UEBT web site, e.g., Find out more at www.uebt.org ■ Hold a valid UEBT certificate for the ingredient/crop OR source the UEBT certified ingredient and have chain of custody approval ■ 90% or more of the particular ingredient in the company's labelled product must come from UEBT certified sources to make a UEBT 'certified' claim


1.3 AT A GLANCE WHO USES THE LOGOS AND LABELS, AND WHERE CAN THEY BE USED? | 3 OF 3

Logo/label	For whom	What is the setup?	Where can the logo or label be used?	On-product or on-packaging allowed?	Conditions
 <p>UEBT ingredient certification label</p>	<p>Brands</p> <p>Final product manufacturers</p>	<p>If all are true:</p> <ul style="list-style-type: none"> ✓ UEBT membership ✓ UEBT ingredient certificate holder <p>OR</p> <p>source the UEBT certified ingredient</p> <ul style="list-style-type: none"> ✗ No UEBT Ethical Sourcing System certification 	<ul style="list-style-type: none"> ✓ Off-product, product-related communications (e.g. product web site or marketing materials) ✓ General communications 	<ul style="list-style-type: none"> ✗ Label ✓ Authorized text claims on-product (back or side) of UEBT certified [name of ingredient] – with ingredient name included, see variations in Box 6 for more details 	<ul style="list-style-type: none"> ■ UEBT membership must be active ■ Must hold a valid ingredient certificate <p>OR</p> <ul style="list-style-type: none"> ■ source the UEBT certified ingredient and have chain of custody approval ■ Must include a web link to UEBT web site or a dedicated page on company web site about the certified ingredient, e.g., Find out more www.uebt.org ■ 90% or more of the particular ingredient in the company's labelled product must come from UEBT certified sources to make a UEBT 'certified' claim
		<p>If all are true:</p> <ul style="list-style-type: none"> ✗ No UEBT membership ✓ Source the UEBT certified ingredient <p>AND</p> <p>have chain of custody approval</p> <ul style="list-style-type: none"> ✗ No UEBT Ethical Sourcing System 	<ul style="list-style-type: none"> ✗ No label use allowed 	<ul style="list-style-type: none"> ✗ Label ✓ Authorized text claims are allowed on-product (or off-product) of UEBT certified [name of ingredient] – with ingredient name included, see variations in Box 6 for more details 	<ul style="list-style-type: none"> ■ Source the UEBT certified ingredient ■ Chain of custody approval ■ 90% or more of the particular ingredient in the company's product with the text claim must come from UEBT certified sources to make a UEBT 'certified' text claim

1.4 AT A GLANCE ON-PRODUCT USE OF THE UEBT CERTIFICATION LABELS | 1 OF 3

Label	For whom	What packaging /product and what placement	What must always be included with the UEBT certification label	Conditions/requirements
<p>Ethical Sourcing System (ESS) certification label</p> 	<p>All of these must be true:</p> <ul style="list-style-type: none"> ✓ I am a brand or manufacturer with final products ✓ I hold UEBT Ethical Sourcing System certification, and its scope covers the product or products 	<p>B2C products and packaging</p> <ul style="list-style-type: none"> ✓ Back ✓ Side ✓ Front (if certain conditions are met). See 3.2 	<ul style="list-style-type: none"> ✓ A web link on-pack directed to a dedicated page on your own web site that gives more details on your UEBT certification OR to a UEBT web site (e.g., Find out more www.uebt.org). ✓ The vision line of [Company or brand name] contributes to a world in which all people and biodiversity thrive. This vision line may be translated ✓ The UEBT strapline that is part of the label: 'Sourcing with respect' must always be included in the label (This strapline may not be translated nor may it be cut from the label) 	<ul style="list-style-type: none"> ■ UEBT membership must be active ■ Member holds a valid ESS certificate ■ The scope of the ESS certification defines the scope of the label use ■ If labelled product has a 'lead' ingredient, see 3.2 or Box 13 for additional requirements ■ Artwork approval has been obtained from UEBT

1.4 AT A GLANCE ON-PRODUCT USE OF THE UEBT CERTIFICATION LABELS | 2 OF 3

Label	For whom	What packaging /product and what placement	What must always be included with the UEBT certification label	Conditions/requirements
Ingredient certification label 	<p>All of these must be true:</p> <ul style="list-style-type: none"> ✓ I am a producer, cooperative, or farm with B2B products, OR local processor with B2B products OR I am a processor or trader with B2B products <ul style="list-style-type: none"> ✓ I hold a UEBT ingredient certificate OR source a UEBT certified ingredient and have chain of custody approval <ul style="list-style-type: none"> ✓ 90% or more of the particular ingredient in the labelled product comes from UEBT certified sources 	<p>B2B products and packaging</p> <ul style="list-style-type: none"> ✓ Back ✓ Side ✓ Front 	<ul style="list-style-type: none"> ✓ A web link on-pack directed to a dedicated page on your own web site that gives more details on your UEBT certification or to a UEBT web site (e.g., Find out more www.uebt.org). ✓ The UEBT strapline that is part of the label: ‘Sourcing with respect’ must always be included in the label (This strapline may not be translated nor may it be cut from the label) ✓ The name of the certified ingredient is on top of the label: The ingredient certified must be listed on top of the UEBT certification label. (This ingredient name may be translated) 	<ul style="list-style-type: none"> ■ Hold a valid UEBT certificate for the ingredient/crop OR source the UEBT certified ingredient and have chain of custody approval

Box 4 Labelling products using single and multiple UEBT certified ingredients

For single UEBT certified ingredient products

The name of the certified ingredient does not need to be added on top of the label if the product contains no other ingredients (if the product is 100% one single ingredient).


However, great care should be taken with label placement near other labels, as well as strict inclusion of a UEBT web link so that there is no possibility of misleading the customer to think that something else is certified, such as the entire company, its manufacturing processes or the packaging materials.

For multiple UEBT certified ingredients in a product

You may choose to only use the ingredient name for the lead ingredient, e.g., **SHEA BUTTER**, or you may put two ingredients on the label, e.g., **HIBISCUS & ROSE HIP**.

You may choose to put **MULTIPLE INGREDIENTS*** on top of the label with an asterisk (or other symbol) next to it and then put this asterisk (*) or symbol again in the ingredient list next to each UEBT certified ingredient in the list – with the following explanation written below or near the ingredient list:
UEBT certified, find out more www.uebt.org

1.4 AT A GLANCE ON-PRODUCT USE OF THE UEBT CERTIFICATION LABELS | 3 OF 3

Label	For whom	What packaging /product and what placement	What must always be included with the UEBT certification label	Conditions/requirements
<p>Ingredient certification label</p> <p>Used in combination with ESS certification</p> 	<p>All of these must be true:</p> <ul style="list-style-type: none"> ✓ I am a brand or manufacturer with final products ✓ I hold a UEBT Ethical Sourcing System certification ✓ I hold a UEBT ingredient certificate OR source a UEBT certified ingredient ✓ 90% or more of the particular ingredient called out on the UEBT ingredient label in my company's labelled product comes from UEBT certified sources 	<p>B2C products and packaging</p> <ul style="list-style-type: none"> ✓ Back ✓ Side ✓ Front 	<ul style="list-style-type: none"> ✓ A web link on-pack directed to a dedicated page on your own web site that gives more details on your UEBT certification or to a UEBT web site (e.g., Find out more www.uebt.org). ✓ The UEBT strapline that is part of the label: 'Sourcing with respect' must always be included in the label. (This strapline may not be translated nor may it be cut from the label) ✓ The name of the certified ingredient is on top of the label: The ingredient certified must be listed on top of the UEBT certification label. (This ingredient name may be translated) ✓ See Box 4 for using the UEBT certification label with single and multiple ingredient products 	<ul style="list-style-type: none"> ■ UEBT membership must be active ■ Hold a valid ESS certificate with a scope covering the product ■ Artwork approval has been obtained by UEBT ■ Hold a valid UEBT certificate for the ingredient/crop OR source the UEBT certified ingredient and have chain of custody approval



BOX 5 QUICK CHECK HOW DO I USE A TEXT CLAIM CORRECTLY?

Correct and incorrect use of UEBT authorized text claims for ingredient certification

Correct use of UEBT authorized text claims

- ✓ **Ingredient name** must be included for multiple ingredient products
- ✓ The **UEBT web link** must be included
- ✓ The **authorized text claim** states:
 - *Peppermint
 - *With UEBT certified peppermint
 - Find out more www.uebt.org



Incorrect use of UEBT authorized text claims

- ✗ Front-of-product use of authorized text claims of UEBT certified is reserved for brands and manufacturers that hold Ethical Sourcing System certification in addition to ingredient certification.
- ✗ No ingredient name
- ✗ No UEBT web link

Box 6

UEBT authorized text claims for certification

Who can use the UEBT authorized text claims related to certification?

- UEBT certificate holders (the text claim you can use depends on the certificate you hold)
- Companies that purchase a UEBT certified ingredient and have chain of custody approval

Where can I put a UEBT authorized text claim?

See **1.4, Box 5** for where you can use a UEBT authorized text claim. Allowed placement is the same as label placement.

What are the text claims I can make?

The text claim allowed is tied to the certification type and the scope of the certification.

Here are the text claims allowed in UEBT certification:

For UEBT certified ingredients only

- **UEBT certified [name of ingredient]** when used alone and without the ingredient name, must be placed next to certified ingredient name where it appears (or with an asterisk * or other symbol to match the ingredient with the text claim, e.g. in ingredient lists).
- **UEBT certified ethically sourced [name of ingredient]** when used alone and without the ingredient name, must be placed next to certified ingredient name where it appears (or with an asterisk * or other symbol to match the ingredient with the text claim, e.g. in ingredient lists).

For UEBT certified ethical sourcing systems only

- **UEBT certified sourcing with respect**



2 UEBT MEMBERSHIP

Guidelines for communications and claims

This policy is related to how UEBT members communicate about their membership in UEBT, and how and where they may make the claim of 'UEBT member.'

2.1 GENERAL GUIDELINES FOR MEMBER COMMUNICATIONS AND CLAIMS OF MEMBERSHIP IN UEBT

Members of UEBT shall abide by the following communications guidelines related to their membership.

Members are encouraged to use the UEBT member logo to communicate their membership and what it entails

This usually means placing the member logo alongside UEBT approved messages and/or clarifying statements. Guidelines that must be followed include:

- UEBT's name, logos and tag-line 'Sourcing with Respect' are trademarks of UEBT and are subject to the conditions of use.
- UEBT's name, logos shall always be used in a way that safeguards the reputation of UEBT and its members.
- The name of UEBT, and its member logo shall not be used in a way that could mislead other parties regarding UEBT or the organisation in question, in particular regarding guaranteeing product compliance to the final consumer.
- Members should generally refrain from using the tag line 'Sourcing with Respect' other than as part of the membership logo and the approved messages from UEBT.
- Members shall obtain written approval for the use of the UEBT member logo or additional messages about UEBT if the use or messages do not follow this policy. No written approval is required for uses or verbatim use of the 'approved messages' offered in this policy.

Eligibility requirements

Members may only communicate about their membership in case of continued application of all membership requirements, including the UEBT membership assessments and membership fees.

Provisional members

Provisional members have successfully passed a UEBT entry audit and are in the process of achieving full membership. They may still need to develop a workplan towards meeting UEBT's BioTrade Standard, or this work plan may still need UEBT's approval.

Until their membership is fully completed a provisional member can only claim it is a UEBT provisional member.

The following approved message can be used by provisional members without alteration:

[COMPANY NAME] is a UEBT provisional member. We went through the UEBT membership assessment and comply with its entry indicators. We are now in the process of acquiring full membership, which involves the adoption of a 3-year work-plan to further improve our ethical sourcing practices.

Provisional members are not allowed to make any other claims on UEBT membership, nor use the UEBT member logo or other approved messages in this document.

Provisional members will, however, be listed on a dedicated UEBT web page that names companies in this stage of the process.

2.2 APPROVED MESSAGES

In addition to using the UEFT member logo, we encourage our members to add an approved message to explain what membership means.

The following are the approved messages that a member of UEFT can make without obtaining approval from UEFT. No alterations in the text below are allowed without approval from UEFT.

Please note that UEFT membership is about commitment and improvement. Membership claims cannot give the impression that the company's sourcing practices have been assessed.

The UEFT membership reviews are primarily desktop based and are not the same as UEFT assurance programmes (certification or verification). Therefore, membership claims cannot mislead clients or stakeholders to believe that the membership process is equivalent to UEFT assurance programmes.

Claims related to UEFT that state that a company or its sourcing has been 'assessed' or 'approved,' and other similar language are not allowed for membership.

The following messages are allowed:

Message that focuses on commitment

- **As a UEFT member we are ([COMPANY] is) committed to a world in which all people and biodiversity thrive.**
- **[COMPANY] is a member of UEFT: we are committed to a world in which all people and biodiversity thrive.**
- **[COMPANY] is a member of UEFT: we are committed to sourcing with respect for people and biodiversity. / Our UEFT membership shows our commitment to sourcing with respect for people and biodiversity.**

Message that focuses on UEFT membership

[COMPANY] is a UEFT member. UEFT...

- **is a non-profit association whose members work to regenerate nature and secure a better future for all people through ethical sourcing of ingredients from biodiversity. For more information please visit www.ueft.org**
- **is a non-profit association that promotes sourcing with respect. Its members promote practices that regenerate nature and secure a better future for all people through ethical sourcing of ingredients from biodiversity. This contributes to a world in which people and biodiversity thrive.**
- **is a non-profit that sets good practices for how companies and their suppliers source ingredients from biodiversity. Its members are active in the food, cosmetics and natural pharmaceutical sectors.**
- **sets good practices for how companies and their suppliers source ingredients from biodiversity.**
- **member companies are committed to sourcing with respect for all people and biodiversity.**

Message that focuses on change

[COMPANY] is a member of UEFT. We have adopted a plan / we are on a journey to advance sourcing practices that...

- **promote a world in which all people and biodiversity thrive.**
- **respect all people and biodiversity.**
- **promote regeneration of nature and secure a better future for all people.**

[COMPANY] is a member of UEFT. We have adopted a plan / we are on a journey to ethically source our ingredients from...

Box 7

Clients of UEFT members

Clients of UEFT members may **not** make any claims on pack/product or on product-related communications about a UEFT member they are sourcing from.

UEFT membership involves a journey of gradual improvement. Therefore, we do not allow claims that imply compliance with the UEFT standard for any ingredient or supply chain without verification or certification in place.

2.3 UEBT MEMBER'S GRAPHIC CHARTER

UEBT members shall abide by the following graphic charter guidelines:

- Members are encouraged to use the UEBT member logo. Non-members cannot, at any time, use the UEBT member logo.
- Members shall obtain written approval for the use of the **UEBT member logo** or additional messages about UEBT if the use or messages do not follow this policy. No written approval is required for uses or verbatim use of the 'approved messages' offered in this policy.
- **The UEBT corporate logo** may be allowed for use by a partner (such as a project partner). Written approval must be obtained in advance by any organisation that wishes to use the UEBT corporate logo.
- **The UEBT certification label** (with the feline, leaves and hands and the word 'CERTIFIED' on it) may only be used by members that have obtained UEBT certification.

Type of communication material

The UEBT member logo can be used on different types of communication materials of members. This includes both general communication materials and corporate communication materials.

The UEBT member logo is never allowed on-product or on packaging.

Product-specific communication materials

The name of UEBT and its member logo shall not be used in a way that could mislead other parties regarding UEBT or the organisation in question with respect to guaranteeing product compliance to the final consumer. UEBT member is required to avoid any misconception that the products/ingredients in the products are verified or certified by UEBT.

The UEBT member logo is thus never allowed on-product or on packaging nor on product-related communications.

The UEBT member logo is not allowed in:

- Product-related brochures, leaflets, posters, advertisements
- Product display stands
- Web shops and product-related web pages

Exceptions:

Point of sale, shops are examples of product specific communications where UEBT member logo could be used only if:

- it is used together with the logo of the member organisation. It cannot be used as a stand-alone logo.
- it is on corporate communication materials only (i.e. the message is about the commitments the brand makes)
- it is clearly separated from the products.
- it is not used next to certification/verification labels to avoid any misconception that the brand/ products/ingredients in the products are verified or certified by UEBT.

Any use of the UEBT member logo or messages about UEBT membership must be reviewed by UEBT in advance, to ensure credible communications that do not create consumer or client confusion as to the product's verification or compliance status with the UEBT Standard.

Corporate and general communication materials

Can be B2C but not product-related

UEBT member logo should be placed to clearly show that the relationship of UEBT is to the brand or company that is the UEBT member. The UEBT member logo should always be used together with the logo of the member organisation. It cannot be used as a stand-alone logo.

Web sites, presentations are examples of appropriate use for the UEBT member logo. Other places the member logo can appear include:

- company or corporate web site/web pages
- Annual reports, sustainability reports, CSR reports
- PowerPoint presentations
- Corporate brochures

The member logo must not be used to mislead consumers, clients or stakeholders into believing that the membership process is equivalent to UEBT assurance programmes (verification/certification).

UEBT member logo is not allowed:

- next to certification/verification labels if the difference between the programmes is not clearly stated/explained
- on a web page exclusively on certification/verification
- on a corporate webpage/brochure/presentations etc. with pictures of products

2.3 UEBT MEMBER'S GRAPHIC CHARTER

Communications by your clients

Clients of UEBT members may be able to explain that they are buying from such members and can communicate about the commitments that those UEBT members have towards sourcing with respect for all people and biodiversity.

Clients are not allowed to use the UEBT member logo. Before allowing your client to communicate about UEBT in their own communications materials, write to us for more guidance and approvals.

Language

- The UEBT member logo and tag line 'Sourcing with respect' are in English and shall always be used in English.
- The approved messages in [2.2](#), may be translated into any other language.
- The UEBT statement **[Company name] contributes to a world in which people and biodiversity thrive. www.uebt.org OR [company webpage on UEBT]** can be translated. Some pre-approved translations are provided in [Box 8](#).
- **Any text modification, even if temporary, commemorative, or translated, must have prior UEBT approval.**

General member logo usage rules

Placement

As a general rule, the UEBT member logo should be placed in the bottom right of any document in which the logo is used.

Color

UEBT offers three different color ways, a white version of the member logo and a version for single-color laser copiers, all of which can be used at the member's discretion. See [2.4](#).

Do not use your brand colors for the UEBT corporate logo or UEBT member logo, which should only appear in the UEBT brand colours.

Use on web site

When used on a web site, the UEBT member logo should be linked to the web site address of UEBT: www.uebt.org

Use in e-mail signatures

When use in an email signature, the UEBT member logo should be accompanied by the following explanatory line:
[COMPANY] is a member of UEBT: we are committed to a world in which all people and biodiversity thrive.

Exceptions

The UEBT member logo may be placed next to other third-party logos, (UEBT member logo is never allowed next to certification/ verification labels) as long as it is used in the same approximate size. Any exceptions to these policies of use should obtain written approval from UEBT by writing to claims@uebt.org

Member logo artwork

Artwork is available as Adobe Illustrator (Ai), and as PNG and JPEG for online and web. To obtain the new logo artwork files write to UEBT at claims@uebt.org

Box 8

UEBT statement translations

The following translations have been pre-approved and can be used without prior UEBT consent:

DE German

[Company name] trägt zu einer Welt bei, in der sich Mensch und Biodiversität entfalten. www.uebt.org or [company webpage on UEBT]

EN English

[Company name] contributes to a world in which people and biodiversity thrive. www.uebt.org or [company webpage on UEBT]

ES Spanish

[Company name] contribuye a un mundo en el que prosperan las personas y la biodiversidad. www.uebt.org or [company webpage on UEBT]

FR French

[Company name] s'implique pour un monde respectueux de l'homme et de la biodiversité. www.uebt.org or [company webpage on UEBT]

IT Italian

[Company name] si impegna per un mondo in cui l'essere umano e la biodiversità possono prosperare in armonia. www.uebt.org or [company webpage on UEBT]

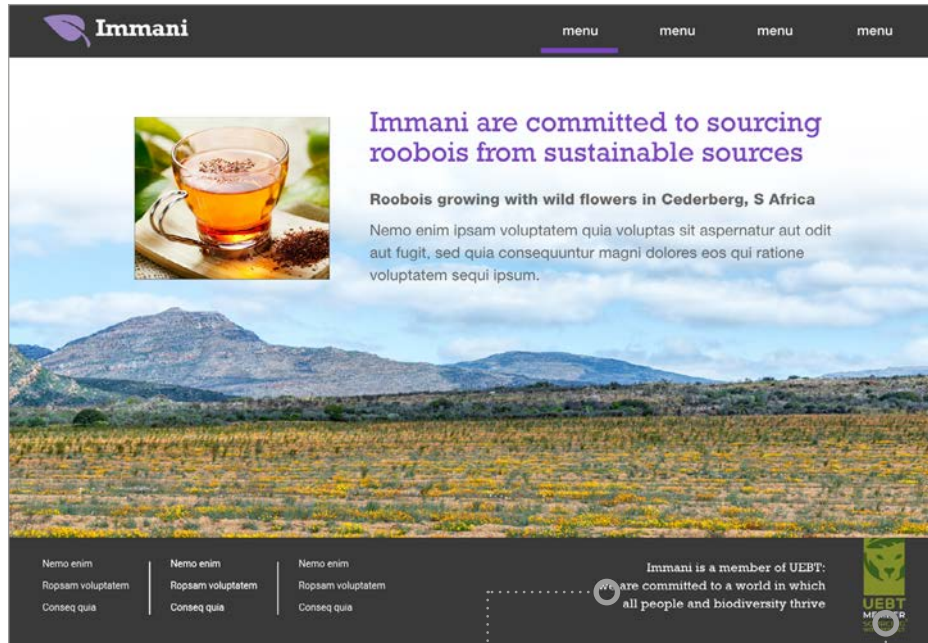
PT Portuguese

[Company name] contribui para um mundo que valoriza as pessoas e a biodiversidade. www.uebt.org or [company webpage on UEBT]



BOX 9 QUICK CHECK THE BASIC RULES OF USING THE UEBT MEMBER LOGO

Correct use of UEBT member logo



✓ The **authorized text claim** next to the member logo states:
Immani is a member of UEBT. We are committed to a world in which all people and biodiversity thrive.

✓ The **UEBT member logo** is placed at the bottom of the page where the brand name is listed – as a 'signature' to the brand.

Incorrect use of UEBT member logo



✗ **UEBT member logo on product and a product-related web page**

The member logo is connected to the product description or image that it could be confused as a mark of assurance of that product.

✗ Do not use the UEBT colours in a way that suggests that your brand is part of UEBT.

✗ **UEBT member logo is in Brand Name colours**

Members may use any of the UEBT-coloured member logos. Do **not** change the Member Logo colours.

2.4 UEBT CORPORATE AND MEMBER COLOR VARIANTS FOR PRINT AND WEB | UEBT COLOR PALETTE

UEBT offer three different color versions for color printers and web, and a black and grey version for single-color laser printers:

UEBT corporate logos Color printers and web



Single-color office printers

UEBT member logos Color printers and web



Single-color office printers

UEBT color palette



Ocean

CMYK C57 M12 Y17 K0
Hex #6AB5C8



Earth

CMYK C9 M66 Y100 K0
Hex #DE742E



Forest

CMYK C53 M23 Y89 K4
Hex #859E4D



White

CMYK C0 M0 Y0 K0
Hex #FFFFFF



Grey

CMYK K50



Dark Ocean

CMYK C69 M42 Y37 K22
Hex #52707D



Dark Earth

CMYK C29 M76 Y100 K30
Hex #924415



Dark Forest

CMYK C76 M33 Y100 K22
Hex #43712D



Light grey

CMYK K40
Hex #B2B2B2



Black

CMYK K100

2.5 UEBT MEMBER LOGO USE AND MISUSE

UEBT Member logo placement, color and minimum size

- The label should be 10mm wide or larger.
- Do not set the logo in your corporate or any colors other than those shown in [2.4](#)
- Ensure enough space is left around the logo:
 - X** determines the **minimum** clear space around the logo where text and other logos should not encroach (see right).
- The label should not be placed in a position where it could be confused with a business or brand name.
- Care should be taken in placement of the labels so they do not in any way imply that UEBT is endorsing or assuring something that is not applicable to the relevant certification programme of UEBT.

See more on label use in [1.3](#)



Minimum size



Determining minimum clear space around the Member logo



MEMBER may be white where the darker ocean, Earth or forest color is illegible on a dark background

'Member' in white for contrast on a darker background

What must always be included with the UEBT certification labels

- **A web link:** This can be a link to a dedicated page on your own web site that gives more details on your UEBT membership or to a UEBT web site.
- **The UEBT strapline that is part of the logo:** 'Sourcing with respect' must always be included in the logo and must not be cut off from the logo. **This strapline must NOT be deleted or translated.**

UEBT member logo artwork

Artwork is available as Adobe Illustrator (Ai), and as PNG and JPEG for online and web. To obtain the new logo artwork files write to UEBT at claims@uebt.org



Don't delete elements of the label



Don't translate any of the Member logo



Don't alter the design of the label



Don't distort the label in any way



Don't set the logo in your corporate or any colorways other than those shown in 2.4

3 UEBT CERTIFICATION

Guidelines for communications and claims

If you have obtained UEBT certification (for an ingredient or for your Ethical Sourcing System or ESS), or you are sourcing a UEBT certified ingredient, you may be able to use one of the UEBT certification labels and communicate about your certification status with clients and possibly with end consumers.

If you do not hold UEBT ESS certification or UEBT ingredient certification or are not yet sourcing from a certified ingredient supply chain, but you have achieved UEBT membership, please refer to the membership communications information in [section 2](#).



3.1 BEFORE YOU BEGIN...

In order to use the UEBT certification labels or to make any text claims of 'UEBT certified' you must have a valid UEBT ESS or ingredient certificate or be sourcing a UEBT certified ingredient and have met all the requirements of the particular UEBT certification programme that you are engaged in.

If you are a certificate holder, you must have met the conditions of your respective UEBT certification programme. Chain of custody approval is usually required when sourcing a UEBT certified ingredient.

There are three UEBT certification programmes:

- UEBT Ethical Sourcing System certification programme
- UEBT ingredient certification programme
- UEBT/Rainforest Alliance Herbs & Spices programme (see **Box 10**)

The details of these programmes and what certification entails can be found on the UEBT web site at www.uebt.org

For more information on the status of your company's certification, consult with your UEBT focal point within the company or write to us at certification@uebt.org

Box 10

Claims and Labels for the UEBT/Rainforest Alliance Herbs & Spices programme



For this programme, your requirements are against the UEBT standard and a Rainforest Alliance supplement (together called the Herbs & Spices requirements) and the Rainforest Alliance certification seal may be used.

Because of this, the Rainforest Alliance Labelling and Trademarks Policy will apply rather than the rules and information in this UEBT policy.

Visit the Rainforest Alliance web site at www.rainforest-alliance.org for more information or write to us at herbsandspices@uebt.org for guidance.

The UEBT certification label may also be available for use. Contact us at claims@uebt.org for more information.

3.2 UEBT CERTIFICATION OF ETHICAL SOURCING SYSTEMS (ESS CERTIFICATION)

Who is this section for?

- If your company is a **UEBT member that holds Ethical Sourcing System certification**, this section is for you.
- If you only hold **ingredient certification from UEBT** or are only **sourcing a UEBT certified ingredient**, please refer to **3.3**.
- If you have **both certifications (ESS and are sourcing a UEBT certified ingredient)** see **Box 13**.

Where does the label go for ESS certification?

The UEBT certification label for ESS can be used on the side or on the back of your product or packaging if your company holds Ethical Sourcing System certification. The label for ESS can also be used on the front of the product or package if additional conditions are met. See **Box 13**.

Click on the arrow to show a 30 second video on the ESS label.

The UEBT certification label for ESS on the back or side of a product or packaging – when is it allowed?

You can use the UEBT certification label for ESS certification on the back or side of a product if **all the following are true**. If any of the following are not true, please contact UEBT to explore other options.

- ✓ **ESS Certificate from UEBT:** The company has a valid UEBT certificate showing it has achieved UEBT's Ethical Sourcing System certification and this ESS certificate covers the company unit, brand or product line that the labelled product is part of. In other words, your product that you intend to label has been covered by the various requirements that must be met for UEBT ESS certification. Those requirements can be viewed on the UEBT web site and are not detailed in this claims and labelling toolkit.
- ✓ **Lead ingredients of the labelled product have been verified or certified:** Any 'lead' ingredient (ingredients with active communications – see **Box 14**) for the product that contains the label has been verified as part of the company's ethical sourcing verification system for prioritised supply chains (this is a required part of UEBT ESS certification). The lead ingredient may also be UEBT certified.
- ✓ **Scope of the ESS certification is clearly communicated:** The company also has a dedicated place on its web site or another corporate communications channel where the scope of its UEBT ESS certification is made clear. This is particularly important for companies that only have ESS certification for one part of the company, for example for one business unit or one product line.

This information on the scope of the UEBT certification can be available at the location of the web link on the product or this can be elsewhere on the corporate web site and the required web link for the label can go to **www.uebt.org** or another B2C UEBT website in your region or country (if available).

Box 11

Avoid greenwashing in label use

UEBT knows that greenwashing can be found in the sectors we work in, and any sustainability label in any location on a product can be easily misconstrued as meaning that everything is 'good' inside.

When a UEBT label is used on-pack, UEBT strives to ensure some level of assurance of responsible practices (and elimination of worst practices) in all the product ingredients with respect to the issues UEBT focuses on (ethical sourcing of ingredients from biodiversity).

This is why, in addition to ESS certification requirements, we also have verification or certification requirements for the 'lead' ingredient in order to use the label.

Credibility tip

In general, any communication on an ingredient or supply chain must reflect the reality on the ground.

If a verification as part of your ESS certification shows non-conformity with critical social requirements, for example, you should not be using words such as 'fair' etc.



BOX 12 QUICK CHECK ESS LABEL USE ON THE BACK OR SIDE OF A PRODUCT OR PACK



ESS label on back or side of a product or pack

All must be true

- ✓ Have valid UEBT ESS certificate relevant to the scope of what is being labelled
- ✓ Scope of UEBT certificate covers the product (business unit, brand, product line, etc.) with the label
- ✓ Lead ingredient is verified or certified. (See **Box 14** for more information on what is a 'Lead' ingredient)
- ✓ Label includes web link
- ✓ Artwork approval has been obtained from UEBT

Back-of-pack example



We are contributing to a world in which all people and biodiversity thrive

Learn more at
www.companyname.com/uebt

What text claims are possible on-product with ESS certification?

UEBT certified sourcing with respect

If UEBT certified ingredients are inside the product:

UEBT certified [name of ingredient]

OR

UEBT certified ethically sourced [name of ingredient] – if the lead ingredient has been certified (not verified)



BOX 13 QUICK CHECK WHEN IS FRONT OF PRODUCT LABELLING ALLOWED FOR ESS CERTIFICATION?

Because a sustainability claim or label on the front of a product is more likely to be part of a purchasing decision, we require a higher level of assurance on the front of a product. This protects your credibility.

Conditions of use of UEBT labels front of pack for brands/final manufacturers:



The Ethical Sourcing system (ESS) label is allowed front of product for

UEBT members (that are brands/final manufacturers) with:

- ✓ a valid ESS certificate:
 - scope of certificate covers the product
 - lead ingredient is verified or certified

And all of these three conditions met:

- ✓ 90% of natural ingredients (applying at a minimum the ISO definition of naturality).
- ✓ 60% of verifiable raw material from biodiversity and derivatives need to be verified against UEBT standard after launch, and 80% two years after launch (non-verifiable would be derivatives that come from unidentified mix of raw materials or cannot yet be purchased with traceability in the market).
- ✓ All other natural ingredients in the product have been subject to responsible sourcing due diligence. (Are part of ethical sourcing system.)



The ingredient certification label is allowed front of product for

UEBT members (that are brands/final manufacturers) with:

- ✓ a valid ESS certificate
- ✓ are also sourcing a UEBT certified ingredient (or holds a UEBT certificate for that ingredient). This also means that the product that will be labelled is covered in the scope of the ESS certificate.
- ✓ 90% or more of the particular ingredient in the product with the UEBT claim or label must come from UEBT certified sources to make a UEBT 'certified' claim. This is important because UEBT requires that there are rigorous practices behind the claim of 'UEBT certified.' We can only assure that practices are robust by knowing that the ingredient is from UEBT certified sources.





BOX 14 QUICK CHECK IS MY INGREDIENT A 'LEAD' INGREDIENT?

Lead ingredients may also be those ingredients that are featured in active storytelling related to the ethical sourcing for the product. This storytelling may be on-product or off-product.



The lead ingredient is...

- ✓ Part of the product name or brand
- ✓ Called out as main ingredient on the front of the product
- ✓ The main image on the front of the product
- ✓ Called out on the back of the pack in a way related to its ethical sourcing, e.g.,
From orchids sourced carefully from local communities in the cloud forests of Peru
- ✓ Featured in product story that is B2C and related to ethical sourcing

The lead ingredient is...

- ✗ Called out on the back or side of the pack in a way not related to its ethical sourcing, such as related to its functionality, e.g.,
Made with orchid extracts that stimulate skin cell vitality
- ✗ Called out on the back or side of the pack related to organic, cruelty free or other aspects that are not within the scope of ethical sourcing and UEBT's standard

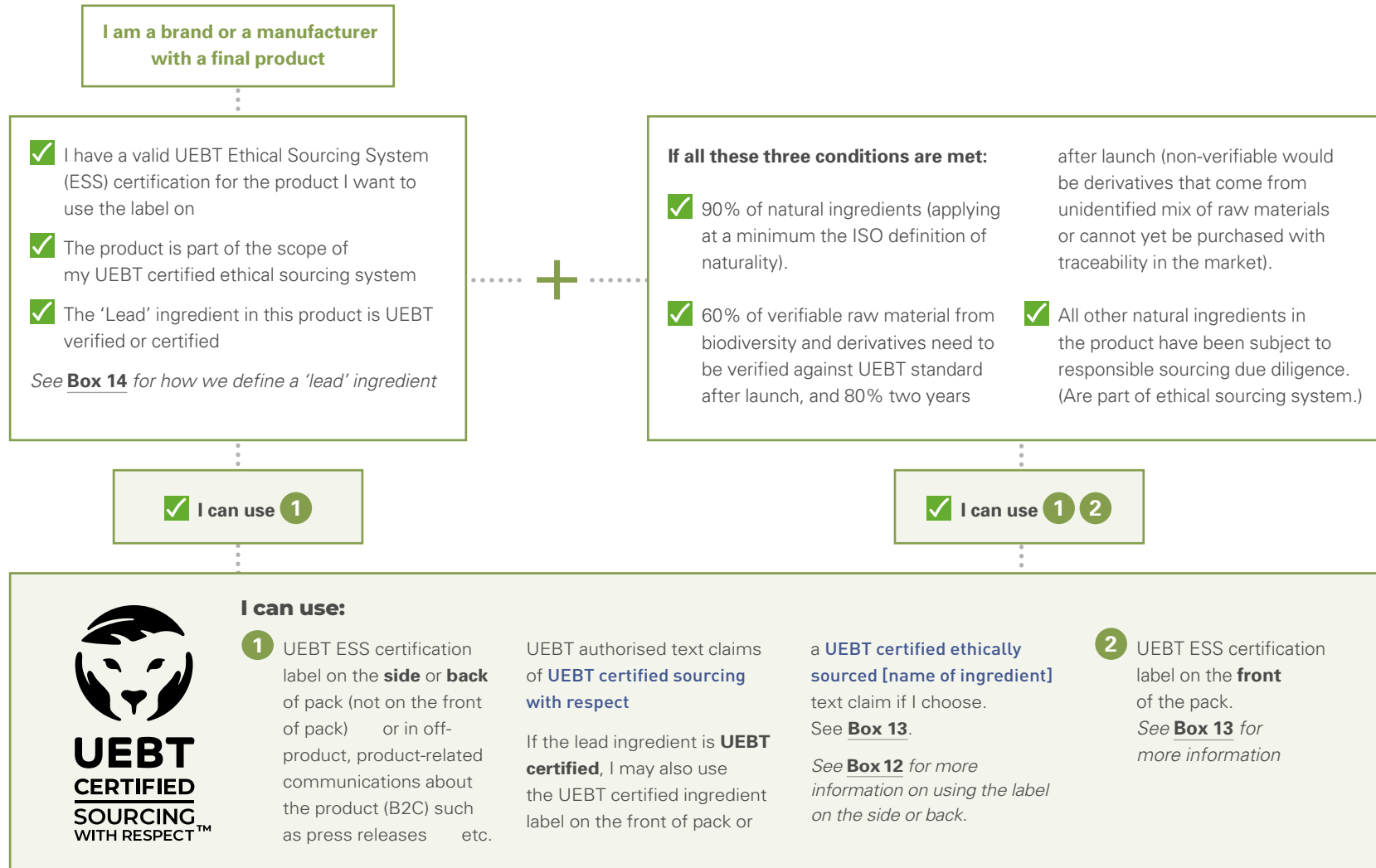
Box 15

Natural raw materials (or 'ingredients from biodiversity')

- **Raw materials** are often referred to as 'ingredients' in this policy, but for the purposes of UEBT's certification programmes these two terms have the same meaning and refer to the material, substances or mixtures that go into food, cosmetic or pharmaceutical products – whether they are crude or processed, pure or combined.
- **Natural ingredients** or **Natural raw materials** are defined as those ingredients that come from plants or animals or include plant or animal inputs in natural or processed state (e.g., fragrance and flavour mixtures, physically processed ingredients derived from plant, animal or microbial origin).

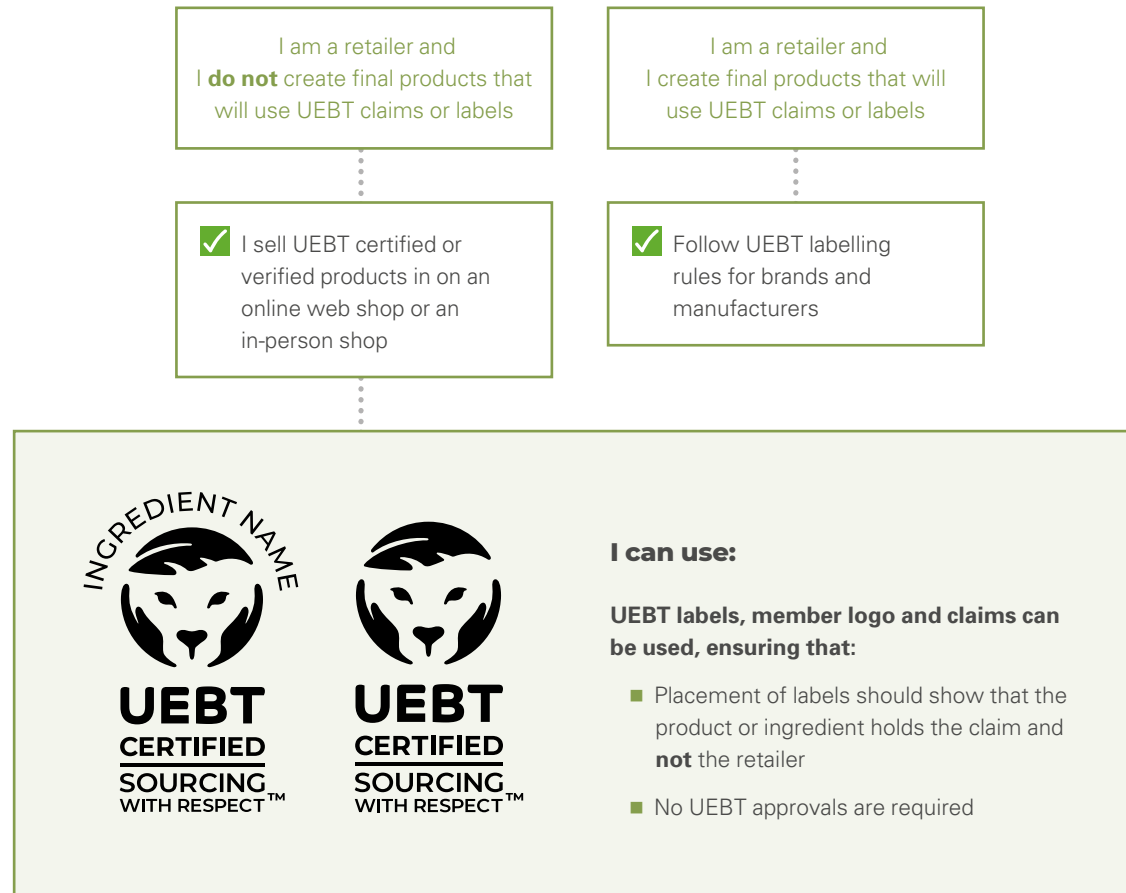
DECISION TREE 1 FOR BRANDS OR MANUFACTURERS WITH A FINAL PRODUCT

Ethical Sourcing System (ESS) certification labelling rules



DECISION TREE 2 FOR RETAILERS

UEBT claims and labelling rules



3.3 UEBT INGREDIENT CERTIFICATION

Who is this for?

This section is for you if you represent a:

- Farm, cooperative or company that holds UEBT ingredient certification (a certificate holder),
- Processor or trader that is sourcing a UEBT certified ingredient with chain of custody approval,
- Company with a client that purchases UEBT certified ingredients or uses them in a processed or final product, or a
- Manufacturer or brand that purchases a UEBT certified ingredient or uses them in a processed or final product.

Box 16

I have verified ingredient supply chains.

Is this the same as UEBT ingredient certification?

No, verification is not the same as certification.

This part of the claims and labelling policy is about the UEBT ingredient certification programme. This programme involves independent audits to certify compliance with the full UEBT standard in the areas where ingredients from biodiversity are sourced.

After the independent audit, a company addresses any non-conformities before it may receive a certification recommendation from the certification body.

For verification claims, see [Section 4](#).

Who can use the ingredient certification label?

UEBT certification labels including the UEBT certification label for ingredients can only be used by UEBT members except in the case of farms or cooperatives who may use the label regardless of their UEBT membership status.

Processors/traders may use the UEBT label in B2B packaging or other B2B communications such as invoices (as this is part of the traceability requirements of UEBT).

Authorised text claims may be available for non-members.

What is allowed as the 'ingredient name' on top of the UEBT label and in text claims

For UEBT ingredient certification and verification, the following rules apply to what ingredient name can be placed on top of the UEBT certification label (for certification) and in authorized text claims (for certification and verification):

- The name of the 'ingredient' on the label or in the text claim must refer to the natural raw material that is certified or verified (i.e. to what species the UEBT assurance program applies to at the sourcing level)
- Generic (e.g., common, non-scientific, non-Latin) names of the natural raw material are allowed
- Trade or brand names (i.e., names created by a company or organisation) are generally not allowed. Claims may be possible on these by using the species name and adding an explanatory sentence. See below.
- The names of molecules or compounds extracted from the natural raw material are not allowed
- Names of mixtures that include the natural raw material are not allowed unless all natural raw materials composing this mixture are certified by UEBT.

Claims related to mixtures or trade names

Explanatory text may be possible near the UEBT certification label or authorized text claim to explain a trade name, mixture, or extract in reference to the certified or verified ingredient named in the claim or label.

Some examples include:

✓ **[TRADE NAME] is derived from UEBT certified [NAME OF INGREDIENT]**

✓ **[MIXTURE NAME] contains UEBT certified [NAME OF INGREDIENT]**

Explanatory text should not be confusing nor imply that something is made of or derived from 100% of the UEBT certified or verified ingredient if this is not the case.

✗ **Our [MIXTURE NAME] is made of UEBT certified [NAME OF INGREDIENT]**

✓ **[MIXTURE NAME] is made with [NAME OF NON-CERTIFIED INGREDIENT] and UEBT certified [NAME OF INGREDIENT]**

3.4 UEBT INGREDIENT CERTIFICATION: USING THE RIGHT LABEL AND AUTHORISED TEXT CLAIMS

What version of the label is used for UEBT ingredient certification?



When selling a product with a UEBT certified ingredient and using the UEBT certification label for ingredients, the label used is the version that has the ingredient name on top of the label.

Producers, cooperatives, farms and local processors

If your company is a producer, cooperative or local processing company and you have a valid UEBT ingredient certificate, you may use the UEBT ingredient certification label on your B2B ingredient packaging and in any other B2B communications.

This can include leaflets or brochures, display materials for trade shows, web sites, signage at collection or cultivation sites and others.

See [Decision Tree 3](#)

Processing and trading companies (not located in the sourcing areas)

If your company (or your client) sources a UEBT certified ingredient and has chain of custody approval for that ingredient, **OR** holds a valid UEBT ingredient certificate, these companies may use the UEBT certification label on B2B packaging.

These companies are also required to use the UEBT certification label or a clear text claim of UEBT certified on invoices for traceability purposes.

90% or more of the particular ingredient in the product with the UEBT claim or label must come from UEBT certified sources to make a UEBT 'certified' claim.

See [Decision Tree 4](#)

Brands and final product manufacturers

If your company (or your client) is a UEBT member that is a brand or manufacturer with a final product that holds a UEBT certificate **OR** is sourcing a UEBT certified ingredient and has chain of custody approval, these companies may use the UEBT ingredient certification label **off-product, but in product-related communications** such as in marketing materials or a product web site.

The UEBT ingredient certification label may be used on-product only in conjunction with the company holding valid ESS certification covering the product with the UEBT certified ingredient.

In addition, UEBT members with UEBT certified ethical sourcing systems (valid ESS certificates) that are sourcing one or more UEBT certified ingredients for a final product, may use the UEBT ingredient certification label for ingredients **on the front** of a product or pack.

90% or more of the particular ingredient in the product with the UEBT claim or label must come from UEBT certified sources to make a UEBT 'certified' ingredient claim.

See [Decision Tree 5](#)

Non-members of UEBT that are sourcing certified ingredients

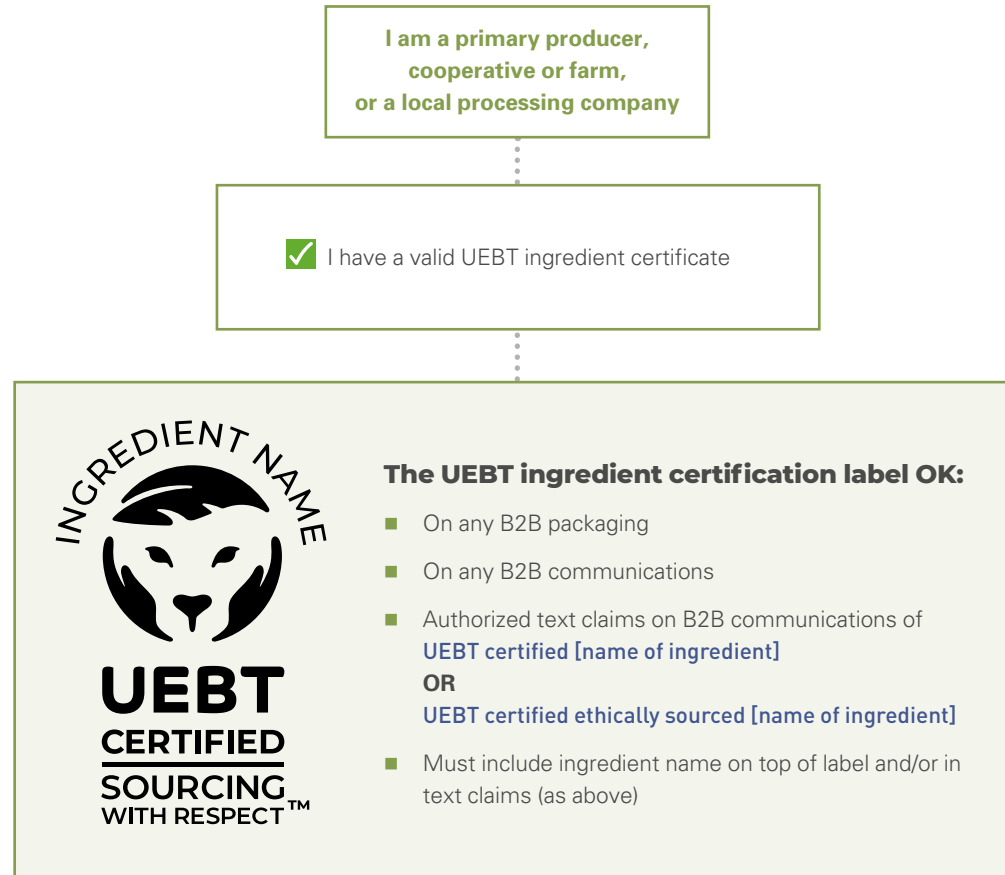
Non-member brands and manufacturers may not use the UEBT certification labels, but may be able to use authorised text claims.

Brands and manufacturers sourcing UEBT certified ingredients should first apply for UEBT membership to be able to use the UEBT certification label.

See [Decision Tree 5](#)

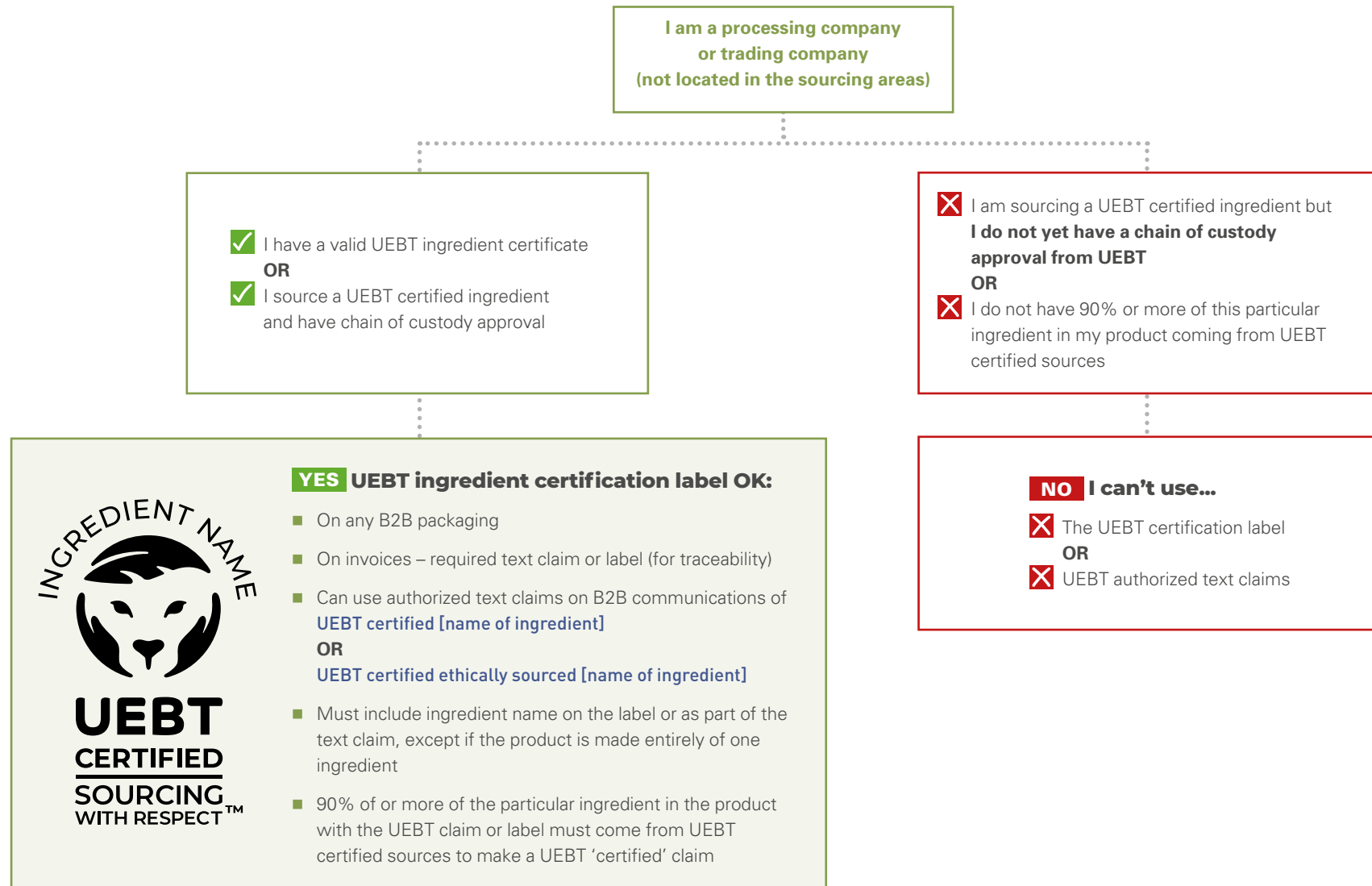
DECISION TREE 3 FOR PRODUCERS, COOPERATIVES, FARMS AND LOCAL PROCESSORS

UEBT ingredient certification labelling rules



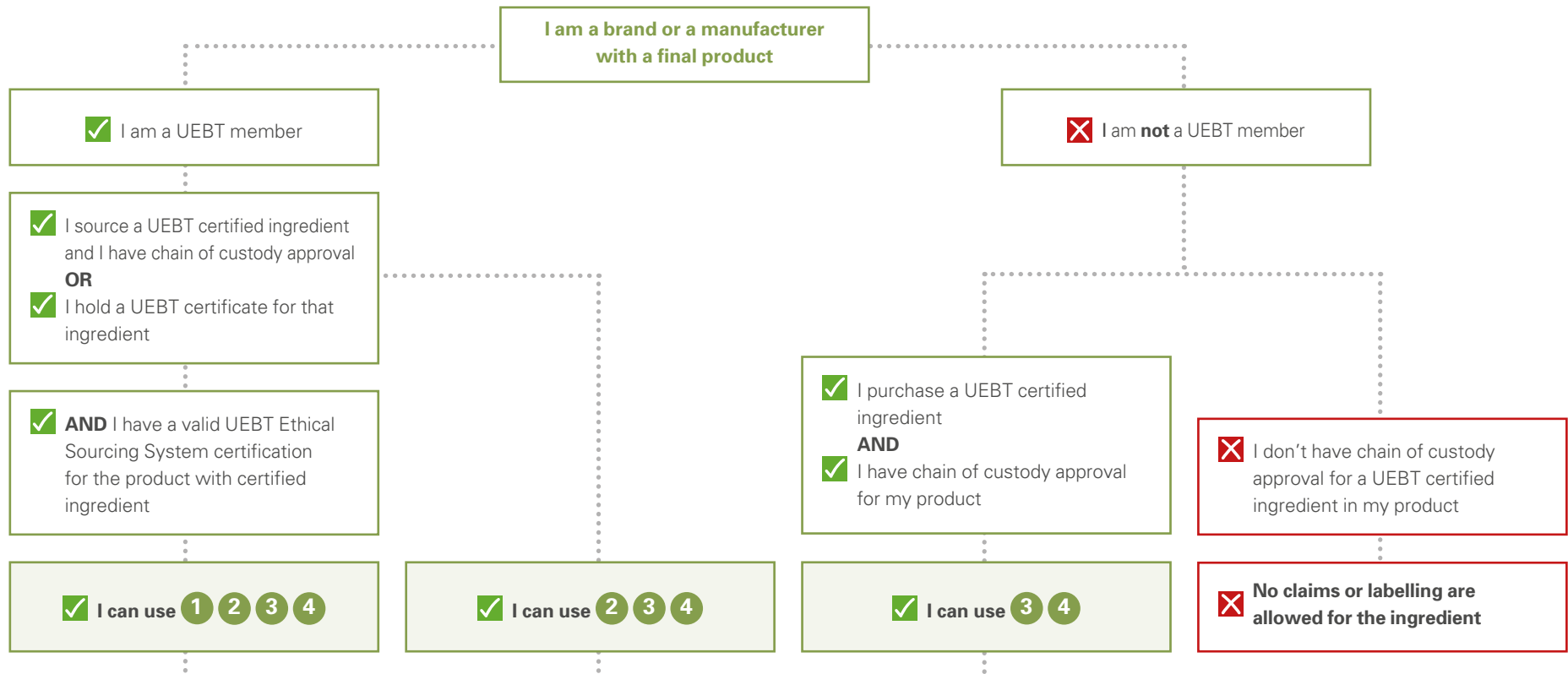
DECISION TREE 4 PROCESSING AND TRADING COMPANIES (NOT LOCATED IN THE SOURCING AREAS)


UEBT ingredient certification labelling rules



DECISION TREE 5 BRANDS AND FINAL PRODUCT MANUFACTURERS

UEBT ingredient certification labelling rules





Claims and Labelling Options

1 UEBT ingredient certification label on-product for the certified ingredient. For front-of-pack options see **Box 13**. See **3.2** for more on ESS labelling requirements

2 UEBT ingredient certification label off-product (e.g. product web site or marketing materials)

3 On-product **text claims** (back or side of pack) of 'UEBT certified' or 'UEBT certified ethically sourced' linked to the ingredient

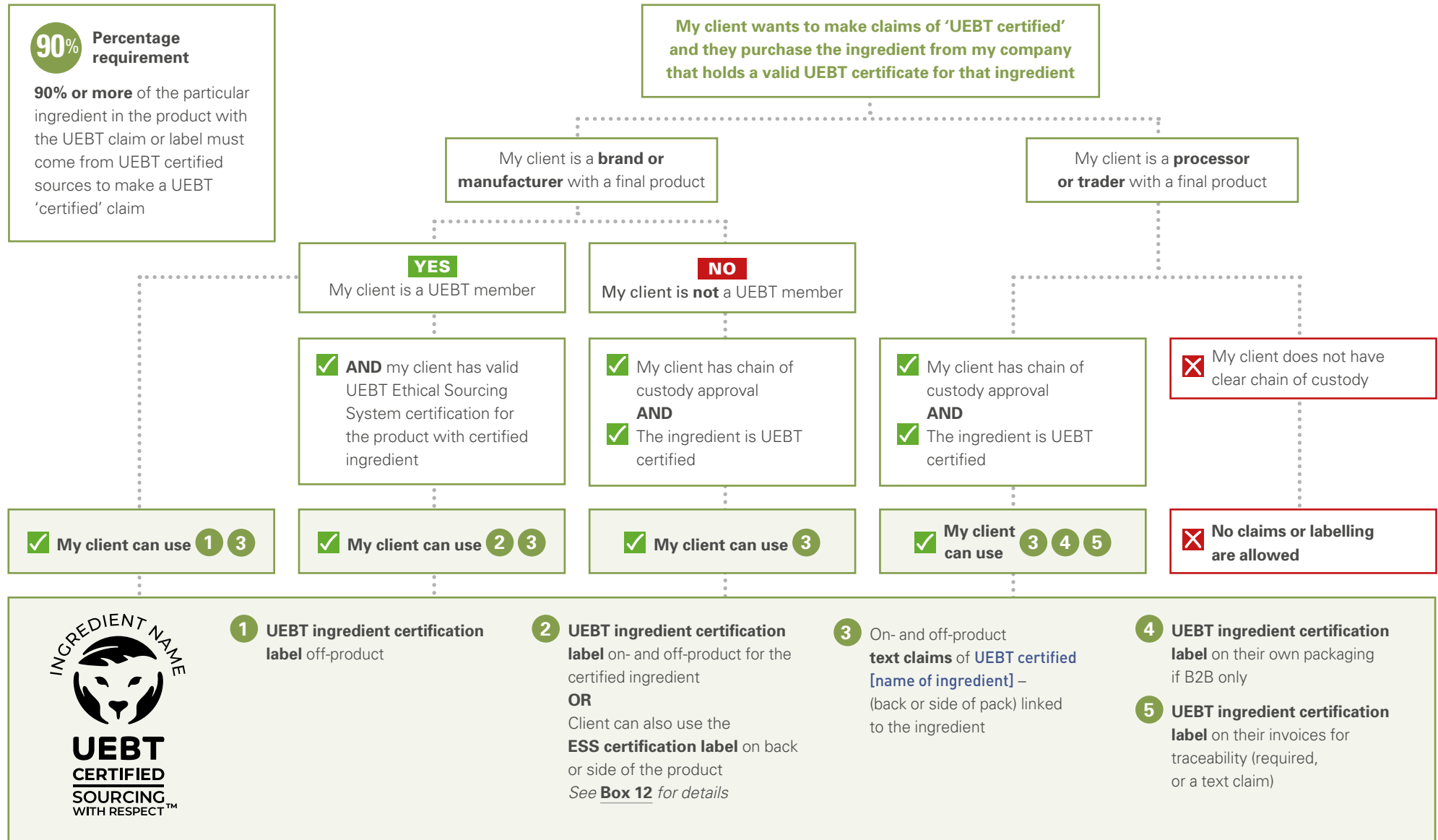
4 Off-product **text claims** (e.g. marketing materials, product web site)

90% **Percentage requirement**

90% or more of the particular ingredient in the product with the UEBT claim must come from UEBT certified sources to make a UEBT 'certified' claim

DECISION TREE 6 CAN MY CUSTOMERS USE THE UEBT INGREDIENT CERTIFICATION LABEL?

UEBT ingredient certification labelling rules



3.5 GRAPHIC CHARTER FOR THE UEBT CERTIFICATION LABELS

What does the picture on the certification label represent?

The UEBT certification labels have three parts, referring to **plants** (the leaf), **animals** (the face) and **people** (the hands), and the entire image is a circle representing our **planet** and our need for ecological balance.



UEBT
CERTIFIED
SOURCING
WITH RESPECT™

1 The leaf is a universal icon of plants and sustainability.

2 The hands on each side represent people. Their position refers to protection and human care. It demonstrates respect and balance between all parts of the supply chain.

3 The outline reveals a feline referring to animals.

4 The certification is awarded to companies whose sourcing has met strict standards for respecting people and biodiversity.

5 Our tagline is what we promote. We guide how companies and their suppliers should harvest, collect or grow ingredients from biodiversity in a way that contributes to a world in which all people and biodiversity thrive.

3.5 GRAPHIC CHARTER FOR THE UEBT CERTIFICATION LABELS

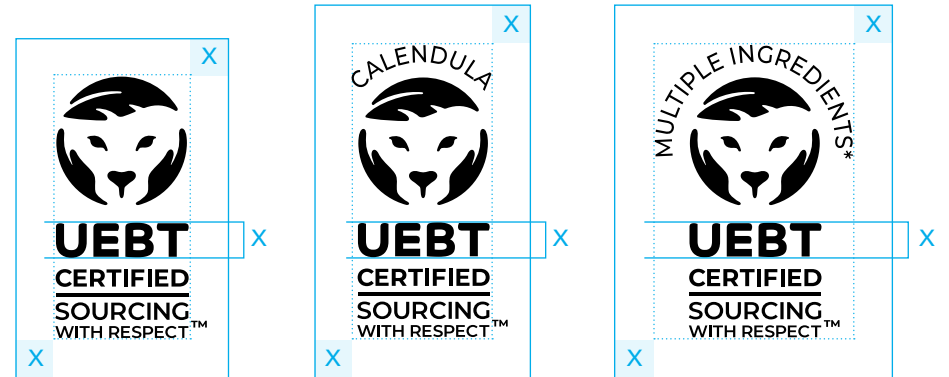
UEBT certification labels placement and size

- The label should be 15mm wide or larger.
- Ensure enough space is left around the logo:
 - X determines the **minimum** clear space around the logo where text and other logos should not encroach (see right).
- The label should not be placed in a position where it could be confused with a business or brand name.
- Care should be taken in placement of the labels so they do not in any way imply that UEBT is endorsing or assuring something that is not applicable to the relevant certification programme of UEBT.

See more on label use in [1.3](#)



Minimum size



Determining minimum clear space around labels

What must always be included with the UEBT certification labels

- **A web link:** This can be a link to a dedicated page on your own web site that gives more details on your UEBT certification or to a UEBT web site.
- **The UEBT strapline that is part of the label:** 'Sourcing with respect' must always be included in the label and must not be cut off from the label. **This strapline must NOT be deleted or translated.**
- **The name of the ingredient on top of the label:** for UEBT certified ingredients. Ingredient names may be translated. Exceptions may apply for single-ingredient products.
- **The vision line:** *ESS certification label only* [Company] contributes to a world in which all people and biodiversity thrive must always be included and any vision text modification, even if temporary, commemorative, or translated, must have prior UEBT approval.



Don't delete elements of the label



Don't translate 'Sourcing with Respect'



Don't alter the design of the label



Don't distort the label in any way



Don't use multiple colours in the label

Certification label artwork

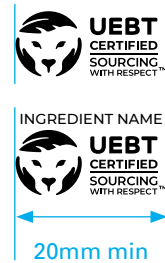
To obtain high resolution files of all versions of the label, write to UEBT at claims@uebt.org

3.5 GRAPHIC CHARTER FOR THE UEBT CERTIFICATION LABELS

UEBT horizontal certification label where space is limited

- Use horizontal labels where space is limited. Minimum size is 20mm wide. The vertical label design is preferred.
- Ensure enough space is left around the logo: **X** determines the **minimum** clear space around the logo where text and other logos should not encroach (see right). Do not delete or obscure the TM or any asterisk (*).
- The label should not be placed in a position where it could be confused with a business or brand name.
- Care should be taken in placement of the labels so they do not in any way imply that UEBT is endorsing or assuring something that is not applicable to the relevant certification programme of UEBT.

See more on label use in [1.3](#)



Minimum size



Determining minimum clear space around labels



What must always be included with the UEBT certification labels

- **A web link:** This can be a link to a dedicated page on your own web site that gives more details on your UEBT certification or to a UEBT web site.
- **The name of the ingredient on top of the label:** for UEBT certified ingredients. Ingredient names may be translated. Exceptions may apply for single-ingredient products.
- Where there is a lack of space on packaging, under certain circumstances UEBT will allow use of the ethical sourcing system certification label without the required vision line. **Every exception must have prior UEBT approval.**
- Whenever an exception is granted, the label must be used with its tagline and the address of either the UEBT web site **www.uebt.org**, or of the company web page on UEBT next to the label (see right).



Center the ingredient name(s) over the top of the label

Minimum cap height of ingredient is same as 'Sourcing' (see right)

The name of the ingredient should not extend beyond the width of the logo (excepting any asterisks)



Minimum accreditation

Position the web page address either underneath (shown left) or align with the base of the label (above)

3.5 GRAPHIC CHARTER FOR THE UEBT CERTIFICATION LABELS

UEBT Ethical Sourcing System (ESS) certification label and ingredient label color usage

- The certification label can be used in black, white or one of your own solid brand colors.
- All variants of the labels may be applied over colored and pictorial backgrounds (as shown below). Always ensure enough contrast exists between the background and the logo.



Black and white labels

Use a black or white logo on contrasting background.

Brand color labels

Ensure the brand color/background chosen offers enough contrast.

The smaller the logo, the darker or greater the level of contrast required.



4 UEBT VERIFICATION

Guidelines for communications and claims

If you have obtained UEBT verification and have met the requirements needed to make claims, you may be able to communicate about your verification status with clients and possibly with end consumers. Limited off-pack text claims and internal communications may be allowed, but there are no labelling opportunities for UEBT verification.

4.1 VERIFICATION OF AN INGREDIENT

Verification of an ingredient

A company that has obtained UEBT verification for one of its suppliers may communicate about the verification. UEBT verification is also called field verification or supply chain verification. It is not the same as UEBT certification and claims are limited to off-pack, and generally are only for business-to-business or internal purposes, with some exceptions.

Claims may only be made if the company has obtained official documentation (attestation) from UEBT of the verification. This document attests to the requirements that have been met.

The company that holds the UEBT attestation is the one that can make the claims. Usually, these companies will grant their supplier that underwent the verification the ability to also make claims about the verification, but as verifications are for learning and improvement purposes, this may not be the case.

A supplier that has undergone a UEBT verification paid for by its client/buyer should check with the buyer as to whether they can make claims of 'UEBT verified' for their ingredients internally or with other clients.

Verifications that meet the 'responsible sourcing' requirements

Claims can be made of **UEBT verified responsibly sourced [name of ingredient]** linked to the ingredient and UEBT verification if UEBT issues an official document that the verification has met the responsible sourcing requirements of the UEBT standard.

The text claims must be off-pack and cannot be product-related (only for general or corporate communications). If the off-pack text claim is consumer-facing (such as in a sustainability report), additional conditions apply including UEBT membership.

Verifications that meet the 'ethical sourcing' requirements

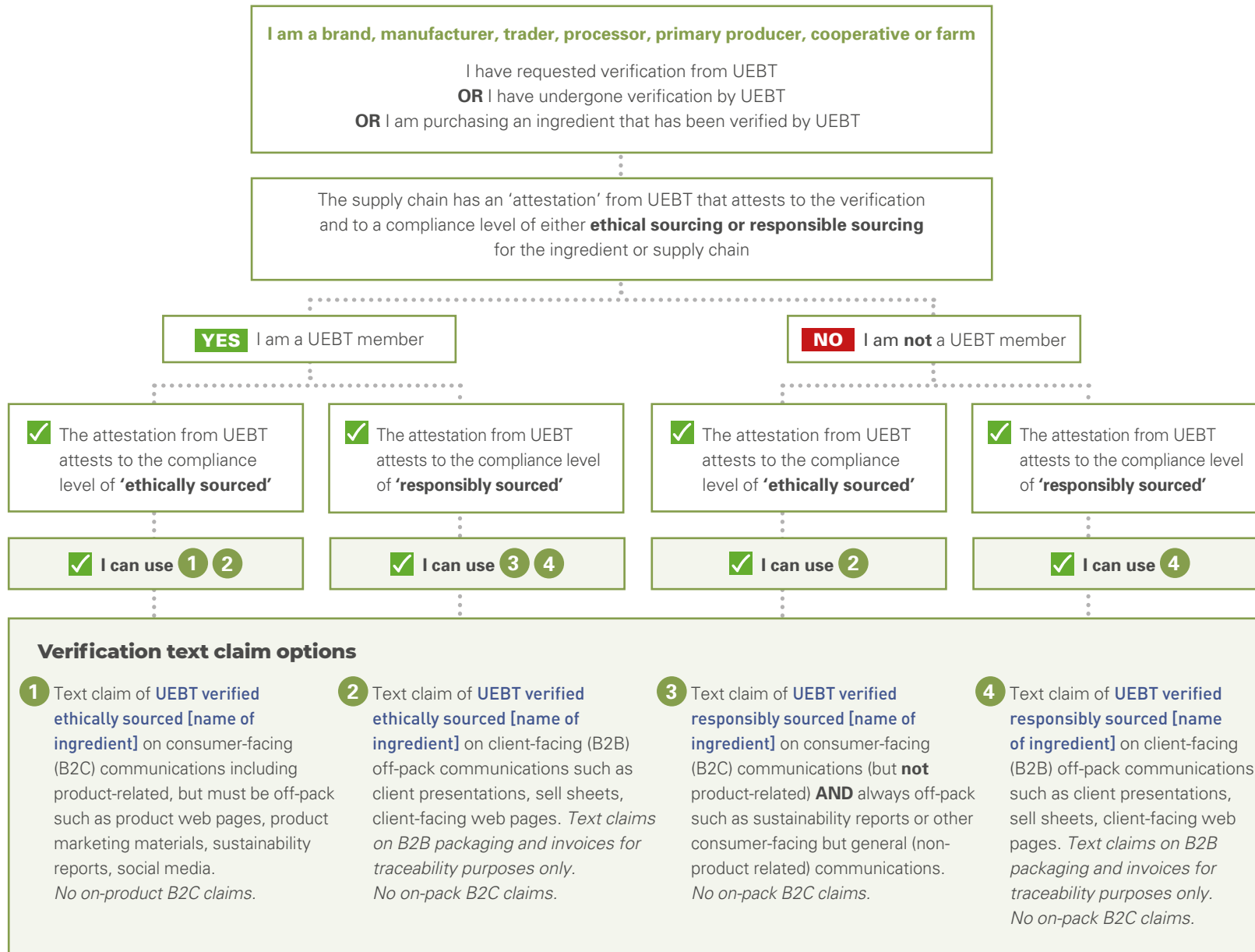
Claims can be made of **UEBT verified ethically sourced [name of ingredient]** linked to the ingredient and UEBT verification if UEBT issues an official document stating that the verification has met the ethical sourcing requirements in the UEBT standard).

Claims must be off-pack, but can be product-related (such as a product web page). If the off-pack text claim is consumer-facing, additional conditions apply including UEBT membership.

More information

See more information on verification claims and determine the claims you can make by reviewing [Decision Tree 7](#).

DECISION TREE 7 UEBT VERIFICATION CLAIMS RULES



90% **Percentage requirement**

90% or more of the particular ingredient in the product with the UEBT claim must come from UEBT verified sources to make a UEBT 'verified' claim

✗ No attestation?

Without a UEBT attestation, the only authorized, **off-pack text claim** is:

[Name of ingredient/supply chain] has been assessed by UEBT and an improvement plan is in place

✗ Not allowed for verification

Companies should seek **certification** for:

- On-product B2C claims
- Use of the UEBT label (below)



A photograph of an aloe vera field with rows of plants and tall flowering stalks under a clear blue sky. A white semi-transparent text box is overlaid on the left side of the image.

5 OTHER CONSIDERATIONS

This section contains additional tips, approved message templates and ideas to help you in your claims and labelling work. It also contains information on how to get in touch with us for more support.

5.1 TRANSLATIONS

Approved strapline

UEBT's strapline is 'Sourcing with respect'. This is incorporated as part of the label and should never be removed.

Box 17

What can I translate?

May translate

- ✓ Messages about UEBT
- ✓ Ingredient names
- ✓ Text claims (outside of the UEBT label)

Do NOT translate

- ✗ **UEBT**
- ✗ **UEBT Certified** (on the label itself)
- ✗ UEBT strapline '**Sourcing with respect**' (on the label itself)

Translations

The UEBT corporate logo, UEBT member logo, and the two UEBT certification labels cannot be translated. This includes the words that are part of the label itself – 'UEBT Certified' and 'Sourcing with respect.'

However, ingredient names and messages that are related to UEBT, UEBT membership, UEBT certification or the practices promoted by these programmes can be translated to other languages.

Translations related to UEBT that are on-product and B2C should be sent to claims@uebt.org for prior approval before printing.

5.2 CLAIMS ABOUT OTHER SUSTAINABILITY ISSUES ALONGSIDE UEBT CLAIMS

Companies working with UEBT are often working with a range of additional sustainability approaches. For example, companies may have organic certification or may wish to communicate about their commitment to meet certain climate targets. UEBT does not aim to control or monitor any company claims related to their broader sustainability work.

We do ask companies to avoid stakeholder confusion by communicating about other approaches or commitments separate from their claims about UEBT membership, verification or certification.

This usually means using only approved messages when writing about UEBT, and making a clear separation between the work with UEBT and the additional work with other partners.

Use of the word ‘sustainable’

Some terms that are not allowed in relation to UEBT include ‘sustainable’ or ‘sustainably sourced’ or the claims related to other sustainability systems such as ‘fairtrade’, ‘organic’ or ‘cruelty free,’ among others.

A company may communicate about these issues and make these claims if they are approved to do so by their other sustainability partners, but they should not be placed in relation to any UEBT programme.

Incorrect example

“Our Jasmine supply chain is UEBT verified ethically sourced. This recognition shows we are achieving our net zero goals while also promoting fair trade for producers.”

Corrected example

“Our Jasmine supply chain is UEBT verified ethically sourced. This shows our commitment to source with respect for people and biodiversity.”

5.3 APPROVED MESSAGES ABOUT UEBT

General

When referring to UEBT, we like to just use UEBT and there is no need to spell out our name unless you prefer to make our history and origin clear. If you do so, UEBT stands for Union for Ethical BioTrade. After mentioning that, please use just UEBT. Never call us the 'Union.'

- UEBT is a non-profit association that promotes sourcing with respect. We work to regenerate nature and secure a better future for people through ethical sourcing of ingredients from biodiversity. We aim to contribute to a world in which all people and biodiversity thrive.
- Companies can contribute to a world in which all people and biodiversity thrive. UEBT is a non-profit organisation that sets good practices for how companies and their suppliers source specialty ingredients for the food, cosmetics and natural pharmaceutical sectors.
- UEBT sets good practices for how companies and their suppliers source ingredients from biodiversity.
- The UEBT standard is used to check that good practices are applied.
- The UEBT standard is developed with a wide range of stakeholders including companies, communities and civil society.
- UEBT is internationally recognised for its work with companies on ethical sourcing of ingredients from biodiversity.

- UEBT began as a United Nations initiative. It maintains strong partnerships with UN organisations such as the Convention on Biological Diversity and the UNCTAD BioTrade Initiative.



- UEBT helps companies achieve the sustainable development goals, especially goal 15 Life on land, goal 1 No poverty and goal 12 Responsible consumption and production.

About UEBT ESS Certification

- UEBT certifies that ingredients from nature are sourced through a system at [brand name] that respects people and biodiversity.
- [Brand Name] is ethically sourcing its ingredients from biodiversity. Our sourcing system has been certified by UEBT, (an independent non-profit association).
- [Brand name] has a (UEBT) certified sourcing system that respects people and biodiversity.
- When you see the UEBT label it means [Brand name] has a system in place to ensure ingredients are sourced with respect for people and biodiversity.
- Choose brands that source ingredients from nature with respect for people and biodiversity.
- You can respect people and biodiversity by choosing brands that source ingredients ethically.
- Committed companies working with UEBT take actions to grow or collect ingredients from nature with respect for people and biodiversity.

About UEBT ingredient certification

- UEBT certifies that ingredients from nature are sourced with respect for people and biodiversity.
- A UEBT certified ingredient is sourced with respect for people and biodiversity.
- [Ingredient] is sourced with respect (for people and biodiversity).
- [Brand Name] contributes to a world in which all people and biodiversity thrive.
- When you see the UEBT label for an ingredient it means it was grown or collected with respect for people and biodiversity.
- [Name of ingredient] is grown/collected with respect for people and biodiversity.

About the UEBT standard

The UEBT standard requires practices that respect biodiversity (the diversity of life on Earth) and reduce biodiversity loss, such as restrictions on forest cutting, protection of endangered species and pollinators such as bees, enriching natural ecosystems and reducing pesticides.

The standard also requires practices that respect people such as fair and equitable sharing of benefits and respect for workers' rights.

5.4 MARKETING SUPPORT

UEBT's communications and marketing team offers a range of services and opportunities for companies to support their sustainability communications and marketing of ethically sourced ingredients from biodiversity.

From strategies on how to raise consumer awareness on biodiversity to tools that help you get your ethical sourcing messaging right, write to us at claims@uebt.org

Some of what we provide includes:

- **Collaborative opportunities** to co-create impactful digital campaigns, virtual and in-person events, employee awareness and engagement on sustainability issues and impacts, consumer outreach and engagement, and in-store and point-of-sale materials that are credible (but still engaging) and do not fall into 'greenwashing;'
- **Marketing toolkit** with messaging templates, photos and videos, infographics, and social media postcards to engage your audiences with the positive impact of your work with UEBT and the meaning behind our label; and
- **Advisory, training and support services** on credible sustainability labelling, claims and communications.

5.5 UEBT APPROVALS

The UEBT name, corporate logo, member logo and certification labels are marks belonging to UEBT.

Businesses are therefore required to seek approval prior to printing, or launching, materials that use any of the UEBT marks.

Seeking approval prior to use

Please note that approval is required whenever businesses use these trademarks in packaging or marketing materials, whether for B2B, or B2C audiences. If a third-party agency is employed to develop marketing materials, the agency may seek approval for use of these trademarks on behalf of a business. If artwork is modified after approval has been granted, the revised version will need to be resubmitted for further review and approval.

We require that businesses immediately notify UEBT of any unauthorized use, infringement, or dilution of UEBT's name or trademarks. This helps maintain the credibility of UEBT's marks for everyone working with us. Legal action may be taken against any party that reproduces or copies the UEBT trademarks without prior permission from the UEBT.

We reserve the right to refuse trademark use on materials promoting products that are not in line with UEBT's mission or branding.

Exceptions to these policies

In certain circumstances, UEBT may allow modifications to how our partnership or certification programme are represented to stakeholders or consumers.

These exceptions are linked to the scale and maturity of ethical sourcing in the brand's supply chain, and a compelling need to modify such representation to drive a more comprehensive dialogue with consumers or stakeholders.

Requests for such modifications should be made directly to the UEBT Executive Director in order for us to evaluate the circumstances and legitimacy of such a request, and all individual artwork must still be submitted through the regular approval processes as set out in this policy and via email to claims@uebt.org

5.6 MONITORING

When a suspension occurs

If the organisation's UEBT certification, verification or membership is suspended, terminated or cancelled, then the use of the UEBT claims or marks associated with that certification, verification or membership status shall automatically terminate.

The organisation will cease to have approval to use the UEBT trust marks or authorized text claims and must remove those images and references from their materials and representations.

Monitoring of claims and labels

When a certificate or membership is suspended, terminated or cancelled, UEBT staff will monitor the communications of that organisation, and its clients if relevant, to ensure that the relevant UEBT claims and/or labels are no longer in use. Penalties will occur if a UEBT claim or representation is made anywhere in any form that a product or ingredient is linked to the UEBT assurance programme, even if the UEBT trust marks and authorized text claims are not used and no public claim or representation actually appears on a product, on packaging or promotional materials.

UEBT will also periodically monitor all of its certificate holders, verification attestation holders and members to ensure that the representation they make with respect to UEBT, certified or verified ingredients, or certified ethical sourcing systems, shall be fair and accurate and linked to the scope of the UEBT certificate/attestation or the UEBT membership.

This will include monitoring that organisations do not use UEBT trust marks or text claims, representations or public statements or use language about references to UEBT in connection with the direct or indirect sale, marketing or promotion of products or ingredients that are not covered by a UEBT assurance programme.