

Restricted Stakeholder Consultation

Trademark & Claims Policy

January – April, 2024

Outcome Summary

1. All stakeholders understand the need to stop with the *Climate Neutral* claim. Many also regret, because it is a well-known concept in the voluntary carbon market. The new **Climate Activator branding** is well received. Some critique received is that the word 'activator' resembles with the word 'activist', which could potentially be perceived as negative.

→ **Conclusion:** The new Climate Activator branding and associated claims has been formally endorsed.
2. The brand identity with the **polar bear logo** is also well received and perceived as a good symbol for climate change especially in Europe. In other countries other animals potentially better represent climate change.

→ **Action:** Anthesis will develop alternative logo designs with different animals which can be made available on request.
3. Several companies expressed they found the entire logo including the pay-off too big for the package front side and asked for a smaller option as well as colour variants.

→ **Action:** Anthesis will develop a Claims and Trademark Toolkit with a range of options, styles and colours as well as example narratives and claims to choose from, all accepted under the new branding identity.
4. A vast majority prefers the **pay-off** “*actively minimizing emissions*”. There were some doubts about the word minimizing, i.e. some stakeholders prefer ‘reducing’ (being less abstract compared to ‘minimizing’). We have also received requests for translations of the pay-off to local languages.

→ **Conclusion:** The preferred pay-off claim is: “*actively minimizing emissions*” in the English language. However, approvals can be requested and granted on a case-by-case basis following the regular trademark and claims approval procedure, for (1) the alternative claim “*actively reducing emissions*”, and (2) the use of alternative languages.
5. All stakeholders welcome that we will make relevant and/ or **required information publicly available on our Anthesis website in line with EU legislation**, however there is hesitation whether it should be through a mandatory QR code. Several certified clients (especially consumer-facing ones, i.e. retailers) have repeatedly expressed concerns about the **limited**

space for logos, trademarks, QR codes, barcodes, etc **on packaging material**. They expect that regulation will only be more demanding, resulting in more certifications for a range of sustainability topics, all coming with their own trademarks and QR code requirements.

- ➔ **Action:** Anthesis will create a central platform for the purpose of public display of certification data, that can be accessed in different ways (either via QR Code, barcode, direct URL, and/ or other interfaces if the need arises).
- ➔ **Action:** Anthesis recognises this as a serious concern, and has also channelled this to ISEAL and discussed it with other certification programmes. A 'two click away system' (via an extra URL of the certified client) could be a potential solution, but arguably, this is not compliant with (draft) claims regulation.