
BONSUCRO CLAIMS & LABELLING RULES

Version 7.1



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INTRODUCTION

This document sets the rules and boundaries with regards to public claims associated with Bonsucro's systems, products, and services.

The objectives of the Claims & Labelling Rules are to ensure that claims related to Bonsucro and its systems, products, and services, are (1) well-articulated and have clearly defined boundaries for use (2) attractive and create value for the stakeholders using them; and (3) truthful, credible, consistent, and efficient, equally for internal/non-public, consumer-facing and business-to-business claims.

Claims made prior to the publication of this document (October 2019) will be subject to the previous Claims & Labelling Rules, published in May 2018. Bonsucro's Claims & Labelling Rules seek to follow best practice as described in the ISEAL Sustainability Claims Good Practice Guide (2015).

https://www.isealalliance.org/sites/default/files/resource/2017-11/ISEAL_Claims_Good_Practice_Guide.pdf

PUBLICATION VERSION	DATE OF PUBLICATION	DESCRIPTION OF AMENDMENT
Version 7.1	October 2019	<ul style="list-style-type: none">• Revision in light of amendments to Bonsucro Credit system• Introduction of Physical Trading trades claims process for non-certified members• Inclusion of Benchmark related claims from the Benchmarking Protocol• All procedures information documented in the published Internal Claims & Labelling Procedure.

Review and Improvement of the Claims & Labelling Rules

Bonsucro commits to reviewing this document at least once a year to ensure it is updated, reflects best practice and is based on Bonsucro's own experience and the needs of its stakeholders.

Any stakeholder is welcome to share comments or ideas for improving Bonsucro's Claims & Labelling Rules. If you wish to do so, please write to: claims@bonsucro.com



Basic Rules for Bonsucro Claims

Further details on what is allowed or disallowed for each type of claim are explained in the sections ahead, nonetheless, there are some basic rules that apply to all types of claims and must be observed by anyone who intends to make a claim in relation to Bonsucro.

These rules are:

- Public claims in relation to Bonsucro can ONLY be made by Bonsucro members, Bonsucro certified members, Bonsucro partners, licensed certification bodies, and licensed training providers. Organisations that are not any of the above are NOT ALLOWED to use the Bonsucro name or logos in any way unless with prior written consent from Bonsucro.
- Any claim in relation to Bonsucro MUST provide an opportunity for further information by sharing a link to the Bonsucro website: www.bonsucro.com
- For monitoring purposes, all claims⁽¹⁾ in relation to Bonsucro MUST be submitted to Bonsucro via the online form on the Claims page on the Bonsucro website <https://www.bonsucro.com/claims> or, if not possible, via email claims@bonsucro.com.
- Bonsucro Credit claims MUST be submitted to Bonsucro via the Bonsucro Credit trading platform www.bonsucro-credits.com
- Some claims require pre-approval by Bonsucro – please refer to the published Bonsucro Internal Claims & Labelling Procedure for more information on approval process and timelines.
- Misuse of claims in relation to Bonsucro may lead to public dismissal from membership or Bonsucro licensing schemes and legal action.

(1) Exception: Membership claims do not need to be submitted – see tables on pages 7/8 for more information.

Claims: Areas of Scope

A "claim" in this document means any statement related to or mentioning "Bonsucro", normally comprised of a logo (if used); a text statement setting apart and promoting a product, business or services; and a link or text guidance on access to further information.

Currently, several different types of claims and logo use are allowed in Bonsucro. These are defined in this document. We encourage users of claims to read carefully what types of statements are allowed and disallowed before submitting a claim to Bonsucro.

The table on the next page presents an overview of these areas of scope, to whom they apply, whether logo use is permitted and where, where are the public lists of entitled organisations (those with the right to make a claim), and finally, whether Bonsucro pre-approval is required for making a claim (for more information on how to apply for Bonsucro authorisation for a claim, please refer to the published Bonsucro Internal Claims & Labelling Procedure).

Definitions:

Claim: The overarching term 'claim' includes logos, seals, labels, ecolabels and text statements about a standards system, either on their own or to support a label. Logo, seal, label and ecolabel are all used interchangeably by most people and represent a visual type of claim. They may or may not include text within the logo.

Publicly available: Obtainable by any person, without unreasonable barriers of access.

Information that is published on an organisation's website and can be found through a basic and quick search is considered to be 'publicly available'.

Off-product claims refer to claims made on websites, any reports, publications, studies, promotional material, signs, business cards, etc. Off-product claims may refer to a product but cannot be placed on-product (e.g. packaging).

On-product communication include product tags, stencils, retail packaging, protective packaging and plastic wrap.

Claims: Areas of Scope

Table 1. Areas of Scope and Further Details

AREA OF SCOPE	PUBLIC LISTS OF ORGANISATIONS THIS APPLIES TO	PRE-REQUISITES / REQUIRED			TYPE OF BONSUCCRO LOGO USE PERMITTED (1)	WHERE	LOGO EXAMPLE	BONSUCRO CLAIM SUBMITTED VIA (2)	CLAIM VERIFICATION (7)	Pre-approval required
		Valid Bonsucro Membership (6)	Valid Bonsucro certificate	Signed Bonsucro Logo and Certification Mark license agreement						
Bonsucro Membership claims	Bonsucro Members	Yes	No	Yes	Organisational logo (member version)	Off-product claims (3)		n/a	n/a: refer to the published Bonsucro Internal Claims & Labelling Procedure	No
Bonsucro Certificate Holder claims	Bonsucro Certificate Holders	Yes	Yes	Yes	Organisational logo (certified member version)	Off-product claims		https://www.bonsucro.com/claims	By Certification Body during claim user's audit	No
Physical product trades (off-product claims)	Bonsucro Certificate Holders	Yes	Yes	Yes	Certification mark (4)	Off-product claims		https://www.bonsucro.com/claims	By Certification Body during claim user's audit	No
Physical product trades (off-product claims)	Bonsucro Members buying and distributing own brand finished products	Yes	No	Yes	Certification mark (4)	Off-product claims		https://www.bonsucro.com/claims	By Bonsucro Secretariat (Bonsucro Credit Trading Platform transactions review)	No
Physical product trades (on-product claims)	Bonsucro Certificate Holders	Yes	Yes	Yes	Certification mark (4)	On-product claims (5)		https://www.bonsucro.com/claims	By Certification Body during claim user's audit	Yes

¹ See Artwork Guidelines section for more information on how to correctly use Bonsucro's logos.

² For more information on how to request authorisation from Bonsucro for a claim see the published Bonsucro Internal Claims & Labelling Procedure.

³ Off-product claims refer to claims made on websites, any reports, publications, studies, promotional material, signs, business cards, etc. Off-product claims may refer to a product but cannot be placed on-product (e.g. packaging).

AREA OF SCOPE	PUBLIC LISTS OF ORGANISATIONS THIS APPLIES TO	PRE-REQUISITES / REQUIRED			TYPE OF BONSUCCRO LOGO USE PERMITTED (1)	WHERE	LOGO EXAMPLE	BONSUCRO CLAIM SUBMITTED VIA (2)	CLAIM VERIFICATION (7)	Pre-approval required
		Valid Bonsucro Membership (6)	Valid Bonsucro certificate	Signed Bonsucro Logo and Certification Mark license agreement						
Physical product trades (on-product claims)	Bonsucro Members buying and distributing own brand finished products	Yes	No	Yes	Certification mark (4)	On-product claims (5)		https://www.bonsucro.com/claims	By Bonsucro Secretariat (documentary evidence re-	Yes
Credit trades (off-product claims)	Bonsucro Members	Yes + Approved Bonsucro Credits buyers on Bonsucro Credits Trading Platform	No	Requirements included in the Credit Trading Platform	Organisational logo (credit trade version)	Off-product claims (5)		www.bonsucrocredits.com	By Certification Body during claim user's audit	Yes
Bonsucro certification bodies claims	Bonsucro Licensed Certification Bodies	Yes, organisational logo (Licensed CB version)	Off-product claims	Signed License Agreement with Bonsucro	Organisational logo (licensed CB version)	Off-product claims (5)		https://www.bonsucro.com/claims	By Bonsucro Secretariat	No
Bonsucro training providers claims	Bonsucro Licensed Training Providers	Valid Bonsucro licensed training provider agreement	No	Requirements included in Bonsucro licensed training provider agreement	Organisational logo (licensed TP version)	Off-product claims		https://www.bonsucro.com/claims	By Bonsucro Secretariat	No
Benchmark claims	Benchmarked schemes	No	No	Benchmarking M.O.U with Bonsucro - Bonsucro, Benchmarking Protocol	n/a	Off-product claims	n/a	https://www.bonsucro.com/claims	By Bonsucro Secretariat	Yes

⁴ Bonsucro's certification mark was designed ONLY for claims related to physical trades, and therefore can only be used for claims relating to physical certified product (both on-pack or off-pack claims).

⁵ Examples of on-product communication include product tags, stencils, retail packaging, protective packaging and plastic wrap.

⁶ Non-payment of Bonsucro Membership fee will affect the validity of the corresponding Bonsucro Membership.

⁷ The claim verification process is carried out on a risk basis.

TYPES OF CLAIMS

Membership Claims

Bonsucro membership is open to any stakeholder of the sugarcane sector. Members are classified in one of the following membership classes: buyers, civil society, farms, industrial, intermediary/traders, and retailers.

In order to become a member of Bonsucro, a company must first apply on Bonsucro's website, agree to the Code of Conduct (which sets a series of commitments and objectives that Bonsucro members must pursue), successfully go through an open 30-day public consultation where stakeholders are invited to comment on the company's membership application, and pay their membership fees.

One of the benefits of membership is the right to claim being a member of Bonsucro and all the goodwill, credibility, and commitment that it entails.

Requirements:

- In order to be able to claim Bonsucro membership, a company needs to be a Bonsucro member. The list of current members is published on Bonsucro website: <http://www.bonsucro.com/bonsucro-members>
- In order to make a claim the member in question must also be in good financial standing with Bonsucro (i.e. have paid their annual membership fees and any other fees or contributions required by Bonsucro).

- In order to be able to claim Bonsucro membership, a company needs to have signed the Bonsucro Logo & Certification mark licence agreement.
- When making membership claims, Bonsucro members should include a link to the Bonsucro website – www.bonsucro.com
- If wanting to include a Bonsucro logo, Members must use the 'Proud member' logo



Allowed Claims		Disallowed Claims	
<input checked="" type="checkbox"/>	[Company Name] is a member of Bonsucro, the global sugarcane platform	<input type="checkbox"/>	Statements that display the Bonsucro certification mark
		<input type="checkbox"/>	Statements that suggest that Bonsucro membership in itself means that a company's products are certified or 'sustainable' E.g. [Company Name] is a member of Bonsucro, which means our sugar is sustainable.

Certificate Holder claims

Bonsucro certification is based on the following Bonsucro Standards:

- Bonsucro Production Standard: the metric standard for sustainability of production at sugarcane mills and farms
- Bonsucro Chain of Custody Standard: the traceability and certified volumes' management standard that applies to certified mills as well as any other company along the supply chain that wishes to trade and/or claim physical products.
- Bonsucro Farm Certification: certification against the farming components of the Bonsucro Production Standard (applies to independent sugarcane farms)
- Bonsucro Production Standard for Smallholder Farmers: The metric standard for sustainable production in smallholder sugarcane farms (applies to groups of smallholder farmers as defined in the Smallholder Farmers' Standard)

Certification to the Bonsucro Standards allows mills and farms to produce and commercialise Bonsucro certified material, and the Chain of Custody certification allows mills, traders, other supply chain intermediaries/processors and buyers to buy and sell physical Bonsucro certified material.

Bonsucro certification allows certified companies to claim their status as a Bonsucro certified member off-product.

The statements in the tables reflect the allowed and disallowed claims for each of the two types of certification.



Production Certification Claims	
Allowed Claims	Disallowed Claims
<input checked="" type="checkbox"/> [Mill/Farm/Group name] has achieved Bonsucro certification / been found compliant with the [applicable Bonsucro Standard] / is Bonsucro certified	<input checked="" type="checkbox"/> Statements linking certification and impact without evidence – NOT ALLOWED e.g. [Mill/Farm/Group name] has achieved Bonsucro certification which means we do not contribute to environmental pollution
<input checked="" type="checkbox"/> [Mill/Farm/Group name] is Bonsucro certified and produces xx metric tonnes (cubic meters, etc) of Bonsucro certified sugar/ethanol/bagasse/etc	<input checked="" type="checkbox"/> Statements regarding trades (see the section on Physical Product Trades, to understand in which conditions claims are allowed) – NOT ALLOWED e.g. [Mill/Farm/Group name] has achieved Bonsucro certification and sold xx tonnes of sugar in 2017.
<input checked="" type="checkbox"/> X% of our cane suppliers are compliant with the Bonsucro Production Standard / grow sugarcane that is certified as Bonsucro compliant / grow sugarcane that is Bonsucro certified as sustainably performing	<input checked="" type="checkbox"/> Statements claiming inaccurately that the whole production is certified – NOT ALLOWED. By achieving Bonsucro certification, our production has been recognised as sustainable / we sell sustainable products.

Chain of Custody Certification Claims	
Allowed Claims	Disallowed Claims
<input checked="" type="checkbox"/> [Company name] has achieved Bonsucro certification / been found compliant with the Bonsucro Chain of Custody Standard / is Bonsucro certified	<input checked="" type="checkbox"/> Statements regarding trades (see the section on Physical Product Trades, to understand in which conditions claims are allowed) – NOT ALLOWED e.g. [Company name] has achieved Bonsucro Chain of Custody certification and bought X% of its demand from sustainable sources in 2017.

Physical Product Trades (Off-Product Claims)

Members holding a valid Bonsucro Mass Balance Chain of Custody Certificate can buy and sell Bonsucro certified product through mass balance (this includes sugar, ethanol, bioplastics, papers, and any other product or by-product of certified sugarcane) and make claims about their selling or purchasing.

Off-product claims regarding trades of Bonsucro certified physical product can use the Bonsucro Certification Mark rather than the Bonsucro organisational logo.

Off-product claims refer to a label or statement referring to a product but are not attached physically on a product or its packaging. Examples: invoices, website, leaflet, business cards, company reports.

This type of claim is particularly intended for business-to-business communications but can also be used for example in presentations or promotional material of specific products.

Off-product claims regarding trade of physical Bonsucro certified product can be made by any Chain of Custody certified organisations: farmers, millers, traders, intermediaries, processors, industrial users, end users, buyers and retailers) including certified Mills and refineries.

See the tables on the following page for guidance on allowed/disallowed claims for buyers and mills.

Exception: Off-product claims for Physical product trades can also be made by Bonsucro members who buy and distribute own-brand finished products including certified material, who are not required to become Mass Balance Chain of Custody certified (see MB ChoC Standard). Please refer to the published Bonsucro Internal Claims & Labelling Procedure for more information.



Bonsucro BUYERS

Below are some examples of allowed and disallowed claims in relation to the purchasing of Bonsucro certified material for Bonsucro Buyers:

Allowed Claims		Disallowed Claims	
<input checked="" type="checkbox"/>	We support/encourage the sustainable production of sugarcane by purchasing Bonsucro certified sugar (or from Bonsucro certified sources/suppliers)	<input type="checkbox"/>	Claims not reflecting truthful amounts of certified product bought
<input checked="" type="checkbox"/>	We have purchased xx MT of Bonsucro certified sugar (ethanol, plastic, etc) to support/encourage the sustainable production of sugarcane.	<input type="checkbox"/>	Claims making statements about a particular product without evidence that 100% of the sugarcane-derived input was bought from certified sources (see the next session for more information)
<input checked="" type="checkbox"/>	By purchasing x% of our total procurement of sugar as Bonsucro certified, we demonstrate our commitment to sustainable production of sugarcane		
<input checked="" type="checkbox"/>	The purchase of x% of our total procurement of sugar as Bonsucro certified contributes to reach our sustainable sourcing goal.		
<input checked="" type="checkbox"/>	We have purchased (xx MT of) Bonsucro certified sugar to produce our product X		
<input checked="" type="checkbox"/>	By purchasing Bonsucro certified sugar from our Bonsucro certified supplier SSS, our product contributes to the sustainable production of sugarcane.		

Bonsucro certified MILLS / FARMS

Sellers of certified material can also claim their sales through off-product vehicles, such as billboards, adverts, presentations, reports, etc. Below are some examples of allowed and disallowed claims in relation to the selling of Bonsucro certified material for Bonsucro certified mills / farms:

Allowed Claims		Disallowed Claims	
<input checked="" type="checkbox"/>	[Mill name] has sold xx MT of Bonsucro certified sugar over the period Y to Z	<input type="checkbox"/>	Claims not reflecting truthful amounts of certified product sold
<input checked="" type="checkbox"/>	[Mill name] is a proud supplier of certified sugar to XX	<input type="checkbox"/>	Statements linking the selling of certified product and social/environmental impact without evidence
<input checked="" type="checkbox"/>	[Mill name] has sold xx MT of certified sugar to XX		
<input checked="" type="checkbox"/>	X% of our cane suppliers are compliant with the Bonsucro production Standard / grow sugarcane that is certified as Bonsucro compliant		
<input checked="" type="checkbox"/>	The purchase of x% of our total purchase of sugar as Bonsucro certified contributes to reach our sustainable sourcing goal.		
<input checked="" type="checkbox"/>	This bag has been produced using xx% Bonsucro certified sugar ⁶		

⁶ Only for products produced and packaged at the mill. This example is mostly common in the case of bagged sugar.

Physical Product Trades (On-Product Claims)

On-product claims must carry the Bonsucro Certification Mark. It refers to all communication that is printed directly on the product packaging; applied to any label, packaging or marking attached or applied to a product. Examples of on-product communication include the packaging itself, product tags, stencils, heat brands, retail packaging, protective packaging and plastic wrap.

On-product claims for Physical product trades can be made by Bonsucro Members holding a valid Bonsucro Mass Balance Chain of Custody Certificate.

Exception: On-product claims for Physical product trades can also be made by Bonsucro members who buy and distribute own brand finished products including certified material, who are not required to become Mass Balance

Chain of Custody certified (see MB ChoC Standard). Please refer to the published Bonsucro Internal Claims & Labelling Procedure for more information.

The use of the Certification Mark for on-product claims can be made ONLY if the claim user allocates 95% or more of the sustainable characteristic to the total sugarcane-derived content of a product. So, if a manufacturer uses 10g of sugar in a 100g product, at least 9.5g of their mass balance shall be allocated to each product that makes a Bonsucro claim.

The following table gives some examples of allowed and disallowed claims in relation to the on-product claims of Bonsucro certified material:

Allowed Claims	Disallowed Claims
<p><input checked="" type="checkbox"/> [This product⁷] supports the sustainable production of sugarcane as defined by Bonsucro, the global platform for sugarcane. For more details see www.bonsucro.com</p> <p>[This product] supports sustainable sugarcane producers in Brazil.</p>	<p><input type="checkbox"/> The claim shall not refer to the actual content of the product. This is because through a mass balance system, it is not possible to ensure that the actual sugar/ethanol in a product comes from certified sources.</p> <p>E.g. This product is made from/contains Bonsucro certified sugar – NOT ALLOWED</p>



⁷[This product] can be replaced by the name of the product, the type of container (e.g. this bag, this box), or the ingredient (the sugar in this product, the plastic used to manufacture this toy, etc).

Credit Trades (Off-Product Claims ONLY)

What are Bonsucro Credits?

Bonsucro Credits are the straightforward way for companies to support sustainable sugarcane producers around the globe.

A Bonsucro Credit is proof that a unit of sugarcane, raw sugar, ethanol or molasses has been sustainably produced in accordance with Bonsucro's Production Standard.

There are four types of Bonsucro Credits available on the platform: Sugarcane, Raw Sugar, Molasses and Ethanol.

Who can sell Credits?

A Bonsucro member MUST hold a valid Bonsucro Production and Mass Balance Chain of Custody certificate to sell Bonsucro credits.

For more information, please refer to the Bonsucro Credit trading platform T&Cs for the supply of Brokerage Services to Sellers and Buyers of Bonsucro Credits.

Who can buy Credits?

Any Bonsucro member can buy Bonsucro Credits. A Bonsucro member does NOT need to be certified to buy Bonsucro credits.

Bonsucro members can buy credits to contribute to the sustainable production of sugarcane and to help achieve their sustainable procurement targets and public commitments.

Please refer to the Bonsucro Credit trading platform T&Cs for more information on who can sell and buy each type of credits.



Allowed claims ⁹		Disallowed Claims	
✔	<p>[Company Name] supports the production of certified sustainable sugarcane products through Bonsucro credits</p> <p>[Company Name] supports improvement of sugarcane production in key origins in impact programmes.</p> <p>[Company Name] have supported the sustainable production of [x] tonnes of sustainable sugar by the purchase of Bonsucro Credits from a Bonsucro Certified member.</p> <p>[Company Name] has bought x% of their total procurement of sugar/ethanol as Bonsucro Credits.</p>	✘	<p>Anything that can lead consumers to believe that a given product contains sustainable sugarcane material – NOT ALLOWED</p>
		✘	<p>On-product claims (e.g. on packaging) – NOT ALLOWED</p>

⁹ Retailers of branded products, with the manufacturer's written permission, can claim their support off product. Retailers of own label products, who may have purchased the Credits for themselves or asked their manufacturer to do so on their behalf, can make off product claims.k

Credit Trading claims

Bonsucro members who have purchased Bonsucro Credits in accordance with the Bonsucro Credit trading platform T&Cs are entitled to claim their support to the production of certified sustainable sugarcane products. Only off-product claims allowed.

These claims can be made on corporate websites, in corporate CSR materials, adverts, or other publications. Claims may be related to the procurement of a product as long as the buyer demonstrates that the credits bought are equivalent to the percentage of their sugarcane-derived input for that given product for a given period of time. See Specific procurement claim Table for more information. Claims can be related to a specific consumer product, as long as they do not mislead the consumer in believing that the product contains actual sustainable sugarcane product and explicitly mentions Bonsucro Credits (as per Specific procurement claim Table below).

Table – Specific procurement claim

Claims relating to procurement of	Buy sugarcane credits	Buy raw sugarcane credits	Buy molasses credits	Buy ethanol credits
Raw sugar	Yes	Yes	No	No
Refined sugar	Yes	Yes	No	No
PLA Bioplastic Pellets	Yes	Yes	No	No
PE Pellets	Yes	No	Yes	Yes
Ethanol	Yes	No	Yes	Yes
Rum	Yes	No	Yes	Yes
Electricity	Yes	No	No	No
Paper	Yes	No	No	No
Molasses	Yes	No	Yes	No
Bagasse	Yes	No	No	No

As with any other type of claim, credit trading claims must include a link to the Bonsucro website www.bonsucro.com. All claims must be submitted via the Bonsucro Credits trading platform. Corresponding Bonsucro Credits must be redeemed against each claim as part of the claim submission process on the Bonsucro Credit trading platform www.bonsucrocredits.com.

Bonsucro Credits must be redeemed within 12 months from the date of purchase (whether or not that is earlier than the date of payment) of the relevant Bonsucro

Examples of allowed and disallowed claims relating to credit trades are in the following table:

Allowed Claims		Disallowed Claims	
✔	<p>[Company Name] supports the production of certified sustainable sugarcane/ raw sugar/ molasses/ ethanol through Bonsucro credits.</p> <p>[Company Name] supports improvement of sugarcane production in key origins through impact programmes (2).</p> <p>[Company Name] have supported the sustainable production of [x] tonnes of sustainable raw sugar/ molasses/ ethanol by the purchase of Bonsucro Credits.(1)</p> <p>[Company Name] has bought x% of their total procurement of raw sugar/ molasses/ethanol as Bonsucro Credits.</p>	✘	<p>Anything that can lead consumers to believe that a given product contains sustainable sugarcane material – NOT ALLOWED</p>
		✘	<p>On-product claims (e.g. on packaging) – NOT ALLOWED</p>

(1) Refer to the Credit trading platform conversion tool to calculate which credit and how many to buy to support your claim.

(2) A portion of fees from Credit sales are invested in local initiatives to help farms and mills adopt more sustainable practices

Certification Bodies claims

Bonsucro maintains a global accreditation system for licensing independent third-party certification bodies. Licensed certification bodies comply with Bonsucro's Certification Protocol and are the only organisations authorised to carry out Bonsucro audits and certification against the Bonsucro Production Standard and the Bonsucro Chain of Custody Standard. The Certification Protocol is available on Bonsucro's website at: www.bonsucro.com/tools-and-resources

Bonsucro complies with the ISEAL Assurance Code, a global code for standard-setting organisations and accreditation bodies. The ISEAL Assurance Code sets out minimum criteria for implementation of the assurance process, by implementing the Assurance Code, organisations like Bonsucro can develop assurance systems that ensure audit consistency and rigour at the same time as promoting accessibility and efficiency.

Bonsucro maintains a public list of licensed certification bodies, which can be accessed at: www.bonsucro.com/licensed-certification-bodies

As with any other claim related to Bonsucro, there must be a link to Bonsucro's website: www.bonsucro.com

Licensed certification bodies can make off-product claims about their licensed status in relation to Bonsucro and their ability to carry out Bonsucro audits. They can make claims using the Bonsucro organisational logo (modified version).

Please see below the allowed and disallowed claims:

Allowed Claims	Disallowed Claims
<p><input checked="" type="checkbox"/> [Certification Body Name] is a Bonsucro-accredited/licensed Certification Body</p> <p>[Certification Body Name] is entitled to carry out Bonsucro certification audits</p>	<p><input type="checkbox"/> References to Country of Operations</p> <p>Although certification bodies are encouraged to communicate about where they have qualified auditors to carry out Bonsucro audits, they cannot claim to be the sole provider of the service in a given country/region. For example:</p> <p>[Certification Body Name] is the Bonsucro-accredited certification body for Brazil – NOT ALLOWED</p>

Training Providers claims

Bonsucro maintains a licensing system for third party training providers that wish to offer Bonsucro training.

The training licensing systems ensures that third party trainers have been trained by Bonsucro, have consistent and high-quality training material and methods, and ensures that they are equipped to support farms and mills to understand and implement the Bonsucro standards.

Bonsucro maintains a public list of licensed training providers, which can be accessed at: www.bonsucro.com/bonsucro-training

As with any other claim related to Bonsucro, there must be a link to Bonsucro's website: www.bonsucro.com

Licensed training providers can make off-product claims regarding their status as licensed trainers. Please see below the allowed and disallowed claims:

Allowed Claims	Disallowed Claims
<input checked="" type="checkbox"/> [Organisation Name] is a Bonsucro Licensed Training Provider [Organisation Name] is entitled to deliver official Bonsucro training	<input checked="" type="checkbox"/> References to Country of Operations Although licensed training providers are encouraged to communicate about where they operate, they cannot claim to be the sole provider of the service in a given country/region. For example: [Organisation Name] is the Bonsucro-licensed training provider for Brazil – NOT ALLOWED
	<input checked="" type="checkbox"/> References to Number of Trainings given [Organisation Name] is a Bonsucro Licensed Training Provider with over x number of trainings provided – NOT ALLOWED

Benchmark claims

Results of the benchmark will be published on Benchmarking section of the Bonsucro website along with an announcement or statement (as agreed in the terms of the MOU).

Isolated claims related to the benchmark are not permitted.

However, Benchmarked Schemes are welcome to inform stakeholders about the completion of the process

(See Benchmarking Protocol step 5) by providing a link to the summary report along with the General Reference Statement as outlined below.

Any other statements or communication that is not already listed in the MOU must be approved by Bonsucro in advance of use or publication.

Allowed Claims		Disallowed Claims	
✔	<p>General Reference Statement:</p> <p>The [name of improvement scheme] was benchmarked by Bonsucro [insert link to summary report on Bonsucro site].</p>	✘	<p>Misleading terms</p> <p>‘Equivalent’ or ‘Equivalence’ to Bonsucro References to the certification process or certification.</p>
	<p>Benchmark Result – As written in Benchmark Summary Report:</p> <p>Indicators used by [name of improvement scheme] at [farm / mill] level demonstrate [basic/intermediate/comprehensive] alignment with the Bonsucro Production Standard. The minimum level of assurance required by [name of scheme] is [type of assurance].</p>	✘	<p>Incomplete description or use of terms other than basic, intermediate or comprehensive</p> <p>Any reference to the benchmark that is partial or incomplete is NOT ALLOWED: One or more required components – level of alignment, scope or assurance – is missing or lacks sufficient detail. Only part of the benchmark is referred to – core or non-core. Ex. Our Scheme is (fully) aligned with core Bonsucro indicators. Reference to core indicators is NOT allowed. Term ‘Fully’ aligned – not one of the scores.</p> <p>Any reference to alignment using qualitative descriptors other than basic, intermediate or comprehensive is NOT ALLOWED: Using different qualitative terms or descriptions used other than the 3 grades is not permitted, nor is use of quantitative measures such as percentages. Ex. Our Scheme is 100% aligned with Bonsucro. Quantitative value (%) is NOT allowed.</p>

ARTWORK GUIDELINES

Certification Mark

This is the Bonsucro Certification Mark.

Minimum size

It is preferred that the mark is not used smaller than 20mm in width. If a certified partner wishes to use the mark at a smaller size this may be considered on a case-by-case basis.

Language adaptations

There is an Adobe Illustrator template available to create language adaptations. All adaptations must be approved by Bonsucro before use.

Certification Mark



Additional colourways



One-colour – green



One-colour – black

Preferred minimum size



20mm / 125px

Certification Mark in use

Preferences when used on-product.

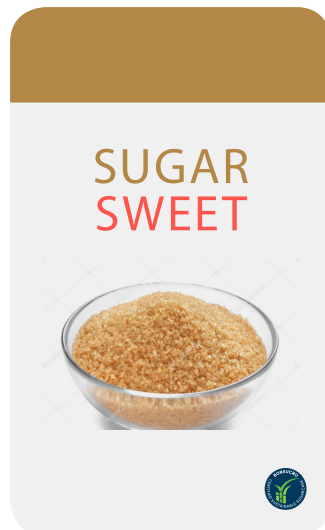
1. The full-colour version of the mark is the preferred option and should be used when the product packaging is printed in full-colour.

2. If full-colour printing is not available the one-colour green options is our next preference.

3. When product packaging is printed in one-colour the one-colour black logo may be altered to that colour.

The schematics on this page demonstrate these principles.

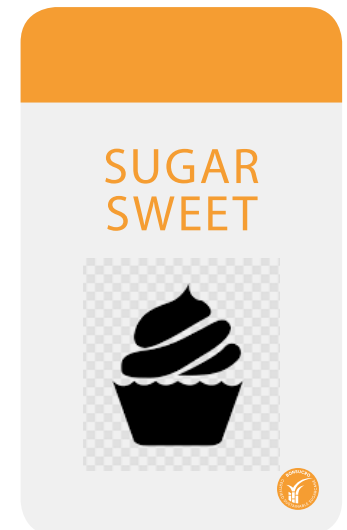
1. Full-colour



2. One-colour – green



3. One-colour – black (or altered)



Certification Messaging

To ensure consistency when communicating a message alongside the Certification Mark, we have a set design which allows flexibility for different length messages.

Use the Adobe Illustrator templates to construct custom message designs.

When using the colourways shown on the previous page the designs may be adjusted accordingly.

Short message example



Box can be extended horizontally & vertically

Construction



Text
Sofia Pro Bold, Dark Blue,
Example shown 7.5pt/10pt leading
Holding Box
Background colour: white
Line weight: 1.5pt, Dark Blue
Corner radius: 2mm

Long message example



Certification Mark do's and don'ts

The examples on the top row show the correct use of the logo. The other examples show common mistakes and misuse.

Please always use the logo artworks provided and do not alter or recreate the logo.



This example is correct



This example is correct



This example is correct



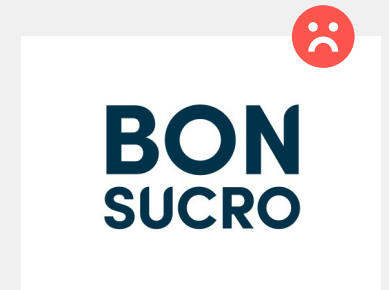
Do not add shadows or effects



Do not skew or distort the logo



Do not alter the size relationship between the symbol and the wordmark



Do not use the wordmark without the symbol



Do not rotate the logo



Do not place the full-colour logo on an unapproved background colour



Only use over an image if there is sufficient clearspace and contrast



Do not place in a holding shape other than the logo tab

Artwork Rules for Other Logos

The other logos available are contained within a round cornered rectangle to ensure they are simple for users to apply to their own branded materials.

Each logo is available in the three colourways shown here.

Member lock-up



Full-colour – on white

Additional colorways



Full-colour reversed – on dark blue



One-colour – white on green

Minimum size



Minimum width 60mm / 350px

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