

Plastic Recovery Pledge Certification Communications Guidelines

How certified partners may communicate certification and use rePurpose certification marks

Use this guide before publishing packaging, webpages, ecommerce listings, retailer copy, ads, social posts, reports, or other materials that mention your rePurpose certification or show a rePurpose certification mark. All uses must stay within your approved certified scope and must be approved by rePurpose before first public use.

01 What this certification lets you say

The certification allows you to communicate that the approved company, product, product line, portfolio, or other certified scope funds verified plastic recovery through rePurpose Global.

THE APPROVED CERTIFICATION CLAIMS ARE:

**This Company Funds
Plastic Recovery**

**This Product Funds
Plastic Recovery**

**Certified Plastic
Recovery Pledge**

02 Your certified scope controls every use

- Use the mark and approved claims only for the certified scope stated in your rePurpose Scheme Certificate and approval records.
- If your certification is limited by product, product line, portfolio, SKU set, geography, market, sales channel, or business unit, your mark and claim use must stay within that limit.
- Do not state or imply that certification applies beyond your certified scope. Company-level certification must not be presented as Product Certification, and Product Certification must not be presented as Company Certification.
- Extending product certification to an entire company, or using a company mark to imply product certification, may be treated as a major non-conformity.

03 When mark use can begin

You may use a rePurpose certification mark only after rePurpose has granted initial certification and approved the certified scope, claim wording, and mark use. Before use, the required agreements must be executed and the required financial contribution must be paid or covered by an approved payment arrangement.

Independent conformity assessment is required for participants using a certification mark. If initial rePurpose certification is granted before the Independent Conformity Certificate is issued, mark use is allowed only where the Standard, applicable law, and auditor requirements permit it. Unless a shorter period is required, the Independent Conformity Certificate must be obtained within six months of entering the service agreement, receiving certification, or transitioning from a predecessor rePurpose certification.

- Mark and claim use is valid only while certification is active and only within the certified scope.
- A multi-year certificate does not create unconditional mark-use rights for the full term. Rights can expire, suspend, terminate, or be restricted earlier if annual requirements or certification conditions are not met.
- Do not use an expired, suspended, withdrawn, cancelled, terminated, or out-of-scope claim or mark.

04 Which mark to use

Use the mark that matches your approved certification type. The general “Certified Plastic Recovery Pledge” mark may be authorized for either Company Certification or Product Certification where rePurpose approves it and the surrounding context makes the certified scope clear.

MARK/CLAIM	USE ONLY IF...	WHERE IT CAN APPEAR	WATCH-OUTS
This Company Funds Plastic Recovery	Certification is granted at the legal entity, business unit, or other defined company scope level.	Company-level webpages, reports, decks, corporate communications, and on products within the certified company scope where the use does not imply Product Certification.	Do not use this mark to imply that an individual product, SKU, or product line has Product Certification unless that Product Certification has also been granted.
This Product Funds Plastic Recovery	Certification is granted for a defined product, product line, portfolio, SKU set, geography, or channel.	Packaging, labels, product pages, ecommerce or retailer listings, ads, and communications for the certified product scope.	Do not use this mark in company-wide materials or for products, geographies, or channels outside the approved scope.
Certified Plastic Recovery Pledge	rePurpose has approved use of the general Pledge mark for the certified Company or Product scope.	Packaging, labels, websites, decks, reports, ecommerce pages, and other approved channels where the certified scope is clear.	Do not use the Pledge mark in a way that obscures whether the certification applies to the company, a product, a portfolio, a geography, or a channel.

05 Public certificate access

rePurpose maintains a public certificate page or equivalent verification mechanism for certified participants. It identifies the participant, certified scope, certification status, validity period, applicable Standard version, Independent Conformity Certificate status (where applicable), and verified recovery quantity (where applicable).

When you use a certification mark in consumer-facing communications, make the public certificate information reasonably accessible through a QR code, URL, hyperlink, website certification page, product information page, retailer listing, or another mechanism appropriate to the medium. You do not need a separate QR code or link on every single instance of the mark if consumers can reasonably access the supporting information from the material as a whole.

CURRENT REGISTRY LINK

repurpose.global/ecgt-compliance#brandregistry

06 Language guide

These examples are starting points. Final use depends on your certified scope, channel, surrounding text, visuals, and rePurpose approval.

SAFER PHRASING	AVOID	WHY
This [company/product] funds verified plastic recovery through rePurpose Global.	This [company/product] is plastic neutral/net zero plastic.	The certification is contribution-based; it is not an offset, neutrality, or zero-impact claim.
Certified by rePurpose Global. Verify at the public certificate page.	We have eliminated or offset our plastic footprint.	The certification does not verify footprint measurement or offsetting.
We partner with rePurpose Global to support verified plastic recovery.	Eco-friendly, green, sustainable, better for the planet.	Broad environmental claims require separate substantiation and approval.
rePurpose Global is our plastic recovery partner through the rePurpose Verified Plastic Recovery Pledge Program.	rePurpose Global is our partner; therefore, this product has no plastic impact.	Partnership language is allowed only when it stays descriptive and does not overstate the impact.
[X] kg of verified plastic recovery allocated to this certification, if rePurpose has confirmed the quantity for claim use.	[X] kg of plastic recovered, if the number has not been confirmed by rePurpose for claim use.	Base quantity claims on quantities confirmed by rePurpose in the public certificate record, allocation record, or written approval.

Communicating your partnership with rePurpose

You may describe your relationship with rePurpose, but keep the statement focused on the partnership and the recovery work being funded. Do not imply that the partnership makes a product environmentally preferable, eliminates impact, offsets plastic use, or creates a result outside the certified scope.

EXAMPLES THAT MAY BE ACCEPTABLE WHEN ACCURATE AND APPROVED IN CONTEXT:

We partner with rePurpose Global to support verified plastic recovery.

We work with rePurpose Global to fund verified plastic recovery through its network of recovery projects.

Through our partnership with rePurpose Global, we provide funding for verified plastic recovery.

rePurpose Global is our plastic recovery partner through the rePurpose Verified Plastic Recovery Pledge Program.

Do not shorten a careful explanation in a way that changes the meaning. For example, do not shorten:

FULL CLAIM

“Every [product] sold helps fund verified plastic recovery through rePurpose-approved recovery projects”

TO

“Every [product] removes plastic.”

Visual and design rules

- Use only approved mark files and approved formats. Do not crop, distort, modify, translate, recolor, or combine the mark with other claims except as authorized by rePurpose.
- Do not remove or obscure the certification wording, rePurpose Global name, or other required mark elements.
- Do not pair the mark with nature imagery, green leaves, oceans, wildlife, or similar visuals in a way that implies broad environmental superiority unless that broader claim is separately substantiated and approved.
- Do not place the mark next to unsupported environmental, climate, recyclability, biodegradability, circularity, or impact-elimination claims.

09 Before you publish: quick checklist

CHECK ITEM

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|--------------------------|---|
| ☐ | Correct mark for your approved Company, Product, or Pledge certification scope |
| ☐ | Use stays within approved product, company, geography, channel, and reporting-period limits |
| ☐ | No offset, neutrality, footprint-measurement, zero-impact, or broad environmental claim |
| ☐ | No unconfirmed recovery quantity or self-calculated impact number |
| ☐ | Public certificate information is reasonably accessible where consumer-facing |
| ☐ | No imagery or nearby statements that overstate the certification |
| ☐ | Creative has been submitted to rePurpose and approved before first public use |

10 Approval, changes, and ongoing responsibilities

Approval from rePurpose is required before first public use of the certification mark or certification claim. Submit proposed creative to your rePurpose contact, including packaging, websites, ecommerce pages, retailer listings, advertisements, social media, point-of-sale materials, reports, and other consumer-facing communications.

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| ■ | Resubmit for re-approval if wording, placement, surrounding text, imagery, certified scope, geography, channel, or format changes materially from what was approved. |
| ■ | Notify rePurpose of material changes to certified scope, revenue basis, service agreement, payment status, product portfolio, packaging artwork, claim wording, distribution territories, or public communications. |
| ■ | Provide information on mark and claim use during monitoring, annual reporting, or upon request. |

11 If your certification changes or ends

If certification is suspended, withdrawn, reduced, expired, canceled, terminated, or not renewed, rePurpose will tell you what must change and when. Unless rePurpose authorizes otherwise in writing:

- Stop new manufacturing, printing, packing, labeling, release, or approval of materials bearing the mark immediately.
- Update or remove controllable digital claims, websites, ecommerce listings, paid ads, and social posts immediately or within the timeframe stated in the notice.
- Within 90 days, demonstrate that the mark and associated claims have been removed from newly manufactured or newly printed packaging, products, artwork, labeling, and certification materials.
- Previously produced products may remain on the market only where the mark was valid when applied and continued sale is lawful, not misleading, and not prohibited by rePurpose.

12 Questions

For approval or questions about claim wording, placement, public certificate access, or scope, contact your rePurpose Global account lead before publishing.

Disclaimer: This document provides general information and is not legal advice. ECGT is implemented through national laws, and requirements and enforcement may vary by EU Member State. Companies should consult qualified counsel regarding their specific claims and markets.